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H. L. MYERS

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DISPLAY DEVICE FOR CONTAINERS

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Fig. 1.

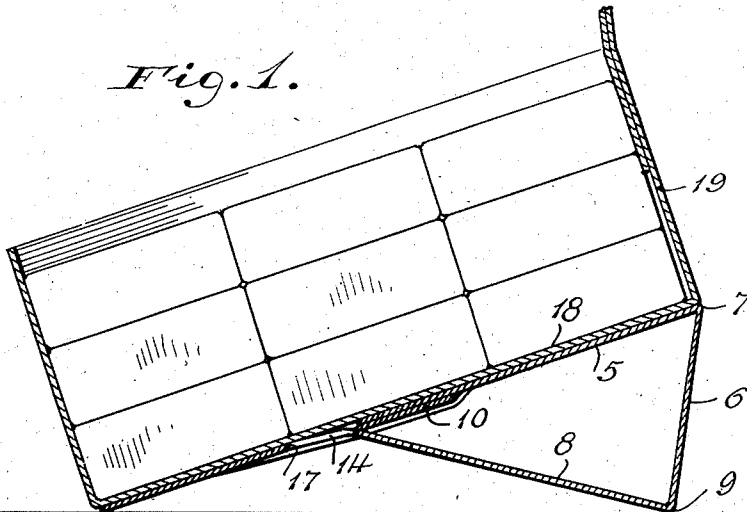
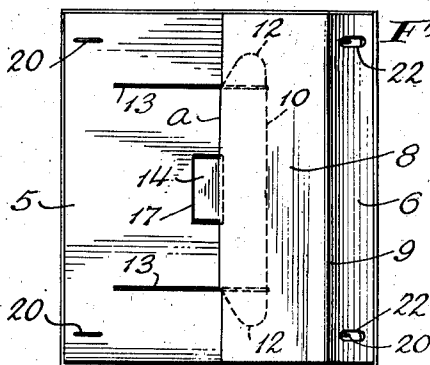


Fig. 2.

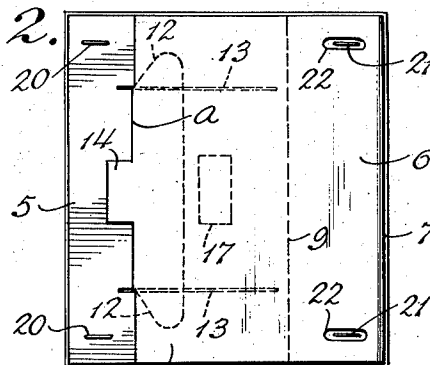


Fig. 3.

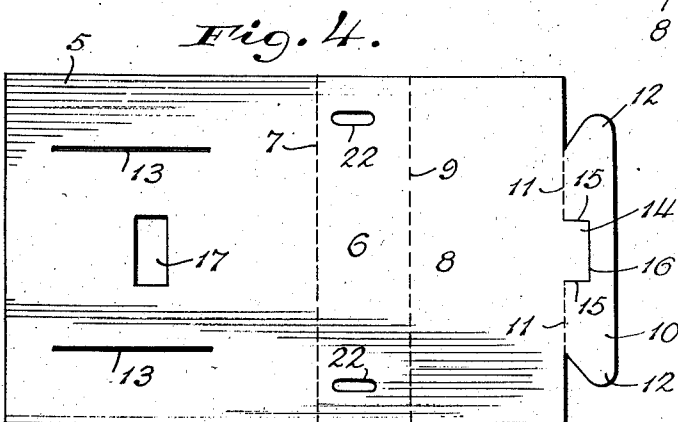


Fig. 4.

INVENTOR.

HAROLD L. MYERS

BY

Wm. A. Kehlmeier
ATTORNEY

UNITED STATES PATENT OFFICE

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DISPLAY DEVICE FOR CONTAINERS

Harold L. Myers, Morristown, N. J.

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2 Claims. (Cl. 206—44)

The invention relates to containers for holding, displaying and dispensing articles of merchandise and has for its object to provide a novel device for supporting the container in an attractive display position in which the articles of merchandise in said container are readily accessible for dispensing at will. The invention contemplates further a novel display device constructed as a self-contained unit capable of being readily attached to the containers and arranged to be set up and folded to operative and inoperative positions respectively in a simple and efficient manner. Other objects will appear from the description hereinafter and the features of novelty will be pointed out in the claims.

In the accompanying drawing, which illustrates an example of the invention without defining its limits Fig. 1 is a sectional view showing the novel device in operative position on a container and supporting the latter in display position; Fig. 2 is a bottom view of the device and container with the device in its operative position; Fig. 3 is a similar view showing the device in its inoperative, folded position, and Fig. 4 is a face view of the blank from which the device is constructed.

In its preferred form the novel display device comprises a self-contained unit adapted to be suitably combined with the receptacle for which it is designed, and in such case may be constructed from a blank of suitable material such as cardboard or the like. In the form shown in Fig. 4 this blank consists of a main section 5 of rectangular form and predetermined dimensions dependent upon the associated receptacle to which it is to be attached. An auxiliary panel 6 is foldably connected with the main section 5 at an edge thereof and in any suitable manner as by means of a score line 7. An associate panel 8, which in the illustrated example is a terminal panel, is foldably connected with the auxiliary panel 6 at an edge thereof in any conventional way as by means of a score line 9. A guide tongue 10 is foldably connected with the associate panel 8 at the free edge thereof for instance by means of score lines 11 which project inwardly toward each other as shown. The guide tongue 10 has its opposite ends 12 tapered and preferably rounded as indicated for co-operation with guide slots 13 formed in the main section 5 and extending in spaced parallel relation to each other. The blank further includes a locking flap 14 which initially may comprise part of the guide tongue 10 and in such case is cut therefrom along end lines 15 and a

connecting transverse line 16 so as to remain in connection with and project from the associate panel 8. The end lines of the locking flap 14 are located respectively at the inner terminals of the score lines 11 as shown in Fig. 4. In practice the locking flap co-operates with a locking opening 17 formed in the main section 5 and located at a predetermined point between the slots 13 to maintain the display device in the operative display position shown in Fig. 1, as will be more fully described hereinafter.

To set up the display device from the blank shown in Fig. 4 the locking flap 10 is folded on the score lines 11 preferably in a return direction into overlapping relation with the associate panel 8 and the latter with the auxiliary panel 6 is folded on the score line 7 over the main section 5; in any appropriate manner the tapering ends 12 of the guide tongue 10 are inserted into the slots 13 so that at this stage the device presents the flat folded appearance illustrated in Fig. 3 in which the locking flap 14 projects outwardly from the associated panel 8 over the main section 5 as shown. When it is desired to adjust the display device to its operative position, or in other words, to foldably adjust the panels 6 and 8 to operative easel form, a manual pushing force is exerted on the edge α of the device in Fig. 3 to slidably shift the guide tongue 10 or specifically the ends 12 thereof lengthwise of the slots 13 toward the right in said Fig. 3. This will pivotally adjust the auxiliary panel 6 on the score line 7 or its equivalent, and at the same time will pivotally adjust the associate panel 8 on the score lines 9 and 11 to bring said panels 6 and 8 into inclined relation to each other and to the main section 5, or in other words, to foldably adjust these panels 6 and 8 to operative easel form as illustrated in Fig. 1. During these movements the ends 12 of the guide tongue will move lengthwise of the slots 13 and the guide tongue 10 itself will travel in surface engagement with the main section 5 in a direction toward the right in Fig. 3. When the panels 6 and 8 have reached their final display position or easel form, the locking flap 14 will be in registry with the locking opening 17 and will automatically drop into the same, or if required may be forced into said opening 17 to bring the free transverse edge of said locking flap 14 into engagement with the contiguous edge of said locking opening 17 to thereby fix said panels 6 and 8 in their operative position or easel form, as shown in Fig. 1. When it is desired to collapse the display device or to

adjust it to its inoperative position, the locking flap 14 is removed from the locking opening 17 in any convenient manner and a force is exerted on the panels 6 and 8 in a direction toward the main section 5 for instance at the apex of the easel coinciding with the score line 9 or its equivalent. This will cause the guide tongue 10 to slide along the surface of the main section 5 and the tapered ends 12 of said locking flap 10 to correspondingly move lengthwise of the slots 13 in a direction toward the left in Fig. 2; the locking flap 14 will concurrently travel in the same direction on the face of the main section 5. At the completion of this collapsing operation the panels 6 and 8 of the display device will lie flat in surface engagement with the section 5 and the ends 12 of the guide tongue 10 will be located at or near the left hand ends of the slots 13, or in other words the display device will again occupy the position illustrated in Fig. 3.

In the illustrated form of the invention, the main section 5 of the display device is connected with the bottom 18 of the container 19 in surface engagement therewith. The connection of the main section 5 with the bottom 18 of the container 19 may be effected in any conventional manner as for instance by means of metallic staples 20 and 21 as shown. In order to facilitate the placing of the staples 21 in position to connect the main section 5 with the bottom 18 of the container 19, the panel 6 may be provided with apertures or slots 22 through which the main section 5 is made accessible to the staples and stapling machine when the display device is in the folded inoperative position shown in Fig. 3.

In some instances the main section 5 may constitute the bottom of the associated container in which case suitable provision is made for foldably combining the panels 6 and 8 with said main section to meet the existing conditions. In any event in all forms of the device suitable means projects upwardly from the main section 5 to constitute a container for articles of merchandise. When the display device comprises a self-contained unit and the main section 5 has been suitably attached to the bottom 18 of the associated container 19 as described, the locking opening 17 in co-operation with the bottom 18 of said container 19 forms a locking recess for the accommodation of the locking flap 14 to fix the panels 6 and 8 in their operative position or in the easel form shown in Fig. 1 in which the associated container 19 is supported in an inclined display position as shown. In this display position the articles of merchandise in the container 19 are not only attractively displayed but are also made easily accessible for sale to purchasers or other dispensation as may be desired.

The display device in all of its forms is of maximum simplicity in construction and is capable of being adjusted to and from its operative position and vice versa with a minimum of energy and without requiring any particular skill on the part of the operator. The inter-engagement of the locking flap 14 with the locking opening 17 is substantially automatic and in any case requires only a slight effort to force these elements into co-operate engagement with each other. The release of the flap 14 from the locking opening 17 and the collapse of the display device to its inoperative flat condition is

equally simple and also requires no particular effort or skill on the part of the operator.

The display device in all of its forms comprises a plurality of members foldably and slidably connected with each other in a manner to enable said device to be adjusted as hereinbefore described.

In its illustrated form the plurality of members is exemplified by the main section 5 and the panels 6 and 8, which are located in continuous relation to each other and to said main section 5 and are foldably connected to attain the desired results. Predetermined members, that is for instance, the panels 6 and 8, are foldable relative to each other and to another of said members, for instance, the main section 5 to operative easel form. The predetermined members for instance the panels 6 and 8 are slidably connected with another of said members, as for instance the main section 5 by means of the guide tongue 10 and the guide slots 13 as previously set forth herein. In addition the device preferably always includes means for fixing the predetermined members such as the panels 6 and 8 in said easel form, said means being exemplified in the illustrated example by the locking flap 14 and the locking opening 17.

The novel display device when constructed in its preferred form as a self-contained unit may be readily connected and combined with existing types of containers for articles of merchandise. The specific construction and form of these containers may be of any predetermined or special type dependent upon the purpose for which it is to be used. In every instance the novel display device provides an efficient means whereby said containers with the articles of merchandise therein may be efficiently and adequately supported in attractive display positions so as to be easily accessible for dispensation at will. At the same time the novel display device in its inoperative position lies flat and does not interfere with the storage or shipment of the containers with which it is combined.

Various changes in the specific forms shown and described may be made within the scope of the claims without departing from the spirit of the invention.

I claim:

1. The combination of a merchandise container including a bottom, and a display device, comprising a main section secured to the bottom of said container in surface engagement therewith and provided with a locking opening co-operating with said bottom to form a locking recess, a plurality of panels foldably connected with each other and with said main section and foldable relatively to each other and to said main section into easel form for supporting said container in display position and to an inoperative position in surface engagement with said main section, means for slidably connecting one of said panels with said main section, and a locking flap on said one of said panels arranged to pass into said locking recess into contact with the bottom of said container and to engage a wall of said locking opening to fix said panels in easel form.

2. The combination of a merchandise container having a bottom, and a display device comprising a main section secured to the bottom of said container in external surface engagement therewith, said main section being provided with spaced, parallel guide slots and a locking opening located between said slots and co-operating with said bottom to form a locking recess, an

auxiliary panel foldably connected with said main section at an edge thereof, an associate panel foldably connected with said auxiliary panel at an edge thereof, a guide tongue foldably connected with said associate panel in overlapping relation thereto and having its opposite ends slidably mounted in said slots for folding said panels relatively to each other and to said main section to adjust said device from its inoperative to its operative position and vice versa, 10

and a locking flap cut from said guide tongue and connected with said associate panel at its foldable connection with said guide tongue, said locking flap being arranged to pass into said 5 locking recess into contact with the bottom of said container and to engage a wall of said locking opening to fix said device in its operative display position.

HAROLD L. MYERS.