

May 9, 1933.

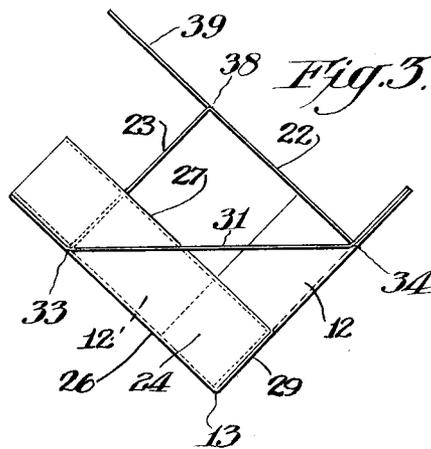
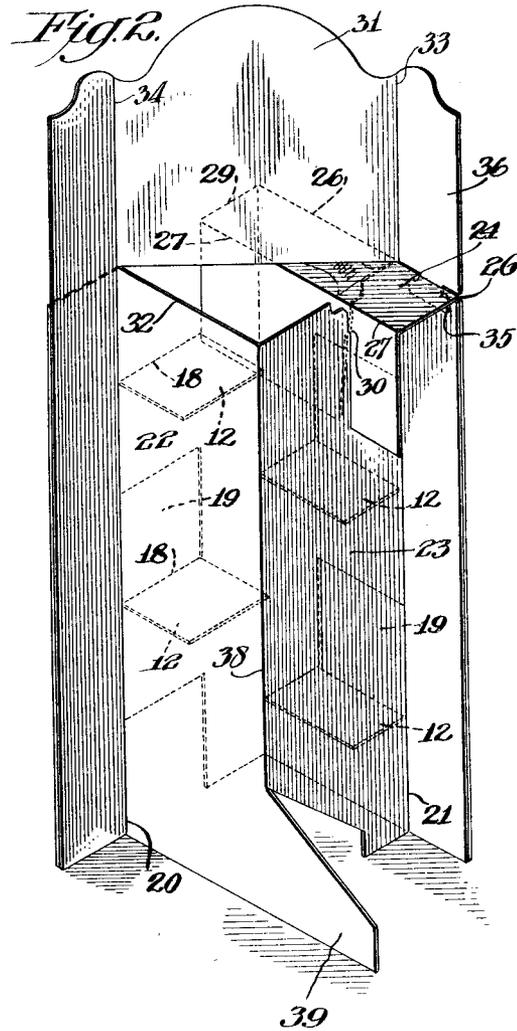
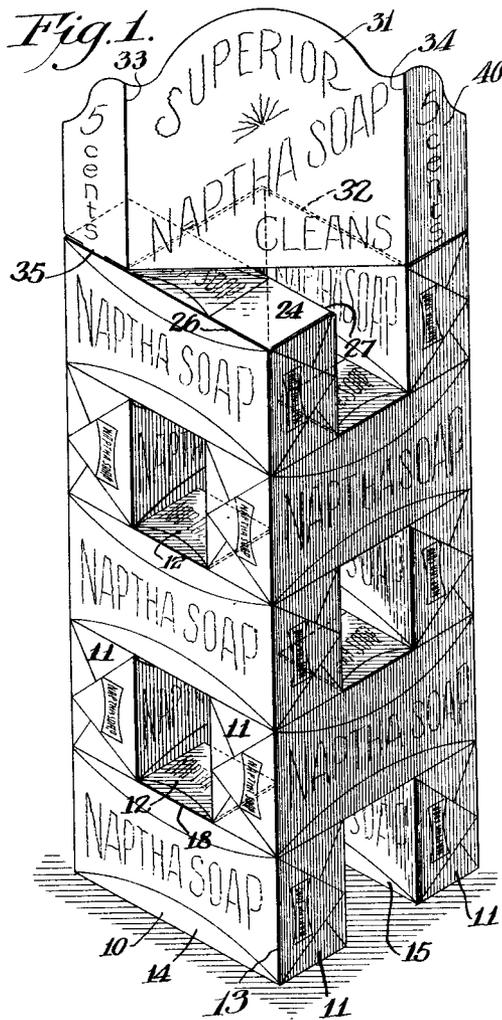
L. L. BERKOWITZ

1,907,716

DISPLAY DEVICE

Filed Nov. 30, 1932

3 Sheets-Sheet 1



Inventor
Leon L. Berkowitz,
by
Leonard L. Kalish
Attorney.

May 9, 1933.

L. L. BERKOWITZ

1,907,716

DISPLAY DEVICE

Filed Nov. 30, 1932

3 Sheets-Sheet 2

Fig. 4.

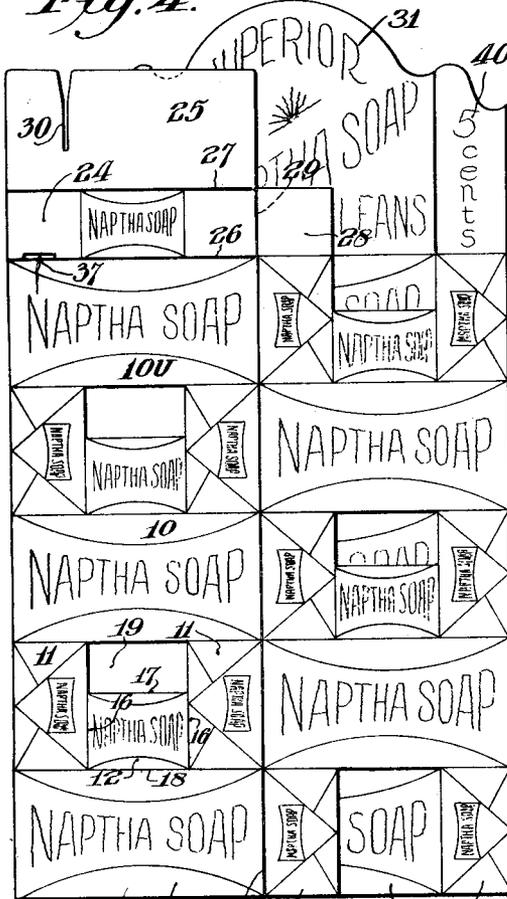


Fig. 5.

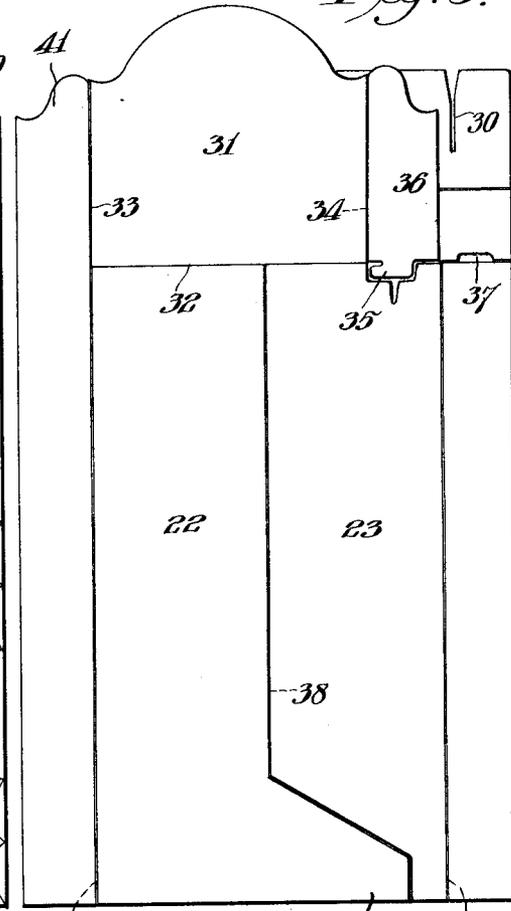


Fig. 6.

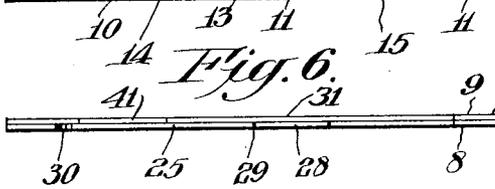


Fig. 7.



Inventor
 by Leon L. Berkowitz,
 Edward L. Kalish
 Attorney.

May 9, 1933.

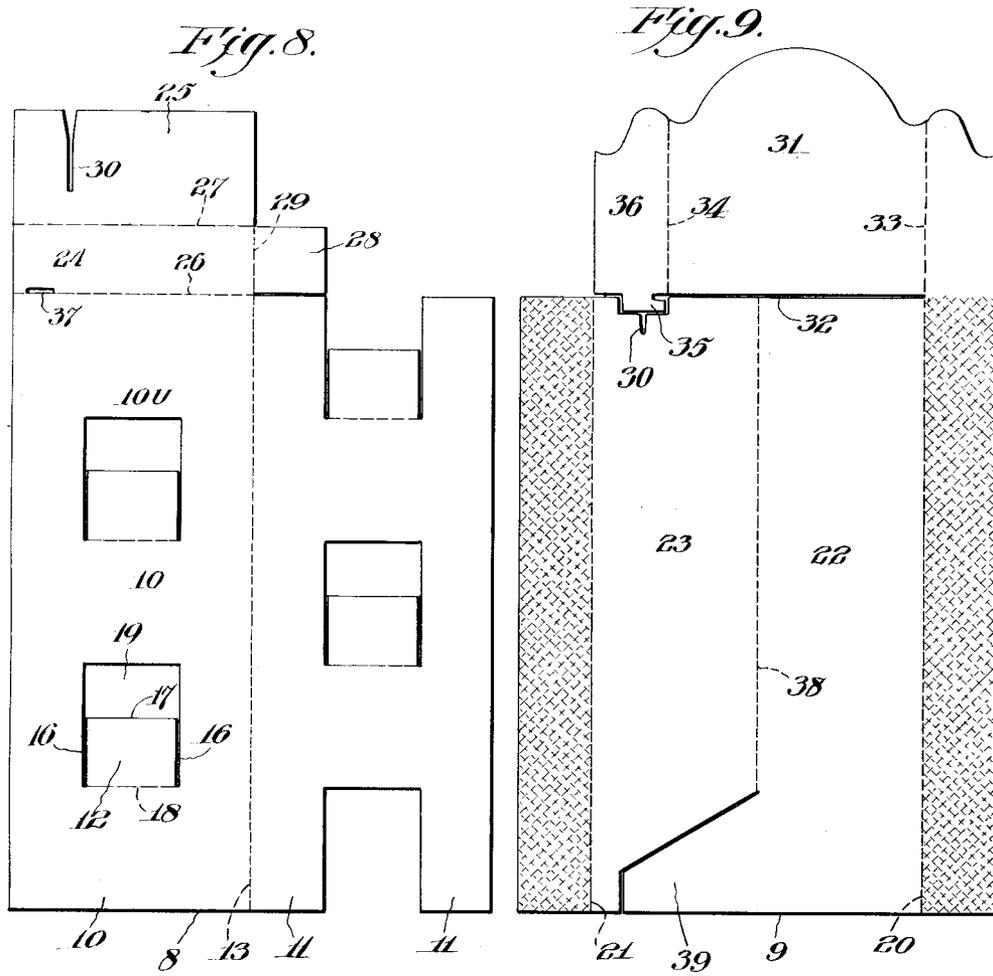
L. L. BERKOWITZ

1,907,716

DISPLAY DEVICE

Filed Nov. 30, 1932

3 Sheets-Sheet 3



Inventor
Leon L. Berkowitz,
by Samuel L. Kalish
Attorney.

UNITED STATES PATENT OFFICE

LEON L. BERKOWITZ, OF PHILADELPHIA, PENNSYLVANIA

DISPLAY DEVICE

Application filed November 30, 1932. Serial No. 645,029.

My invention relates to a new and useful display device of the type generally used for counter or window displays, and sometimes referred to as a "dummy display" and used
6 for giving a three-dimensional representation of packages of the goods in question, without the actual presence of real packages.

The object of my invention is to provide a collapsible or "knock-down" cardboard display which can be readily and quickly erected without employing any skill or ingenuity.

A further object of my invention is to provide a collapsible or "knock-down" type display device, which, when erected, will produce a three-dimensional simulation of a stack of packages of any particular product arranged in tier formation with the packages staggered.

With the above and other objects in view, my invention consists of a display construction including two layers of cardboard or other relatively stiff panels joined to each other and creased along certain lines so as to fold open, the front sheet having printed thereon alternate portrayals of the front and end views of the package and being perforated at intermediate zones and the rear sheet having printed thereon corresponding pictures of the packages or containers which are visible through the perforations of the front sheet to give the true third dimensional effect.

My invention further consists of other novel features of construction, all of which will appear more fully from the following detailed description.

For the purpose of illustrating my invention, I have shown in the accompanying drawings one form thereof which is at present preferred by me, since the same has been found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which my invention consists can be variously arranged and organized and that my invention is not limited to the precise arrangement and organization of the instrumentalities as herein shown and described.

Referring to the drawings, in which like reference characters indicate like parts:

50 Figure 1 represents a front perspective

view of the display device embodying my invention, shown in the open or operative position.

Figure 2 represents a similar perspective view of my novel display device in the open position viewed from the rear, with some of the elements invisible in this view being shown in dotted lines or in phantom fashion.

Figure 3 represents a top plan view of the display device embodying my invention also shown in the open or operative condition.

Figure 4 represents a front elevational view of the novel display device of my invention shown in the flat, closed or collapsed condition.

Figure 5 represents a rear elevational view of the same shown in the closed or collapsed condition.

Figure 6 represents a top plan view of the same in the closed condition.

Figure 7 represents a bottom plan view of the same shown in the closed condition.

Fig. 8 represents a view of the front sheet.

Fig. 9 represents a view of the rear sheet.

The display device of my invention is preferably formed of two sheets of cardboard, to wit, the front sheet of cardboard 8 and the rear sheet of cardboard 9. The front sheet 8 has printed on it two adjacent vertical columns of figures which represent alternately a front elevational view of a long side of the package, carton or box, and alternately two end views of the box, as shown particularly in Figure 4, these views being staggered. The pictures of the long side of the box are represented by the areas 10, while the end views of the box are represented by the areas 11. The end views 11 are arranged in pairs, spaced apart from each other, and in the space between the pair of end views 11, the figures 12 are printed, immediately above and adjoining each of the views 10, to represent a portion of the adjoining side of the box, container, or package to be represented. The front panel is then scored along the vertical line 13 so as to fold into two halves 14 and 15 at a right angle to each other when in the operative condition. Obviously, the front and rear panels 8 and 9 may be formed of a single sheet of cardboard instead of two sepa-

rate sheets, in which event the sheet of cardboard would first be printed on both sides. In this case, the two panels would be formed of the one sheet by folding the larger sheet and then uniting the free ends either permanently or temporarily, when in the set-up condition. Hence, in speaking of the front and rear panels as being "united" to each other along their outer vertical edges, it should be understood that this "union" may be an integral formation of the two panels, as by forming them in a single sheet of cardboard, and so too, this "union" may be permanent or detachable. Thus, instead of adhesively or otherwise permanently fastening the vertical edges to each other, one or both of the edges may be interlocked with each other so that they may be separated at will. Hence, the word "united" as used in the claims, is intended to mean any connection of the panels along their vertical edges, whether such connection is due to integral formation, or due to the adhesive or other attachment of two separate sheets of cardboard to each other.

The front panel or sheet 8 is then cut through along the lines 16 and 17 and scored along the lines 18, so as to permit the sections 12 to be folded at a right angle into a horizontal position and thereby also to create an opening in the panel or sheet 8. In portraying boxes, packages or cartons, the two adjoining long sides of which are of unequal width, the section 12 would be of lesser height than the height of the adjoining end views 11. In that event, a section 19 is cut out entirely, thereby leaving the section 12 of lesser height. The rear sheet or panel 9 is entirely imperforate and is merely scored along the lines 20 and 21, and along the center line 38 for folding. The rear sheet or panel 9 is adhesively or otherwise secured to the front panel or sheet 8 throughout the vertical zone or area between the scoring or creased line 20 and the adjacent free edge of the panel, and the zone or area between the scoring or creased line 21 and the adjacent free edge of the panel. The distance of the creases or folding lines 20 and 21 from the corresponding free vertical edges of the panel 9 is made substantially equal to the horizontal dimension of the end views or sections 11, so that the sections 22 and 23 of the rear panel or sheet 9 will meet the two halves 14 and 15 of the front panel 8 (when the device is in the operative condition) along a vertical line corresponding to the inner edges of the end views or sections 11, thereby giving the visual appearance of being the two adjoining sides of the container or box to be represented.

Adjoining the uppermost "long-side" section or panel 10—U, I also provide an adjoining section 24 representing the adjoining "long-side" of the particular box, carton or package, and adjoining said section 24,

I provide a fastening tab or flap 25, said sections being creased along the lines 26 and 27, respectively. I may also provide a small tab 28 extending from the section 24 and creased along the line 29, the sections 24, 25, 28 all being integral parts of the front panel. A slot 30 is also cut in the tab or flap section 25, and said slot 30 is adapted to engage the upper edge of the rear panel or sheet 9 and to interlock therewith;—said rear panel or sheet being also slightly notched at the corresponding point to receive the unslotted depth of the section 25 between the inner end of the slot 30 and the crease or fold line 27.

A display or show card or panel 31 is formed connected to and preferably integrally with the rear sheet or panel 9, being separated therefrom along the line 32, but being continuous therewith along the vertical zone between the vertical fold line 20 and the corresponding free vertical edge of the panel or sheet 9. The display panel or show card 31 is creased at 33 and to be folded along said lines. A locking tongue 35 is provided along the lower edge of the section 36 of the show card 31, and a corresponding slot 37 is provided in the section 24 of the front panel 8, into which said locking tongue is adapted to extend and with which the same is intended to interlock.

In the operation of my novel display device, the device is opened up by simultaneously folding the front panel along the front line 13 to create a 90° vertical edge, as shown particularly in Figure 3, and folding the rear panel along the crease or side folding lines 20 and 21, and along the central folding line 38. The show card or display panel 31 is then folded along the front line 34 at an angle of 45° to each of the sections of the front panel, as shown particularly in Figure 3, and is again folded along the folding line 33 until the tab or section 36 thereof is in line with the half 14 of the front panel. In this position, the locking tongue 35 is in registration with the locking slot or aperture 37.

The section 24 is then folded down in the horizontal position shown in Figure 1, and the locking flap 25 folded again into vertical position, shown particularly in Figure 2. The locking tongue 35 is then interlocked with the slot 37 so as to retain the structure in assembled relation. The sections 12 are then folded into a horizontal position at a right angle to the front panel so as to simulate the upper surfaces of the packages.

I may also provide suitable horizontal scorings on the rear panel or sheet 9 for producing slight raised lines to receive the edges of the sections 12 when folded into a horizontal position, thereby to retain said sections in the horizontal position by slight raised lines produced by the scorings. To this end, I may produce two closely spaced

scorings to provide a slight abutment on each side of the edge of the section 12.

For affording greater stability to the assembled structure, I may provide a rear leg 39, formed integrally with one-half of the rear panel 9 as shown particularly in Figure 2, said leg 39 being cut out of the other half of the rear panel 9.

In order to afford greater strength to the connection between the show card section 31 and the rear panel 9, I may provide an upper extension 40 from the front panel, which may be united to the corresponding and adjoining section 41 of the rear panel, thereby to reinforce said section 41 and to prevent it breaking, or to prevent it from being severed readily from the top of the rear panel 9.

When the device of my novel construction is assembled and placed in a show window, it will present an appearance of a tier or stack of boxes, containers or packages of particular goods, arranged in alternately staggered relation, and it will accurately simulate all three dimensions of such packages or containers.

The display device of my novel construction may be made inexpensively and may be shipped in "knock-down" form in very small space, and may be assembled readily when needed, and without the employment of any skill.

I am aware that the invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof, and I therefore desire the present embodiment to be considered in all respects as illustrative and not restrictive, reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

Having thus described my invention, what I hereby claim as new and desire to secure by Letters Patent, is:

1. A collapsible display device adapted to simulate a staggered stack of packages of goods, comprising a front panel and a rear panel united to each other along their outer vertical edges and lying flat against each other when in a collapsed condition, and being generally at right angles to each other when in the open or operative condition, each of said panels having printed upon its front surface, portions and fragmentary portions of a picture of the package of goods to be represented, and said front panel having openings therethrough corresponding with the spaces between alternate packages.

2. A collapsible display device adapted to simulate a staggered stack of packages of goods, comprising a front panel and a rear panel united to each other along their outer vertical edges and lying flat against each other when in a collapsed condition, and being generally at an angle to each other when in the open or operative condition, each of

said panels having printed upon its front surface, portions and fragmentary portions of a picture of the package of goods to be represented, and said front panel having openings therethrough corresponding with the spaces between alternate packages, and means carried by said panels for locking the same in the assembled relationship at an angle to each other.

3. A collapsible display device adapted to simulate a staggered stack of packages of goods, comprising a front panel and a rear panel united to each other along their outer vertical edges and lying flat against each other when in a collapsed condition, and being generally at an angle to each other when in the open or operative condition, each of said panels having printed upon its front surface, portions and fragmentary portions of a picture of the package of goods to be represented, and said front panel having openings therethrough corresponding with the spaces between alternate packages, and flaps formed of said front panel in said openings, adapted to be folded inwardly into a position at an angle to said front panel to simulate the intermediate fragmentary portions of the upper surfaces of the front rows of packages.

4. A collapsible display device adapted to simulate a staggered stack of packages of goods, comprising a front panel and a rear panel united to each other along their outer vertical edges and lying flat against each other when in a collapsed condition, and being generally at an angle to each other when in the open or operative condition, each of said panels having printed upon its front surface, portions and fragmentary portions of a picture of the package of goods to be represented, and said front panel having openings therethrough corresponding with the spaces between alternate packages, flaps formed of said front panel in said openings, adapted to be folded inwardly into a position at an angle to said front panel to simulate the intermediate fragmentary portions of the upper surfaces of the front rows of packages, and means for frictionally locking said flaps in the assembled positions thereof at predetermined angles to said front panel.

5. A collapsible display device adapted to simulate a staggered stack of packages of goods, comprising a front panel and a rear panel united to each other along their outer vertical edges and lying flat against each other when in a collapsed condition, and being generally at right angles to each other when in the open or operative condition, each of said panels having printed upon its front surface, portions and fragmentary portions of a picture of the package of goods to be represented, and said front panel having openings therethrough corresponding with

the spaces between alternate packages, and a rear foot formed of said rear panel, extending rearwardly in the open or assembled condition.

5 6. A collapsible display device adapted to simulate a stack of packages of goods, comprising a pair of panels fastened to each other along their outer edge zones and adapted to lie flat against each other when in a
10 collapsed condition, and being at an angle to each other when in the open or operative condition, each of said panels having printed on its front surface, portions of a picture of the package of goods to be represented, and
15 a show-card forming part of one of said panels and being adapted to extend over the stack when in the open or operative condition, and to be supported thereon.

20 7. A collapsible display device adapted to simulate a staggered stack of packages of goods, comprising a pair of panels united to each other along their outer vertical edges and lying flat against each other when in a
25 collapsed condition and being generally at an angle to each other when in the open or operative condition, each of said panels having printed upon its front surface, portions and fragmentary portions of a picture of the package of goods to be represented, and a
30 show-card forming part of one of said panels, and arranged to lie generally in the plane of said panel when the device is in the collapsed condition, and adapted to be disposed at an angle thereto when in the open condition, and
35 being so arranged as to come into place when the device is put into the open position.

In testimony whereof I have hereunto set my hand this 17 day of November, 1932.

LEON L. BERKOWITZ.

40

45

50

55

60

65