April 11, 1939. F. G. JEWETT ET AL 2,153,566

DISPLAY STAND

Filed June 4, 1936

Fig. 3

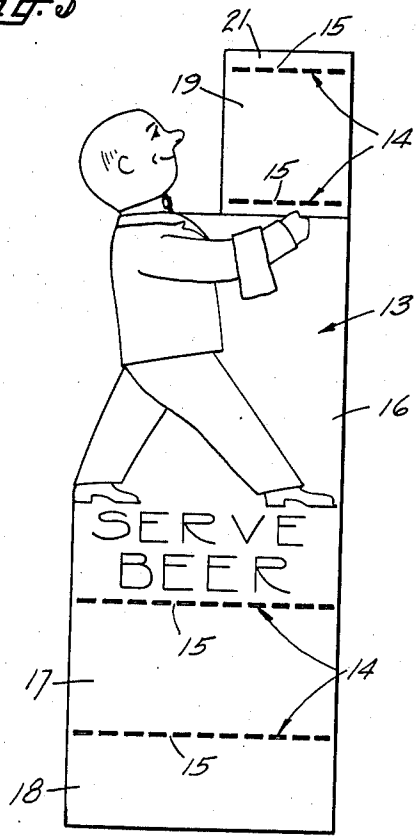


Fig. 2

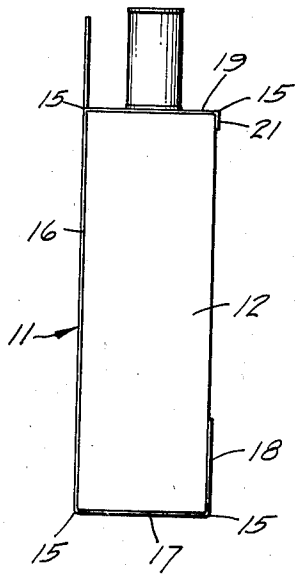
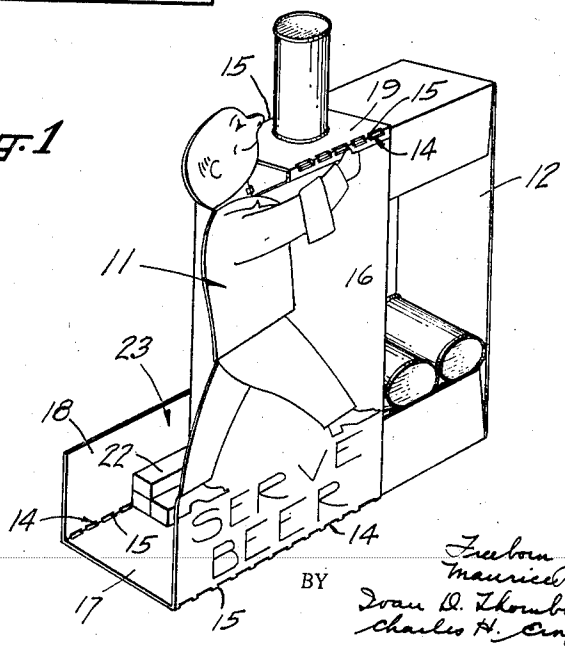


Fig. 1



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DISPLAY STAND

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1 Claim. (Cl. 211—73)

The present invention relates to a display stand for advertising and exhibiting articles of merchandise and has particular reference to such a display stand which is adapted to be used in combination with a shipping carton in which the merchandise is received and to provide a support for exhibiting individual articles of the merchandise so that they may be displayed to particular advantage.

An object of the invention is the provision of a one-piece display stand which is adapted to encircle and embrace an opened shipping carton of merchandise so that the carton may be utilized as a storage bin for holding its articles of merchandise in full view for inspection.

Another object is the provision of such a display stand which provides a support for individual articles selected from the carton so that the selected articles may be displayed from all sides and to best advantage.

Still another object is the provision of a display stand of this character which provides a separate storage space for auxiliary articles which are adapted to be dispensed with and accompany the articles of merchandise stored in the carton.

Numerous other objects and advantages of the invention will be apparent as it is better understood from the following description, which, taken in connection with the accompanying drawing, discloses a preferred embodiment thereof.

Referring to the drawing:

Figure 1 is a perspective view of a display stand embodying the instant invention, the view showing the display stand in use embracing a carton of can goods and supporting one of the cans in a special display position;

Fig. 2 is an end elevation of the display stand and the carton illustrated in Fig. 1; and

Fig. 3 is a plan view of a flat blank from which the display stand is made.

As a preferred embodiment of the instant invention the drawing discloses a display stand 11 (Fig. 1) which is adapted to be used with a carton 12 of merchandise preferably shown as canned goods. The carton may be the original shipping carton in which the merchandise is received and from which one side preferably the top side has been removed in order to exhibit its contents.

The display stand 11 is formed from a one piece blank 13 of stiff material such as, for example, sheet metal, heavy or reinforced cardboard, or the like. A plurality of elongated slots 14 are formed in the blank and are arranged in spaced and parallel lines 15 which extend transversely thereof. These lines of slots, preferably four in number, provide weakened sections along which the blank is bent or folded at right angles and hence set off contiguous wall members of the completed display stand. These wall members encircle and embrace sides of the carton when the display stand is applied thereto.

The wall members include a vertical front wall member or panel 16 (Figs. 1 and 2) which at its lower end connects with a horizontal bottom wall 17. The bottom wall merges into a vertical rear flange wall 18. At its upper end the front wall connects with a horizontal top wall 19 which merges into a vertically depending rear flange wall 21.

These walls form a display stand having a substantially C shaped or tubular cross section preferably rectangular in form as shown in Figs. 1 and 2 and one in which a rectangular carton may be readily inserted when the latter is stood on one end.

The front wall 16 of the display stand provides surface space for advertising matter and if desired it may be cut away or shaped to carry out the features of a design such as, for example, the design shown in the drawing. The bottom wall 17 serves as a base for the stand on which the carton rests when it is in display position within the stand.

The top wall 19 fits over the top of the carton, being preferably shorter than the bottom wall to carry out the design featured in the drawing, and serves as a support for one or more of the cans of merchandise selected from the carton. A selected can or article may thus be specially displayed to best advantage where it can be viewed from all sides. The rear flange walls 18, 21 embrace the back of the carton and hold it against displacement.

In display position the carton is only partially inserted within the display stand as shown in Fig. 1 so that the greater part of its open side and its contents will be in full view and readily accessible. In this position the original carton is utilized as a storage bin for the merchandise during its display.

The display stand is particularly adapted to exhibit and advertise cans of beer packed in fibre cartons usually holding twenty-four cans. It has been the custom of brewers to supply can openers to be given gratis to purchasers of these cans for their convenience in opening them, the openers being packed in a separate carton or box. It is

these can openers or articles of a similar nature or advertising literature or the like which are referred to in this specification as auxiliary articles which are intended to accompany the articles of merchandise stored in the carton when and as the latter are sold or dispensed.

These auxiliary articles (marked **22** in Fig. 1) are stored in the space in the bottom of the stand adjacent the hidden side of the carton and between the rear flange wall **18** and the front wall **16**, this space providing a convenient pocket or compartment **23**.

It is thought that the invention and many of its attendant advantages will be understood from the foregoing description, and it will be apparent that various changes may be made in the form, construction and arrangement of the parts without departing from the spirit and scope of the invention or sacrificing all of its material advantages, the form hereinbefore described being merely a preferred embodiment thereof.

We claim:

An advertising display stand adapted to be used in conjunction with a carton of articles to be advertised, said stand comprising a flat blank folded into substantially C-shape when in display position and including a front wall member of substantially the same dimension as a corresponding dimension of the carton to be displayed, rearwardly extending top and bottom wall members secured to said front wall and each of a dimension substantially conforming to another corresponding dimension of the carton to be displayed, and vertically extending rear wall members secured respectively to said top and bottom walls, all of said walls being set off by weakened lines to permit bending and adapted to closely embrace the corresponding wall portions of the carton to hold the latter against displacement relative to said display stand, said top wall being adapted to display an article contained in said carton in such manner as to constitute a part of a pictorial representation carried by said front wall member.

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