May 20, 1952 E. W. HOY 2,597,731

DISPLAY STAND

Filed Nov. 13, 1946 2 SHEETS—SHEET 1

Fig. 1

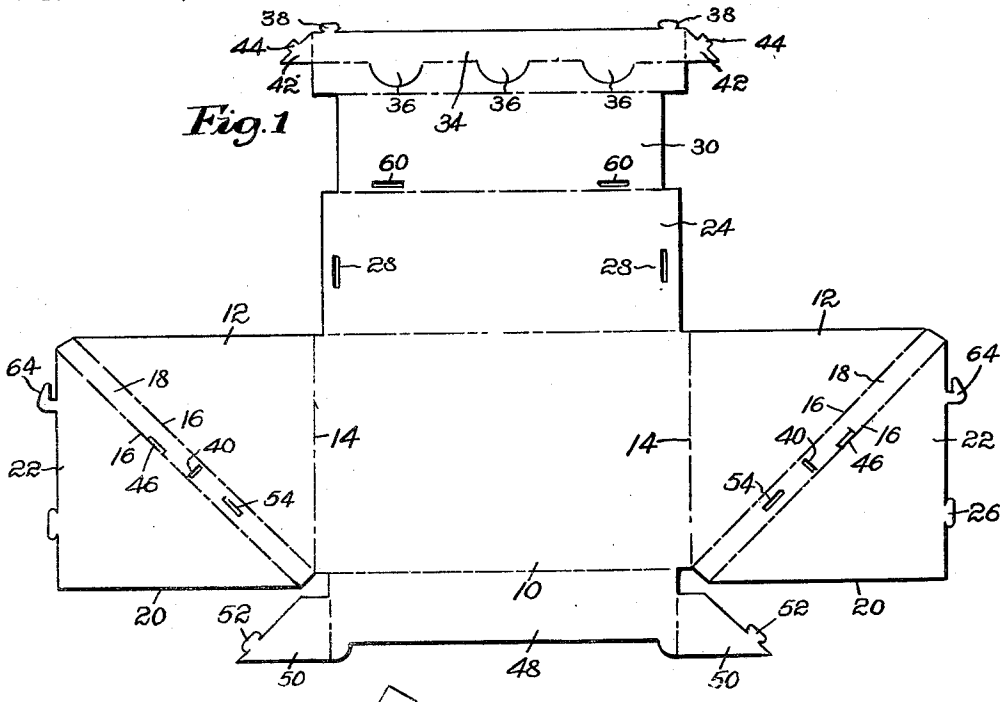
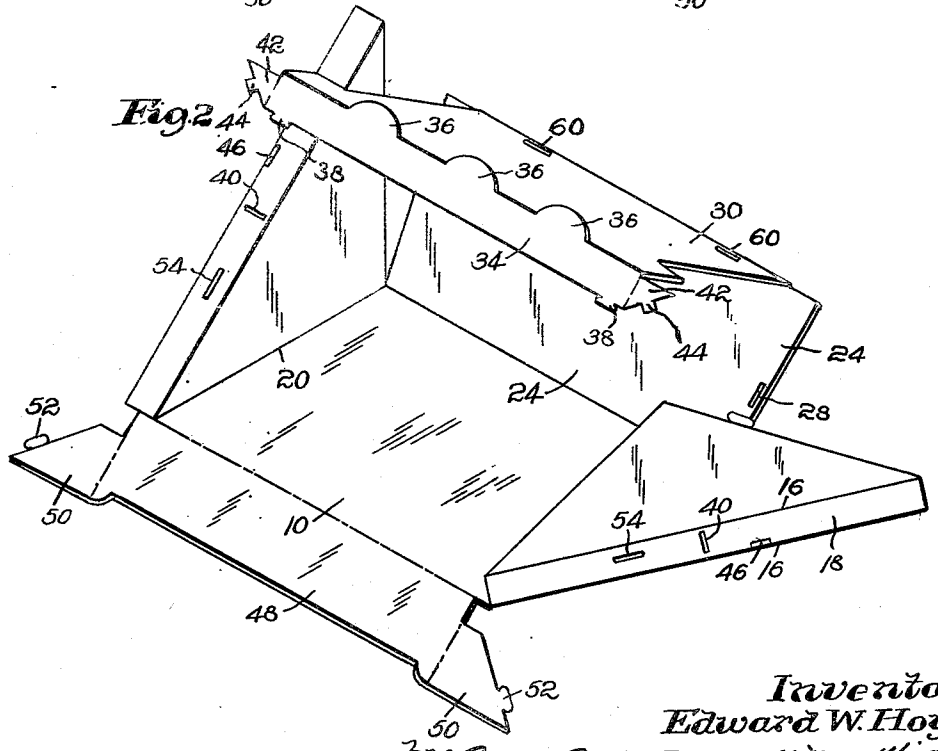


Fig. 2



Inventor:
Edward W. Hoy.
by Emery, Booth, Townsend, Miller & Weidner
Attys

May 20, 1952 E. W. HOY 2,597,731

DISPLAY STAND

Filed Nov. 13, 1946 2 SHEETS—SHEET 2

Fig. 3.

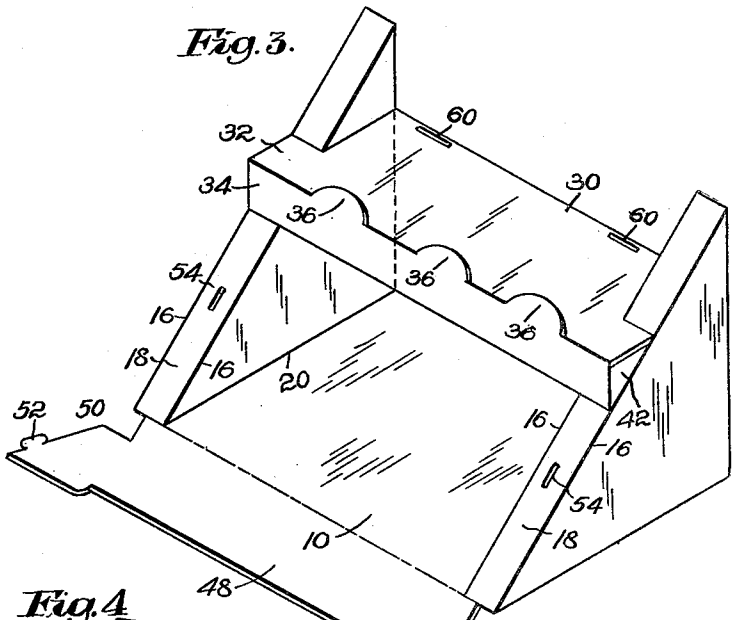


Fig. 4

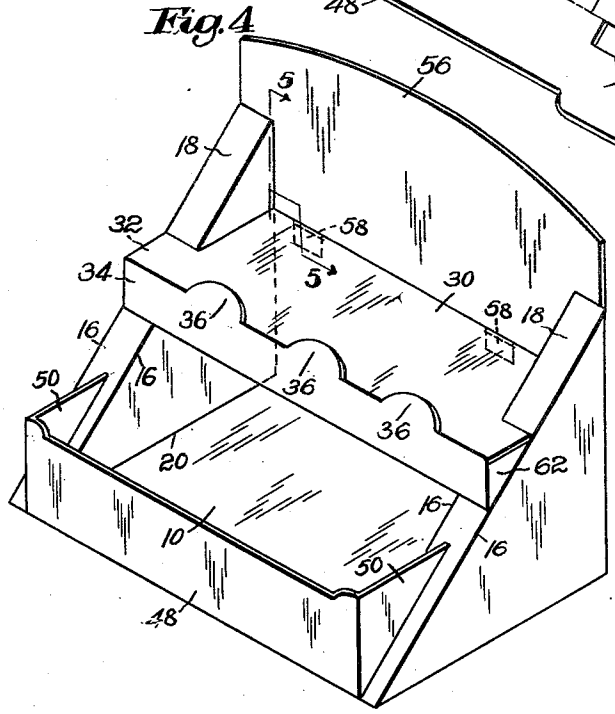
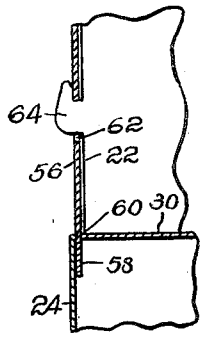


Fig. 5



Inventor:
Edward W. Hoy,
by Emery, Booth, Townsend, Miller & Waidner
Attys

Patented May 20, 1952 2,597,731

UNITED STATES PATENT OFFICE

2,597,731

DISPLAY STAND

Edward W. Hoy, Cleveland, Ohio, assignor to Forbes Lithograph Manufacturing Company, Chelsea, Mass., a corporation of Massachusetts

Application November 13, 1946, Serial No. 709,445

8 Claims. (Cl. 211—135)

1

This invention relates to stands for the display of merchandise of the kind which are formed from heavy cardboard or like sheet material and which may be shipped flat and erected by the merchant. The object is to provide a simple and attractive device of this nature and in particular one having a desirable appearance of mass and solidity in spite of the fact that it is made from thin sheets. My invention will be well understood by reference to the following description taken in connection with the accompanying drawings, wherein:

Fig. 1 is a plan of the blank which is folded to provide the stand;

Fig. 2 is a perspective view showing the blank partially erected;

Fig. 3 is a similar view showing a later stage in the erection;

Fig. 4 is a perspective showing the complete stand with a cooperating display card in position; and

Fig. 5 is a fragmentary section on the line 5—5 of Fig. 4.

Referring to the drawings, the stand herein shown, except for the display card 56 hereinafter to be referred to, is formed from a single sheet of material which may be cut to form a blank as shown in Fig. 1. This blank comprises a base sheet 10 which in the form illustrated forms the bottom of the stand, and at either end of this base sheet are generally rectangular extensions 12 which may be folded relatively to the base sheet along the hinge lines 14 corresponding to said ends and which are further provided with two parallel diagonally extending fold lines 16 comparatively widely spaced. These end extensions may thus be folded in the manner illustrated in Fig. 2 to form hollow end walls, which are of triangular form in end elevation and which present slanting fronts 18 of substantial width provided by the panel area between the diagonal fold lines 16. The edge 20 of the reversely folded portions of each extension preferably extends to the plane of the fold line 14 to be firmly based on the sheet 10 while the edge 22 extends to the plane of the back edge of the base sheet 10 and herein abuts a cooperating sheet 24 or back wall turned up from what is herein the rear edge of the base sheet 10, the hollow end walls formed by the bent-up extensions closing the dihedral angle between the sheets 10 and 24. The fronts 18 extend continuously between these planes and, when viewed from the front, the end walls appear as solid members members having the thickness of those fronts.

2

The edge 22 herein has a tab 26 adapted to enter a slot 28 in the cooperating sheet 24. In cooperation with this tab connection the hollow end walls are positioned and reciprocally position a shelf 30 folded over from the upper edge of sheet 24 at a point part-way up the height of the end walls. For the greater part of its depth the width of this shelf is equal to the space between the inner surfaces of the end walls, but it has extensions 32 at its front edge which extend across the front faces 18 of the walls so that the rear edges of these extensions will make contact therewith and be supported thereby.

To provide a rail above the top of the shelf at its forward edge a part 34 is foldably associated therewith and adapted to be bent downwardly to provide what may be termed a riser, the shelf 30 corresponding to the tread of a stair, and projections 36 are cut from the shelf based on the fold line between these two parts so that when the riser is turned downwardly, as seen in Figs. 3 and 4, they extend upwardly beyond the shelf and provide a retaining rail for goods placed thereon. The provision of projecting parts formed as are these parts 36 is not as such novel.

The riser 34 is of such depth that its lower edge contacts the sloping front 18 to be supported thereby, and it is here shown as provided with tabs 38 which enter slots 40 in these fronts. Herein I have shown at the ends of the risers triangular flaps 42 which may be bent over in the angle between the shelf and the riser to close what would otherwise be an open end in the extension of the shelf which overlies the sloping front 18 of the side wall and these pieces 42 may have tabs 44 entering slots 46 in the fronts 18 to maintain them in position.

To close the front of the receptacle which is provided by the hollow side walls and the bottom 10 and to provide a transverse panel at this part of the structure an extension 48 of the base sheet 10 is folded up from the front edge of the same. This extension 48 has end flanges 50 which are folded rearwardly and shaped to fit the sloping fronts 18 of the side walls. Tabs 52 on these flanges enter slots 54 in the fronts to maintain this lower panel in the position shown in Fig. 4 bridging over the space between the two end walls.

In Fig. 4 I have shown a separate display card 56 assembled above the shelf and constituting substantially a continuation of the plane of the complementary sheet 24. As shown, this sheet is of a width to extend past the reversely turned terminals of the end extensions into the planes

of the proximal portions of these extensions which form the outer ends of the erected structure and it makes contact with the upper boundaries of the slanting faces throughout their width so that the hollow end walls appear as pieces of substantial width fitted in position in accordance with the customary practices of the cabinet maker. Herein (see Fig. 5) the lower edge of the display card has tabs 58 entering slots 60 adjacent the rear edge of shelf 30 and it is provided with vertical slots 62, the upper ends of which define shoulders to engage behind the upwardly projecting hook-like heads of headed tabs 64 projecting rearwardly from the edge 22 of the reversely folded distal portions of the extensions 12. The card is assembled from above, the slots 62 being threaded over the tabs and the card slid in behind the hooks of the heads as the tabs 58 are entered into slots 60.

In erecting the display it will usually be convenient first to fold the extensions 12 to hollow form and then to raise the front panel 48 and engage tabs 52. The shelf 30 may then be folded down and tabs 38 and 44 engaged.

In the claims I have for convenience used such words as front, rear and the like as they would be understood by a person viewing the structure positioned as in Fig. 4 as the reader views that figure. The words however have only a relative significance.

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, as is in fact clear in several matters from the description itself. Reference is to be had to the appended claims to indicate those principles of the invention exemplified by the particular embodiment described and which I desire to secure by Letters Patent.

I claim:

1. A display structure of the class described comprising a base sheet, extensions from ends of said sheet folded about their line of connection and about two substantially spaced intermediate diagonal fold lines and providing hollow end walls based on the end portions of said base sheet and having slanting front of substantial width provided by the panel areas between the fold lines, and a panel having its rear edge supported substantially in the plane of the rear boundaries of said end walls and itself extending substantially parallel to said base sheet in elevated position above the same and having lateral extensions at its other edge overlying and supported by said fronts.

2. A display structure of the class described comprising a base sheet, extensions from ends of said sheet folded about their line of connection and about two substantially spaced intermediate diagonal fold lines and providing hollow end walls based on the end portions of said base sheet and having slanting fronts of substantial width provided by the panel areas between the fold lines, and a panel having its rear edge supported substantially in the plane of the rear boundaries of said end walls and itself extending substantially parallel to said base sheet in elevated position above the same and having lateral extensions at its other edge overlying and supported by said fronts and a front wall depending from said other edge having tabs entering slots in said fronts.

3. A display structure of the class described comprising a base sheet, extensions from ends

of said sheet folded about their line of connection and about two substantially spaced intermediate diagonal fold lines and providing hollow end walls based on the end portions of said base sheet and having slanting fronts of substantial width provided by the panel areas between the fold lines, a back sheet extending from a side edge of the base sheet and extending at an angle thereto to oppose the terminal portions of the end extensions, means for interengaging the opposing parts, and a shelf folded over from said back sheet between the hollow end walls having end extensions at its forward edge overlying the fronts of said walls for support thereby and to retain the said opposing parts in engagement.

4. A display structure of the class described comprising a base sheet, extensions from the ends of said sheet folded vertically about their line of connection with the base sheet and about two spaced substantially diagonal fold lines and providing hollow end walls based on the end portions of said base sheet and having slanting fronts of substantial width provided by the panel areas of the end extensions between the fold lines, a back sheet extending upwardly from the back edge of the base sheet and engaging the back portions of the end extensions, means for interengaging the opposing parts, and an extension folded upwardly from the front marginal edge of said base sheet to a position substantially parallel with said back sheet and having end flanges folded into the planes of said slanting fronts, fitting against the same and having tabs entering slots in the fronts.

5. A display structure of the class described comprising a base sheet, extensions from the ends of said sheet folded vertically about their line of connection with the base sheet and about two spaced substantially diagonal fold lines and providing hollow and walls based on the end portions of said base sheet and having slanting fronts of substantial width provided by the panel areas of the end extensions between the fold lines, a shelf structure extending between said walls and cooperating therewith for mutual positioning and a panel bridging the space between said end walls at the front end of the slanting fronts thereof, lying across said fronts and interlocked therewith.

6. A display structure of the class described comprising a base sheet, extensions from the ends of said sheet folded vertically about their line of connection with the base sheet and about two spaced substantially diagonal fold lines and providing hollow end walls based on the end portions of said base sheet and having slanting fronts of substantial width provided by the panel areas between the substantially diagonal fold lines, a shelf structure extending between said walls and cooperating therewith for mutual positioning and a panel extending from the front of the base sheet and having its distal ends extending across said slanting fronts and interlock with the end walls.

7. A display structure of the class described comprising a base sheet, extensions from the ends of said sheet folded about their line of connection and about two spaced substantially diagonal fold lines and providing hollow end walls based on the end portions of the base sheet and having slanting fronts of substantial width provided by the areas of the end extensions between the fold lines, a back sheet extending upwardly from the rear edge of the base sheet between the end walls, a

shelf folded forwardly from the top edge of the back sheet and having lateral extensions at its forward edge, a portion at the forward edge of the shelf extending upwardly therefrom and providing a rail above the top of the shelf, and means for interlocking the front portion of the shelf with the fronts of the end walls to maintain the rail projecting above the shelf area and to retain the shelf in its lowered position between the walls.

8. A collapsible display stand of the class described including a base panel, end walls for the base panel, including rearwardly inclined, relatively wide front edge portions, said end walls being hingedly connected to the ends of the base panel, an upwardly extending back panel hinged to the rear edge of the base panel, an upwardly extending front wall panel hinged to the front edge of the base panel, the front wall being of less height than the rear wall and being substantially parallel to said rear wall, said upwardly extending front wall having rearwardly extending angular end portions overlying and fixed to the angular faces of the end walls, a shelf member hingedly connected to the upper edge of the back panel and extending forwardly between said end walls,

said shelf having its front marginal edge portion bent downwardly, end extensions projecting laterally from the front portions of the side edges of the shelf and from its downwardly directed marginal edge portion, said end extensions overlying and being supported by the angular faces of the end walls, and the angular end extensions of the front panel overlying and being supported by the lower portion of the angular front faces of the end walls and being fixed thereto against displacement.

EDWARD W. HOY.

REFERENCES CITED

The following references are of record in the file of this patent:

UNITED STATES PATENTS

Number	Name	Date
1,254,639	Lang	Jan. 22, 1918
1,902,566	Marsh	Mar. 21, 1933
2,025,280	Gregg	Dec. 24, 1935
2,062,165	Davidson	Nov. 24, 1936
2,324,232	Pantalone	July 13, 1943