Aug. 25, 1931. R. A. WILCOX 1,820,685

ADVERTISING STAND

Filed April 20, 1929 2 Sheets-Sheet 1

Fig. 1.

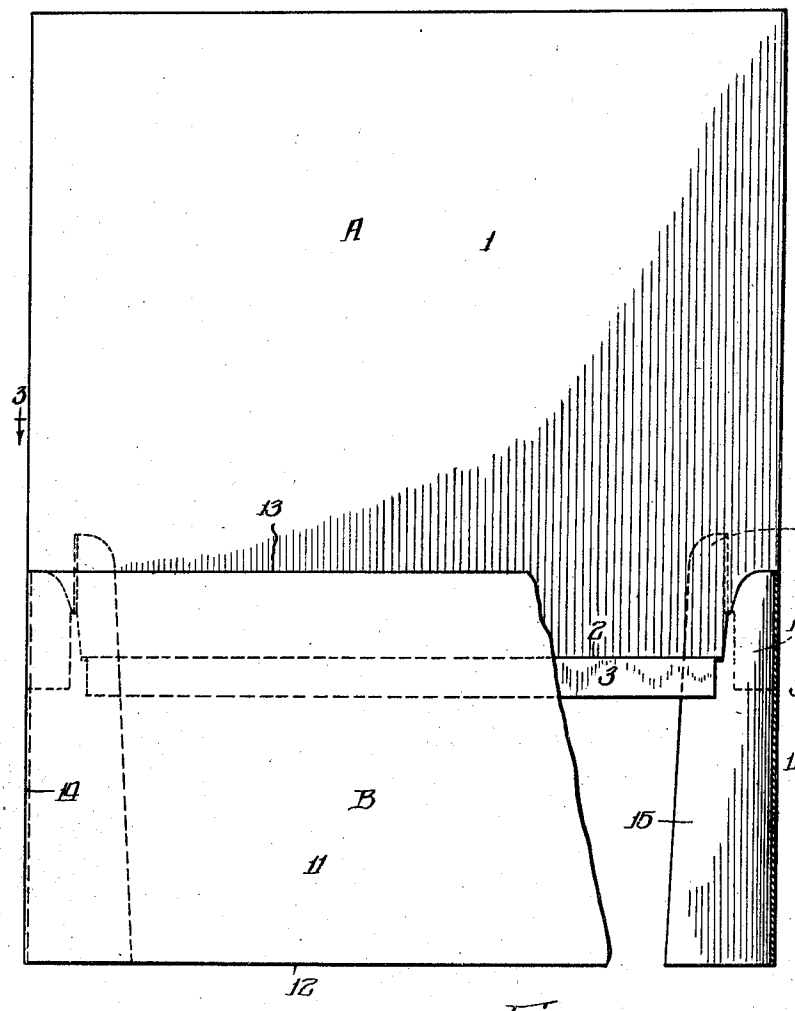


Fig. 2.

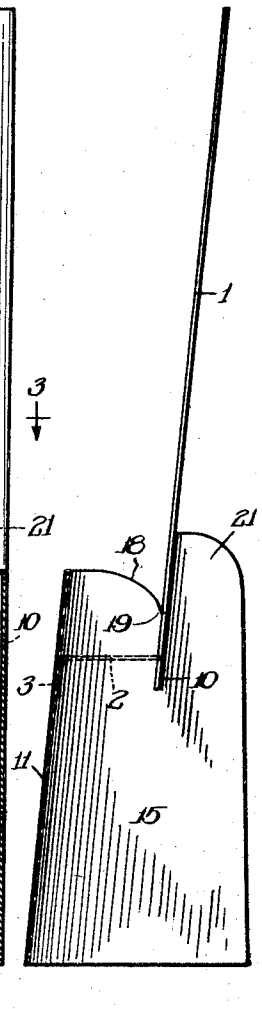
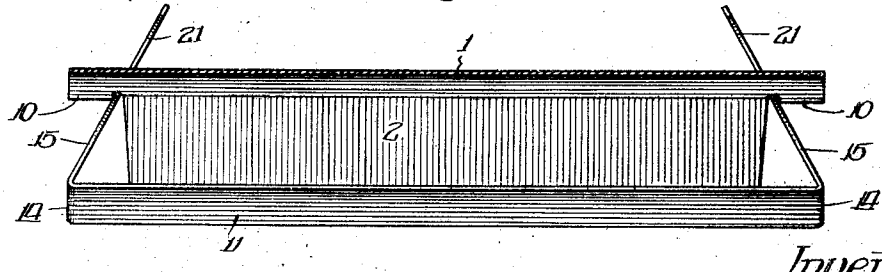


Fig. 3.



Inventor:
Robert Allen Wilcox,
By Wilkinson Huxley Byron & Knight
Attys.

Aug. 25, 1931. R. A. WILCOX 1,820,685

ADVERTISING STAND

Filed April 20, 1929 2 Sheets-Sheet 2

Fig. 4.

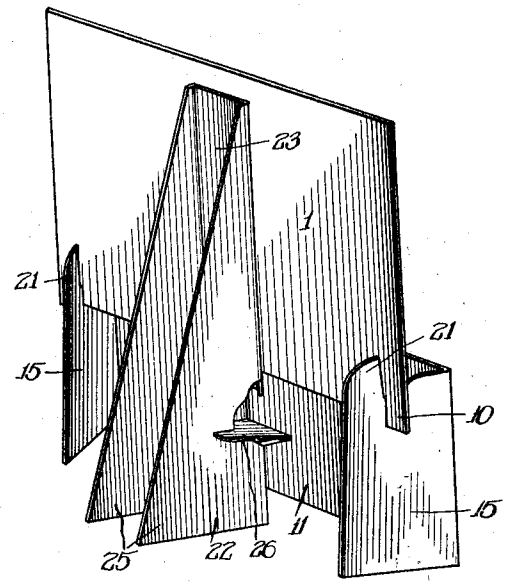


Fig. 5

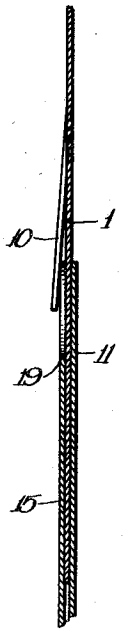
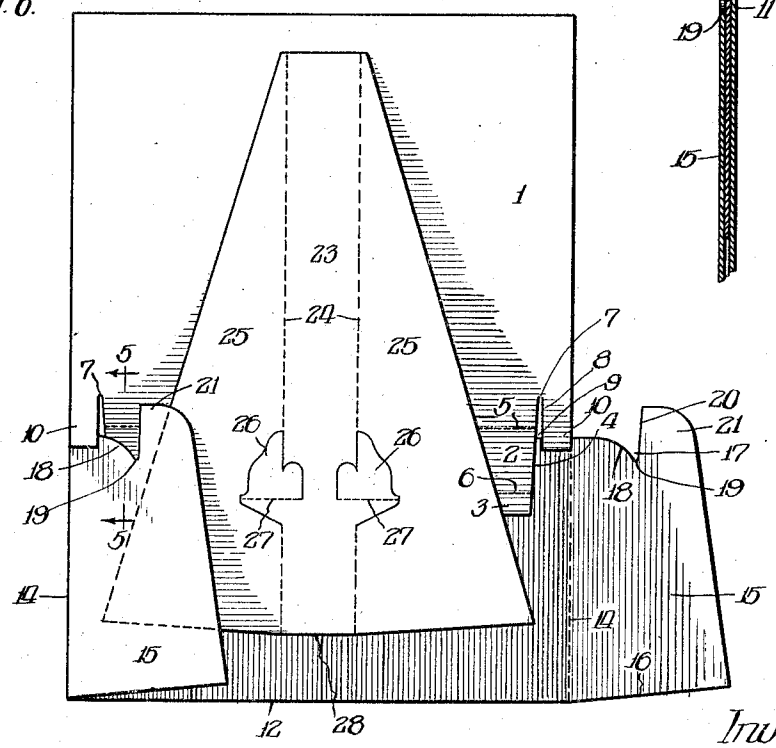


Fig. 6.



Inventor:
Robert Allen Wilcox,
By Wilkinson Huxley Byron & Knight
attys.

Patented Aug. 25, 1931 1,820,685

UNITED STATES PATENT OFFICE

ROBERT ALLEN WILCOX, OF CHICAGO, ILLINOIS, ASSIGNOR TO GRIER PRESS, INCORPORATED, OF CHICAGO, ILLINOIS, A CORPORATION OF ILLINOIS

ADVERTISING STAND

Application filed April 20, 1929. Serial No. 356,788.

This invention relates to improvements in advertising stands and principally to the type of paste-board advertising stands which may be set up by a store keeper in shop windows or on counters in order to attract attention to the advertising matter contained thereon.

It is a purpose of the invention to provide an advertising stand consisting of foreground and background panels together with supporting brace members and locking devices designed to support the panels in substantially vertical positions in a rigid manner.

It is further a purpose of my invention to so design the construction of the advertising stand that it may be initially shipped and folded in a substantially flat position and may be set up by the user in a simple manner without necessitating the bending of flaps or locking tabs into place.

Thus it is a feature of my invention that the stand may be set up by merely grasping the background panel and dropping the stand on to a supporting base. During this operation the background panel will move of itself into a position parallel to the foreground panel, but rearwardly spaced therefrom and at the same time turn supporting flanges which are secured to the foreground panel into such a position that they will serve to support the stand.

Another purpose of my invention consists in the design of the advertising stand in such a manner that it may be readily manufactured of a small number of parts and at low cost.

Further objects and advantages of the present improvements will be more readily apparent from the following description taken in connection with the disclosure of the present embodiment shown in the accompanying drawings.

In the drawings:

Figure 1 is a front elevation of the stand in set up position having a portion of the foreground panel broken away in order to more clearly illustrate the rearward locking engagement between the background panel and the supporting flanges.

Figure 2 is a side elevation of Figure 1.

Figure 3 is a top view of the stand as set up in Figure 1.

Figure 4 is a perspective view from the rear side of a stand such as shown in Figure 1, together with additional supporting and bracing means for the background panel.

Figure 5 is a partial section taken on the plane indicated by 5—5 in Figure 6 and illustrating the position of the parts when in folded flat positions.

Figure 6 is a plan view from the rear side of the stand shown in Figure 4 with the parts folded in flat positions for shipping purposes. It should be noted, however, that the right-hand supporting flange has been laterally turned into the plane of the foreground panel.

The stand as disclosed in the drawings may be manufactured from two blanks, A and B. The new blank A includes a background panel portion 1 which may have any suitable contour at its upper portion which will best serve in connection with the advertising matter on its forward face to attract the attention. From the bottom edge is folded a flange portion 2 from which is also folded an attaching flange 3. As shown in the drawings, especially in Figure 6, it will be apparent that the flanges 2 and 3 are somewhat narrower than the full width of the panel 1 and may be defined by the cut edges 4—4, which, in the blank, slightly converge toward the center line of the panel. The flange 2 is adapted to fold relative to the main panel 1 on the dotted line indicated at 5, while the securing flange 3 may fold relative to the flange 2 on the dotted line 6. The cut edges 4—4 extend above the dotted

line 5, as shown in Figure 6, into the body of the panel 1 to points 7—7 where they meet cut edges 8—8 which upwardly converge toward the cut edges 4—4. Thus there are defined narrow slots 9—9, the purpose of which will be later apparent. The side edges of the panel extend down to points slightly below the fold line 5, and define tabs 10—10.

The other blank portion B includes a foreground panel 11 having a lower bottom edge 12 which will rest upon a supporting base. The upper edge 13 of the foreground panel 11 is shown in the drawings as straight, but it will be clearly apparent that any desired contour may be utilized, such as by cutting out figures which contract against the design of the background panel. To the vertical edges 14—14 of the foreground panel 11 are secured supporting flanges or brace members 15—15. The flanges 15—15 may be formed integral with the foreground panel 11, as shown in the drawings, but since it is desired that they fold flat against the back of the foreground panel for shipping purposes, it may be desirable to form them of separate members and attach them to the foreground panel by pasting strips of vellum which will serve as a hinge. The particular construction will be that which is found most suitable according to the thickness of the paste board material utilized for the stand and its ability to resist tearing caused by frequent folding.

The bottom edges 16—16 of the bracing members 15—15, as shown in Figure 6, are slightly upwardly inclined relative to the bottom edge 12 of the foreground panel 11, whereby, when the flanges are turned into supporting position, as shown in Figure 3, the foreground panel will be slightly rearwardly inclined from the vertical in order to prevent forward tipping of the stand. The flanges 15—15 are further designed at their upper ends with slots 17—17 designed to cooperate with the slots 9—9 of the background panel 1. The slots are designed by curved edges 18 which extend from the line of fold 14 to a point 19 at the bottom of the slot 17. From the point 19 a straight edge 20 upwardly extends parallel to the folding edge 14 of the flange. Thus upwardly extending tabs 21 are formed integral with the flanges 15 which form braces for the rear side of the background panel 1. The attachment flange 3 of the background panel 1 is secured to the rear side of the foreground panel 11 in the manner indicated in Figure 3. This attachment may be made by gluing, pasting or in any other suitable manner.

In the position shown in Figure 6, the parts are in flat arrangement and it will be noted that the depending tabs 10—10 from the background panel extend slightly below the upper edge 13 of the foreground panel 11, which extends to join the curved edge 18 of the flange 15. Therefore, when folding the flanges 15—15 into flat position against the rearward side of the foreground panel 11, the depending tabs 10—10 are bent to allow the flanges 15—15 to come to the position indicated by the left-hand flange 15 shown in Figure 6. The upper edge of the flange 15 will therefore extend into the slot 9 of the background panel.

When it is desired to set up the stand, the user only needs to grasp the background panel 1, hold the stand in a substantially vertical position and drop the bottom edge 12 of the foreground panel 1 on to a supporting base, then the weight of the background panel will cause it to drop and fold the flange 2 into a substantially horizontal position, as indicated in Figure 2. During this movement of the background panel, the flanges 15—15 of the foreground panel will be rearwardly swung to the positions indicated in Figure 3 by the engagement of the slots 9—9 of the background panel and the upper ends of the flanges.

When the parts are in final position, the ends 7 and 19 of the slots are in engagement and the rearward side of the background panel will be braced by the tabs 21 of the flanges 15 and will, therefore, be held in a position parallel to the foreground panel 11, as will be evident from Figure 2. The depending tabs 10—10 of the background panel brace against the outer sides of the flanges 15—15.

When the user desires to remove the advertising stand, by simply grasping the upper end of the background panel 1 and lifting the stand, the parts are returned to the initially folded arrangement. It is, therefore, apparent that a great deal of time is saved and that the user need not bother with the folding of locking tabs each time that the stand is set up or taken down.

The stand so far described will generally be found suitable, but in some cases where the background panel is relatively high and it may have a tendency to tip over the stand, it may be desirable to utilize additional bracing means for the background panel. Therefore, in Figures 4 and 6 I illustrate a brace denoted generally as 22 which is of customary construction including a center portion 23 which is secured to the back of the background panel 1 and to which are folded, on dotted lines 24—24, triangular flanges 25—25. Locking tabs 26—26 are cut out, as indicated in Figure 6, and arranged to fold on horizontal fold lines 27—27. The brace 22 extends below the bottom edge of the background panel 1 to the edge 28 which is designed to rest upon the supporting base when the stand is set up on a counter.

In general, the user may set up the stand

shown in Figure 6 in the manner previously described without bothering to turn the flanges 25—25 and the locking tabs 26—26 into the positions indicated in Figure 4. The additional support provided by the lower edge 28 of the brace 22 will be sufficient to prevent the stand from tipping over, however, in some cases when the setting up of the stand is to be more or less permanent, the parts may be locked as shown in Figure 4.

Many modifications may be made in the particular construction of the stand without departing from the spirit of my invention as expressed in the appended claims.

I claim:

1. In an advertising stand, a pair of front and rear panels, a flap foldably connecting the lower edge of said rear panel to the upper portion of said front panel whereby said panels may be moved from substantially the same plane to parallel planes determined by the width of said flap, a pair of supporting flanges foldably connected to the ends of said front panel whereby they may be folded in flat relation against the back of said front panel and move from such positions to angular positions for setting up the stand, said rear panel having a pair of slots in its lower edge more closely spaced than the folds of said flange adapted to engage the upward ends of said flanges when the panels and flanges are in flat folded relation and serve to guide the movement of said flanges into angular supporting relation when said rear panel is moved away from said front panel, the movement between said panels being limited by the engagement of said flanges with the ends of said slots.

2. In an advertising stand as described in claim 1, the supporting flanges having at their upper ends curved portions extending from the folds to the final point of engagement between the ends of the slots in the rear panel and said flanges.

3. In an advertising stand as described in claim 1, said flanges having upward extensions adapted to brace said rear panel when the parts are in set-up position.

4. In an advertising stand, a pair of front and rear panels, a flap foldably connecting said panels to permit relative movement between said panels from flat folded relation to separation between said panels in substantially parallel planes, a pair of supporting flanges foldably connected to the ends of said front panel, said rear panel having a pair of slots in its lower edge adapted to engage the upper ends of said supporting flanges when said flanges and said panels are in flat folded relation, said slots being more closely spaced than the folds of said flanges and abutments formed on the upper ends of said flanges for limiting the movement of said rear panel away from said front panel whereby, when the parts are in position for setting up the stand, the flanges are at angles less than right angles with respect to the front panel due to the relation between said slots and the folds of said flanges.

Signed at Chicago, Illinois, this 13th day of April, 1929.

ROBERT ALLEN WILCOX.