Aug. 11, 1959 F. H. MAGNUS 2,899,078

DISPLAY STAND

Filed Dec. 3, 1954 4 Sheets-Sheet 1

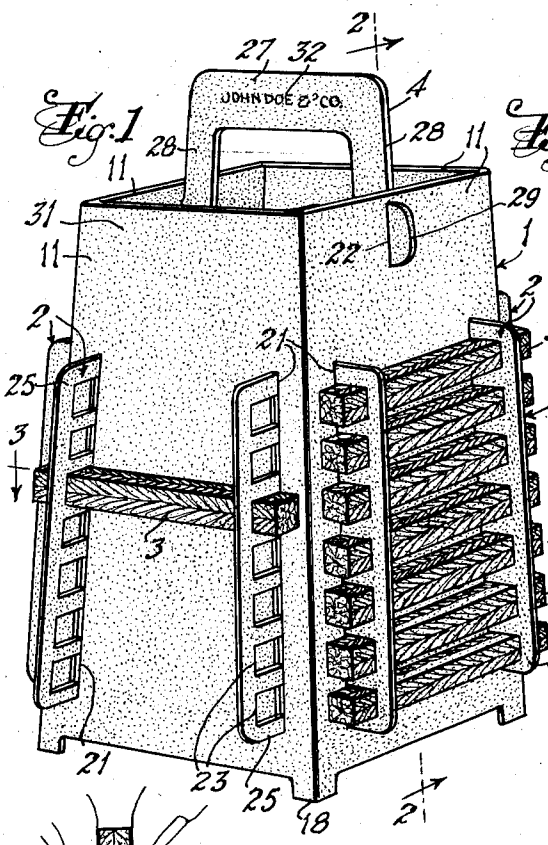



Fig. 1

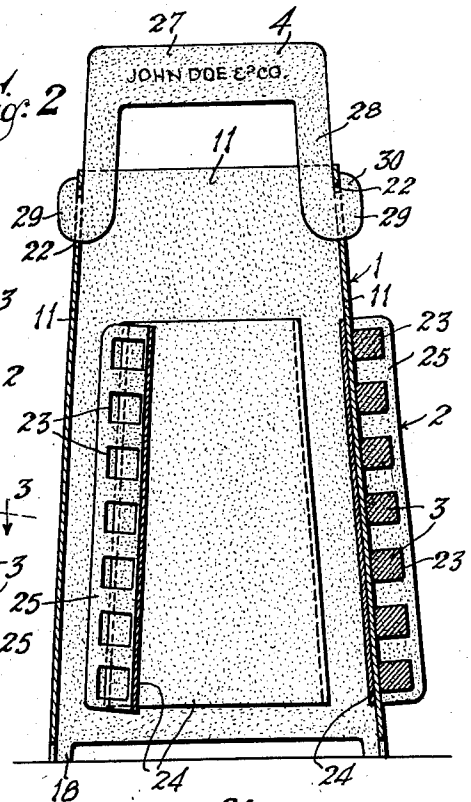



Fig. 2

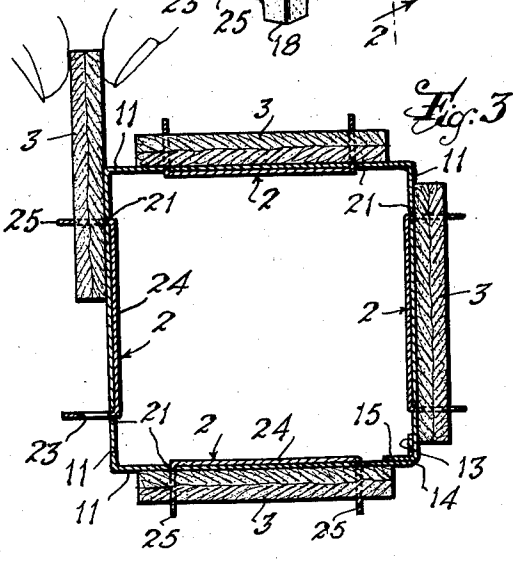


Fig. 3

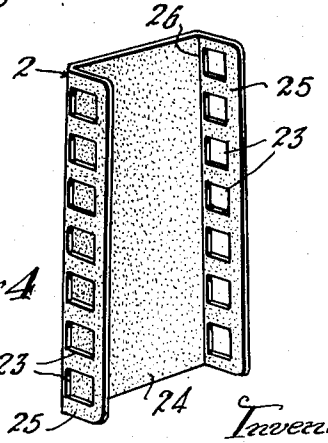


Fig. 4

Inventor:
Finn H. Magnus,
By Harry A. Cook, Attorney.

Aug. 11, 1959 F. H. MAGNUS 2,899,078

DISPLAY STAND

Filed Dec. 3, 1954 4 Sheets-Sheet 2

Fig. 9

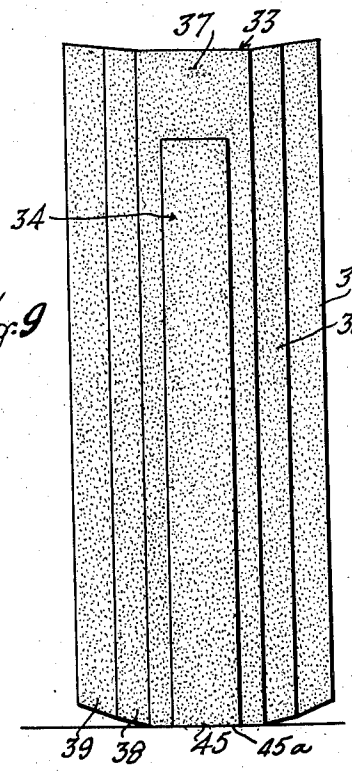



Fig. 10

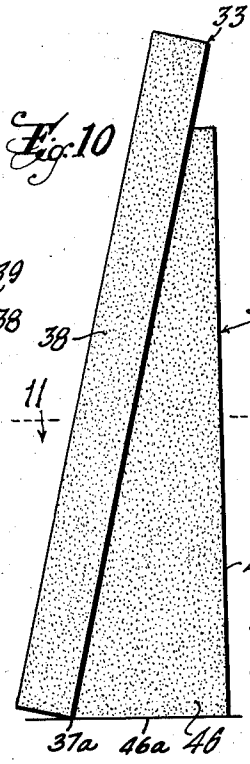



Fig. 12

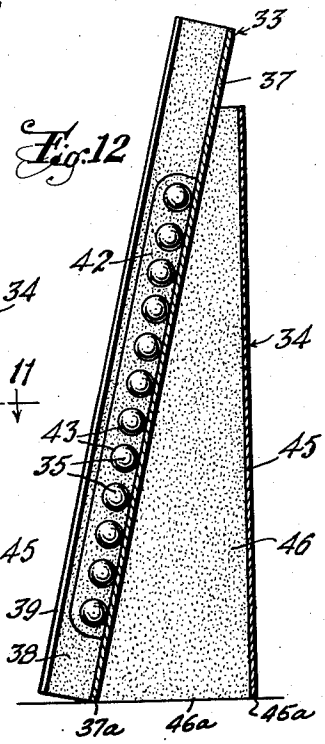



Fig. 11

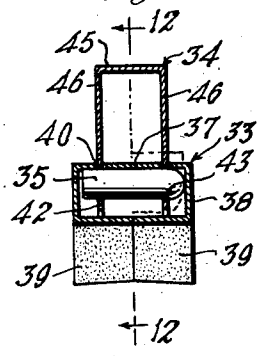



Fig. 13

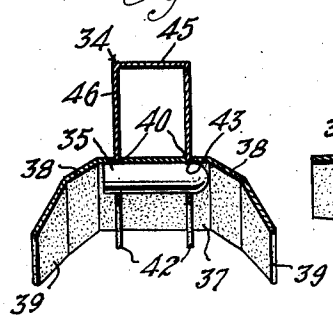



Fig. 14

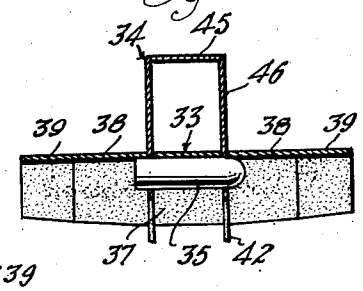
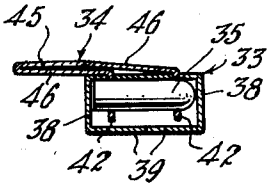



Fig. 15




Inventor:
Finn H. Magnus.
By Harry B. Cook
Attorney.

Aug. 11, 1959 F. H. MAGNUS 2,899,078

DISPLAY STAND

Filed Dec. 3, 1954 4 Sheets-Sheet 3

Fig. 16

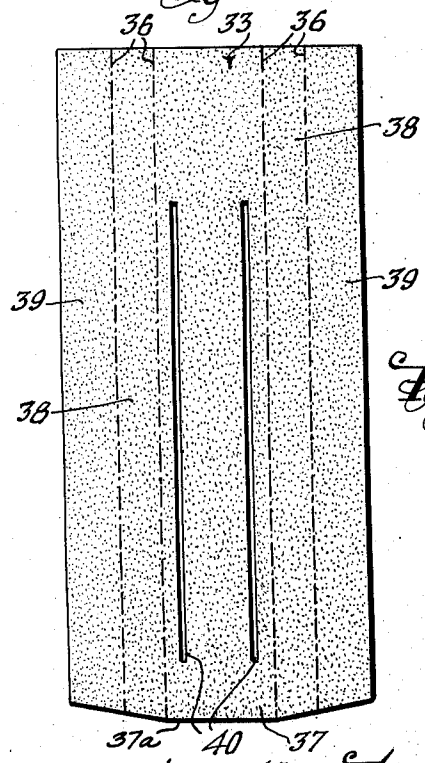



Fig. 19

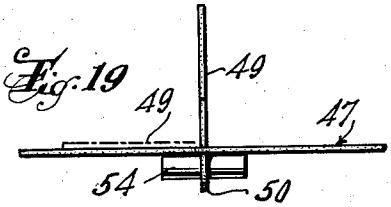



Fig. 18

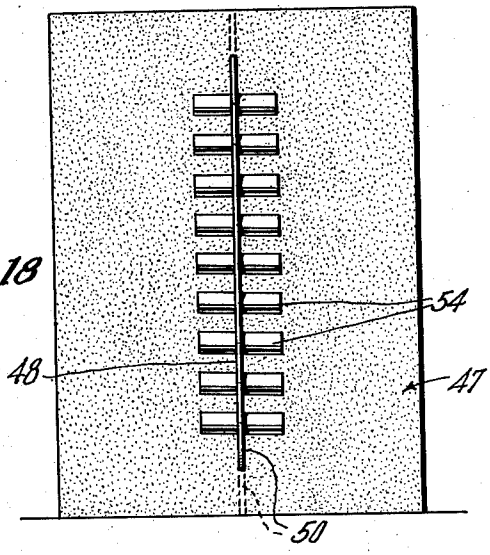



Fig. 17

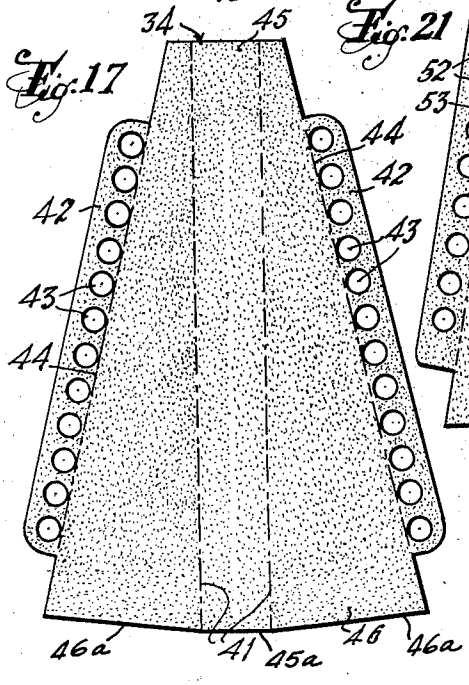
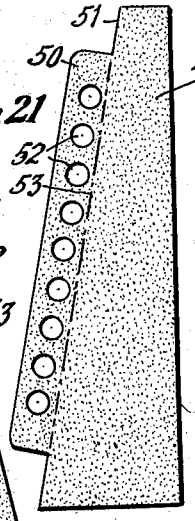



Fig. 21



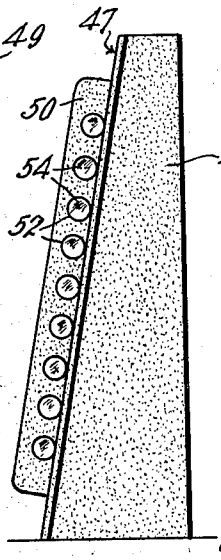




Fig. 20

Inventor:
Finn H. Magnus,
By Harry Bibik, Attorney.

Aug. 11, 1959 F. H. MAGNUS 2,899,078

DISPLAY STAND

Filed Dec. 3, 1954 4 Sheets-Sheet 4

Fig. 5

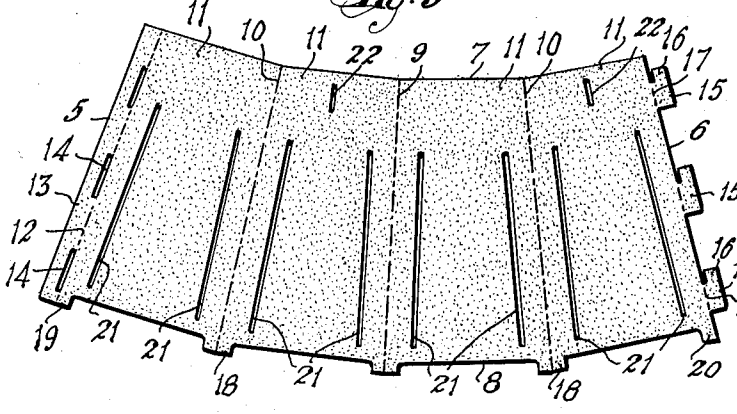



Fig. 6

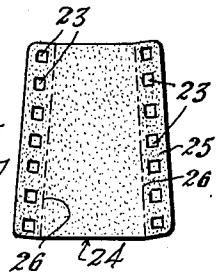



Fig. 7

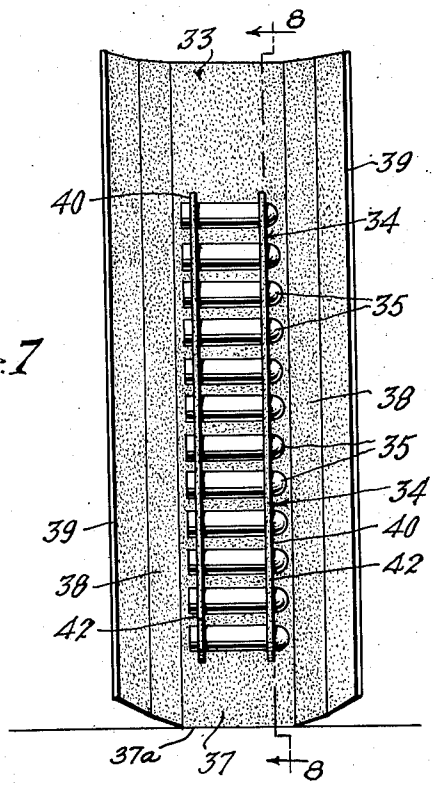
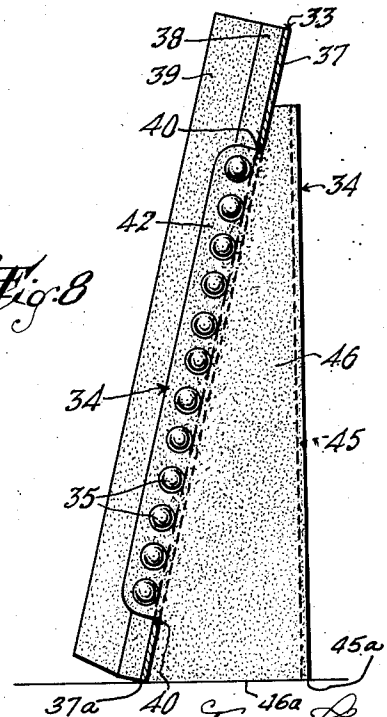



Fig. 8




Inventor:
Finn H. Magnus,
By Harry B. Cook
Attorney.

United States Patent Office 2,899,078 Patented Aug. 11, 1959



2,899,078

# DISPLAY STAND

Finn H. Magnus, Essex Fells, N.J.

Application December 3, 1954, Serial No. 472,820

3 Claims. (Cl. 211—60)

This invention relates to stands for displaying various articles of merchandise in an attractive manner in order to promote the sale thereof.

A prime object of the present invention is to provide a display stand formed of a few parts of paperboard material or like sheet material which can be quickly assembled and erected to receive the various articles of merchandise by simple folding and interlocking of the parts without the necessity for adhesive, stitching or metal fastening elements to hold the stand in rigid set-up form.

Another object of the invention is to provide a display stand of this type which when placed in position for use will be self-supporting in an upright position without danger of being accidentally overturned, of collapsing, or of casually folding, and wherein the parts shall be held in assembled relation by the articles themselves when the articles are mounted on the stand.

Further objects are to provide such a display stand which can be folded into substantially flat condition after the articles have been mounted thereon to facilitate shipping of the stand and articles; and to provide one of the parts of the stand with foldable panels that can be folded over the articles to partially enclose and protect them and can be unfolded into an approximately flat common plane to display the articles and advertising matter that may be printed on the panels.

A further object of the invention is to provide a display stand with means whereby the articles of merchandise to be displayed may be easily and quickly either mounted on or removed from the stand without damage to the stand or to the articles.

It is further proposed to produce a display stand of this type which is simple and rugged in construction, efficient in use, and which can be manufactured and sold at a reasonable cost.

Other objects and advantages of the invention will be apparent from the description thereof to follow taken in connection with the accompanying drawings in which—

Figure 1 is a front perspective view of a display stand embodying one form of my invention, with articles of merchandise shown in display position thereon.

Figure 2 is a vertical sectional view taken on the plane of the line 2—2 of Figure 1, with one of the article supporting racks being shown in displaced position.

Figure 3 is a horizontal sectional view taken on the plane of the line 3—3 of Figure 1, showing an article of merchandise in the process of being mounted on the stand.

Figure 4 is a perspective view of an article supporting rack.

Figure 5 is a reduced top plan view of the blank, suitably cut and scored, from which the body of the stand shown in Figure 1 is constructed.

Figure 6 is a reduced top plan view of the blank, suitably cut and scored, from which the article supporting rack is constructed.

Figure 7 is a front elevational view of a display stand



embodying a modified form of the invention, showing the stand in open display position, with articles of merchandise in display position thereon.

Figure 8 is a vertical sectional view taken on the plane of the line 8—8 of Figure 7.

Figure 9 is a rear elevational view thereof.

Figure 10 is a side elevational view of the display stand of Figure 7 in completely folded condition for protecting supported articles of merchandise during shipping or storage.

Figure 11 is a horizontal sectional view taken on the plane of the line 11—11 of Figure 10.

Figure 12 is a vertical sectional view taken on the plane of the line 12—12 of Figure 11.

Figure 13 is a view similar to Figure 11 but showing the stand in open display condition with articles of merchandise in display position thereon.

Figure 14 is a view similar to Figure 11 but showing the body of the stand flattened out, with articles of merchandise in supported position thereon.

Figure 15 is a view similar to Figure 11 but showing the article supporting rack in flatwise folded condition.

Figure 16 is a top plan view showing the blank, suitably cut and scored, from which the body of the display stand shown in Figure 7 is constructed.

Figure 17 is a top plan view of the blank, suitably cut and scored, from which the article supporting rack of Figure 7 is constructed.

Figure 18 is a front elevational view of a display stand embodying a further modification of the invention, with articles of merchandise in display position thereon.

Figure 19 is a top plan view thereof, showing in dot-dash lines the article supporting rack in folded condition.

Figure 20 is a side elevational view thereof.

Figure 21 is a side elevational view of the article supporting rack.

Referring to the drawings in detail, the various forms of improved display stands illustrated are each formed of paperboard material or similar sheet material which may be cut and scored from large sheets or rolls of suitable paper stock.

In Figures 1 to 6, inclusive, a display stand embodying the first form of the invention is shown and comprises an elongated, inwardly tapered, four-sided box-like body 1, rack members 2 for supporting the articles of merchandise, such as elongated rectangular shaped rubber erasers 3 or similar shaped articles, and a handle 4 for carrying the stand.

The blank from which the body 1 of the display stand is formed is of elongated substantially rectangular shape as shown in Figure 5, with its end edges 5 and 6 tapering upwardly and inwardly to produce a narrow top 7 and a wide bottom 8. The blank is formed with a score or fold line 9 disposed along the transverse center of the blank and with a score or fold line 10 at each side of the center line 9, equally spaced therefrom, said score lines permitting bending and folding of the blank to define the side panels 11 of the display stand. Another score or fold line 12 extends across the blank adjacent the end edge 5, defining a flap 13. Short vertical slots 14 are formed in the flap, spaced along the fold line 12. Along the other end edge 6 of the blank, there are spaced projecting tabs 15 with hooked ends 16, the tabs being provided with score lines 17 across their base portions to permit the tabs to be bent at right angles to the mounting side panel 11. On its bottom 8, the blank is formed with extensions 18 aligned with the score lines 9 and 10 and with a similar extension 19 at the end edge 5 and with a narrower extension 20 at the end edge 6. Each of the side panels 11 is formed with a pair of elongated spaced slots 21 disposed parallel with and adjacent to the score lines defining such panel. A pair of opposed

side panels 11 are also cut with short slots 22 adjacent their top ends and centrally thereof.

The blank from which a rack member 2 is formed is shown in Figure 6 and is substantially rectangular in shape with score or fold lines 26 adjacent the long side edges thereof so as to produce a flat board or plate 24 with flanges or flaps 25 extending at right angles along its side edges. A row of vertically spaced openings 23 are cut in each flange or flap, the openings being shown square.

The handle 4 is formed of a sheet of paperboard material cut to inverted U-shape, with its cross hand-gripping portion 27 slightly wider than its depending leg portions 28. The free ends of the leg portions are formed with laterally extending tabs 29 having hooked ends 30.

In assembling the display stand of Figure 1, it is convenient to first form the flanges 25 on the rack members 2 and then mount the rack members in position on the slotted panels of the blank shown in Figure 5, constituting the side panels 11 of the stand. This is accomplished by inserting the flanges 25 through the slots 21 until the body portions 24 of the rack members are in surface engagement with the inner surfaces of the folded side panels with their perforated flanges protruding outwardly of the side panels. The blank of the body 1 is then folded along the score lines and the tabs 15 along the edge 6 threaded through the slots 14 of the flap 13 on edge 5, the upper ends of said slots defining shoulders to engage behind the upwardly projecting hooked ends 16 of the tabs thereby detachably interlocking the ends of the blank and thereby producing the hollow, inwardly tapered body 1, with a wide bottom or base, the extensions on the bottom 8 of the blank serving as supporting legs for the stand.

The handle 4 may then be placed in position in the top of the body 1 by threading the tabs 29 on the leg portions 28 through the slots 22 in the opposed folded side panels 11 of the body and hooking said tabs behind the upper ends of the slots, the resiliency of the material permitting this operation.

The articles of merchandise to be displayed such as the elongated erasers 3 shown in Figure 1 or similarly shaped articles may be readily slipped endwise through the opposed openings 26 in the flanges 25 of the rack member 2 as shown in Figure 3. When the articles are supported in display position, they are arranged in symmetrical spaced relationship so that they do not contact each other thereby preventing marring or other damage thereto. When so supported, the articles serve to stiffen the display stand and to wedge the rack members in operative position thereby preventing displacement thereof. It will be noted that there is ample space above the supported articles as indicated at 31 on the side panels 11 for advertising or other printed matter. The cross portion 27 of the handle 4 also affords ample space for advertising or other printed indicia as indicated at 32.

The display stand of Figure 1 may be readily collapsed by detaching the tabs 15 from the slots 14 of flap 13 and by detaching tabs 29 of the handle 4 from the slots 22 of the panels 11.

A modified form of display stand is illustrated in Figures 7 to 17, inclusive. This stand comprises an elongated slightly curved body in the form of a board or plate 33 and a rack member 34 for supporting the body 33 and for displaying articles of merchandise, such as the lipstick holders 35 shown in Figure 7. The rack member 34 is substantially triangular in shape in side elevation so that the stand presents an appearance similar to that of an easel.

The blank from which the plate-like body 33 is formed is shown in Figure 16 and is rectangular in shape with pairs of parallel score lines 36 on each side of its longitudinal center, forming a central main panel section 37 and an intermediate panel section 38 and an outer panel section 39 on each side of the central panel section. A pair of elongated parallel slots 40 are formed in the central panel section 37 adjacent the inner score lines 36.

The blank for producing the rack member 34 is shown in Figure 17 and is substantially triangular in plan. A pair of parallel widely spaced score or fold lines 41 extend along the center of the blank, and along each tapered side edge of the blank there is an outwardly projecting flange or flap 42 formed with a row of circular openings 43. A score or fold line 44 extends along the base of each flange or flap.

In assembling the modified display stand, the blank shown in Figure 17 for the rack member 34 is folded along the parallel score lines 41 thereby producing a channel shaped body with a flat rectangular shaped rear panel section 45 and with side panel sections 46 each of which is approximately triangular-shaped in side elevation and has two angularly related edges one of which is adapted to be arranged coincident or flush with the bottom edge of the body 33 while a portion along the other edge comprises a flange or flap 42 forming an extension of said side panel section. The front of the body is open.

The flanges or flaps 42 are inserted through the elongated slots 40 in the main panel section 37 of the blank of the body shown in Figure 16 until the portions of the slanting edges of the side panel sections 46 above and below the flanges 42 abut against the rear surface of the main panel section 37 so that the flanges 42 will be supported at a rearward inclination slightly beyond a vertical plane, with their opposed openings 43 disposed completely outwardly of the front of the main panel section 37. Articles of merchandise, such as the rotund lipstick holders 35 shown in Figure 7 may next be readily inserted endwise through the opposed openings 43 in the flanges of the rack member. Finally, the intermediate and outer panel sections 38 and 39, respectively, of the plate-like body 33 are bent slightly along the score lines 36 to produce the configuration of said plate-like body as shown in Figure 7.

It will be noted that the bottom edge 37*a* of the main panel section 37 of the body 33, the bottom edge 45*a* of the rear panel section 45 and the bottom edges 46*a* the side panel sections 46 of the rack member 34 provide a broad four-point support for the display stand holding it in balanced upright position. The weight of the articles of merchandise on display also tends to keep the display stand steady.

Ample space is provided on the main panel section 37 of the body 33 above the displayed articles for advertising or other printed matter.

The modified display stand may readily be collapsed by withdrawing the flanges 42 through the slots 40.

In shipping or storing this modified form of display stand, with the articles of merchandise in supported position thereon, the intermediate and outer panel sections 38 and 39, respectively, of the body 33 may be completely folded so that the end edges of the outer panel sections 39 are brought into abutting relation as shown in Figure 11 so as to enclose and protect the supported articles.

The display stand may be made more compact for shipping or storage by folding the rack member 34 along the score lines 44 at the base portions of the flanges or flaps 42, and further folding along the score lines 41 in order to swing such rack member to a flatwise condition as shown in Figure 15.

The display stand may also be shipped or stored with its body 33 flattened out and with articles of merchandise supported thereon as shown in Figure 14.

Another modification of the invention is shown in Figures 18 to 21, inclusive, comprising a flat plate-like body 47 formed of a sheet of paperboard material with an elongated slot 48 centrally thereof, and a triangular-shaped rack member 49 of similar material and shaped

like one of the panel sections **46** above described. The rack member is formed with an outwardly extending flange or flap **50** along its slanting edge **51**, of a length corresponding to the length of the slot **48** in the body **47**. A row of circular openings **52** is cut in the flange **50**, and a score or fold line **53** extends along the base of the flange **50**.

In erecting this form of the invention, the flange **50** is inserted through the slot **48** in the body **47** until the portions of the slanting edge of the rack member above and below the flange abut against the rear surface of the body thereby positioning the perforated flange forwardly of the front surface of the body for supporting in display position the articles of merchandise such as the lipstick holders **54** shown in Figure 18. When the articles are in display position, they serve to hold the parts of the display stand against displacement and also serve by their weight to steady the stand. For shipping or storage purposes, the rack member **49** may be folded along the score line **51** into flatwise condition against the surface of the body **47** as shown in Figure 19. The space on the body **47** on each side of the displayed articles may be used for advertising or other printed matter.

It will be noted that in all forms of the invention illustrated, the display stand is held in rigid erect position by frictional engagement of its various parts so that no glue, staples or other extraneous fastening means are needed to retain the stand in rigid erect assembly.

It will be understood that the display stand may be of any size suitable for either floor or counter display and that the openings in the article-supporting rack members may be of any desired shape and size in order to accommodate numerous and various articles of merchandise which may comprise either packaged or unpackaged articles.

While I have illustrated and described the preferred embodiments of my invention, it will be further understood that changes in details of construction might be made without departing from the principle of the invention and I desire to be limited only by the state of the prior art and the appended claims.



What I claim is:

1. A display stand formed of paperboard material comprising a flat plate-like rectangular shaped body with an elongated slot centrally of the rectangular shaped body, a rack member having at least two angularly related edges and disposed rearwardly of the rectangular-shaped body at right angles thereto with the first edge coincident with one edge of said body to engage a supporting surface and hold said body generally upright, said rack member having a flange along a portion of the other of said edges extending through the slot in the rectangular shaped body and having a row of spaced openings therealong disposed outwardly of the front of said body for detachably receiving articles of merchandise in display position.

2. A display stand as defined in claim 1 wherein said rectangular shaped body comprises a main central panel section and intermediate and outer side panel sections, said body having parallel score lines providing for folding of said intermediate and outer panel sections inwardly over the central panel section to enclose the displayed articles displayed on said central panel.

3. A display stand as defined in claim 1 wherein there is a rack member having two approximately parallel flanges hingedly connected together and each of which extends through a slot in said central panel and is scored longitudinally of said flange inwardly of said row of openings and at the rear of said central panel to provide for folding of said rack members flatwise against said central panel of said rectangular shaped body.

**References Cited** in the file of this patent

UNITED STATES PATENTS

| | | |
|---|---|---|
| 570,408 | Jones | Oct. 27, 1896 |
| 1,182,936 | Shearer | May 16, 1916 |
| 1,474,891 | Burt et al. | Nov. 20, 1923 |
| 1,507,078 | Mackie | Sept. 2, 1924 |
| 1,997,310 | Roege | Apr. 9, 1935 |
| 2,313,620 | Brunner | Mar. 9, 1943 |
| 2,636,600 | Denton et al. | Apr. 28, 1953 |
| 2,704,152 | Moore | Mar. 15, 1955 |