W. E. BRUCHHAUSER.

DISPLAY STAND.

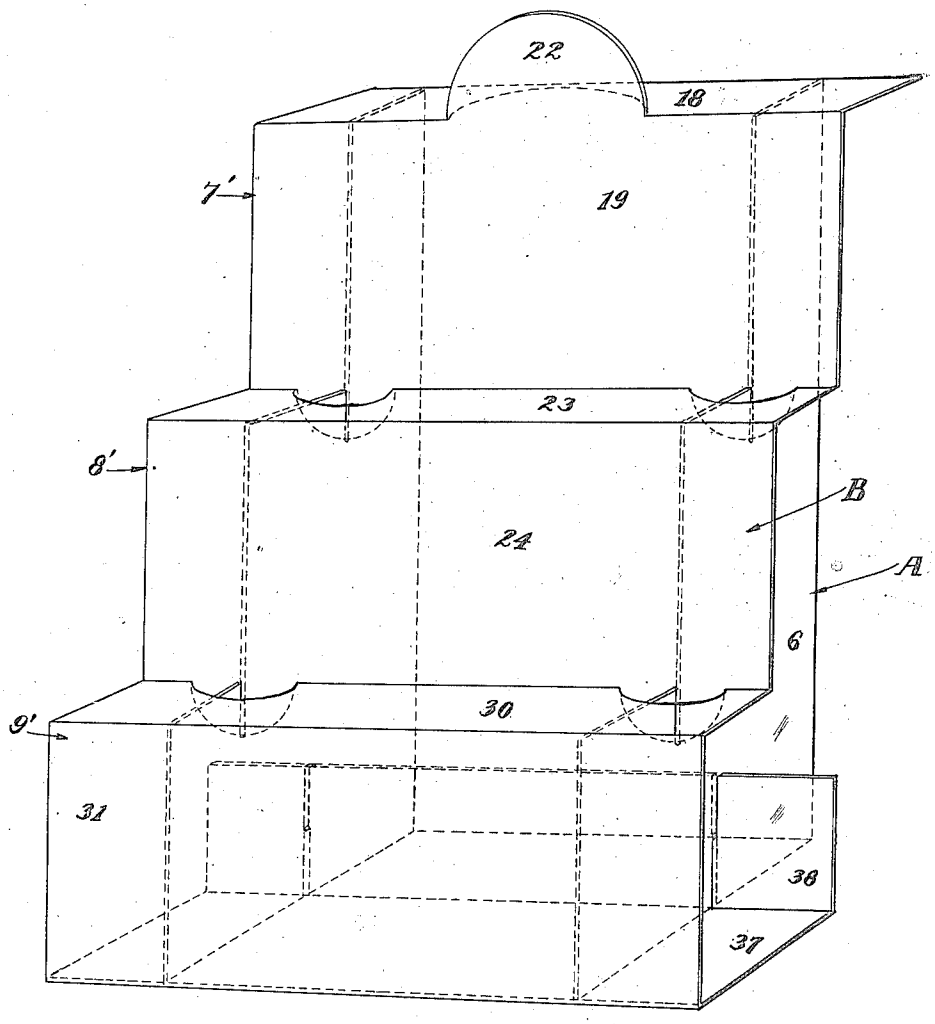
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1,173,167.

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2 SHEETS—SHEET 1.

Fig. 1.



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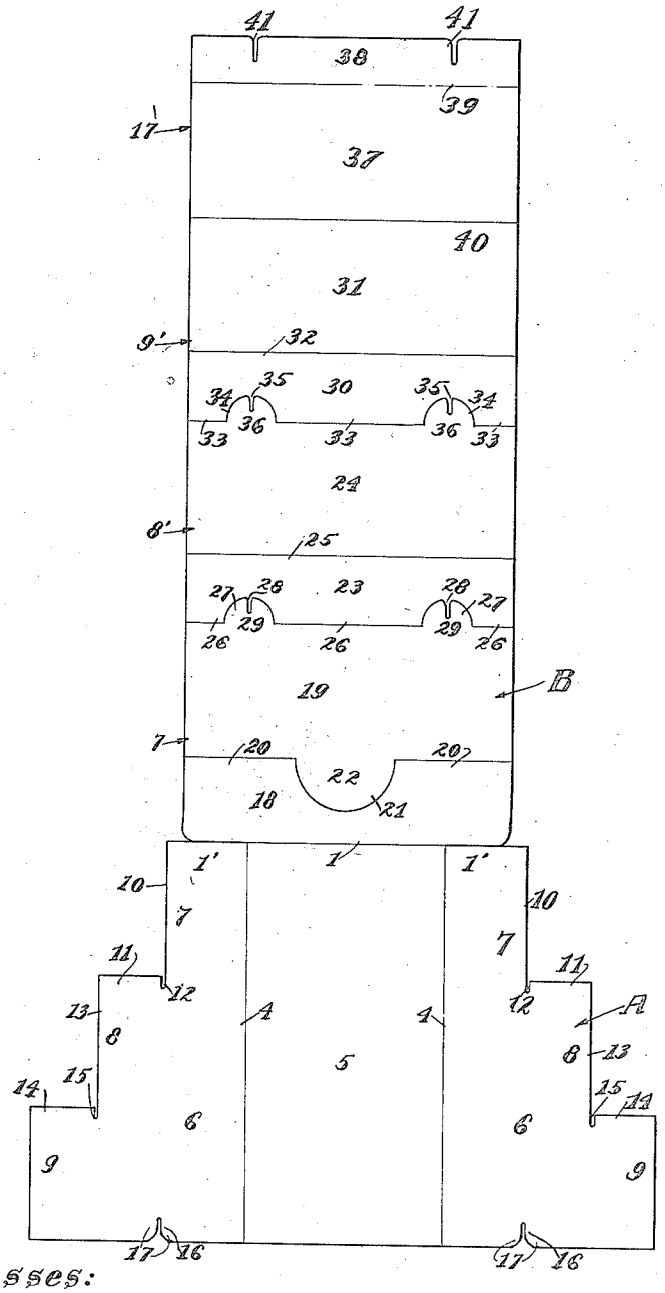
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2 SHEETS—SHEET 2.

Fig. 2.



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UNITED STATES PATENT OFFICE.

WILLIAM E. BRUCHHAUSER, OF NEW YORK, N. Y.

DISPLAY-STAND.

1,173,167. Specification of Letters Patent. Patented Feb. 29, 1916.

Application filed November 20, 1914. Serial No. 873,106.

To all whom it may concern:

Be it known that I, WILLIAM E. BRUCHHAUSER, a citizen of the United States, residing in New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Display-Stands, of which the following is a specification.

This invention relates to display stands generally, and particularly to display stands composed of cardboard or the like.

The main object of this invention is to provide a display stand for supporting articles to be advertised such as perfumes, cigarettes, and the like.

Another object is to provide a display stand which affords adequate space on which advertising matter may be written.

Still another object of the invention is to provide such a display stand composed of inexpensive material such as cardboard and comprising a blank composed of a single piece of cardboard stamped out by one operation whereby an article is contrived that can be quickly manufactured in large quantities at low cost, the stamping of which is done by machinery, and the folding of which can be done by inexpensive unskilled labor.

Still a further object of the invention is to provide a staircase shaped display stand which may be provided with any suitable number of stairs.

These and other features, capabilities and advantages of the invention will appear from the subjoined detailed description of one specific embodiment thereof illustrated in the accompanying drawings in which—

Figure 1 is a perspective view of the display stand after having been set up for use. Fig. 2 is a blank of the display stand before being folded up.

In the embodiment shown, there is provided a blank having a staircase shaped display stand embracing a rear supporting member A and a stair forming member B, in the present arrangement provision being made only for three stairs.

In Fig. 2, the lines 1′, 1 and 1′ divide the lower portion or rear supporting member A from the upper portion or stair forming member B, the lower member being divided into three divisions by the two lines 4, 4 between which is formed the rear wall 5 of the display-stand and laterally of each side of which is formed a staircase shaped portion 6, each having three stair supporting members 7, 8 and 9, the vertical free sides 10 of the stair supporting members 7 extending down below the level of the horizontal sides 11 of the supporting members 8 and forming notches 12 between the stair supporting members 7 and 8; and the vertical sides 13 of the supporting members 8 extending down below the level of the horizontal sides 14 of the stair supporting members 9 and forming notches 15 between the stair supporting members 8 and 9. In the base of each of the staircase shaped portions 6, there is provided an inwardly extending notch 16, the side 17 of each of these notches, near the supporting members 9, being a pronounced curve for purposes hereinafter to be disclosed. In this lower member A the lines 4, 4 and 1, as well as all dot and dash lines hereinafter to appear are scorings along which the cardboard is bent when ready to be set up. The member B is substantially an oblong comprising stair covering members 7′, 8′ and 9′ and the locking member 17. The stair covering member 7′ is composed of a horizontal portion 18 and a vertical portion 19 which are defined from one another by the lines 20, 20 and the curved incision 21. Along the lines 20, 20 the cardboard is bent while the tongue 22 (see Fig. 1) is formed by the curved incision 21 extending upward from, and in the same plane with, the vertical portion 19.

The stair covering member 8′ is composed of the horizontal portion 23 and the vertical portion 24 which are defined from one another by the line 25 along which the bend is formed, and the portion 23 is defined from the vertical portion 19 of the stair covering member 7′ by the lines 26, 26, and 26 and the two curved incisions 27 provided with indentations 28, along which lines 26, a bend is formed permitting the notched tongues 29 to extend downward from, and in the same plane with, the vertical portion 19 of the covering member 7′. Similarly the covering portion 9′ is composed of a horizontal portion 30 and a vertical portion 31 which are defined from one another by the line 32 along which the bend is formed, while the horizontal portion 30 is defined from the vertical portion 31 of the stair covering member 8′ by the lines 33, 33 and 33 and the two intermediate curved incisions 34 having indentations 35 along which lines 33 a bend is formed, permitting the notched tongues 36 formed by the curved incisions

34 and indentations 35 to extend downward from, and in the same plane with, the vertical portion 24.

The locking member 17 is composed of the horizontal member 37 and the vertical member 38 which are defined from one another by the line 39 along which a bend is formed, while the horizontal member 37 is defined from the vertical member 31 of the covering portion 9′ by the line 40 along which a bend is formed. On the outer free end of the vertical portion 38 there are formed two notches 41.

When setting up the display stand, the supporting member A is folded along the lines 4, 4, with the staircase shaped portions 6, 6 extending in the same direction, then the fold made along the line 1 so that the stair forming member B extends in the same direction as the staircase shaped portions 6, 6; thereupon folds made along the line 20, 20 so that the tongue 22 extends upward as shown in Fig. 1, it serving as a handle means for grasping the display stand; thereupon folds made along the lines 26, so that the tongues 29, 29 extend downward, and the notches 28, of the tongues 29, extend into the notches 12, which are formed between the stair supporting members 7 and 8; thereupon a fold made along the line 25, the horizontal portion 23 being supported on the horizontal portions 11, of the supporting members 8, and folds made along the lines 33, so that the notched tongues 36 extend downward and have their notches 35 extending into the notches 15 formed between the stair supporting members 8 and 9; thereupon the fold made along the line 32 so that the horizontal portion 30 is supported on the horizontal sides 14, of the stair supporting members 9; and thereupon folds made along the lines 40 and 39 so that the locking member 17 extends under the rear supporting member A (see Fig. 1) and the notches 41, 41 extend into the notches 16, 16 of the staircase shaped portions 6 and lock the device together. The purpose for the curved sides 17 of the notches 16 are so as to permit the inner portions of the notches 41, 41 to slip around such curved sides 17 when the notches 41, 41 are being positioned into said notches 16, 16.

It is obvious that various changes and modifications may be made to the details of construction without departing from the general spirit of the invention.

I claim:

1. A display stand composed of a single piece of cardboard having a rear supporting member embracing a rear wall, and extending laterally therefrom two staircase shaped portions, a stair forming member extending from the upper end of said rear wall and folded down therefrom to rest on said staircase shaped portions, a plurality of stair supporting members on each staircase shaped portion, there being notches between the several stair supporting members, and tongues on said stair forming member engaging said notches and thereby locking said stair forming member in place on said stair supporting members, and a locking member extending from said stair forming member and folding under said staircase shaped members, there being notches in the lower sides of said staircase shaped portions into which the locking member engages to lock the device together.

2. A display stand composed of a single piece of cardboard having a rear supporting member embracing a rear wall, and extending laterally therefrom two staircase shaped portions, a stair forming member extending from the upper end of said rear wall and folded down therefrom to rest on said staircase shaped portions, a plurality of stair supporting members on each staircase shaped portion, there being notches between the several stair supporting members, and tongues on said stair forming member engaging said notches and thereby locking said stair forming member in place on said stair supporting members, and a locking member extending from said stair forming member and folding under said staircase shaped members, there being notches in the lower sides of said staircase shaped members, and a portion extending upwardly from said locking member, there being notches in said upwardly extending portion to engage into the notches of said staircase shaped members to lock the device together.

3. A display stand composed of a single piece of cardboard having a rear supporting member embracing a rear wall, and extending laterally therefrom two staircase shaped portions, a stair forming member extending from the upper end of said rear wall and folded down therefrom to rest on said staircase shaped portions, and a locking member extending from said stair forming member and folding under said staircase shaped members, there being notches in the lower sides of said staircase shaped portions into which the locking member engages to lock the device together.

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