

2,624,455

Filed May 27, 1947

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FIG. 2.

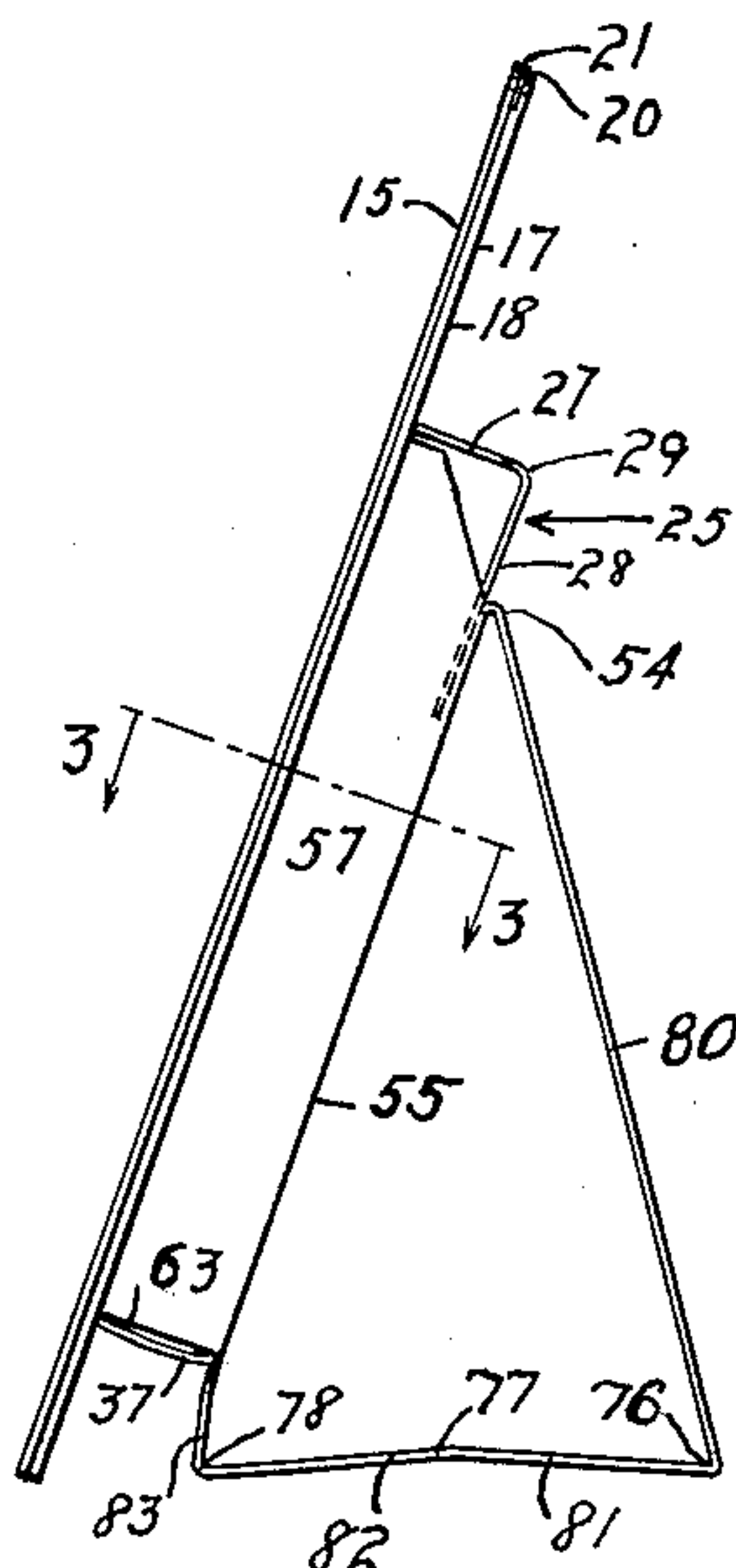
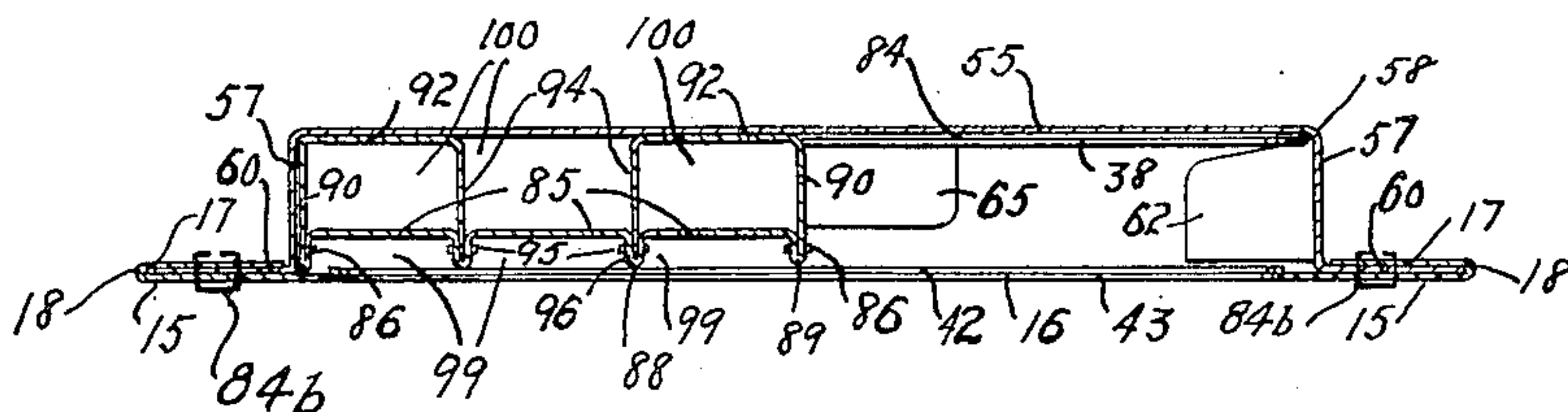


Fig. 3.



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Fig. 4.

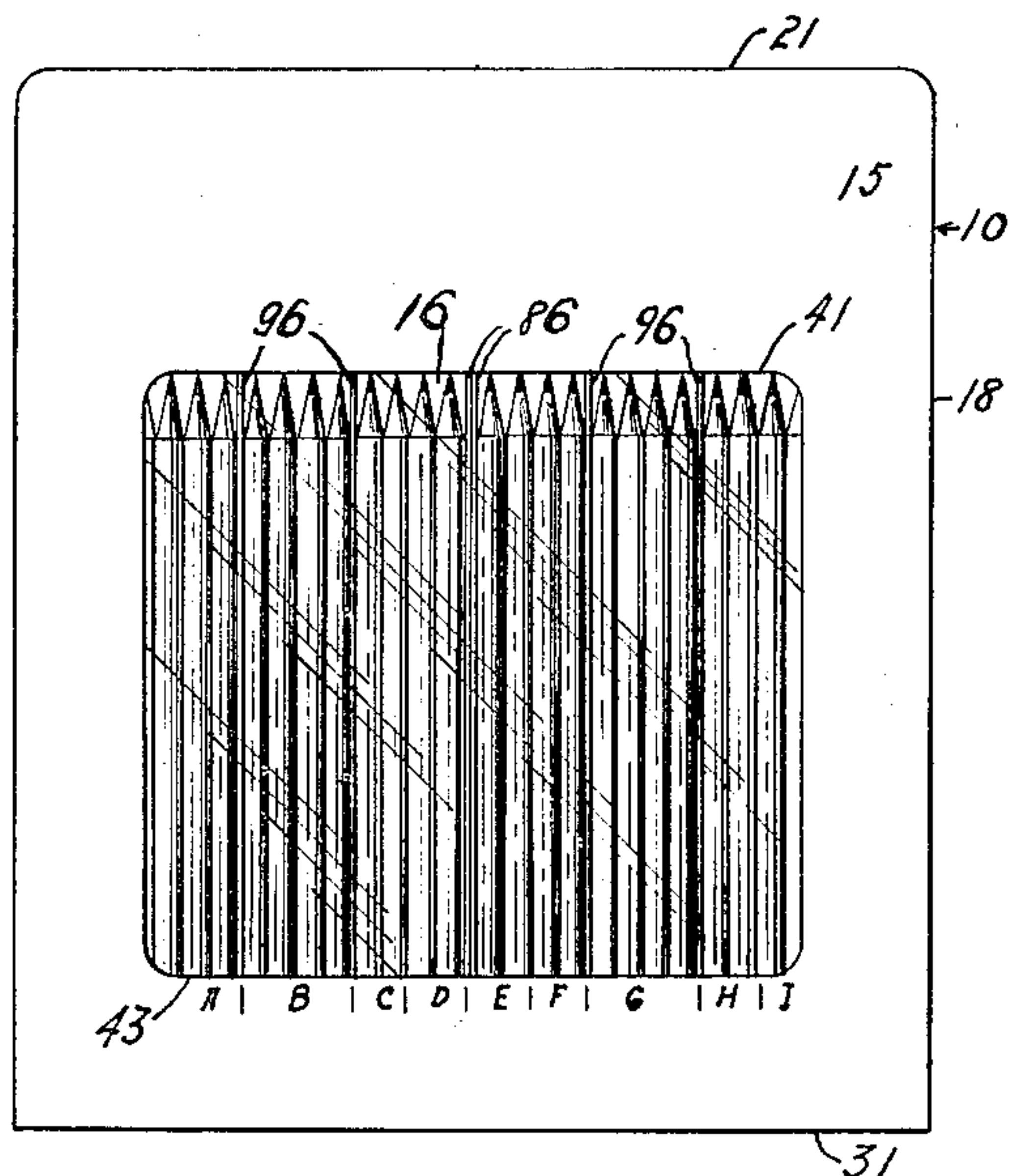


Fig. 5.

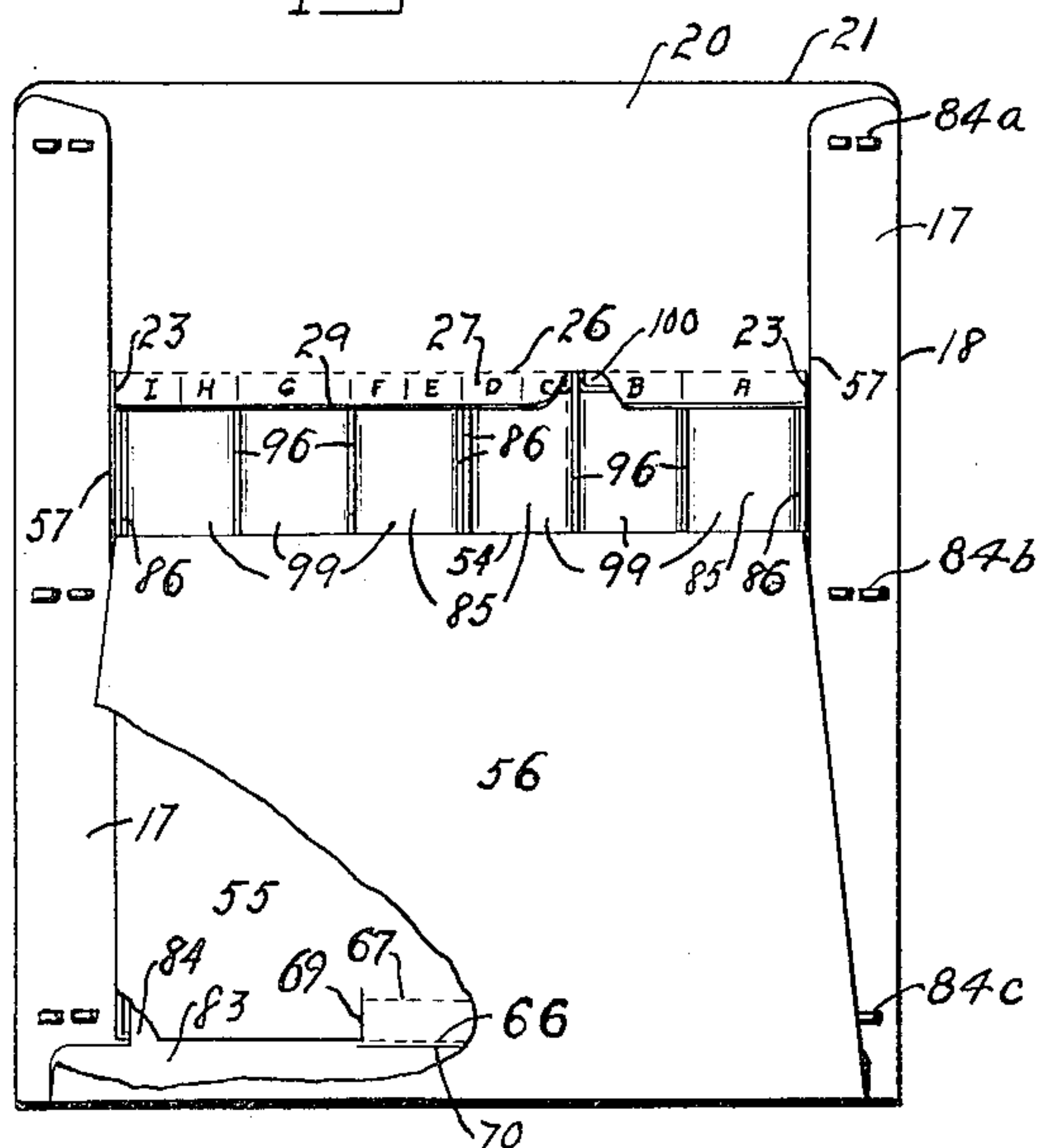
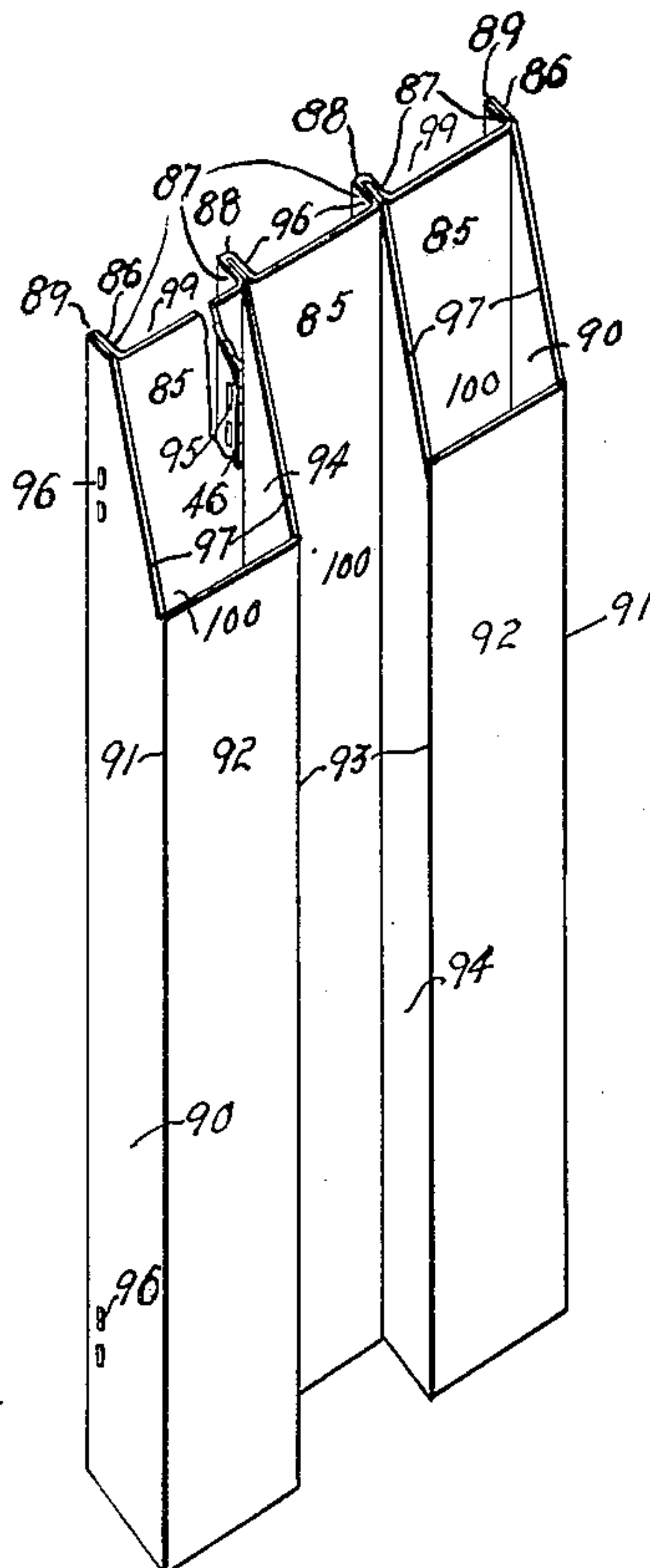


Fig. 6.



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Fig. 7.

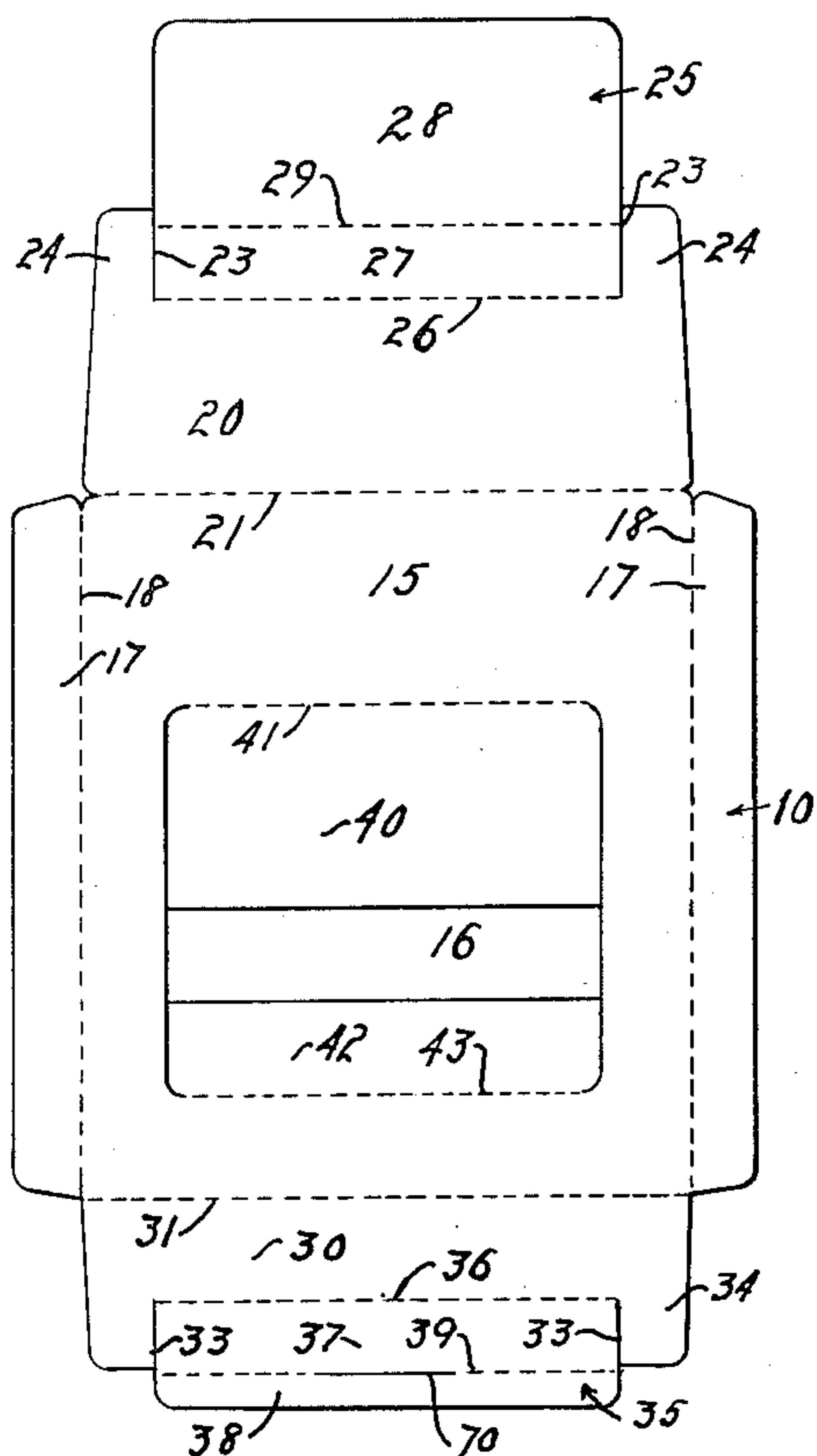


FIG. 8.

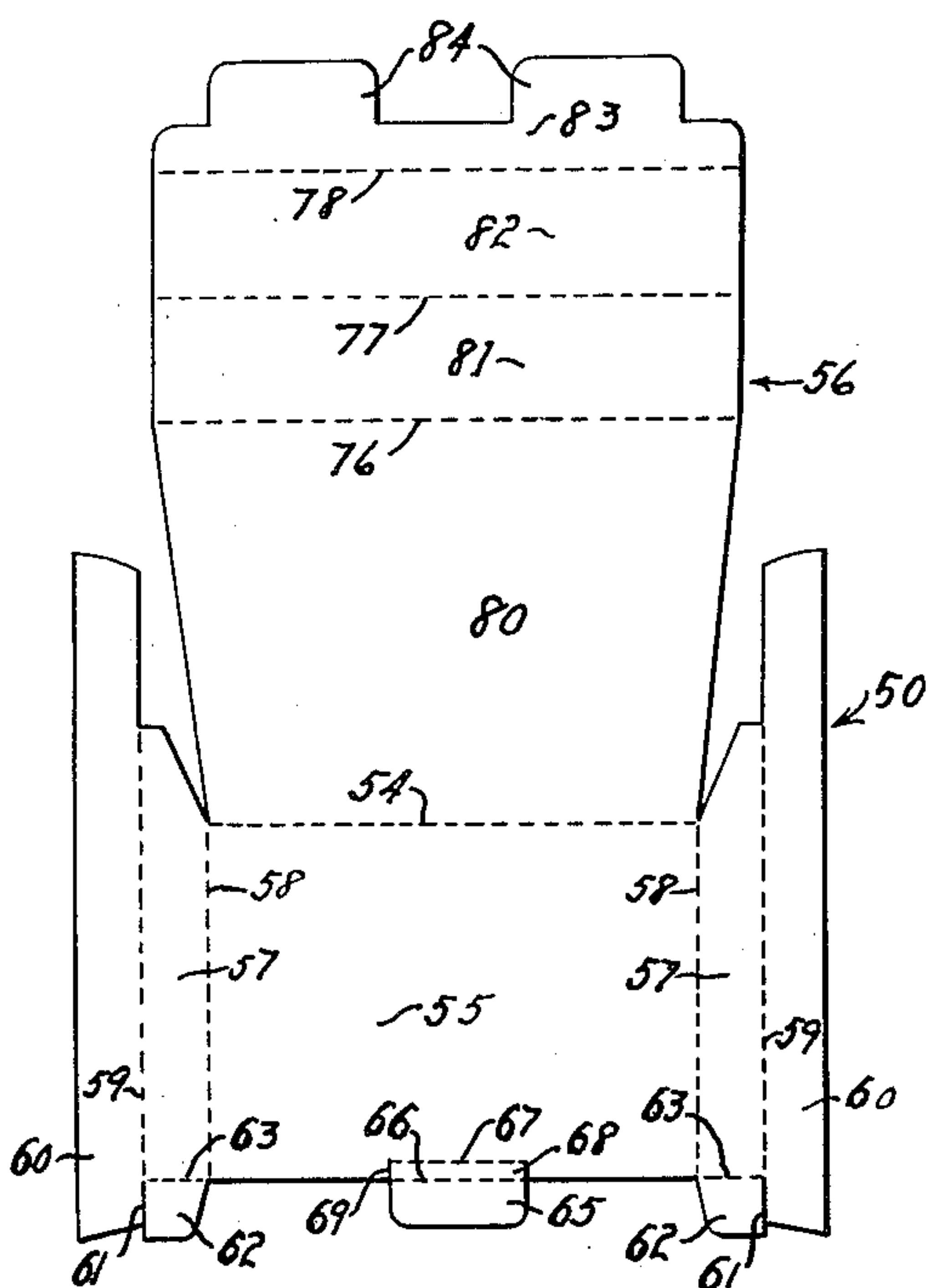
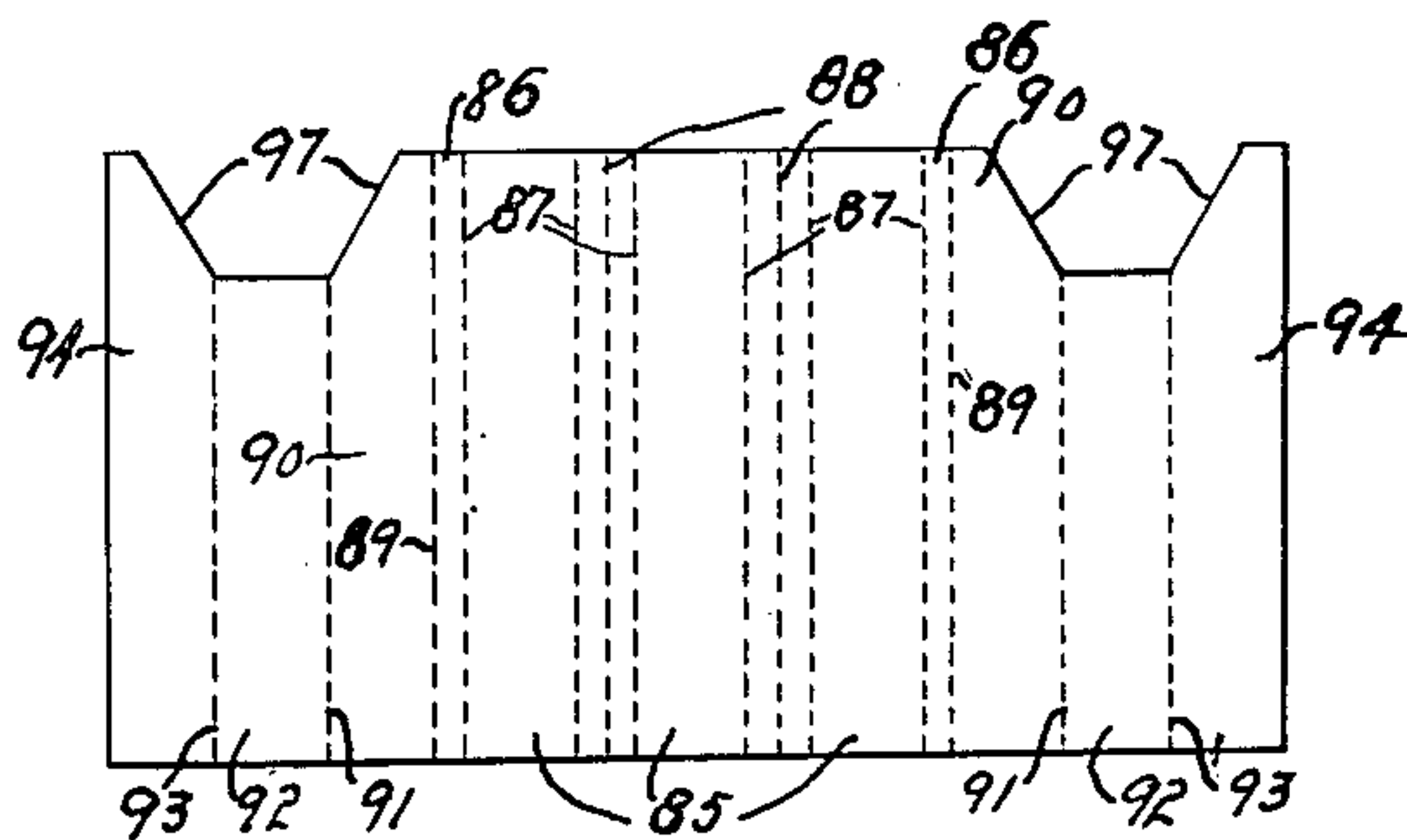


Fig. 9.



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WINDOW DISPLAY RECEPTACLE WITH FOLDING EASEL

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4 Claims. (Cl. 206—45.27)

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The invention relates to devices for commercially displaying merchandise.

The object of the invention is to provide a novel device whereby the merchandise is arranged in a commercial display attractive to the purchasing public and possessing an inherent advertising appeal tending to promote the sale of said merchandise.

The invention contemplates further the provision of a novel device of the indicated type designed to contain a supply of the merchandise capable of being dispensed and sold to purchasers without disturbing the commercial display thereof.

A further object of the invention is to provide a novel device in which the merchandise may be efficiently stored and shipped.

Other 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 an example of the invention without defining its limits,

Figure 1 is a front elevation showing a device, which embodies the invention, assembled in a selected display position, but with an empty compartment;

Fig. 2 is a side elevation thereof;

Fig. 3 is a cross section, on the line 3—3 of Fig. 1 of a device with one article-holder in place;

Fig. 4 is a view similar to Fig. 1 showing full device ready for use;

Fig. 5 is a rear elevation thereof;

Fig. 6 is a rear perspective view of a holder unit of Figs. 4 and 5; and

Figs. 7, 8 and 9 are face views of the blanks from which the several sections of the device are constructed.

In the selected example of the invention, the device is shown in a form designed primarily for the display and sale of conventional pencils and articles of equivalent type and shape. It will be understood that this is not to be construed as indicating or defining the utility field of the novel device which obviously may be adapted for many different articles and types of merchandise.

As shown in the drawings, the novel device comprises a front unit 10 which provides a main or front panel 15 provided with a display opening 16 of predetermined dimensions and shape through which the merchandise is visible in the form of a display as will appear more fully hereinafter.

Side panels 17 are foldably connected, for in-

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stance, along score lines 18 to the opposite vertical edges of the main or front panel 15 and correspond in length substantially to the vertical dimensions thereof; preferably, the upper end edges of the panels 17 are bevelled as shown. An upper flap 20 is foldably connected as at a score line 21 with the top of the main panel 15. Cuts 23 therein separate corner projections 24 from a protruding panel 25, the latter being rendered foldable as by a score line 26. Panel 25 includes an inner section 27 and an outer section 28 separated by a tear line such as provided by the perforations 29.

At its lower edge the main panel has foldably connected thereto a flap 30, a fold line 31 being provided, as by scoring. Slits 33 separate side projections 34 from a protruding flap 35 which is rendered foldable as by a creased fold line 36. It comprises section 37 and tuck 38 foldably connected as by a score line 39. Depending from the upper edge of the opening 16 is a flap 40, which is foldable inwardly on a fold line 41 being provided at the edge, as by scoring. A flap 42 is similarly secured to the bottom edge of the opening 16 as by a score line 43. The flaps 40 and 42 are folded back to provide upper and lower reinforcement for the structure. It is desirable in many instances that the opening 16 be protected by a transparent means. Preferably and as exemplified there is provided a transparent panel 45 substantially as large as the main panel 15 and underlying the main panel and the flaps 40 and 42. This may be formed of suitable flexible transparent material, such as cellulose acetate. The advantage of a dust-proof cover window is thus provided.

The device also comprises a rear unit 50 which is formed with a fold line 54 as by creasing to separate a rear panel 55 from a standard 56. At the sides of the rear panel are flaps 57 connected thereto by fold lines 58; and connected to these by fold lines 59 are flaps 60 which are separated by cuts 61 from tabs 62 which are connected with the flaps 57 by fold lines 63. A tab 65 is connected to the end of the panel 55, preferably and as exemplified by two fold lines 66 and 67, the portion 68 therebetween being separated from the panel 55 by cut 69. A slit 70 for the reception of the tab 65 is provided in the center of the fold line 39 in the flap 35.

The standard 56 is provided, as by scoring, with fold lines 76, 77, and 78 connecting, respectively, the easel back portion 80 with a base panel 81, the base panel 81 with a base panel 82, and the

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base panel 82 with a connector panel 83 provided with unitary tabs 84.

In assembly, the flaps 57 extend perpendicularly between the front panel 15 and the rear panel 55, the flaps 60 lying parallel to the front panel 15 closely behind the same. Before the flaps 60 are moved into place the panel 20 is bent down behind the panel 15, and behind the transparent sheet such as 45 if any; and the flap 30 with its tabs 34 bent upwardly behind the panel 15, and the sheet 45 if this is provided. Parts 25 and 35 are bent outwardly to receive the folded rear unit between them and the tab 65 thrust between the tabs 84 and thru the slit 70, the action being facilitated by the double fold-line 66-67. The tabs 62 are folded inwardly, above the section 37, and the tabs 64 are folded behind the now upright section 38. The flaps 17 are folded inwardly over the flaps 60 and the units suitably secured together as by metal stitching 84a extending through the side portions of the panel 15, of the transparent panel 45 if any, and of the flap 20, and the upper portions of the flaps 60 and of the flap 17, metal stitching 84b extending through all of these elements except the flap 20, and metal stitching 84c extending through all of the latter elements as well as the side portions of the flap 30 which now lies between the flaps 60 and the transparent sheet 45. It will thus be seen that the panel 15 provides a display face for an assembly which is supported by the standard portion 56, the supporting action of which is adjustable because of the fold line 77 between the base portions 81 and 82.

The assembly includes a container portion the base of which is provided by the section 37, the sides of which are provided by the flaps 57, and the rear of which is provided by the rear panel 55 supplemented at its lower portion by the tabs 84 and the section 38 which now extends forwardly thereof.

The exemplified construction provides a projection above the container which projection in the present instance consists of the flap 27 and which, as well as serving a protective function, may have thereon, as indicated, indicia designating particular merchandise under particular parts thereof as, for instance, pencils of different kinds or color. Extending from this cover in the assembly as originally provided there is an additional protective flap—the section 28 in the present instance—which can be slipped down in front of the rear panel 55 after the container is filled and ready to be shipped, but which is readily removable when the assembly is to be used for the sale of articles so as to facilitate the lifting of the flap 27 and the removal of pencils or other articles from the container.

In some forms, the device may include one or more holder units adapted for combination therewith for the purpose of providing a display of the articles of merchandise visible through the display opening 16 and a series of receptacles accessible from the rear of said device for containing a supply of said articles of merchandise—from which, distribution of said articles of merchandise to prospective purchasers may be made. In the instant form of the novel device, two holder units are provided, each of which preferably is constructed from a sheet of cardboard or similar material. In its illustrated form, each unit includes a plurality of adjacent panels 85, to the opposite edges of which, strips 86 are foldably connected along score lines 87. The intermediate

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strips 86 are folded upon themselves along score lines 88 while the outer strips 86 are foldably connected along score lines 89 with outside panels 90. The outside panels 90 are foldably connected along score lines 91 with transverse panels 92 which, in turn, are foldably connected along score lines 93 with inside panels 94. In the assembled condition of the unit, the inner panels 94 extend between and in surface engagement with opposed faces of the intermediate strips 96 and are secured in place in any convenient manner as by means of wire stitches 95. The outer panels 90 and the outer strips 86 are correspondingly secured in surface engagement with each other, for instance, by means of wire stitches 96. With this arrangement, each unit includes a plurality of contiguous shallow trays 99 adapted in the instant case to contain a display supply of pencils or similar articles of merchandise. Upon their opposite faces, the panels 92 and 94, in association with the panels 85, provide a series of compartments 100 adapted to contain a supply of the articles of merchandise included in the aforesaid display. To enable the articles of merchandise, such as pencils, to be easily removed for distribution to prospective purchasers, the panels 92 are of relatively less vertical length than the corresponding length of the panels 90 and 94, and the latter extend at inclinations 97 to render the upper ends of the pencils, or equivalent articles of merchandise, readily accessible for removal and sale. In practice, the units are inserted into the space between the panels 15 and 55 in registry with the display opening 16 so that the display of pencils or other articles contained between the strips 86 are visible through the display opening 16. The units preferably are further so dimensioned that the panels 92 will terminate at the upper edge of the panel 55 so that the pencils or equivalent articles of merchandise will project above the upper edge of the panel 55 so as to be easily accessible for removal in sale at will. The units further are so dimensioned so as to extend upwardly beyond the upper edge of the display opening 16 and into contact with the lower edge of the flap 20 so as to be held in place thereby. With this arrangement, the articles of merchandise may be individually and collectively sold to customers or otherwise disposed of from the compartments 100 without, in any way, interfering with the display thereof in the trays 99 which is visible through the display opening 16.

Since certain changes may be made in the above article and different embodiments of the invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawing shall be interpreted as illustrative and not in a limiting sense.

I claim:

1. A device for displaying merchandise comprising a front panel with a display opening, side flaps on said front panel, a rear panel spaced behind said front panel to provide a container for merchandise therebetween, side flaps on said rear panel and forming the sides of said container, said front panel carrying a flap at its lower edge, and the last-mentioned flap being bent back against the lower portion of the front panel, and a further flap carried by said last-mentioned flap and bent rearwardly from said last-mentioned flap to form the bottom of said container, and an additional flap carried by said further flap and lying in front of said rear panel, a central slit being provided at the fold line be-

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tween said further flap and said additional flap, a tab on said rear panel extending thru said slit, and a series of foldably-connected panels including a panel extending downwardly and rearwardly from the upper end of said rear panel to form an easel back portion and a panel extending forwardly therefrom to form a base portion, an end panel of said series carrying tabs extending between said rear panel and said additional flap at either side of said tab carried by said rear panel.

2. A display receptacle comprising a main panel having a display opening, a plurality of flaps foldably connected therewith at the bottom edge thereof and foldably connected with each other, one of said flaps extending rearwardly to provide the bottom of the container and a tuck portion extending upwardly from said bottom-forming flap, a slit at an interior portion between the last-mentioned flaps, and a series of foldably-connected panels including an end panel which forms the rear of said container, a panel extending downwardly and rearwardly from the upper end of said rear panel to form an easel back portion, said end panel having at the lower end thereof a tab extending into said slit and bent over to secure said end panel in place and including also flaps at the side edges of said end panel which provides the sides of said container and end flaps integral with said side-forming flaps which are secured to the rear of the said main panel, the other end panel of said series being inserted between the rear panel and said tuck portion and having at its end a pair of tabs separated by a recess in which the first-mentioned tab is received.

3. A display receptacle in accordance with claim 2 in which the first-mentioned tab overlies said tuck portion.

4. A display receptacle comprising a main panel having a display opening, a flap on each of the opposed side edges of said panel, another

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panel, flaps on the side edges of said other panel, a flap on each of the last-mentioned flaps, said main panel forming with said other panel and the second-mentioned flaps a container portion with said flaps on each of said last-mentioned flaps lying between the first-mentioned flaps and the body of said main panel, a plurality of flaps foldably connected to each other and to an edge of the main panel which is generally perpendicular to said opposed edges thereof, a first flap of said plurality which is directly connected to said main panel being folded over into contact with the rear face of the main panel and being longer than the edge of the second flap which is connected to it and having tabs protruding from the outer portions of the edge from which said second flap protrudes, said tabs lying between said first-mentioned opposed flaps and the second-mentioned opposed flaps, said second flap having a tuck flap thereon and forming an end wall of the container.

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