Sept. 2, 1924. 1,507,078

D. B. MACKIE

DISPLAY HOLDER

Filed June 11, 1923 2 Sheets-Sheet 1

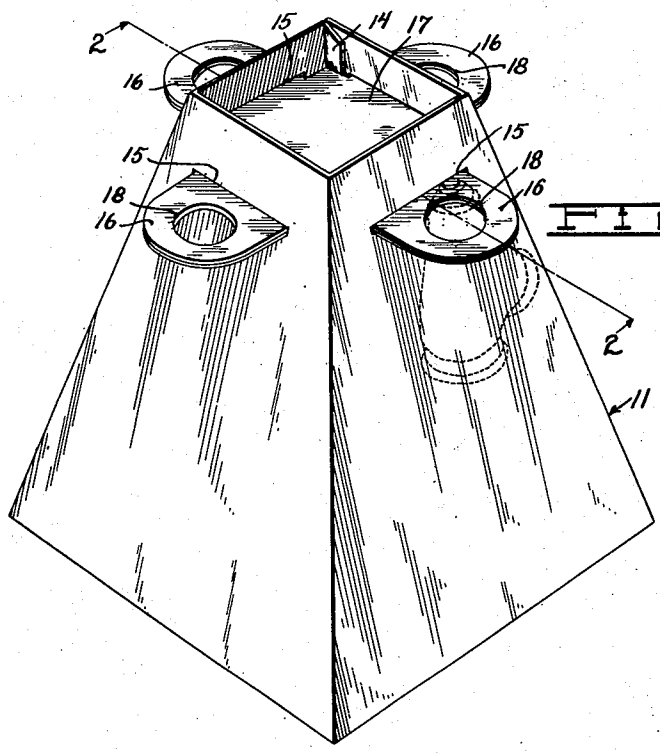


Fig. 1

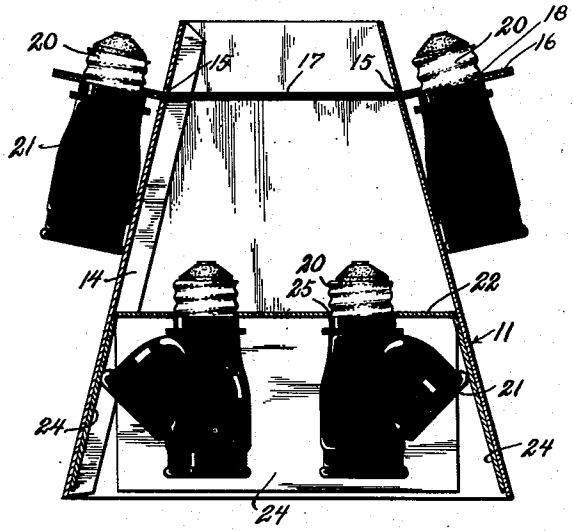


Fig. 2

INVENTOR
BY Duncan B. Mackie
Jones Addington Ames & Seibold
ATTORNEYS

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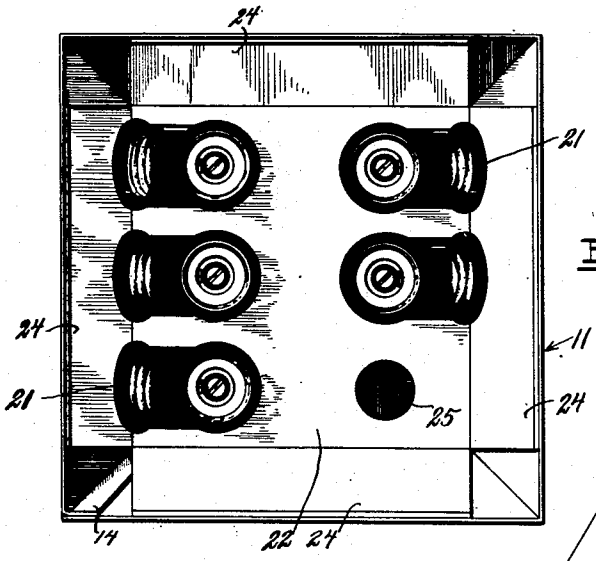


Fig. 3

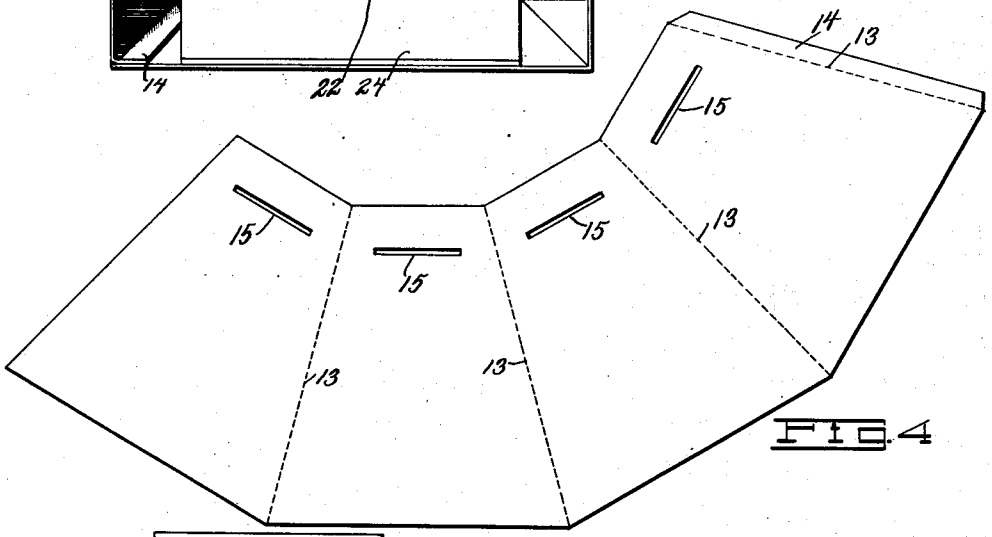


Fig. 4

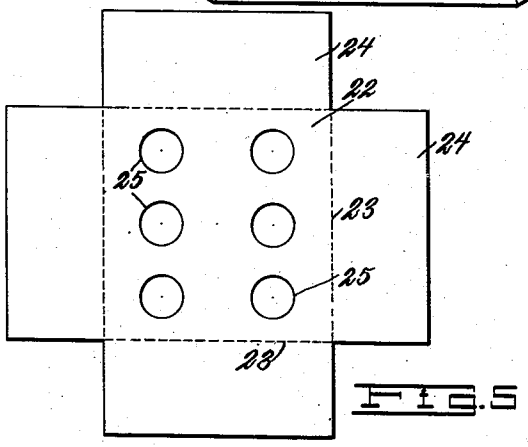


Fig. 5

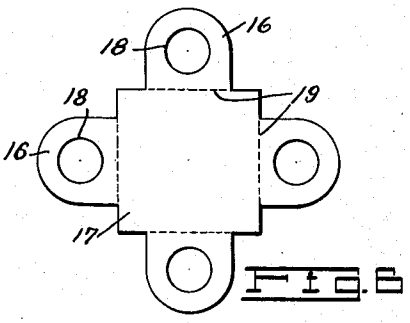


Fig. 6

INVENTOR:
Duncan B. Mackie
BY:
Jones Ladington Ames & Seibold
ATTORNEYS.

Patented Sept. 2, 1924. 1,507,078

UNITED STATES PATENT OFFICE.

DUNCAN B. MACKIE, OF CHICAGO, ILLINOIS, ASSIGNOR TO BENJAMIN ELECTRIC MFG. COMPANY, OF CHICAGO, ILLINOIS, A CORPORATION OF ILLINOIS.

DISPLAY HOLDER.

Application filed June 11, 1923. Serial No. 644,583.

To all whom it may concern:

Be it known that I, DUNCAN B. MACKIE, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented new and useful Improvements in Display Holders, of which the following is a full, clear, concise, and exact description, reference being had to the accompanying drawing, forming a part of this specification.

My invention relates to shipping containers and to display holders for electrical devices. One of the objects of my invention is to provide a display holder for such electrical devices as are provided with Edison screw plug portions which will hold the plug portion of such electrical devices with its axis parallel to the outer face, or faces, of the holder so that the device will be displayed to advantage, and at the same time hold the screw plug portion of an additional number of such devices in the same manner and separated from each other within the body of the holder, from which they may be removed to replace those on the outside, as the latter are sold and removed.

A further object of my invention is to provide such a display holder as can be filled at the place of manufacture with a definite number of such electrical devices and will hold the devices in such a way that they may be readily shipped without damage that might otherwise be caused by reason of said devices knocking against each other in transit and enabling them, on their arrival, to be immediately placed on display and sold with a minimum of labor in unpacking.

Another object of my invention is to provide such a display holder which can be folded flat for shipment and storage until such time as it is to be filled with the devices. Further objects will appear in the detailed description following and from the appended claims. In the drawings, in which an embodiment of my invention is shown—

Figure 1 is a perspective view of a combined shipping container and display holder;

Fig. 2 is a vertical section on the line 2—2 of Fig. 1;

Fig. 3 is a bottom view of the container;

Fig. 4 is a plan view of the blank from which the body portion or pedestal is formed;

Fig. 5 is a plan view of the blank from which the support for the inside plugs is formed; and,

Fig. 6 is a plan view of the blank from which the holder for the outside plugs is formed.

Referring now to the drawings in detail, the construction shown therein comprises a pedestal or body portion 11, formed from the blank of material (Fig. 4), such as cardboard, of such shape and so creased and bent along the dotted lines 13 as to form the frustum of a pyramid and having a flap portion 14 which may be folded under and secured by glue or otherwise to the opposite side of said blank. In the lateral faces of said frustum and near the upper and smaller portion thereof are horizontal slits 15 through which extend the ear portions 16 of the holder for the outside plugs 17.

The holder for the outside plugs 17 is formed from a blank of material (Fig. 6), such as cardboard, comprising a body portion of such size and shape as to conform to the inner periphery of the frustum at the line of the slits 15 and having ear portions 16 extending outwardly and through the slits 15 and creased and bent along the dotted line 19 upwardly at right angles to the lateral faces of the frustum. The ear portions 16 are each provided with an aperture 18 adapted to snugly receive the threaded plug 20 of the electrical device 21.

The support for the inside plugs is formed from a blank of material (Fig. 5), such as cardboard, comprising a body portion 22 of such size and shape as to conform to the inner periphery of the frustum at a suitable distance above the lower edge to allow sufficient room for the devices which it is intended to hold and having flat portions 24 bent downward on the dotted lines 23 and secured by glue or otherwise to the inside lateral faces of the frustum. The body portion 22 is provided with suitably spaced apertures 25, similar to the apertures 20 in the ear portions 16.

The use of the device is obvious from the description of the construction. The blanks from which the body portion or pedestal, the support for the inside plugs and the

holder for the outside plugs are formed, may be stored flat and readily assembled when desired for use. The screw plug portion of the electrical devices are screwed into the ear portions of the holder for the outside plugs and are thus held with their axes parallel to the lateral faces of the frustum in position advantageous for display, the display holder being set in a display window or upon a counter, or in any suitable place where it will attract attention. The screw plug portions of an additional number of the electrical devices are screwed into the holes in the support for the inside plugs where they are held securely in a vertical position, concealed from view and free from all contact with each other or with other portions of the display holder, until they may be removed from time to time to replace the electrical devices held on the outside of the display holder as the latter are sold and removed. Thus the display holder also serves as a suitable container in which to ship any number of screw plug electrical devices which it may be constructed to accommodate.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent in the United States, is—

1. A combined shipping container and display holder comprising a combined container and pedestal of sheet material in the form of a frustum of a pyramid having provisions for supporting devices to be shipped and displayed around and on the upper smaller end of the frustum, and having provisions for supporting devices to be shipped and stored around the inside of the lower larger end of the frustum.

2. A combined shipping container and display holder comprising a hollow upright tapering base of sheet material, and means for supporting devices to be shipped and displayed around the outside of said base and having provisions for supporting devices to be shipped and stored around the inside of said hollow base.

3. A display holder comprising a hollow upright tapering base of sheet material having slits in its side lying in a transverse horizontal plane, and means for supporting devices to be displayed around the outside of said base comprising a member of sheet material having a body portion lying inside said hollow base in the plane of said slots and having ear portions extending from said body portion through said slots, said ear portions having provisions for supporting the articles to be displayed.

4. A display holder comprising a hollow upright tapering base of sheet material having slits in its side lying in a transverse horizontal plane, and means for supporting devices to be displayed around the outside of said base comprising a member of sheet material having a body portion lying inside said hollow base in the plane of said slots and having ear portions extending from said body portion through said slots, said ear portions having apertures therein to receive the articles to be displayed.

5. A display holder comprising a hollow upright base of sheet material in the form of a frustum of a pyramid and having means for supporting devices to be shipped and stored around the inside of the lower larger end of the frustum, said means comprising a member of sheet material having a body portion lying in a plane transverse to the axis of the frustum and extending to all sides thereof, and having flap portions engaging the inner sides of the frustum and secured thereto, said body portion having openings therein to receive the devices to be shipped and stored.

6. A combined shipping container and display holder comprising a combined container and pedestal of sheet material in the form of a frustum of a pyramid, and having means for supporting devices to be shipped and displayed around the outside of the upper smaller end of the frustum and having means for supporting the devices to be shipped and stored around the inside of the lower larger end of the frustum, said means for supporting devices to be shipped and displayed around the outside of the frustum comprising a member of sheet material having a body portion lying inside said frustum adjacent the smaller end thereof, and having ear portions extending through the walls of said frustum, said ear portions having openings therein to receive the devices, and said means for supporting the devices to be shipped and stored around the inside of the frustum comprising a member of sheet material having a body portion lying in a plane transverse to the axis of the frustum and extending to all sides thereof and having flap portions engaging the inner sides of the frustum and secured thereto, said body portion having openings therein to receive the devices to be shipped and stored.

7. A combined shipping container and display holder comprising a hollow upright tapering base of sheet material, and having means for supporting devices to be shipped and displayed around the outside of the upper smaller end of the base and having means for supporting the devices to be shipped and stored around the inside of the lower larger end of the base, said means for supporting devices to be shipped and displayed around the outside of the base comprising a member of sheet material having a body portion lying inside said base adjacent the smaller end thereof and having ear portions extending through the walls of said base, said ear portions having open-

ings therein to receive the devices, and said means for supporting the devices to be shipped and stored around the inside of the base comprising a member of sheet material having a body portion lying in a plane transverse to the axis of the base and extending to the inner side of the base, and having flap portions engaging the inner side of the base and secured thereto, said body portion having openings therein to receive the devices to be shipped and stored.

In witness whereof, I have hereunto subscribed my name.

DUNCAN B. MACKIE.