

F. WOKOUN.
PACKAGE DISPLAY APPARATUS.
APPLICATION FILED JAN. 19, 1912.

1,041,552.

Patented Oct. 15, 1912.

2 SHEETS—SHEET 1.

Fig. 1.

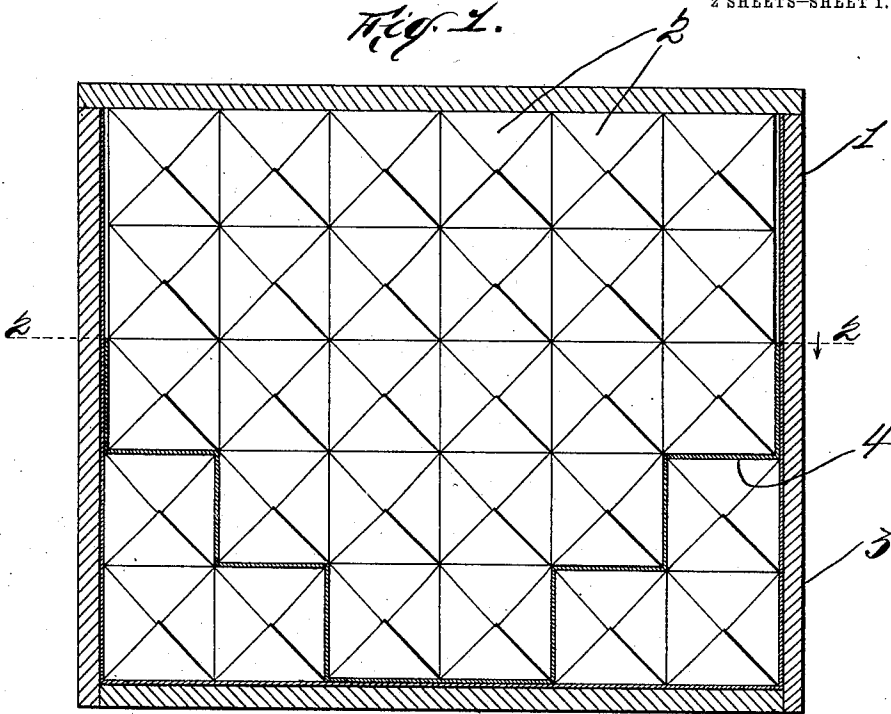
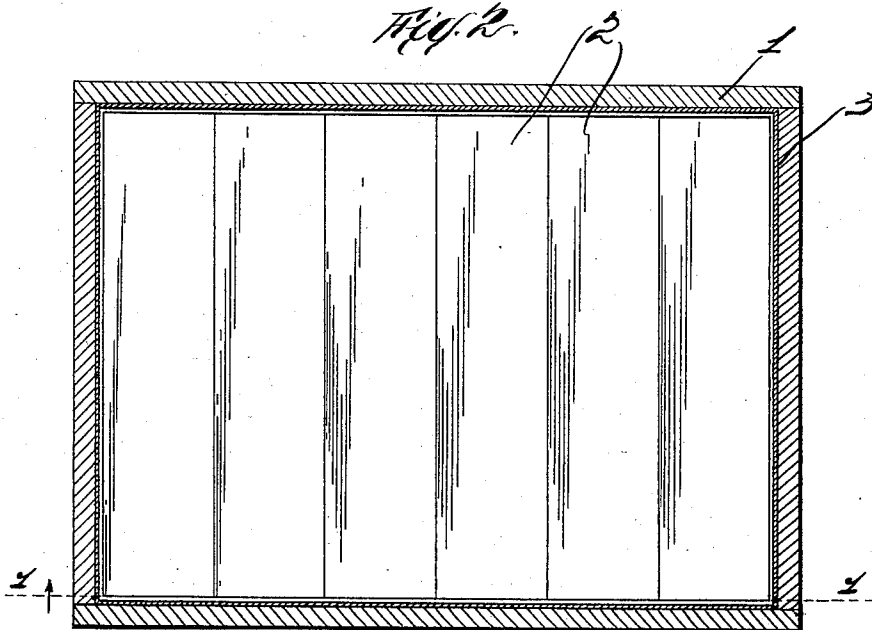


Fig. 2.



Witnesses:
C. A. Jarvis
A. B. Burdette

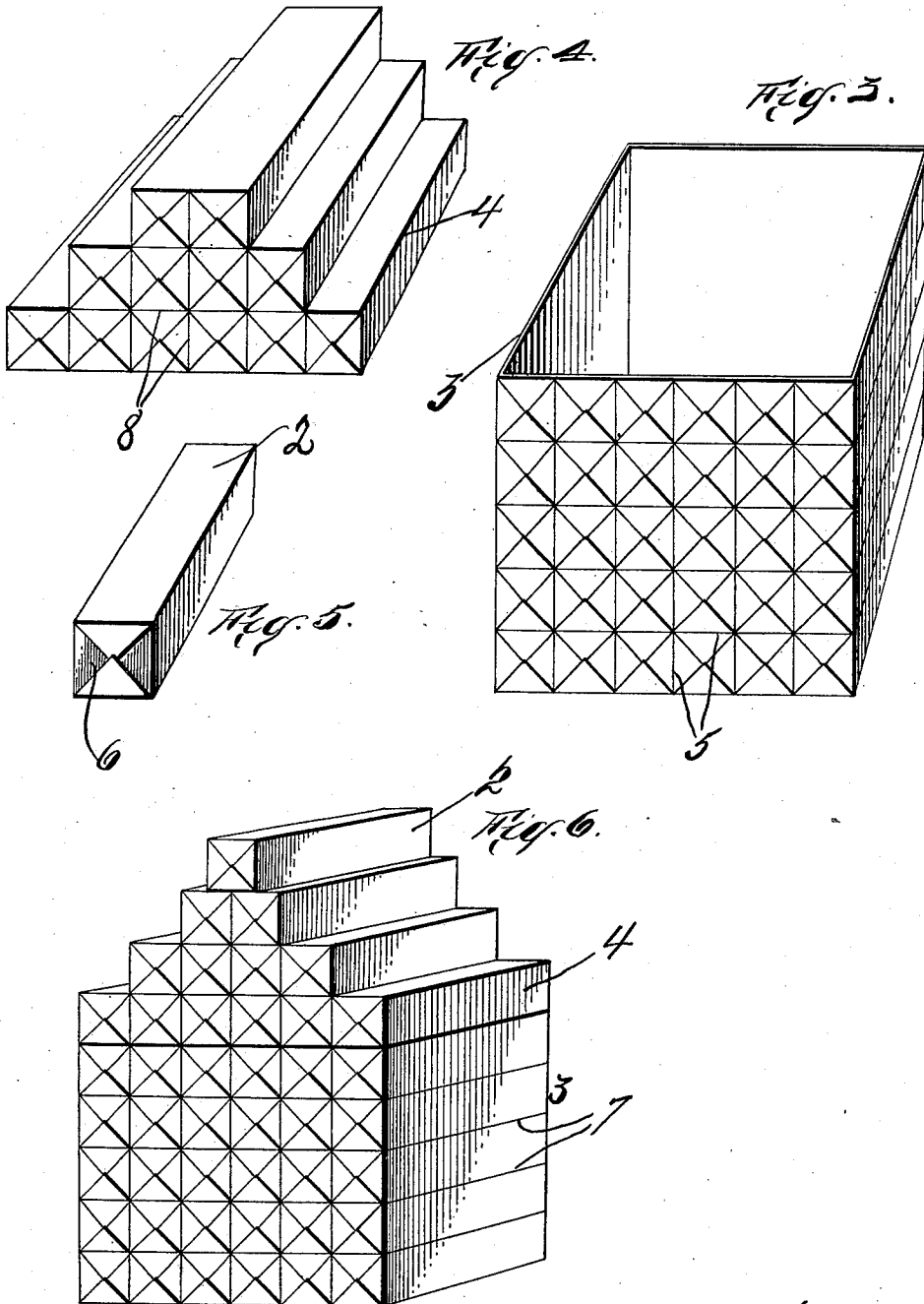
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2 SHEETS—SHEET 2.



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UNITED STATES PATENT OFFICE.

FRANK WOKOUN, OF NEW YORK, N. Y.

PACKAGE-DISPLAY APPARATUS.

1,041,552.

Specification of Letters Patent.

Patented Oct. 15, 1912.

Application filed January 19, 1912. Serial No. 672,145.

To all whom it may concern:

Be it known that I, FRANK WOKOUN, a citizen of the United States, residing at New York city, New York, have invented certain new and useful Improvements in Package-Display Apparatus, of which the following is a clear, full, and exact description.

This invention relates to an improved display device or apparatus and a novel arrangement of the same within a packed receptacle of goods, whereby it may be cheaply and conveniently shipped.

Heretofore whenever a merchant wished to make a display of goods in his window, it was found expensive and impractical to actually pile up or arrange the goods themselves in the window, and the merchant usually resorted to the expedient of piling up groups of empty boxes or cartons within which the goods are usually contained and sold. This latter practice although convenient to the merchant is expensive and troublesome for the manufacturer and shipper of goods, since the shipping of empty packages or cartons is almost as much trouble and expense as the shipping of full packages, which expense is a dead loss since it is not customary to charge merchants for these display devices. The manufacturers and shippers of goods as a matter of fact are quite anxious to have their goods displayed and advertised by the smaller merchants, but nevertheless any saving and expense in the matter of handling and shipping these display devices is greatly appreciated by the manufacturer.

The object of the present invention therefore is to provide a display device which may be shipped along with a box of goods without taking up any appreciable room therein thus displacing the actual goods desired to be shipped and yet which, when removed from the box of goods, can be arranged so as to represent a larger or smaller stack of goods as may be desired.

In other words, by my invention, the manufacturer whenever he ships a consignment of goods to a smaller dealer may simply box up the goods in the same way as before and include within the packed box of goods a display device which will be fully sufficient for the merchant's display purposes.

The objects above described may be ac-

complished in various ways and modifications from that shown and described in the present application, but one preferred manner of carrying out my invention will be more particularly hereinafter described and clearly shown in the accompanying drawings in which—

Figure 1 is an end vertical section through a receptacle packed in accordance with the present invention along line 1—1 Fig. 2; Fig. 2 is a horizontal section through line 2—2 Fig. 1; Fig. 3 is a separate perspective view of one portion of the display apparatus; Fig. 4 is a separate perspective of another portion of the display apparatus; Fig. 5 is a detached perspective of one of the packages or cartons of goods; and Fig. 6 is a view of the present display apparatus assembled.

For the purposes of describing one preferred form of my invention, I have illustrated in the drawings packages of merchandise which are commonly put up and sold in cartons such as biscuits, macaroni, etc., but it is obvious that the carrying out of my invention may be varied to suit any of the desired ways of putting up merchandise whether in packages, individual bundles or cans.

Referring to Fig. 1, I have shown a number of cartons 2 such as shown in Fig. 5 packed snugly within a casing 1 which may be a wooden shipping case of the usual form.

In the preferred embodiment my display apparatus consists of two separate parts, one part of which is in the form of a hollow body or an open top box or box-form shell 3 shown in Fig. 3 and which is of such shape and dimensions as to inclose a group of cartons such as 2 snugly within the same. The other part of my display apparatus consists of the hollow shell-like device 4 shown in Fig. 4, having stepped sides of proper dimensions to coincide with two-sides of the cartons which are to be packed. It will be obvious that cartons 2 may be packed about the outside and inside of said stepped shell 4 to form a block of grouped cartons which may be boxed up and shipped as they stand or which may be inserted within the box-like shell 3 as shown in Fig. 1. It is immaterial whether box 3 is deeper than shell 4, as the remaining space within the

shell 3 may be filled up with cartons of goods 2 to the desired size for shipping as shown in Fig. 1.

Fig. 1 shows in section the packed arrangement of goods and display apparatus ready for shipment, and it is obvious that when the merchant receives his goods and removes the same from casing 1, he can assemble the parts of the display apparatus in some such way as shown in Fig. 6, and if desired place upon the pinnacle of the same a single loose carton 2.

To fully carry out the display purposes of this arrangement the shells 3 and 4 are divided at their ends into divisions 5 and 8 respectively, to simulate the ends of the cartons 2. Moreover the sides of the shell 3 are divided as shown in 7 to simulate the sides of the cartons 2. The stepped sides of shell 4 themselves simulate the sides of cartons 2. Furthermore, if the cartons 2 are labeled upon their sides and ends as is usually the case, the divisions 5, 7 and 8 both on the ends and sides of the display apparatus may be similarly labeled so that

when the display apparatus is assembled as shown in Fig. 6 it simulates very closely a stack of cartons.

What I claim is:—

1. A shipping parcel of box-form composed of a plurality of packages piled in rows, and a display device for the same of shell-form, receiving a portion of said packages therein, and having a stepped wall passing between the rows of packages.

2. A shipping parcel of box-form composed of a plurality of packages piled in rows, and a display device for the same of shell-form, receiving a portion of said packages therein, and having a stepped wall passing between the rows of packages, the steps of said wall being of substantially the same linear dimensions as said packages.

Signed at New York city, N. Y. this 18th day of January 1912.

FRANK WOKOUN.

Witnesses:

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Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents Washington, D. C."