Oct. 9, 1928. 1,687,136

H. L. MYERS

DISPLAY STAND FOR MERCHANDISE

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Fig. 1.

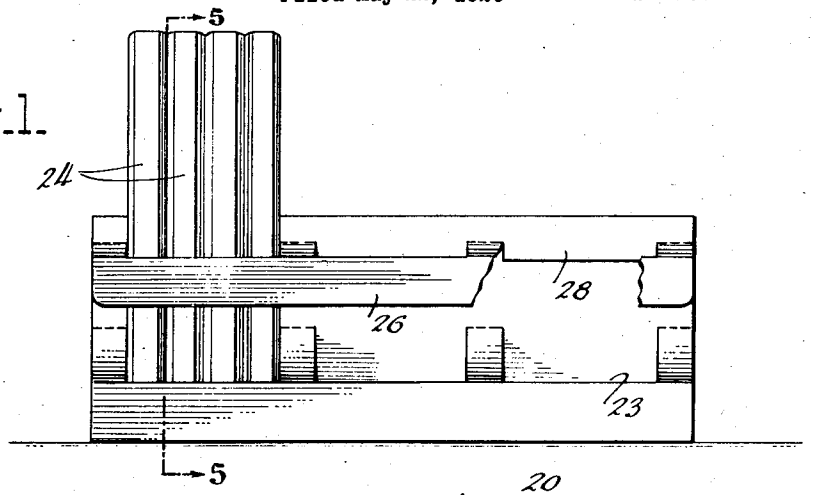


Fig. 2.

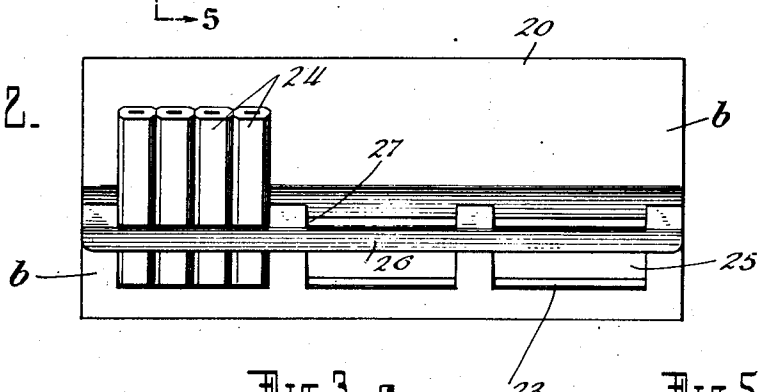


Fig. 4.

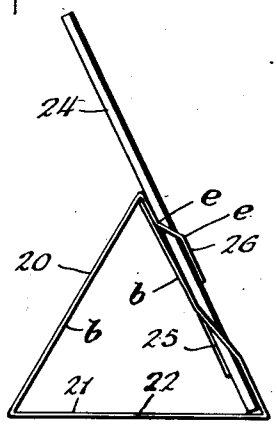


Fig. 3.

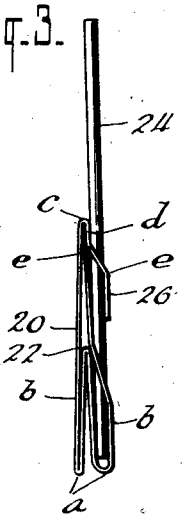
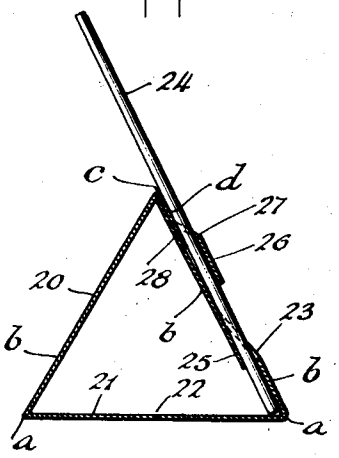


Fig. 5.



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Fig. 6.

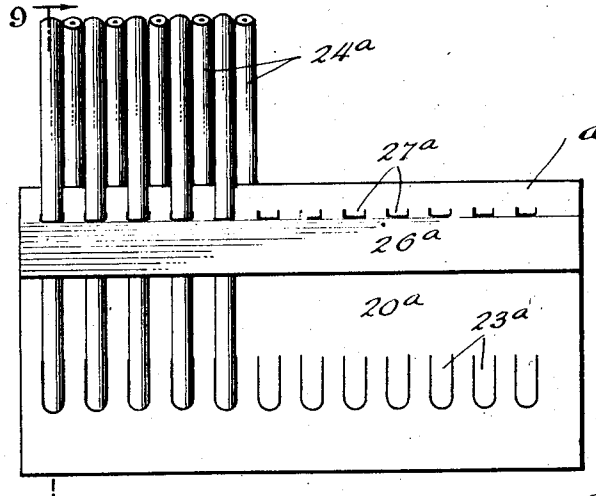


Fig. 7.

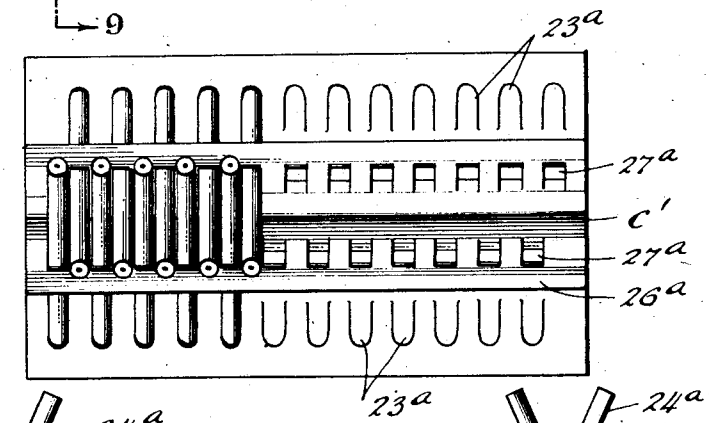


Fig. 8.

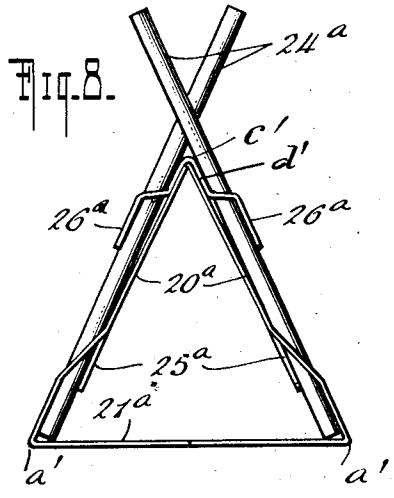


Fig. 10.

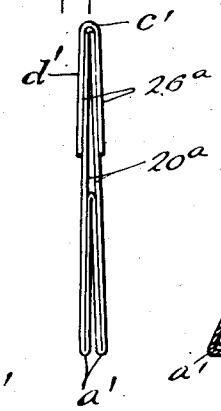
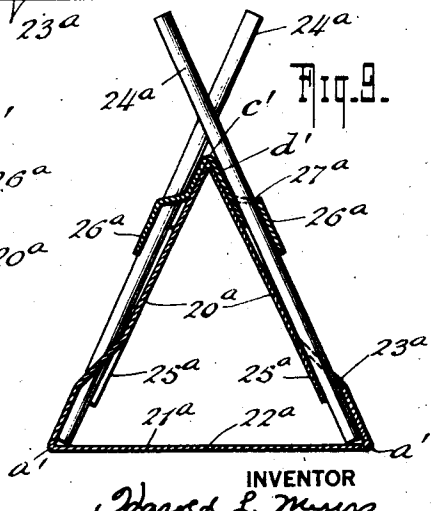


Fig. 9.



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UNITED STATES PATENT OFFICE.

HAROLD L. MYERS, OF MORRISTOWN, NEW JERSEY.

DISPLAY STAND FOR MERCHANDISE.

Application filed May 22, 1926. Serial No. 110,892.

The invention relates to display stands for merchandise, and more particularly to stands for displaying lead pencils and articles of more or less similar physical characteristics, and has for its object to provide stands of this class whereby the pencils or other articles of merchandise are displayed in an attractive and easily accessible manner. The invention contemplates further the provision of display stands of the indicated type which are of simple construction and capable of being folded into compact form and which are adapted in such folded condition to constitute efficient shipping means for the merchandise. Other more specific 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 several examples of the invention without defining its limits, Fig. 1 is a front elevation of the display stand in a form adapted particularly for elongated, relatively flat articles, such as carpenters' pencils; Fig. 2 is a plan view thereof; Fig. 3 is an end view of the stand in a folded condition showing the pencils in place therein; Fig. 4 is a similar view showing the stand set up in its display position; Fig. 5 is a sectional view on the line 5—5 of Fig. 1; Figs. 6 and 7 are views corresponding to Figs. 1 and 2 and illustrating another form of the stand; Fig. 8 is an end view of this form of stand in its display position; Fig. 9 is a sectional view on the line 9—9 of Fig. 6; and Fig. 10 is an end view showing this form of stand in its folded condition and minus the pencils.

For the purpose of illustrating and describing the invention I have shown it in forms arranged to contain pencils and the like for which purpose the stands are particularly adapted; it will be understood, however, that the novel stands may be used with equal efficiency for displaying other articles of merchandise.

Referring more particularly to the form shown in Figs. 1 to 5 inclusive, the stand comprises a support 20 which is preferably of triangular form in its display position and includes a base 21 scored lengthwise at an intermediate point as indicated at 22 so as to be foldable inwardlly, as indicated in Fig. 3 of the drawings. The support is preferably made of one piece material, such as cardboard or the like, and is bent into form upon lines *a* which constitute folding lines, and along which the side members *b* join the base 21. The one side member *b* is bent or folded upon a line *c* to form a strip *d*, which projects over and lies in surface engagement with the other side member *b*, and is secured thereto by pasting or otherwise to complete the structure of the support 20. The lines *a* and *c* comprise folding lines on which the support is folded to the condition shown in Fig. 3, or unfolded to the display position indicated in Figs. 4 and 5. In the form of the invention now being described, one of the side members *b* is provided with apertures 23 for the reception of end sections of the pencils 24 or equivalent articles of merchandise for which the stand is designed. These apertures 23 may be of any predetermined width, and in the example illustrated, are dimensioned to accommodate a plurality of pencils, as shown in Figs. 1 and 2; it will be understood that the apertures 23 may be constructed and arranged to accommodate a greater or lesser number of pencils than shown in Figs. 1 and 2, and if desired, may be provided in sufficient numbers and arranged to accommodate individual pencils. In any case, tongues 25 are located in the apertures 23 and preferably comprise sections of material which result from the cutting operations whereby the apertures 23 are formed; with this arrangement the tongues 25 remain in connection with the side members *b* at their upper ends and are free therefrom along their opposite side and bottom edges. At a point near the top of the support 20 a flap 26 is provided, which extends outwardly from the side member *b* in which the openings or apertures 23 are located, said flap being itself provided with apertures 27 corresponding in dimensions in so far as width is concerned with the dimensions of the apertures 23, and located in registry therewith. In the preferred arrangement, the flap 26 comprises a continuation of the previously mentioned strip *d*, which is fastened in surface engagement with the aforesaid side member *b*, and in such form is scored, for instance, along lines *e* to provide relatively foldable sections which project outwardly and downwardly relatively to the side member *b* when the pencils are in place upon the stand, as shown in Figs. 1–5. The tongues 28, which result from the formation of the openings 27, naturally assume positions in surface engagement with the side member *b*, and if desired, may be fastened in such surface engagement therewith by pasting or otherwise, although this is not essential.

In the normal condition of the display stand, with no merchandise in place thereon, the support occupies a folded condition such as indicated in Fig. 3, with this difference that the apertured portion of the side member *b* lies flat against the folded base 21, while the flap 26 lies in surface engagement with the aforesaid side *b*. When the stand is to be used for its intended purpose, the flap 26 is bent outward on its score lines *e* to the position shown in the drawings, in which that portion of said flap, in which openings 27 are located, extends in a downwardly inclined direction from the strip *d*, while the remainder of the flap 27 depends in substantial parallelism with the side member *b*. In this position the pencils 24 may be inserted through the openings 27 and the apertures 23, so that the lower ends of the pencils are in proximity to the base 21 and lie between the side member *b* and the tongues 25, as shown in Figs. 4 and 5. In this condition, the tongues 25 and the contiguous portions of the side member *b* are placed under tension and thereby develop the inherent resiliency of the tongues 25 in a manner to cause these tongues to frictionally engage the pencils and to press them into engagement with the side member *b*; at the same time, the pencils are located behind the depending portion of the flap 26 and project through and beyond the openings 27 thereof. In the folded condition of the stand, with the pencils in place therein, the parts occupy the position shown in Fig. 3 in which the pencils are securely held against unintentional removal and in a position to enable them to be readily shipped in suitable containers, and in predetermined numbers. When the stand is set up in the display position indicated in Figs. 4 and 5, in which the members 20 and *b* and the base 21, constituting the support, assume a triangular shape, the pencils are removably fixed in upright, inclined positions, which correspond with the inclination of the side member *b* of the support 20. In this position of the stand, the pencils 24 are also securely, but removably held in attractive and easily accessible display positions, as indicated in Figs. 1, 2, 4 and 5.

In the form of the invention shown in Figs. 6 to 10 inclusive, the stand is of the same general construction as illustrated in Figs. 1 to 5 inclusive, and differs therefrom principally in that it provides what may be termed a duplex stand for displaying the pencils upon opposite sides thereof. In this form the stand also comprises a support consisting of a base 21ª, foldable along a line 22ª, and side members 20ª, which are foldably connected with the base 21ª, along lines *a'*. The side members 20ª terminate adjacent to each other along contiguous edges, which are secured in fixed relation by means of a strip *d'*, foldable on a line *c'* and secured in surface engagement with both of the side members 20ª by pasting or otherwise, to maintain the structure of the support in a manner similar to the strip *d* of the form first described. The strip *d'* is continued in the form of flaps 26ª, scored, for instance, along lines *e'* so as to provide relatively foldable sections capable of projecting outwardly from each of the sides 20ª and downwardly relatively thereto, and each provided with openings 27ª, as shown in the drawings. In this form, both side members 20ª are provided with apertures 23ª and with tongues 25ª corresponding respectively to the apertures 23 and tongues 25 of the form shown in Figs. 1 to 5 inclusive.

In this form the openings 27ª, and the apertures 23ª upon one side of the stand are located in staggered relation to the openings and apertures upon the other side thereof and said openings and apertures are so dimensioned as to each accommodate a single pencil 24ª or equivalent article of merchandise. In the display position of the stand, the pencils or their equivalent are inserted in place upon each side member 20ª, in the apertures 23ª and the openings 27ª, and are thus removably and accessibly fixed in oppositely inclined positions; if said pencils are of sufficient length, the group of pencils upon one side of the stand will cross or intersect the group upon the other side thereof and thereby will provide an attractive display in which each pencil is individually accessible and removable without interference with its neighbors, as shown in Figs. 8 and 10.

Both of the forms shown in Figs. 6 to 10 inclusive, are capable of being folded to relatively flat positions, in which the pencils or equivalent articles of merchandise in predetermined quantities or numbers are held in position, so as to be capable of shipment in suitable containers. Furthermore, the stands of the two forms indicated, in their normal conditions and free from merchandise, are capable of being folded into flat form for storage or shipment in approximately the same way as the form illustrated in Figs. 1 to 5 inclusive. It will be noted that each pencil 24 and 24ª or its equivalent, after having passed through an opening 23 or 23ª lies partly in surface engagement with the front face of the side member *b* or 20ª, and partly in surface engagement with the rear face thereof, as shown in Figs. 4, 5, 8, and 9. As a result of this the side member *b* or 20ª is flexed out of its normal plane by the pencil or its equivalent so that a part of said support extends diagonally across the pencil or its equivalent; the latter accordingly is frictionally gripped and firmly held in place, and yet is easily removable at will. The insertion of the pencil or its equivalent through an opening 27 or 27ª likewise flexes a flap 26 or 26ª out of the plane of the side member *b* or 20ª and thus causes the pencil or its equiva-

lent to be gripped, as indicated in Figs. 4, 5, 8 and 9.

In all of its forms, the invention provides a display stand in which the merchandise, such as pencils or equivalent articles are displayed in an attractive, easily accessible manner, and so as to be easily dispensed, either individually or in predetermined numbers to purchasers. The stands all comprise a support preferably of triangular shape in its display position, provided with apertures for the reception of end portions of the pencils or other merchandise, in combination with means combined with said support and provided with openings through which the pencils or the like project, and whereby the latter are removably fixed in upright, preferably inclined positions. The stand in all of its forms further preferably includes tongues located in such relation to the apertures as to be capable of engaging the pencils or the like with sufficient friction to removably fix said pencils or the like in position upon the stands.

The stands comprise single units of simple construction and because of the fact that they are essentially constructed of single sheets of material, may be printed prior to being folded into shape and secured together; that is, the printing may all be done on one surface while the stands are still in sheet form. The cutting and creasing of the sheets may also be accomplished as a single operation. The tongues which comprises material cut as a result of the formation of the apertures of the stands, need not be plucked out or removed from such apertures, and are made use of to add efficiency to the device; the tongues or tabs which result from the formation of the openings at the top of the stands automatically remain in surface engagement with the side members of the stand when the latter is set up, and are thereby automatically removed from said openings to free the same for the reception of the pencils or their equivalent. As previously stated, the stands may be shipped flat and collapsed both with and without the articles of merchandise in place thereon.

Various changes in the specific form shown and described may be made within the scope of the claims without departing from the spirit of the invention.

I claim:

1. A display device for articles of merchandise, comprising a support provided with a plurality of apertures through which ends sections of said articles are adapted to extend so as to lie upon the outside surface of said support to one side of said apertures and upon the inside thereof at the other side of said apertures, said support at said apertures being flexed out of its plane by said articles of merchandise whereby said support is caused to exert a clamping action from the inside and outside respectively upon said articles of merchandise, flexible tongues connected at one end with said support in registry with said apertures and adapted to lie upon the inside of said articles and to exert a clamping action thereon from the inside, and a continuous flap extending across said support and having spaced openings through which other portions of said articles of merchandise project, said flap being connected at one point with said support and being otherwise free therefrom and being adapted to exert a clamping action on said articles of merchandise toward said support.

2. A foldable display stand for pencils and similar articles, comprising inclined side members foldably connected with each other along their upper meeting edges, a foldable base foldably connected with said side members along their lower edges, said side members being each provided near said base with a series of apertures, those of one series being staggered with respect to those of the other series, flexible tongues connected at one end with said side members in registry with said apertures and being otherwise free from the side members, and continuous flaps extending across said side members and having openings in vertical registry with the apertures of each series, said flaps being foldably connected with said side members along lines near the meeting edges thereof and being otherwise free from said side members, said pencils or similar articles extending through the openings of said flaps and lying upon the outside surfaces of said side members and projecting through said apertures into engagement with the inner surfaces of said side members and said tongues and flaps lying respectively upon the inside and outside of said pencils or similar articles and exerting clamping actions thereon toward the contiguous portions of said side members.

In testimony whereof I have hereunto set my hand.

HAROLD L. MYERS.