

May 9, 1933.

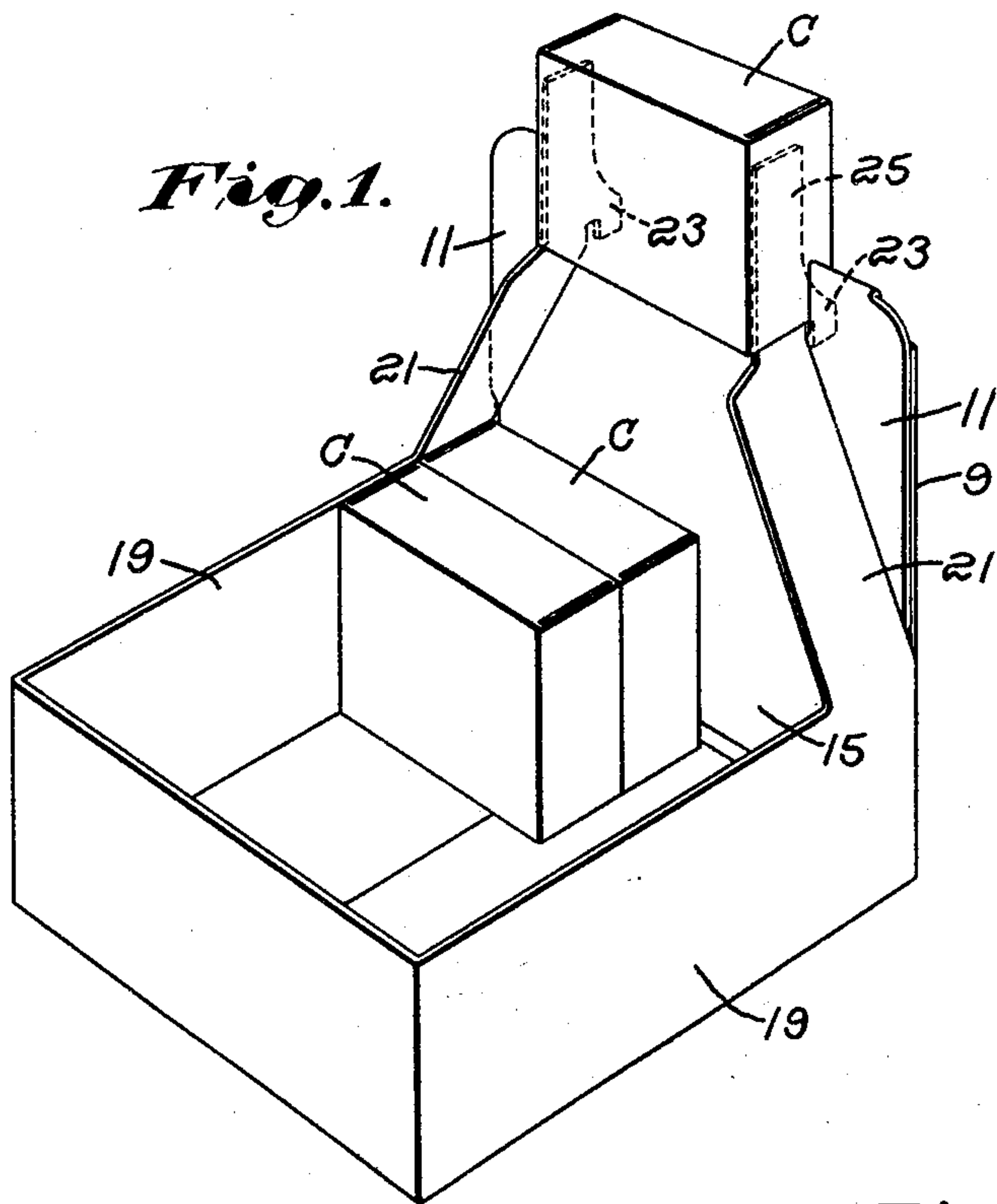
F. P. WARD

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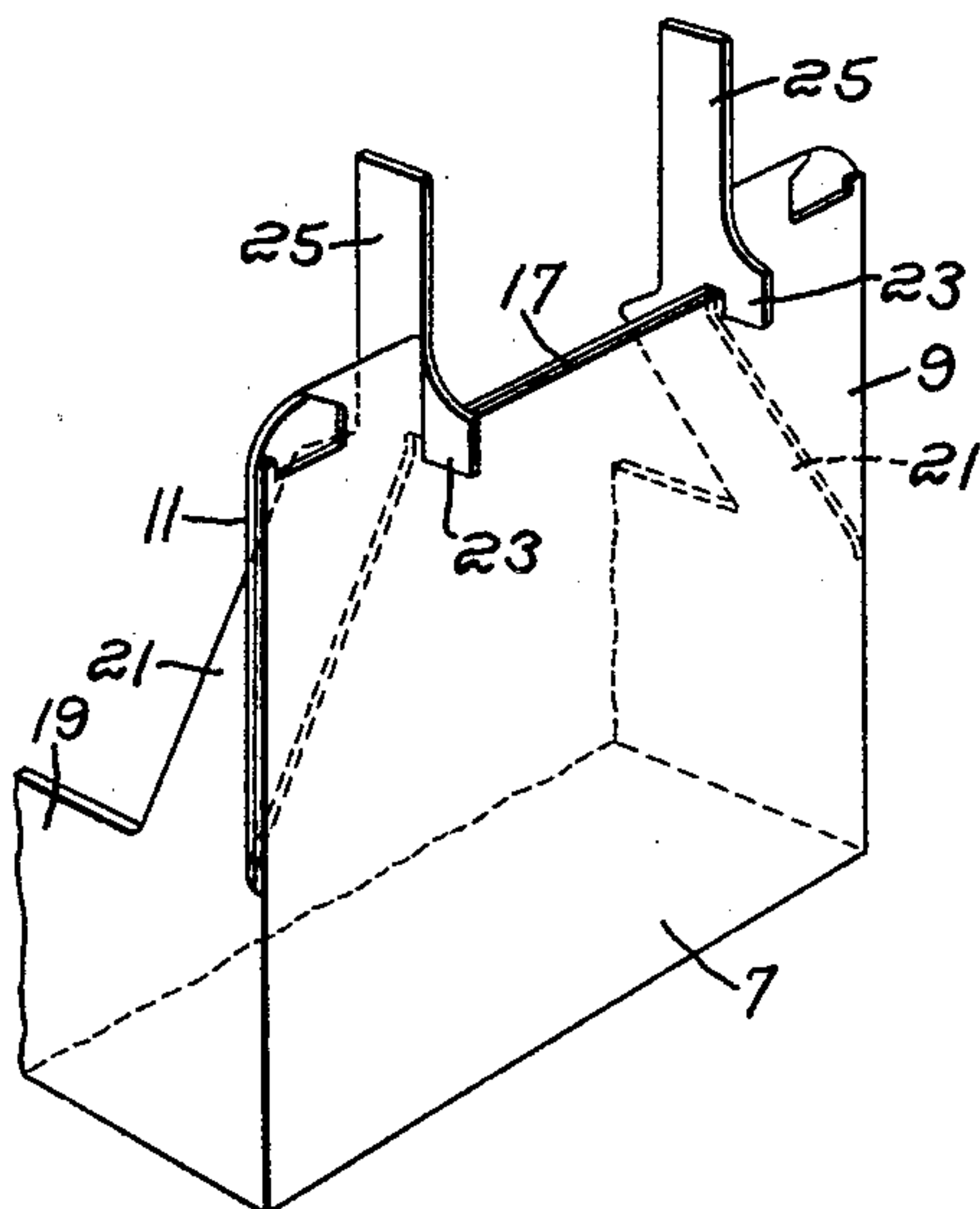
DISPLAY DEVICE

Filed March 5, 1930

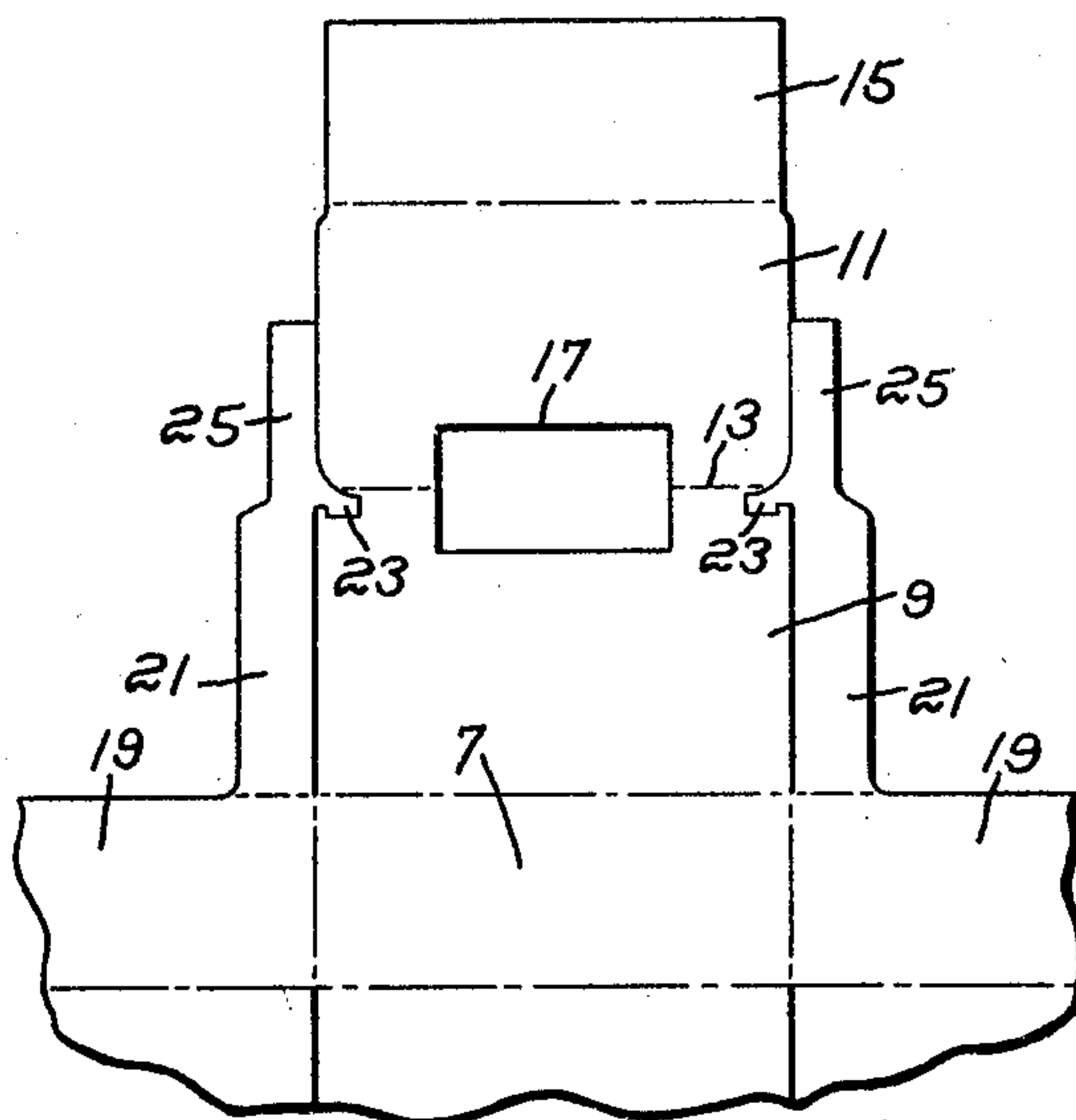
*Fig. 1.*



*Fig. 2.*



*Fig. 3.*



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# UNITED STATES PATENT OFFICE

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## DISPLAY DEVICE

Application filed March 5, 1930. Serial No. 433,260.

This invention relates to display devices, and more especially to display boxes, such as are placed on a merchant's counter to exhibit merchandise in an attractive manner to prospective purchasers. The object of the invention is to provide such a device having provision for supporting in a conspicuous position one of the articles to be sold, for example, an individual carton of merchandise.

As a specific illustration of the generic subject matter of my invention I have shown in the accompanying drawing a display box, and the principles of the invention will be understood by reference to the following description of the specific illustration of said drawing, wherein:

Fig. 1 is a perspective view of the box in use;

Fig. 2 is a broken perspective view as seen from the rear; and

Fig. 3 is a plan of a portion of the blank.

In the drawing I have shown a display box which, when closed, serves as a container for articles of merchandise, here shown as individual cartons C. The box is preferably constructed of cardboard and the body of the box may be of any suitable construction unnecessary here to illustrate in detail. From the sides of the box project flaps which may be unfolded and cooperate to support one of the cartons C in an elevated position.

Herein one of these flaps which projects from the back wall 7 of the box constitutes alternatively a cover for the box and, when erected, a display card. It may comprise the sections 9 and 11 connected by the fold line 13 and terminate in a portion 15 adapted to be tucked in at the front edge of the box when the flap is used as a cover. The cover may be doubled over on the fold line 13 and the front of section 11 then forms a display panel, the portion 15 being tucked down behind the goods in the box, as shown in Fig. 1. The sections 9 and 11 may be cut away across the fold line 13 (see Fig. 3) to provide an opening 17 which when the lid is doubled over forms a recess (see Fig. 2) for a purpose to be described.

Herein the lateral sides 19 of the box body carry flaps 21 which may be folded down

over the open top of the box when the latter is closed or may be raised, as shown in Figs. 1 and 2, to extend across the face of the panel 11. These flaps 21 may be provided with the notched tongues 23 conveniently cut, as shown in Fig. 3, from the stock of the cover flap adjacent the fold line 13 and which may be interlocked, as best shown in Fig. 2, over the edge of the recess 17 to aid in supporting the panel 11 in its raised position. In the particular embodiment shown the three flaps reciprocally support one another in the erected position. The flaps 21 terminate in tongues 25 which may be inserted, herein vertically, into the interstices of an individual carton C and they serve, as shown in Fig. 1, to suspend the carton above the open top of the box. In the form of the invention shown the carton C thus held supported is seated in the recess 17 and held there by the tongues 25.

The box shown may be constructed from a blank such as is partly illustrated in Fig. 3 and may be made from stock finished on one side only and printed on one side. In the arrangement shown the exposed faces of the box when erected to the display position of Fig. 1 are all finished printed surfaces.

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.

I claim:

1. A display device comprising a rear display panel adapted to stand erect and flaps folding about lines transverse thereto and adapted to extend upwardly across the face of the display panel and terminating in tongues receivable in the interstices of a carton for supporting the same in front of the panel.

2. A display device comprising a rear display panel adapted to stand erect and cut away to provide a seat for a carton and flaps folding about lines transverse thereto and adapted to extend upwardly across the face



of the display panel and terminating in tongues receivable in the interstices of the carton for supporting the same in said seat.

3. A display device comprising a rear sheet  
5 having a fold line permitting it to be doubled over to provide an erect display panel, said sheet being cut away adjacent the fold line to provide a seat for a carton, and lateral  
10 flaps folding about lines transverse to the panel having tab means engageable with the sheet when both parts are erected to aid in maintaining the panel in erected position and terminating in tongues for tucking into the carton received in said seat.

15 4. A display device comprising a rear sheet having a fold line permitting it to be doubled over to provide an erect display panel and lateral flaps folding about lines transverse to the panel having tab means engageable  
20 with the sheet when both parts are erected to aid in maintaining the panel in erected position and terminating in tongues for tucking into the interstices of a carton and which serve to support such carton at the upper part of  
25 the panel.

5. A display device comprising parts folding flat together and erectable into mutually transverse relation, one in the erected position constituting a display panel and another  
30 cooperating therewith to aid in maintaining it in position and comprising a tongue insertible in an interstice of a carton for supporting the carton adjacent the panel.

6. A display device comprising parts folding flat together and erectable into mutually transverse relation, one having a fold line permitting it to be doubled over to provide  
35 in the erected position a display panel and another having a tab engageable with the first to aid in maintaining it in position and comprising a tongue insertible in an interstice of a carton for supporting the carton adjacent the panel.  
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7. A display device comprising parts folding flat together and erectable into mutually transverse relation, one having a fold line permitting it to be doubled over to provide  
45 in the erected position a display panel and being cut away at the fold line to provide a carton-receiving recess adjacent the top of the panel and another having a tab engageable with the first to maintain it in position and a tongue projecting for insertion into an interstice of a carton in said recess.  
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8. A display box having sides, a flap extending from one side providing an erectable display panel and flaps hinged to relatively transverse sides adapted to unfold to extend across the face of the panel and terminating in tongues for tucking into the interstices of a carton.  
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9. A display box having sides and flaps extending therefrom folding over the top of box and capable of being raised therefrom,  
65 said flaps having means for interengaging

them for mutual support in the erected position, and tongues for tucking into the interstices of a carton for supporting such carton by the erected structure.

10. A display box having sides and flaps extending therefrom folding over the top of the box and capable of being raised therefrom, said flaps having means for interengaging them for mutual support in the erected position, and tongues for tucking into the interstices of a carton for supporting such carton by the erected structure, one such flap providing a display card in the erected position and a lid for the box in the closed position.  
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11. A display device comprising a box body adapted to receive a plurality of cartons, said box having foldable flaps arising from sides thereof, a carton in the interstices of which ends of said flaps are inserted whereby it is suspended above the top of the body, said flaps being foldable down over the top of said body when the carton is removed.  
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12. A display box having sides and flaps extending therefrom folding over the top of the box and capable of being raised therefrom, said flaps having means for interengaging them for mutual support in the erected position and when so interengaged presenting positioning means for receiving an article to be supported by the erected structure in elevated position above the top of the box.  
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13. A display box comprising three adjacent sides, a display card hinged to the central one of said sides, flaps hinged to the edges of the other sides adjacent their point of connection with the central one and having tabs cut from said display card, said parts adapted to be interlocked by said tabs for mutually sustaining them in erected position.  
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In testimony whereof, I have signed my name to this specification.  
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FERRARI P. WARD.

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