Oct. 16, 1923. 1,471,310

W. H. KOHL.

DISPLAY STAND

Filed Dec. 15, 1920

Fig. 1.

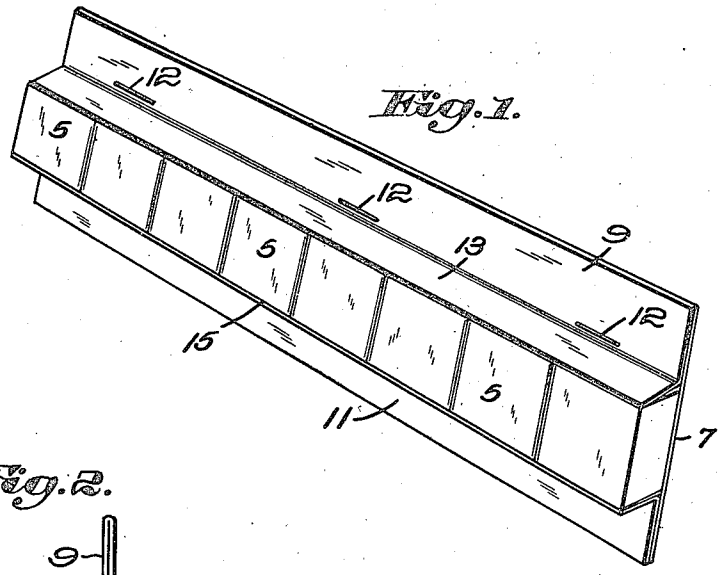


Fig. 2.

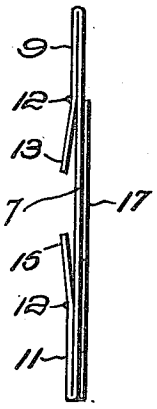


Fig. 3.

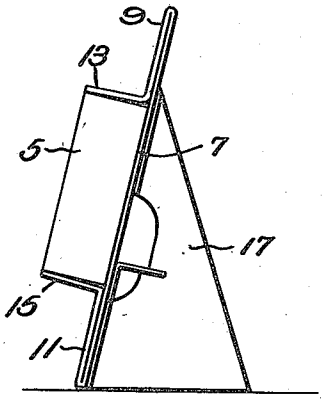
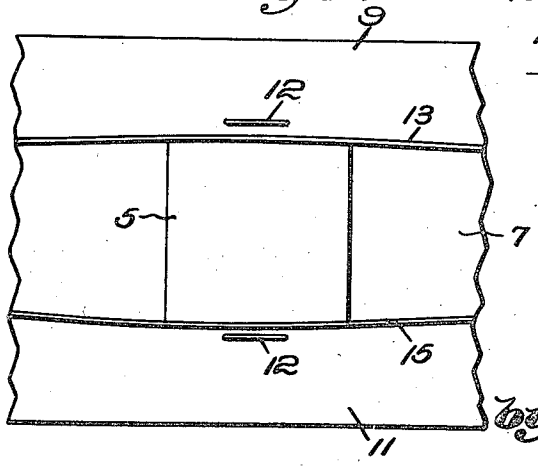


Fig. 4.



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UNITED STATES PATENT OFFICE.

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DISPLAY STAND.

Application filed December 15, 1920. Serial No. 430,848.

To all whom it may concern:

Be it known that I, WILLIAM H. KOHL, a citizen of the United States, and resident of Melrose, county of Middlesex, and State of Massachusetts, have invented an Improvement in Display Stands, of which the following description, in connection with the accompanying drawings, is a specification, like characters on the drawings representing like parts.

This invention relates to supports of the type commonly known as display stands particularly adapted to hold small articles for display on a counter or show case. The object is to provide a simple, neat and efficient device of this nature.

My invention will best be understood by reference to the following description of an illustrative embodiment of my invention as adapted more particularly for the support of a number of small packages or cartons as illustrated in the accompanying drawings, wherein:

Fig. 1 is a perspective view of the stand in use;

Fig. 2 is an end view of the same in collapsed condition;

Fig. 3 is a similar view of the stand in expanded condition and with the cartons in place; and

Fig. 4 is a face view showing a single carton inserted.

Referring to Fig. 1 of the drawings I have there shown a stand in use to display a number of small boxes or cartons 5. The stand itself may conveniently be constructed as shown in the drawings from a single piece of stiff cardboard or the like, the middle portion of which provides a base 7. The margins of this piece may be bent over on the face thereof to provide opposed longitudinally extending strips 9 and 11 which may be secured to the face of the base portion 7 conveniently by wire stitching 12. The strips 9 and 11 extend only part way towards the center of the base 7 and inwardly of the securing means the proximate edges of these strips are outwardly bent to provide flanges 13 and 15 which are adapted to receive between them the articles to be displayed, such as the cartons 5 in the manner illustrated in Fig. 3, the flange 15 forming a base support for the article which rests on it and the flange 13 serving to hold the article upright on the support.

The base portion 7 is conveniently provided with an easel support 17 of any of the known collapsible types which may be folded flat against the stand when it is desired to collapse the same for shipment or storage as shown in Fig. 2 and which may be unfolded to the position shown in Fig. 3 when the stand is in use, thus to hold it upright but preferably in a slanting position as shown in Fig. 1.

Since the flanges 13 and 15 are formed from the proximate edges of the two strips 9 and 11 and are bent outwardly the natural resiliency of the cardboard causes them to tend to close towards the base 7 as indicated in Fig. 2. Thus when they are bent outwardly to the position shown in Fig. 3 they grip any article introduced between them, firmly holding the same. This is illustrated in Fig. 4 where a single carton 5 is shown in position between the two flanges and it will be seen that the carton presses outwardly the two lips 13 and 15 beyond their normal position so that it is tightly held between the same.

The whole display stand is simple in construction and folds flat for shipment. It may be constructed from a single piece of cardboard as here shown but in any event the strips 9 and 11 are conveniently made of the same extent as the edge portions of the base 7 to provide a neat appearance and the stand in its collapsed condition is of regular form consisting substantially of a double thickness of card well adapted for packing together in quantity. The articles are conveniently introduced by spreading the flanges 13 and 15 and they are readily withdrawn, in the example shown conveniently by sliding them from the end of the stand.

Having thus described in detail the particular form of my invention shown by way of example in the accompanying drawings, what I claim as new and desire to secure by Letters Patent I shall express in the following claims.

Claims:

1. A display stand comprising a strip of material having its margins inturned over and secured flat against the face thereof and providing beyond the location where they are thus secured outwardly bendable article supporting flanges.

2. A display stand comprising a base having a substantially imperforate face portion and opposed strips secured to said face having their proximate edges outwardly bent whereby they will tend resiliently to close on an article inserted between them.

In testimony whereof, I have signed my name to this specification.

WILLIAM H. KOHL.