Sept. 18, 1928. 1,684,753

W. ZAREKO

MERCHANDISE DISPLAY DEVICE

Filed Jan. 30, 1926

Fig. 1.

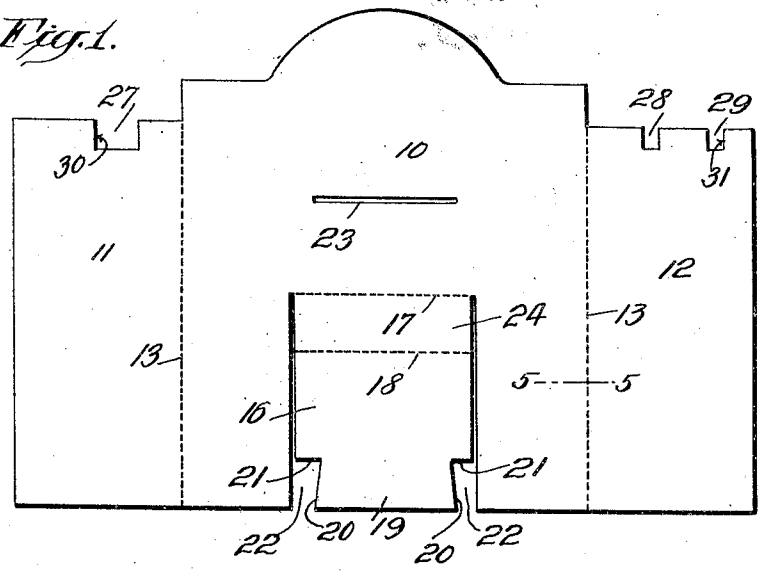


Fig. 2.

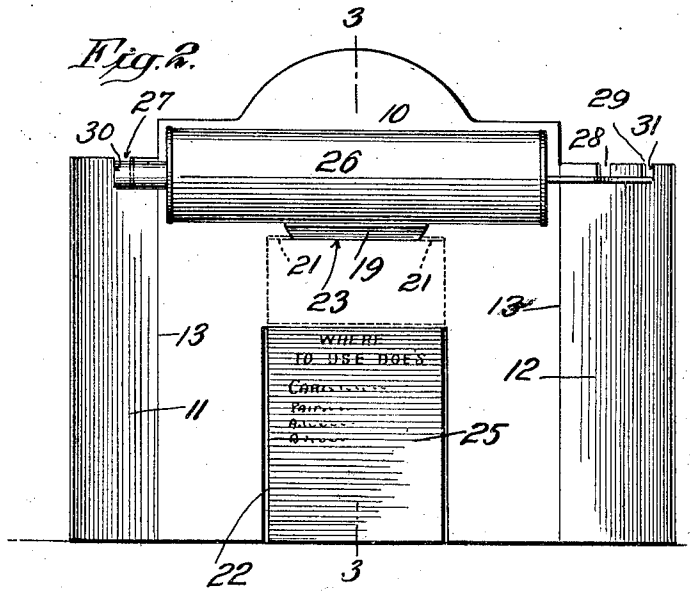


Fig. 3.

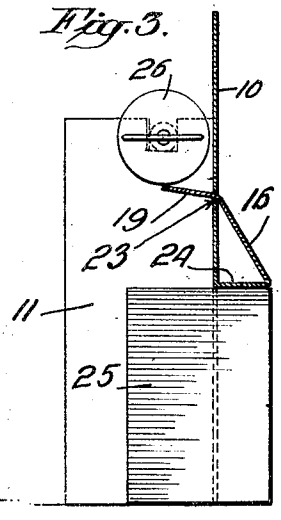


Fig. 5.

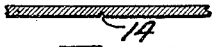


Fig. 6.

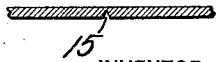
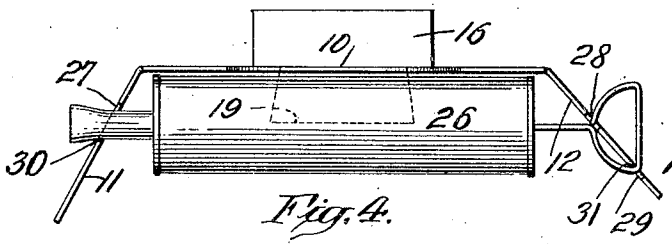


Fig. 4.



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UNITED STATES PATENT OFFICE.

WALTER ZAREKO, OF NATURAL BRIDGE, NEW YORK.

MERCHANDISE-DISPLAY DEVICE.

Application filed January 30, 1926. Serial No. 84,966.

This invention relates to merchandise display devices to be placed on a counter or in a window, and preferably the display device of the present invention is adapted for displaying a main article, such for example as a can, carton, or other container, and also a secondary article, which may take the form of a premium to be offered in conjunction with the main article of merchandise, or the secondary article might be tendered for sale with the main article.

One of the objects of the invention is to provide a device for displaying a main article which may be of any shape, whether round, square, or irregular, and which is adapted to furnish a support for the device so that a secondary article may be supported in the device without danger of the device toppling over.

Preferably the improved merchandise display device comprises three panels so constructed and arranged as to provide means for receiving and holding the main and secondary articles so that the device constitutes a dual purpose, three-panel display.

These being among the objects of the present invention, the same consists of certain features of construction and combinations and parts to be hereinafter described and claimed with reference to the accompanying drawings illustrating a preferred embodiment of the invention enlarged,

Fig. 1 shows a preferred blank from which the improved display device may be formed;

Fig. 2 is a front elevation of the display device after it has been formed from the blank shown in Fig. 1, said view showing the device in use;

Fig. 3 is a vertical section on the line 3, 3 of Fig. 2;

Fig. 4 is a top plan view of the device; and

Figs. 5 and 6 are the detail sections on the line 5, 5 of Fig. 1, showing the preferred and modified scoring which may be used in the blank.

Referring to the drawings, the device is preferably formed from a blank, shown in Fig. 1, which blank may be of cardboard or any other suitable material which will allow of its being scored to form bending lines. The blank comprises a main section or panel 10 and side sections or panels 11, 12, the blank being provided with fold lines 13 which are parallel and extend from the upper to the lower edges of the blank, these fold lines being preferably defined by shallow or slight scoring cuts, as shown at 14 in Fig. 5, or by much deeper scoring cuts as shown at 15 in Fig. 6. The shallow scoring effect, as shown in Fig. 5, is so slight that when the panels 11, 12 are bent forwardly from the blank with respect to the panel 10 a more rigid hinge connection is furnished at the fold lines 13 than would be the case where the deep scoring effect such as shown in Fig. 6 is employed. In the latter case the hinge connections would be much more flexible, but in the case of the shallow scoring effect, such as is shown in Fig. 5, there would be a tendency for the panels 11, 12 to move or swing backwardly toward the plane of the main section or panel 10. The latter feature as to the fold lines 13 is preferred, as will be made clear later on.

The blank is furthermore provided with a folding section or easel 16. This is provided by slitting the blank transversely along lines parallel with the fold lines 13 whereby a folding section 16 is provided which is in one piece with the main panel 10. The section 16 is scored transversely at 17 to define a main transverse fold line at the juncture between the section 16 and the main panel or section 10, and the section 16 is scored transversely at 18 so as to provide a supplemental transverse fold line 18 for the said section 16. The free end of the folding section 16 is formed to provide a tab 19 which has diverging edges 20 to impart to the tab a dovetail shape. At both sides of the tab 19 transverse shoulders 21 are provided. When the blank is cut for forming the folding section 16 a large recess 22 is left in the lower portion of the main section or panel 10, for a purpose to be explained.

A transverse slit 23 is formed in the blank along a line above and parallel with the scoring 17, 18. This slit 23 is preferably somewhat shorter than the length of the lower edge of the tab 19, so as to more securely hold the tab which is introduced therein. When the section 16 is bent backwardly and forwardly along the lines of scoring 17, 18, the tab 19 may be introduced through the slit 23, and when the tab has been pulled forwardly as far as possible the shoulders 21 will abut against the rear surface of the main panel 10. The bending of the section 16 in the manner described provides a shoulder 24 between the scoring 17 and 18. The de-

vice is furthermore provided with one or more notches 28, 29 in the upper edge of the panel 12.

The blank shown in Fig. 1, having been cut and scored as described, the panels 11, 12 may be bent slightly forwardly or as far as desired, and the folding section 16 bent up and the tab 19 introduced through the slit 23, as before described, to provide a sort of easel at the top of the recess 22. The display device is now placed upright on the surface from which it is to be supported, and the main article 25 is inserted into the recess 22, when the shoulder 24 will rest upon the top of such article. It is to be understood that whatever be the size or shape of the main article 25, the same will determine the size of the recess 22 which is to be made at the time that the blank is formed. Hence, when the main article is introduced into the recess 22 the shoulder 24 will be approximately horizontal and will bear upon the top of the main article, thereby furnishing an additional or auxiliary support for the entire display device and for the secondary article 26 which is to be supported by the device. Inasmuch as it is assumed that the container 25 holds a certain kind of powdered material, it is also assumed that the secondary article 26 is a dust gun. However both the main and the secondary articles may be of any desired character.

Inasmuch as it is assumed that the article 26 is a dust gun, a single notch 27 is shown for receiving the nozzle of the gun, and two notches 28, 29 are shown in panel 12 for receiving the loop-handle of the gun, so as to tend to hold the gun against rotation. Of course, the character and number of the notches 27, and 28, or the like, will depend more or less upon the secondary article which is to be supported by the panels 11, 12. For example, the secondary article might be a paint brush, in which case there would only be required one notch in each panel, and the notches would be properly shaped to receive the brush, while the recess 22 may receive a can of paint, which in this case would be the main article.

It will be apparent from Figs. 2 and 3 that the forwardly protruding tab 19 extends sufficiently forward so as to give more or less additional support to the secondary article intermediate its length. In some cases, as where the secondary article is comparatively light, the tab 19 would be stiff and strong enough to support such article entirely or at least substantially.

Coming back to some such slight or shallow scoring 14, as shown in Fig. 5, it has been stated that when the panels 11, 12 have been bent forwardly to, say, the position shown in Fig. 4, there is some tendency for the side panels 11, 12 to move towards the plane of the main panel 10. In such case it is clear that the outer edges of the notches 27, 29 will form contact edges 30, 31 which come in contact with the ends of the secondary article which is supported by the panels 11, 12. This tends to prevent the display from tipping over forward and establishes a sort of binding relation between the panels and the secondary article.

It is obvious that the described merchandise display device may be employed in advertising all kinds of merchandise of the general character referred to, and that the front surfaces of the panels may be printed or lithographed in any desired way advertising the particular merchandise.

What I claim as new is:

1. In a merchandise display device, a panel provided with an upwardly extending recess which opens through the lower edge of the panel, said recess adapted to receive a main article to be displayed and which article is independent of the device, a folding section formed integrally with the panel by a piece cut out to provide the recess, said panel having a transverse slit above its recess, and said folding section having an end tab which is inserted in and protrudes forwardly through said slit, said folding section being bent to provide, at the back of the panel, an easel to rest on the top of said main article, and the forwardly protruding end of said tab providing a support located above the recess for supporting a secondary article to be displayed.

2. In a merchandise display device, a main panel, forwardly folding side panels at the side edges thereof, the main panel having a recess between the side panels to receive a main article to be displayed, the recess being the same height as the article; and a shoulder at the top of the recess to rest on the main article, the side panels having notches in their upper edges to receive a secondary article to be displayed, and said panels being composed of a comparatively stiff board of suitable flexible material which is slightly scored vertically to provide parallel fold lines, sufficient stock of the board being unscored at the fold lines whereby to tend to cause the side panels when folded forwardly to tend to move backwardly in contact with the said secondary article the main article and the forwardly folded side panels constituting the means for supporting the device in upright position for displaying purposes.

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