Nov. 3, 1959 F. McCORMICK 2,911,106

DISPLAY STAND

Filed March 19, 1957

Fig. 1.

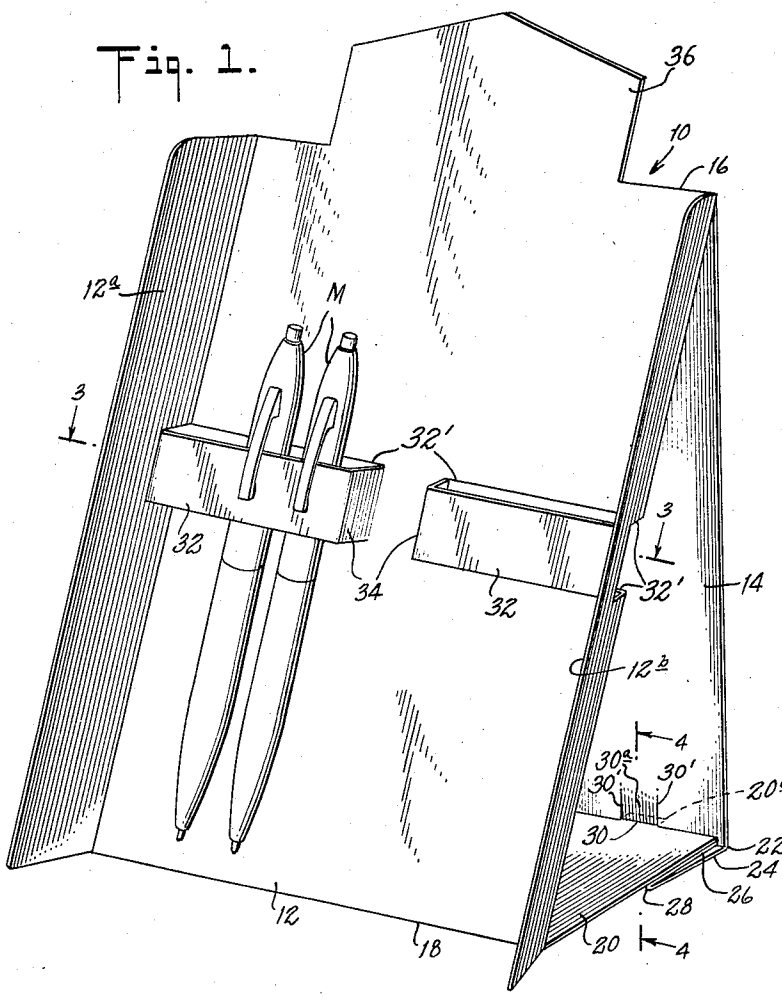


Fig. 2.

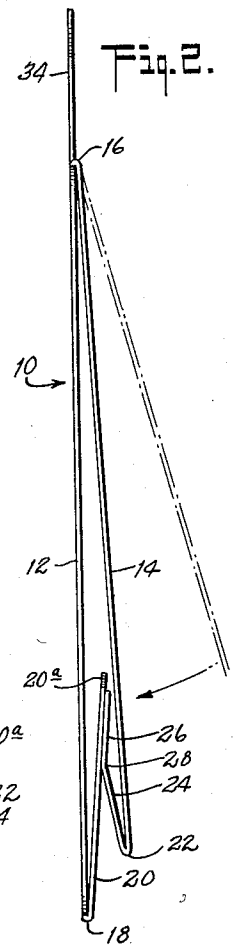


Fig. 3.

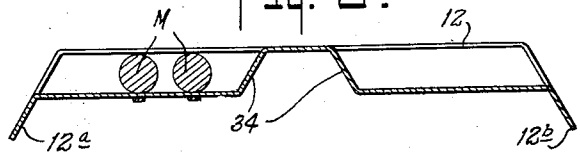
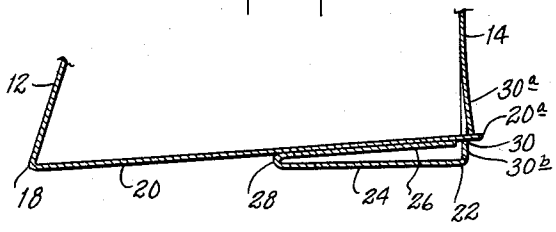


Fig. 4.



INVENTOR.
FRANK McCORMICK

BY Darby & Darby.

ATTORNEYS

United States Patent Office 2,911,106 Patented Nov. 3, 1959

2,911,106

DISPLAY STAND

Frank McCormick, Piermont, N.Y., assignor to Federal Carton Corporation, a corporation of New York

Application March 19, 1957, Serial No. 646,993

5 Claims. (Cl. 211—69)

This invention is concerned with improvements in display stands of the type consisting of a thin sheet of foldable material such as cardboard by way of example.

An important object of this invention is to construct a display stand from a single piece of cardboard which is prescored to subdivide it into a plurality of panels, including a reinforced base, by means of which the easel may be shipped in a flat condition and easily set up by a simple unfolding operation.

Another object of the invention is to provide a locking arrangement whereby the display stand when unfolded and set up can be locked in that position.

As another object of the invention there is provided a base assembly for interconnecting the front and back walls of the display stand so that when in opened out condition a very strong reinforced base is provided.

Another object of the invention is to accomplish the aforementioned object with an exceedingly simple physical structure adapted to mass production methods, and therefore inexpensive to manufacture.

Other and more detailed objects of the invention will be apparent from the following description of the embodiment thereon illustrated in the drawings, including the provision of means for supporting merchandise thereon so as to display it.

In the accompanying drawings,

Figure 1 is a perspective view of the display stand of this invention in set up condition, showing one method of supporting merchandise thereon;

Figure 2 is an edge elevational view of the structure of Figure 1 in collapsed or folded position;

Figure 3 is a cross-sectional view taken on the line 3—3 of Figure 1; and

Figure 4 is a cross-sectional view through the complete device near the bottom in the plane 4—4, as indicated in Figure 1.

The form of the invention illustrated in the drawings will be described as constructed of fibrous material such as cardboard of a quality suited to the purpose. It will be understood, of course, that other equivalent materials used for devices of this kind, can also be used.

The display stand consists of a single piece of cardboard **10** which is folded along the approximate medial line **16** to provide a front panel **12**, and connected rear panel **14**. A die cut is made in the rear panel at the transverse center to provide an upstanding display flap or placard **36** which can have any suitable peripherial configuration. This leaves an opening in the rear wall **14** of a similar shape which does not detract from the appearance of the stand and is, of course integral with the single sheet of which it is composed.

The single sheet is so shaped that a pair of side flaps 12^a and 12^b formed by longitudinal score lines can be provided if desired. These side flaps will lie in the plane of the front wall **12** for shipping, but can be bent outwardly to form a sort of side enclosure for the merchandise mounted on the display wall **12**.

The base panel **20** is formed at the bottom edge of the front panel **12** by means of score line **18**, so that the panel **20** can be folded rearwardly of the front wall, as clearly shown in the drawings. Likewise the rear wall **14** is scored along the lines **22** and **28** to define two connected similar panels **24** and **26**, the latter of which is glued to the end face of the panel **20** throughout their contacting areas to form a double thickness thereat.

The terminal edge of the panel **20** is provided with a pair of integral tab projections of which one is shown at 20^a. At the same locality, adjacent fold line **22**, the rear wall **14** is provided with a horizontal slit **30** for each tab 20^a. The slit **30** is intersected by a pair of longitudinal slits **30'**, as clearly shown in Figure 1, thereby forming vertically aligned tabs 30^a and 30^b in pairs for each tab 20^a.

The merchandise M can be mounted on the front display wall or panel **12** in many ways. By way of example, the front wall **12** is provided with a pair of vertically spaced slits **32'** extending in opposite directions from the center of the panel and spaced on each side of the center. These slits extend into the side flaps 12^a and 12^b and define bands **32** which have score lines at each end and at **34** respectively. Thus when the flaps 12^a and 12^b are opened up into display position, they will cause the strips **32** to move out parallel to and be faced from the wall **12**. Some types of merchandise such as that illustrated in Figure 1, can then be mounted on the bands **32** which provide supports which very nicely display the merchandise and make it available for inspection and easy removal for testing or further examination.

As previously emphasized the important feature of the invention in addition to the structure being formed of a single piece of cardboard and being easily set up, is the great strength of the base. In addition, this base is locked into erected position by the engagement of the tabs 20^a through the slits **30**, locking the parts to form a rigid easel or display stand.

From the above description it will be apparent to those skilled in the art that some of the details of this invention can be readily varied without departure from the novel subject matter thereof. Particularly, with reference to the manner of mounting the merchandise on the easel, it will be apparent that other structure can be provided including permanently attached packages in which the merchandise to be displayed on the easel can be shipped. It is preferred, therefore, that the invention not be determined strictly by the example selected for illustration, in the drawings, but only as required by the appended claims.

What is claimed is:

1. A flat erectable display easel comprising a single sheet of fibrous material foldable on three transverse lines intermediate its ends to form a front wall, a back wall, and two terminal panels, one of said terminal panels being creased so as to be foldable on a transverse line spaced inwardly of its terminal end to overlie itself, means for securing one of said terminal panels in face contact with the other first terminal panel in the area between its terminal edge and crease to form a base, locking projections on the terminal edge of one of said panels and slits in and at the base of said back wall into which said projections project when the easel is erected.

2. In the combination of claim 1, said front wall having upstanding side forming flaps defined by score lines extending throughout the length of said front wall.

3. In the combination of claim 1, said front wall having upstanding side forming flaps defined by score lines and merchandise support bands formed by parallel slits in said front wall.

4. In the combination of claim 1, said front wall having upstanding side forming flaps defined by score lines

and merchandise support straps formed by parallel slits in said front wall and flaps.

5. In the combination of claim 1, all of said walls being integral and defined by score lines, said front wall having a display area formed as a cutout from said back wall.

References Cited in the file of this patent

UNITED STATES PATENTS

873,421 Fleming ---------- Dec. 10, 1907
1,315,516 Korfist ---------- Sept. 9, 1919
1,699,875 Burgess ---------- Jan. 22, 1929
1,705,116 Howland ---------- Mar. 12, 1929
2,084,635 Friedrich et al. ---------- June 22, 1937
2,206,728 Nevins ---------- June 2, 1940
2,229,427 Tanner ---------- Jan. 21, 1941
2,307,992 Calhoun et al. ---------- Jan. 13, 1943
2,490,356 Hummel ---------- Dec. 6, 1949
2,758,723 Morris et al. ---------- Aug. 14, 1956