Oct. 9, 1928. 1,687,137

H. L. MYERS

DISPLAY DEVICE FOR MERCHANDISE

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Fig. 1.

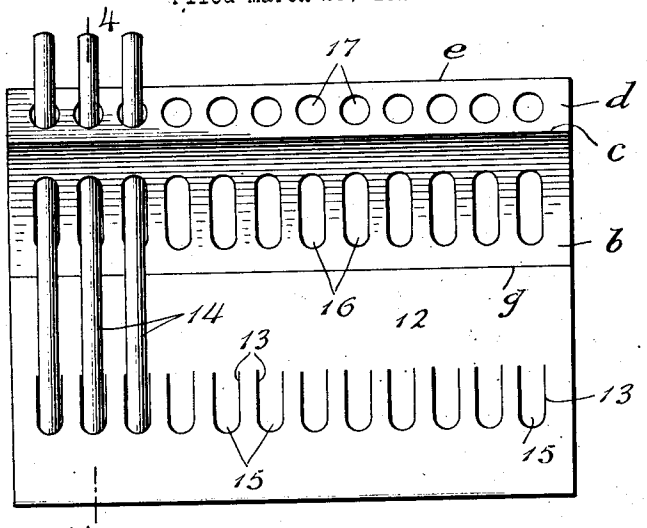


Fig. 2.

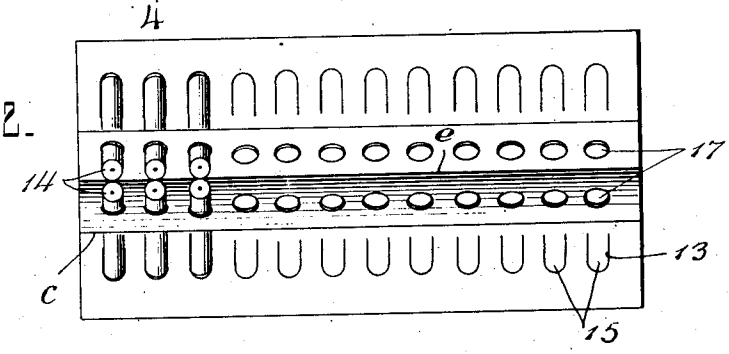


Fig. 3.

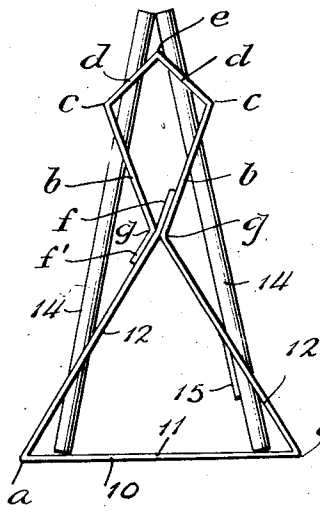
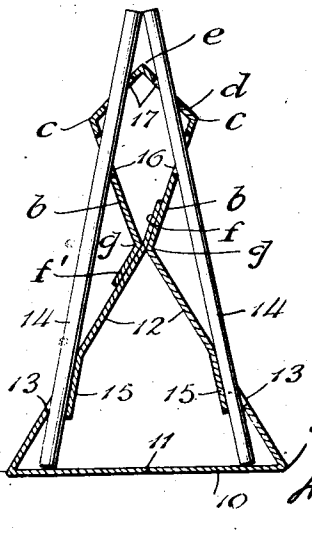


Fig. 4.



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Fig. 5.

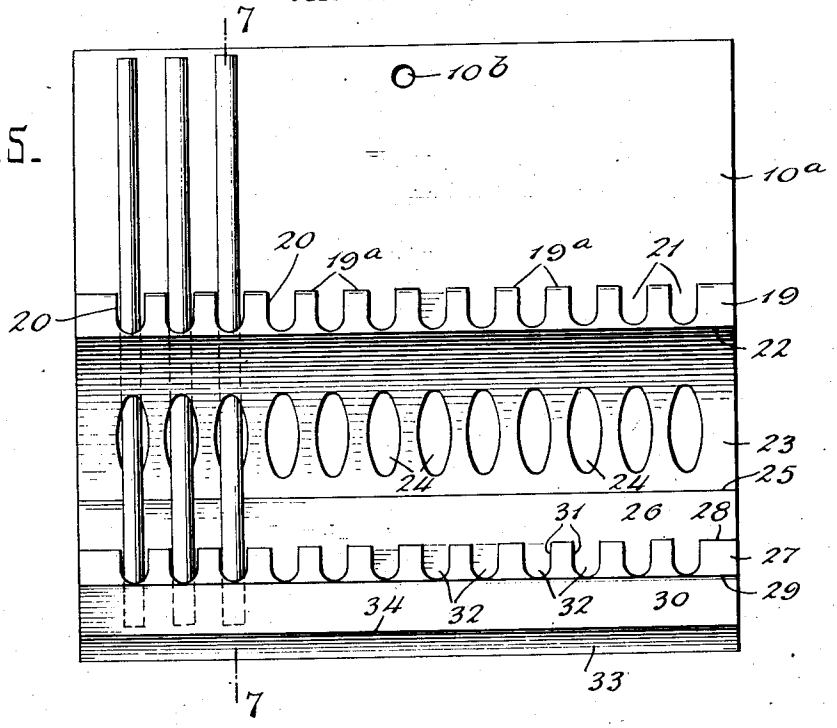


Fig. 6.

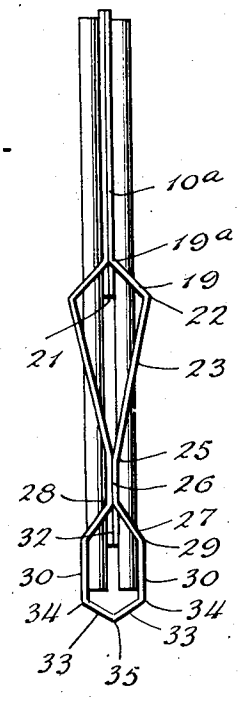
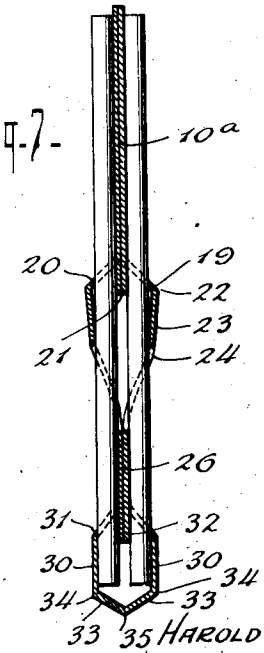


Fig. 7.



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Patented Oct. 9, 1928. 1,687,137

UNITED STATES PATENT OFFICE.

HAROLD L. MYERS, OF MORRISTOWN, NEW JERSEY.

DISPLAY DEVICE FOR MERCHANDISE.

Application filed March 25, 1927. Serial No. 178,199.

The invention relates to display devices for merchandise, and more particularly to devices for displaying lead pencils and articles of more or less similar characteristics, and has for its object to provide display devices of this class whereby the pencils or other articles of merchandise are displayed in an attractive and easily accessible manner. The invention contemplates further the provision of display devices of the indicated type which are of simple construction and capable of being folded into compact form for purposes of storage and shipment and which, in such folded form, constitute efficient shipping means for the merchandise. Other more specific objects will appear from the description hereinafter, and the features of novelty will be pointed out in the claims. The present application is in part a continuation of another application filed by me on May 22, 1926, Serial #110,892.

In the accompanying drawings which illustrate several examples of the invention without defining its limits, Fig. 1 is a front elevation of the display device in a form of a stand adapted particularly for pencils; Fig. 2 is a plan view thereof; Fig. 3 is an end view showing the device set up as in stand in its display position; Fig. 4 is a sectional view on the line 4—4 of Fig. 1; Fig. 5 is a front elevation corresponding to Fig. 1 illustrating the device in a form adapted to be suspended; Fig. 6 is an end view of this form of stand, and Fig. 7 is a sectional view on the line 7—7 of Fig. 5.

In the form shown in Figs. 1 to 4 inclusive, the device comprises a support which consists of a base 10, foldable upon a line 11, and side members 12 foldably connected with said base along lines *a*. The side members 12 are provided with apertures 13 for the accommodation of end sections of the pencils 14 or equivalent articles of merchandise, and with tongues 15 adapted to frictionally engage said pencils or the like, as shown in Figs. 3 and 4. The means whereby the pencils or equivalent articles are removably fixed in upright positions, in this form of the invention, comprises a device of irregular diamond shape, consisting of side members *b*, foldably connected along lines *c* with end members *d* which are in turn foldably connected with each other along a line *e*. Openings 16 and 17 are formed in the members *b* and *d* at points in registry with each other and with the apertures 13 as shown in Fig. 4. The apertures 13 and the openings 16 and 17 of this form of the invention are illustrated in dimensions to accommodate individual pencils or their equivalent and are located in alignment with each other upon opposite sides of the vertical center line of the display stand, as illustrated in Figs. 3 and 4. The pencils, when in position on the device, with the latter in the display position shown in drawings, are received in the apertures 13 and project through the openings 16 and 17, and are removably fixed thereby upon both sides of the stands in oppositely inclined positions, which diverge downwardly. In this form, the pencils, upon opposite sides of the device, are in registry with each other so said pencils will approach each other at their upper ends, as shown in Figs. 3 and 4. It will of course be understood that the pencils may be located in staggered arrangement upon opposite sides of the device, so that if said pencils are long enough, they may cross or intersect each other at their upper end portions. The device of Figs. 1 to 4 is preferably made of a single sheet of material secured in position, for instance, by having a strip *f* comprising an extension of one of the side members 12 pasted to one of the side members *b*, and another strip *f'* comprising a continuation of one of the side members *b* pasted in surface engagement with the aforesaid side member 12; in such case, suitable score lines *g* are provided at the proper points to permit the necessary folding adjustment of the parts.

In the form shown in Figs. 5 to 7 inclusive the device comprises a panel or support 10^a provided with means, such as an eyelet 10^b, whereby the device may be suspended in display position. Upper end members 19 are foldably connected with the support 10^a along score lines 19^a and are provided with openings 20 for the reception of the merchandise as will appear more fully hereinafter. In the preferred arrangement tongues 21 depend from the support 10^a in registry with the openings 20 as shown in Fig. 5. The end members 19 further are foldably connected, along score lines 22 with main side members 23 which are provided with openings 24 in vertical registry with the openings 20 of the end members 19; the side members 23 in turn are foldably connected along score lines 25 with a sub panel 26 continued in turn in the form of intermediate members 27 foldable on score lines 28 and foldably connected along score lines 29 with secondary side members

30. The intermediate members 27 are provided with openings 31 in vertical registry with the openings 24 and 20 previously mentioned; in the preferred arrangement tongues 32 depend from the sub panel 26 in registry with the openings 31. Lower end members 33 are foldably connected along score lines 34 with the secondary side members 30 and further are foldably connected with each along a score line 35 to complete the device.

The latter is preferably made from a single sheet of material such as cardboard or the like, comprising complemental sections foldable upon themselves on the score line 35 into surface contact with each other. Those parts of the two sections of the sheet comprising the main panel 10^a and the sub panel 26 are glued or otherwise fastened together in surface engagement, the other parts of the device being free and disconnected from each other as clearly illustrated in Figs. 6 and 7. The tongues 21 and 32, which preferably are cut from the openings 20 and 31 respectively, in such case are double tongues and depend from each of the sheet sections comprising the panels 10^a and 26; by thus cutting the tongues from the openings the production of the device is simplified and the necessity for removing cut material from said openings is avoided.

The openings 20, 24 and 31 of this form of the invention are illustrated in dimensions to accommodate individual pencils or their equivalent and are located in vertical alignment with each other upon opposite sides of the vertical center line of the display device, as illustrated in Figs. 6 and 7. The pencils, when in position on the device, with the latter in its suspended display position, are received in the openings 20 and project through the openings 24 and into the openings 31; the pencils lie in surface engagement with the panels 10^a and 26 and are removably fixed in positions on the device in attractive display positions and are readily accessible for removal when desired. In this form, the pencils upon opposite sides of the device, are in registry with each other, it being of course understood that the pencils may be located upon opposite sides of the device in staggered arrangement if this should be preferred. It will further be understood that as the pencils pass through the openings 20 and into the openings 31, the tongues 21 and 32 will be placed under a tension and thus will exert a frictional grip upon said pencils which assists in maintaining the latter against unintentional removal from the device.

It will be noted, in both of the illustrated forms of the invention, that the pencils or other articles of merchandise extend alternately in front of and behind contiguous portions of the display devices. The latter are thus placed under a tension which develops a grip upon the merchandise and thereby holds it firmly in position on the device and yet permits the individual articles to be easily removed at will.

The form of the device shown in Figs. 5 to 7 is perfectly flat in its initial condition, that is minus a supply of merchandise, and is thus capable of being easily stored and shipped in large quantities in relatively small spaces. Likewise when filled with merchandise, the device occupies relatively small space and may be utilized as a carrier for said merchandise in the shipment and storage thereof.

The form shown in Figs. 1 to 4 inclusive, is also capable of being folded to a relatively flat position by simply folding the base 10 inwardly on the score lines 11 and a; in such folded condition of the device the pencils or equivalent articles of merchandise in predetermined quantities or members are held in position, so as to be capable of shipment in this condition in suitable containers.

In all of its forms, the invention provides a display device in which the merchandise, such as pencils or equivalent articles are displayed in an attractive, easily accessible manner, and so as to be easily dispensed, either individually or in predetermined numbers to purchasers. The devices all comprise a support provided with apertures for the reception of end portions of the pencils or other merchandise, in combination with means combined with said support and provided with openings through which the pencils or the like project, and whereby the latter are removably fixed in upright positions. As previously stated the device in all of its forms further preferably includes tongues located in such relation to the apertures as to be capable of engaging the pencils or the like with sufficient friction to removably fix said pencils or the like in position upon the device.

The devices comprise single units of simple construction and because of the fact that they are preferably constructed of single sheets of material, may be printed prior to being folded into shape and secured together. That is, the printing may all be done on one surface while the devices are still in sheet form; the cutting and creasing of the sheets may also be accomplished as a single operation. The tongues which comprise material cut as a result of the formation of the apertures of the devices, need not be plucked out or removed from such apertures, and are made use of to add efficiency to the device; the tongues or tabs which result from the formation of the openings of the stands automatically adjust themselves to their operative positions when the device is set up or filled with merchandise, and are thereby automatically removed from said openings to free the same for the reception of the pencils or their equivalent. As previously stated, the devices may be shipped flat and collapsed both

with and without the articles of merchanside in place thereon.

Various changes in the specific form 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 foldably connected end members arranged to diverge from the point of connection, and provided with openings for the accommodation of articles of merchandise, side members foldably connected with said end members and arranged to converge from the points of connection, said side members being provided with openings in registry with the openings of said end members, and additional members located below said first side members and arranged to occupy divergent positions, said additional members being provided with openings in registry with the previously mentioned openings.

2. A display device comprising foldably connected end members arranged to diverge from the point of connection, and provided with openings for the accommodation of articles of merchandise, side members foldably connected with said end members and arranged to converge from the points of connection, said side members being connected with each other at their lower edges along folding lines, and being provided with openings in registry with the openings of said end members, and additional members located below said first side members and arranged to occupy divergent positions, said additional members being provided with openings in registry with the previously mentioned openings.

3. A display device comprising foldably connected end members arranged to diverge from the point of connection, and provided with openings for the accommodation of articles of merchandise, side members foldably connected with said end members and arranged to converge from the points of connection, said side members being provided with openings in registry with the openings of said end members, and additional members located below said first side members and arranged to occupy divergent positions, said additional members being provided with openings in registry with the previously mentioned openings, and tongues located in registry with some of said openings.

4. A hanging display device comprising a suspending member, upper end members foldably connected along a folding line in suspending relation to said suspending member, main side members foldably connected at the upper portions with said end members, a panel connected with said main side members along folding lines, intermediate members foldably connected with said panel, secondary side members foldably connected with said intermediate members, and lower end members foldably connected with said secondary side members and with each other, said upper end members, main side members and intermediate members being provided with openings in vertical registry with each other.

5. A hanging display device comprising a suspending member, upper end members foldably connected along a folding line in suspending relation to said suspending member, main side members foldably connected at the upper portions with said end members, a panel connected with said main side members along folding lines, intermediate members foldably connected with said panel, secondary side members foldably connected with said intermediate members, lower end members foldably connected with said secondary side members and with each other, said upper end members, main side members and intermediate members being provided with openings in vertical registry with each other, and tongues in registry with the openings of said upper end members and said intermediate members.

6. A display device comprising foldably connected end members arranged to diverge from the point of connection, and provided with openings for the accommodation of articles of merchandise, side members foldably connected with said end members and arranged to converge from the points of connection, said side members being provided with openings in registry with the openings of said end members, and additional members located below said first side members and arranged to occupy divergent positions, said additional members being provided with openings in registry with the previously mentioned openings, and members foldably connected with said additional members and with each other.

7. A hanging display device comprising a main panel, upper end members foldably connected with said main panel and arranged to diverge from the folding line, main side members foldably connected with said end members and arranged to converge to a point of connection at their lower edges, a sub panel foldably connected with said side members along said point of connection, intermediate members foldably connected with said sub panel and arranged to diverge from the line of connection, secondary side members foldably connected with said intermediate members and arranged to occupy spaced parallel positions, and lower end members foldably connected with said secondary side members and with each other, said upper end members, main side members and intermediate members being provided with openings in registry with each other.

8. A hanging display device comprising a single sheet of material consisting of com-

plemental sections each including a lower end member, an intermediate member, a sub panel, a main side member, an upper end member, and a main panel, said sheet being folded upon itself to bring the complemental members of each section into registry and having the sub panels secured together in surface engagement and the main panels secured together in surface engagement, the complemental members being otherwise free and disconnected from each other, the upper end members, main side members and intermediate members being provided with openings in vertical registry with each other.

9. A display device comprising foldably connected end members arranged to diverge from the point of connection, and provided with openings for the accommodation of articles of merchandise, side members foldably connected with said end members and arranged to converge from the points of connection, said side members being provided with openings in registry with the openings of said end members, additional members located below said first side members and arranged to occupy divergent positions, said additional members being provided with openings in registry with the previously mentioned openings, and members foldably connected with said additional members and with each other.

In testimony whereof I have hereunto set my hand.

HAROLD L. MYERS.