Sept. 11, 1928. 1,684,124

J. E. BURGESS

DISPLAY STAND

Filed Oct. 1, 1927

Fig. 1

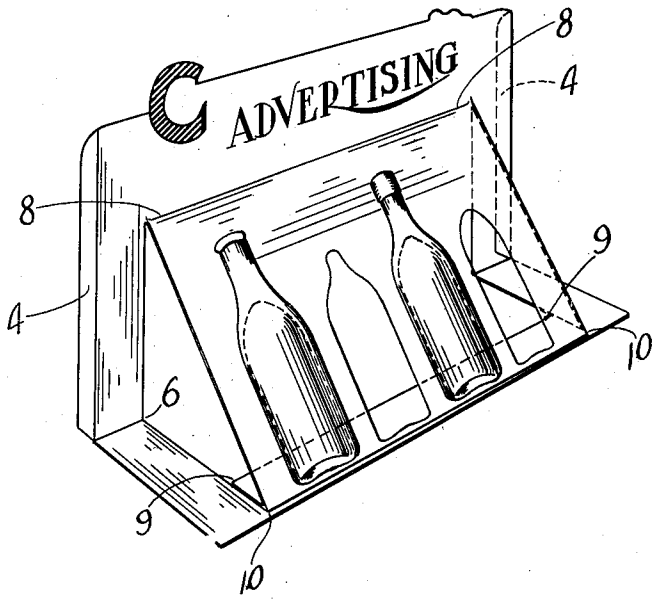
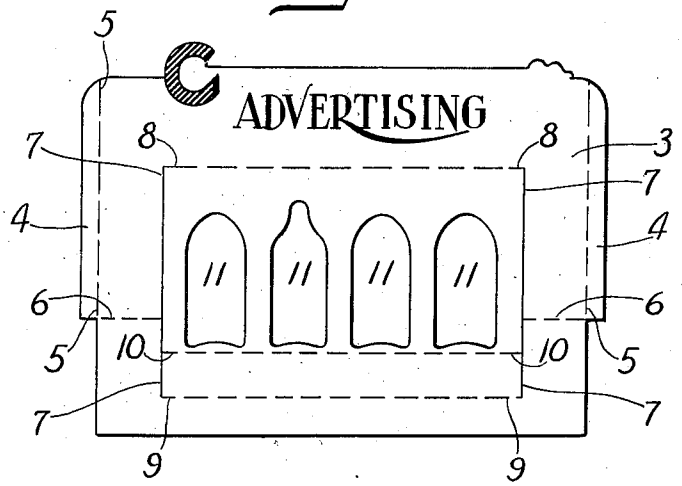


Fig. 2



JOSEPH EDWIN BURGESS.
INVENTOR.

BY Mason, Fenwick & Lawrence
ATTORNEYS.

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UNITED STATES PATENT OFFICE.

JOSEPH EDWIN BURGESS, OF ASTORIA, NEW YORK, ASSIGNOR TO THE UNITED STATES PRINTING & LITHOGRAPH COMPANY, OF BROOKLYN, NEW YORK, A CORPORATION OF OHIO.

DISPLAY STAND.

Application filed October 1, 1927. Serial No. 223,367.

My invention relates to display stands for holding and exhibiting merchandise or their containers as well as advertisements, notices, directions, etc. concerning the same.

My invention comprises in its entirety and in its present embodiment an upright back card for the advertisement, upright end wings for supporting the back card, a base card on which the articles or containers rest and which also supports the back card, and an apertured reception card for holding the articles or containers, extending downwardly and forwardly from the back card to the base card, all by preference cut out and made of one piece of cardboard and adapted to be folded flat for convenient transportation, substantially as hereinafter set forth.

In order that my invention may be fully understood, I shall first describe in detail the mode in which I at present prefer to carry the invention into practice and then particularly point out the invention and its various features in the claim.

Figure 1 is a perspective view of a display stand embodying my invention in use.

Figure 2 is a plan view showing the same folded flat for transportation and its construction.

In making the specific form of my invention here shown, I form a blank 3 of a single roughly rectangular piece of cardboard having preferably equal lateral extensions 4, 4, on each side commencing near the upper edge and terminating a short distance from the lower edge, the blank being scored or creased on the vertical lines 5—5 joining the extensions with the body of the blank, and on the horizontal line 6—6, from the lower ends of the respective scores 5—5.

The blank is also cut on vertical lines 7—7, spaced inside the lines 5—5, commencing below the upper edge and terminating below the scored or creased lines 6—6, and above the lower edge of the body of the blank. The blank is also scored or creased on the horizontal line 8—8 connecting the upper ends of the respective cut vertical lines 7—7, on the horizontal line 9—9, connecting the lower ends of the cut lines 7—7, and on the horizontal line 10—10, above and parallel to the line 9—9.

The body of the blank is also cut out within the lines 7—7, 8—8 and 10—10 to form apertures 11 fitted to receive the articles to be displayed or their containers, and above the horizontal line 8—8, and also if desired, outside the vertical lines 7—7, may appear the directions, announcement or other advertisement of the article displayed as well as of its producer and/or distributor.

The completed blank thus formed is as shown in Figure 2 in flat form for convenient packing and transportation. When desired for use the blank is bent or folded, as shown in Figure 1, rearwardly at right angles on the vertical lines 5—5, to form wings for upholding the back of the display, forwardly or outwardly along the horizontal lines 6—6, 8—8 and 9—9, and rearwardly along the line 10—10. In this position the portion of the blank between the lines 6—6 and the lower edge of the blank is at right angles to the back and forms a sustaining base thereof to rest upon a counter or other support.

The cut out rectangular portion between the lines 9—9 and 10—10, rests upon the corresponding rectangular portion of the base between the line 9—9 and the front edge of the base, as an upper or additional base, and the apertured cut out portion between the lines 8—8 and 10—10 extends downwardly and forwardly from the line 8—8 to the forward edge of the upper and lower base, so as conveniently and effectively to receive and display the articles or their containers as shown.

This construction makes an exceptionally simple, compact and convenient form of display stand.

It is evident that the details of the specific embodiment of my invention herein shown and described may be greatly varied without departing from the boundaries of my invention as defined by the following claim.

I claim as my invention:

A display stand formed of a single sheet cut in parallel vertical lines spaced from the sides and substantially parallel therewith, and said vertical cut lines terminating at the same distance from the top and bottom respectively of the sheet and connected at their upper ends, at their lower ends and between their upper and lower ends by foldable transverse lines parallel to each other, and the portions of the sheet outside said vertical cut lines being formed with transverse foldable lines in the same line, between and parallel to the upper and lower foldable lines of the

medial cut out portion, so that when the side portions are bent on their transverse foldable lines, the upper portions thereof will stand upright and the lower portions thereof will lie in the horizontal plane and the medial cut out portion when bent on its upper, lower, and medial transverse lines will extend on an inclination from its upper transverse line to its medial transverse line, and the lower part of the cut out portion, between its medial and lower transverse lines, will rest upon the lower part of the sheet below said lower foldable line.

In testimony whereof I affix my signature.

JOSEPH EDWIN BURGESS.