The invention relates to display devices for merchandise and has for its object to provide a display device whereby the articles of merchandise are displayed for sale in an attractive manner and so as to be easily accessible for individual or group distribution of purchasers. The invention contemplates further the provision of a display device of the indicated type, which is of simple construction and capable of being constructed from a single continuous sheet of material such as cardboard or the like, and which is adapted to be folded into compact form for purpose of storage and shipment, and which, in such folded form, constitutes an efficient shipping means for the merchandise for which it is designed. Other more specific objects will appear from the description hereinafter, and the features of novelty will be pointed out in the claims.

In the accompanying drawings, which illustrate several examples of the invention without defining its limits, Fig. 1 is a perspective view of one form of the display device; Fig. 2 is a fragmentary sectional view thereof on the line 2-2 of Fig. 1; Fig. 3 is a fragmentary view of the blank from which the display device of Fig. 1 is constructed; Fig. 4 is a perspective view of another form of said device; Fig. 5 is a fragmentary sectional view thereof on the line 5-5 of Fig. 4; Fig. 6 is a perspective view of a third form of the display device, and Fig. 7 is a fragmentary section thereof on the line 7-7 of Fig. 6.

In the form shown in Figs. 1 and 2, the display device comprises a back folded upon itself at an intermediate point and consisting of two sections arranged in overlapping relation and referred to for convenience of description as an upper section 10 and a lower section 11. The device further includes a holding section for merchandise, which, in the illustrated example under discussion, comprises a top consisting of a plurality of members 12 foldably connected at 13 with the section 10 and located in spaced relation to provide recesses 14 of predetermined dimensions, said members 12 being formed by cutting the spaces 14 from said back. The holding section further includes a front consisting of a panel 15 foldably connected at 16 with all of the members 12 and means 17, which constitutes a bottom for said holding section and foldably connected at 18 with the panel 15 and at 19 with an intermediate section 20, which in turn is foldably connected at 21 with the section 11.

In the form of the device shown in Figs. 1 and 2, the intermediate section 20 constitutes an integral continuation of the holding section which overlaps the section 10 and lies between the latter and the section 11, so that in its finished condition the device includes a three-ply folded portion extending transversely across the same as illustrated in Figs. 1 and 2; in the specific form shown in these figures, the means forming the bottom of the holding section consists of a plurality of members 12' similar to the members 12 and likewise arranged in spaced relation to provide recesses 14' located in vertical registry with the recesses 14. If desired, those portions of the material which are cut from the sheet of material to provide the recesses 14 may be severed from said sheet only along opposite sides and one end to provide tongues 22 which, in such case, remain in folding connection with said sheet, as indicated at 23 in Fig. 3. Any suitable means may be utilized for fixing the device in its folded condition at an intermediate point to maintain the aforesaid three ply folded portion, as by pasting or otherwise securing the sections 10, 20 and 11 in surface engagement with each other, as illustrated in Fig. 1; the specific means shown in this figure of the drawings for accomplishing this result consist of wire staples 24 which pass through the sections 10, 20 and 11, as indicated. The form of the device now being described may be constructed from a single sheet 25 of cardboard or other suitable material which is scored at a to provide the fold 21 and the intermediate section 20 and at b and c to provide the means 17, which as previously stated, is cut to form members 12' and recesses 14' corresponding to the members 12 and recesses 14. The scorelines b and c constitute the folding lines 18 and 19 of Figs. 100
1 and 2. The sheet 25 is further scored at d and e to provide the folding lines 13 and 15 and is cut as indicated to form the members 12, the recesses 14, and the previously mentioned tongues 22, which, if desired, may also be completely cut from the sheet 25, or plucked from the recesses 14, in which case the recesses 14 will simply comprise openings for the accommodation of the merchandise.

The type of display stand shown in Figs. 1 and 2 is particularly adapted for the accommodation of lead pencils or the like 26 which are provided with clips 27 of the well known type. These pencils or their equivalent are inserted downwardly through the recesses 14, and through the recesses 14' in the means 17, which register therewith, and are held in place by the clips 27, which in such case project over the panel 13, as shown in Fig. 3; the tongues 22, if they form part of the device, exert a resilient tension upon the pencils 26 or their equivalent, which assists in holding the pencils 26 or their equivalent in the holding section and may alone be relied upon for this purpose, if the clips 27 are not provided on said pencils 26 or their equivalent.

In the form shown in Figs. 4 and 5, the device comprises a back, which is folded upon itself at a plurality of intermediate points to provide sections 10, 10' and 11' arranged in overlapping relation, and a plurality of holding sections, each provided with a top comprising a group of members 12, foldably connected at 13 with one of the back sections and located in spaced relation to provide recesses 14 similar to the recesses 14 of Fig. 1. The holding sections further each consist of front panels 15 foldably connected with the aforesaid members 12 at 16 and means 17 constituting the bottom of each holding section and corresponding to the means 17, and likewise foldably connected at 18 with the panels 15, and at 19 with intermediate sections 20 foldably connected at 21 with the sections 10 and 11 respectively in a manner similar to the arrangement of Fig. 1. The device may be secured in its folded condition by pasting or by means of metal staples 24, as illustrated. ‘In the example under discussion, the means or bottom 17 of the upper holding section consists of spaced members similar to the members 15 and similarly spaced to provide recesses 14” in registry with the recesses 14', while the means or bottom 17’ of the lower holding section comprises a solid strip of material arranged to form a solid bottom for such lower holding section. In this form of the device, which is also designed particularly for pencils and similar articles of merchandise, the pencils 26 or their equivalent are inserted downwardly through the recesses 14” and the recesses 14’” of the upper means 17’, and through the recesses 14” of the lower holding section, with their lower ends resting upon the means or bottom 17” of said lower holding section, as illustrated in Fig. 5. This form of the device may also include tongues 22’ corresponding to the tongues 22 of Figs. 1 and 2. The device of Figs. 4 and 5 is also constructed from a single sheet of cardboard or other suitable material in a manner similar to the form first described, with the exception that the additional folds and folding lines are provided.

The form of the device shown in Figs. 6 and 7 is designed to accommodate articles of merchandise or individual packages of merchandise of predetermined character, it being understood that the device will in each instance be designed to accommodate specific articles or package of merchandise, as will be apparent. This form of the device comprises a back folded upon itself at a plurality of spaced points to provide sections 10, 10’ and 11’ located in overlapping relation, as shown best in Fig. 6. The device includes three holding sections comprising upper, intermediate and lower sections, each of which in the illustrated form consists of top members 12 spaced apart to form recesses 14 and foldably connected with the sections 10, 10’ and 11’ respectively, at 13. The members 12 in turn are foldably connected at 19 with front panels 13 which in turn are foldably connected at 19’ with means illustrated in the form of a bottom panel 17; in the upper and intermediate holding sections the means or bottom panel 17 is foldably connected at 19’ with intermediate sections 20 which in turn are foldably connected at 21 with the sections 10’ and 11’ respectively. The means or bottom panel 17” of the lower holding section in this form of the device is foldably connected at 19” with an extension 20” constituting an integral continuation of said holding section and overlapping the section 11”, as indicated in Fig. 6. The intermediate holding sections of the device of Figs. 6 and 7 are fixed in their folded position in any convenient manner, as by means of metal staples 24”, while the extension 20” is similarly secured to the section 11” in any suitable manner, as by means of corresponding staples 24”. In this form of the device the recesses 14” or their equivalent are dimensioned to accommodate the articles of merchandise 26”, which as previously stated may be individual articles of merchandise or packages of merchandise, and the means 17” of each holding section consists of a continuous strip of material designed to form the solid bottom of each holding section on which the articles of merchandise 26” are adapted to rest.

The display device may be supported in display position in any suitable way and may, for instance, be suspended and in such case is provided with a suspending opening 28 for this purpose.
In all of its forms, the invention provides a display device in which the articles of merchandise are displayed in an attractive easily accessible manner, and so as to be capable of being easily dispensed either individually or in predetermined numbers to prospective purchasers.

In all of its forms, the device comprises single units of simple construction capable of being produced economically; because of the fact that said devices are preferably constructed of single sheets of material, they may be easily printed prior to being folded into shape and secured in such position, the printing being capable of being done upon one surface, while the devices are still in sheet form. The cutting and scoring of the sheets may also be accomplished as a single operation and, as previously stated, the tongues comprising the material cut as a result of the formation of the recesses of said devices need not be plucked out or removed from such recesses, but may be utilized to add efficiency to the device; these tongues or tabs automatically adjust themselves to their operative positions when the device is in its operative condition and are automatically removed from the recesses or openings to free the same for the reception of the articles of merchandise. It will be readily apparent that the devices themselves, before the merchandise is inserted therein, may be folded to a flattened condition to facilitate storing or shipping thereof. The devices also provide means whereby the merchandise in predetermined quantities may be readily shipped to dealers.

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. A display device comprising a back folded upon itself in three plies at an intermediate point and secured in folded position to provide overlapping upper and lower sections, and a holding section for merchandise located at the lower edge of said upper section in integral, foldable connection therewith and foldably connected with the intermediate ply of said folded portions.

2. A display device comprising a back folded upon itself in surface engagement at an intermediate point to form integral overlapping upper, intermediate and lower sections, means for fixing said sections in overlapping surface engagement with each other, and a holding section for merchandise constituting an integral part of said upper and intermediate sections and foldably connected therewith.

3. A display device comprising a back consisting of overlapping upper and lower sections, an intermediate section foldably connected with said lower section and extending between the latter and said upper section and below the latter to form a three-ply folded portion extending transversely across the device, a merchandise holding section comprising a top consisting of a plurality of members in integral foldable connection with said upper section in spaced relation to provide recesses of predetermined dimensions in said top, a panel in integral foldable connection with all of said members to form the front of said holding section, and means in integral foldable connection with said front panel and said intermediate section to constitute a bottom for said holding section.

4. A display device comprising a back folded upon itself at a plurality of intermediate points and secured in folded position to provide a plurality of three-ply folded overlapping sections extending transversely across said device, and a plurality of holding sections for holding articles of merchandise constituting integral parts of said back and foldably connected with adjacent plies of the overlapping sections thereof.

5. A display device comprising a back folded upon itself at a plurality of intermediate points and secured in folded position to provide a plurality of three-ply folded overlapping sections extending transversely across said device, and a plurality of holding sections for holding articles of merchandise located at the lower edges of one ply of said overlapping sections in integral, foldable connection therewith, and in integral foldable connection with an adjacent ply thereof.

6. A display device comprising a back folded upon itself at a plurality of intermediate points to form a plurality of three-ply folded overlapping sections extending transversely across said device, means for fixing said sections in overlapping surface engagement with each other, and a plurality of holding sections for merchandise foldably connected with adjacent plies of said overlapping sections and constituting integral parts thereof.

7. A display device comprising a back consisting of a plurality of overlapping sections, intermediate sections foldably connected with one overlapping section and each extending between the latter and the contiguous section and below the latter to form three-ply folded portions extending transversely across the device, a plurality of groups of members foldably connected with an overlapping section in transversely spaced relation to provide recesses of predetermined dimensions, panels foldably connected with each group of members, and means foldably connected with each panel and each intermediate section, each group of members, panels and associated means constituting respectively the top, front and bottom of a holding section for merchandise.

8. A display device comprising a back
folded upon itself at an intermediate point
and secured in folded position to provide a
three-ply transverse fold whereby said back
is divided into overlapping upper and lower
sections, and a holding section for merchan-
dise consisting of two parallel groups of
members foldably connected with adjacent
plies of said fold and located in spaced rela-
tion to provide vertically aligning recesses in
the top and bottom of said holding section,
and a continuous panel foldably connected
with each group of members to form the
front of said holding section.

9. A display device comprising a back
folded upon itself at a plurality of inter-
mediate points and secured in folded position
to provide a plurality of three-ply transverse
folds whereby said back is divided into a
plurality of overlapping sections, holding
sections in integral foldable connection with
said back and each consisting of parallel
groups of members foldably connected with
adjacent plies of one of said folds and spaced
apart to provide vertically aligning recesses
in the top and bottom of each holding sec-
tion, and each including a continuous panel
foldably connected with co-operating groups
of top and bottom members to constitute the
fronts of said holding sections, and a lower
holding section in integral foldable connec-
tion with said back and consisting of a group
of top and bottom members spaced to pro-
vide recesses registering with each other and
with the recesses of the upper holding sec-
tions, a continuous strip of material form-
ing a bottom for the lower holding section,
and a panel in integral foldable connection
with said last mentioned group of members
and with said continuous strip of material
to form the front of said lower holding sec-
tion.

10. A display device comprising a back
folded upon itself at a plurality of inter-
mediate points and secured in folded position
to provide a plurality of three-ply transverse
folds whereby said back is divided into a
plurality of overlapping sections, an upper
holding section consisting of a plurality of
members constituting the top of said holding
section and foldably connected with a back
section in spaced relation to form recesses,
a continuous strip of material foldably con-
ected with one of the plies of the upper fold
to constitute a bottom for said holding sec-
tion, and a continuous panel foldably con-
ected with said members and said bottom
strip to form the front of said holding sec-
tion, an intermediate holding section con-
sisting of a plurality of members constitut-
ing the top of said intermediate holding sec-
tion and foldably connected with a back sec-
tion in spaced relation to form recesses, a
continuous strip foldably connected with one
of the plies of an intermediate fold to con-
stitute a bottom for said intermediate hold-