

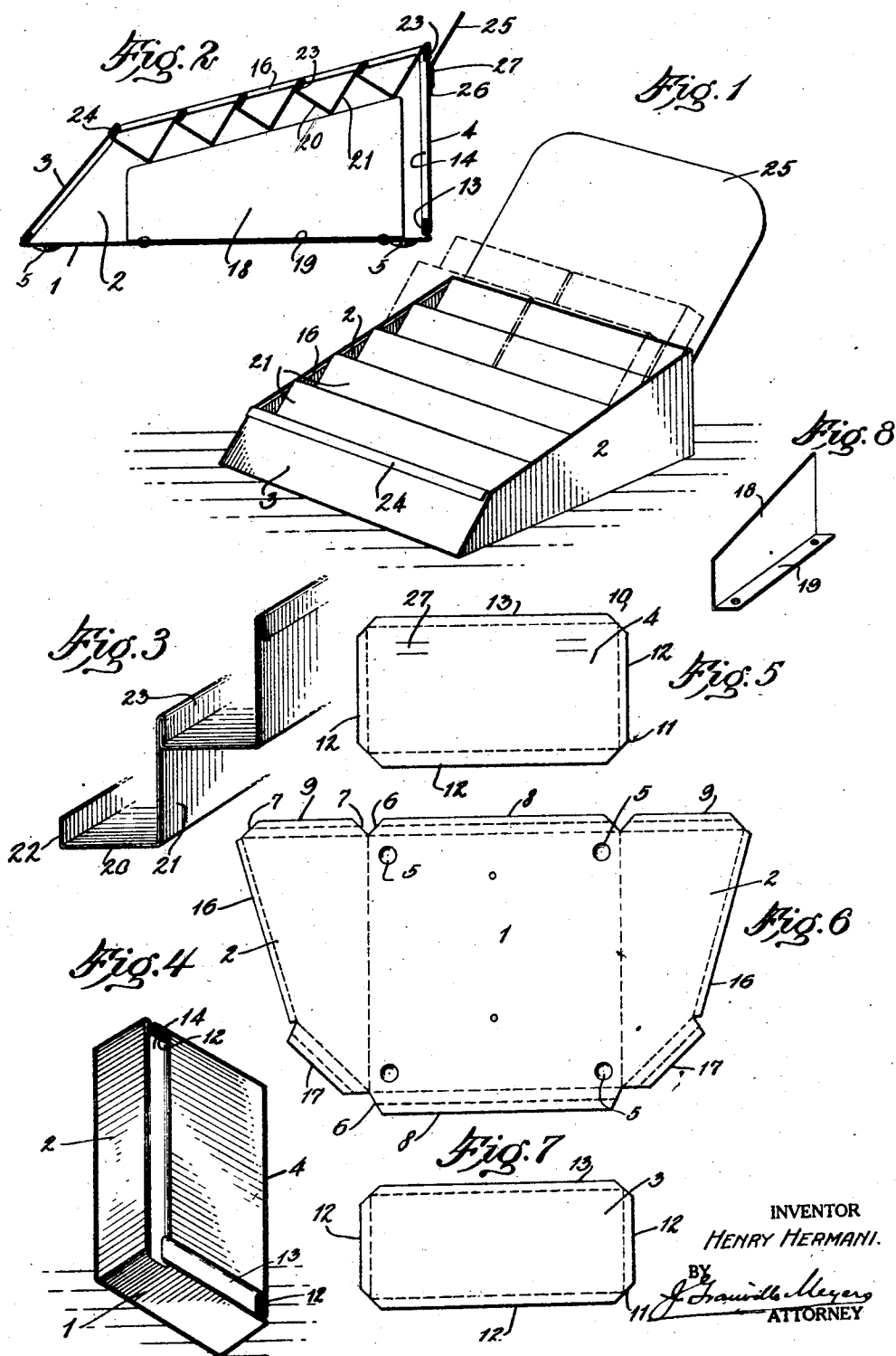
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DISPLAY STAND

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DISPLAY STAND.

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This invention is an improvement in display stands, and more particularly in counter-stands for displaying packaged goods such as cigarettes.

5 Stands of this character are usually designed to hold in display position a selected number of similar packages of goods of the same brand, and the stand or a removable part thereof, or both, carry advertising matter relating to this particular brand.

10 Since it is to the interest of the manufacturer that his goods be displayed to the best possible advantage, it is desirable not only that the stand be attractive and pleasing in itself, but that it be of a construction such that it may be sold at a low price, or given with a selected quantity of the goods.

15 That the stand may be utilized for the display of a succession of purchases, and serve as an incentive to successive orders, because of its continued capability to attractively display the re-orders, it is desirable that the construction be of a durable nature.

20 An object of the present invention is to provide a construction of stand capable of infinite variety in the way of dimension without departing from the principle underlying the construction.

25 Another object is to provide an article of a durable nature comprising a case composed of parts easily assembled and a support for the goods detachably connected with the case and composed of a plurality of similar units.

30 With these and other objects in view, the invention consists in the construction and novel combination of parts fully described hereinafter, illustrated in the accompanying drawings, and pointed out in the claims appended hereto, it being understood that various changes in the form, proportion, size and minor details of construction, within the scope of the claims, may be resorted to without departing from the spirit of the invention.

In the drawings:

Fig. 1 is a perspective view of the improved stand.

Fig. 2 is a longitudinal section.

50 Fig. 3 is a perspective view showing the units and the manner of their assembling.

Fig. 4 is a perspective view of a corner of the case looking from the inside and show-

ing the manner of connecting the back and front to the side walls.

55 Figs. 5, 6 and 7 are plan views of the blanks from which the parts forming the case are made.

Fig. 8 is a perspective view of the brace for the support.

60 In the present embodiment of the invention, the improved stand which is of sheet material, as for instance tin plate, comprises a box or case, and a support for the goods, the latter a plurality of shelves in stepped arrangement. The box or case is composed of a bottom 1 having side walls 2 integral therewith, and a front and back 3 and 4 respectively formed from separate pieces. These parts are cut or otherwise formed from the sheet material, and the bottom preferably has embossed or offset portions 5 near its corners, which serve as feet for supporting the case out of contact with a counter, showcase or the like.

75 The corners of the bottom 1 are beveled as indicated at 6, and the rear corners of the side walls are similarly beveled as shown at 7, the adjacent bevels 6 and 7 of the bottom and side walls cooperating to form right angle notches, as shown in Figure 6, between the bottom and side walls.

80 The notches 6 and 7 provide flanges 8 at the front and rear of the bottom, and other flanges 9 at the rear of the side walls, and the said flanges are bent to form locking seams shown more particularly in Figure 4.

85 The corners of the front and back are beveled as shown at 10 and 11, the cuts forming the bevels 10 of less depth and length than those forming the bevels 11. The portions outside of the largest parallelogram capable of being formed within the bevels provide material for the locking seams and reinforces respectively. The portions 12 and 13 at the ends and bottom are of greater width than the portions 13 at the top, because of the deeper bevel, and the said portions form locking seams indicated at 14 in Figure 4. The portions 13 are overset on to the inner faces of the front and back, and thus provide reinforces for the upper edges.

90 The side walls 2 gradually increase in height from front to rear, and the front ends are inclined or beveled as shown.

Portions of the upper edges of the side walls indicated at 16 are adapted to be over-set onto the inner faces to form reinforcers, and portions 17 at the front ends are adapted to be bent into locking seams, to engage with similar seams formed by the portions 12 at the ends of the front.

In setting up the box from the blanks, the portions 8, 9, 12, 13, 16, and 17 are bent to form the locking seams and reinforcers. The side walls 2 are then bent at right angles to the bottom 1, and the locking seams of the front and back are engaged with adjacent seams of the bottom and side walls. The seams are flattened, and both the exterior and the interior of the box may be suitably ornamented by painting or the like, the former surface being also provided with suitable display advertising matter.

Preferably a brace or strut is connected with the bottom of the box for bracing the shelving to be described. This brace is in the form of a plate 18, having one side edge inclined to correspond with the slope of the shelving, and the other flanged as shown at 19, to seat upon the upper face of the bottom 1. This flange is riveted or otherwise secured to the bottom, and it is arranged at about the middle of the box.

The support for the goods is a plurality of shelves in stepped arrangement, supported at one end by the front 3, and at the other end by the back 4. The support is composed of a number of similar units, each unit comprising a tread 20 having at one edge an integral riser 21, and at the other an integral guard or stop flange 22 parallel or substantially so with the riser. The riser of each unit is also provided with a flange 23 at its upper edge, the said flange being bent substantially parallel with the riser, and in spaced relation, so that the guard flange of the succeeding unit may engage between the flange and the riser, as shown in Figure 3.

The first unit of any selected number has a marginal extension 24 from the guard flange, said extension extending downwardly and outwardly, to lap upon the outer face of the inclined front 3, when the support is connected with the box or case. The last unit of the selected number has the flange 23 lying at an angle to the riser instead of substantially parallel therewith to engage over the upper edge of the rear wall 4. The units may be made up of any desired length, with the tread and height of riser desired, the riser being usually of substantially the same width as the tread. Certain of the units have the extensions 24, and any selected number of units may be joined together, to provide a support of the length from front to rear desired, the width of the support from side to side determined by the length of the units. The assembling

thus assembled, the side walls of the channels formed between the risers and the flanges of the respective units are compressed, and the support is ready to be placed in the box for which it has been assembled. The brace 18 has its upper edge inclined to correspond with that of the support, and it is of such height, that the angles between the treads and risers of all the units touch said upper edge.

Preferably the support is so arranged that both the treads and risers are inclined to the vertical, so that the packaged goods lie on the shelves in inclined position, with their front faces, which usually bear display matter, clearly visible, and at an angle such that the display matter is easily readable.

The box and the support are painted if desired, and provided with display matter, referring to the character of goods which the stand is intended to display. Such matter may be arranged upon the front and upon the sides, and preferably a placard 25 is provided, designed for connection with the back, to be supported thereabove. The placard is of the same material as the stand, and is painted or otherwise ornamented in the same manner, and carries preferably display matter, pertaining to the goods carried by the stand. The placard has a pair of depending lugs, which are adapted to engage keepers formed in the material of the back 4. The keepers are formed by offsetting rearwardly the material between a pair of parallel vertically spaced horizontal slits.

The interior of the box, and both faces of the support are preferably painted with the same color as for instance, gold or bronze paint, and the size of the stand is such that it will hold and support a selected number of packages of the goods for which it is designed, as for instance so many boxes of cigarettes.

I claim:

1. A display stand for packaged goods, including an open box or container having front and rear walls, and a support for the goods including a selected number of shelves connected in stepped relation, the container of a size to contain a selected number of shelves fitting within the open top, the first and the last shelves having flanges extending throughout their length for engaging over and clamping upon the upper edges of the front and back walls respectively, and the arrangement of the flanges such that the highest portions of the shelves are flush with the plane of the top box.

2. A display stand for packaged goods, including an open box or container having front and rear walls, and a support for the goods including a selected number of shelves connected in stepped relation, the container of a size to contain a selected number of

shelves fitting within the open top, the shelves being similar units, each comprising a tread having at one end a riser and at the other a guard flange, each riser having
5 a flange at the edge remote from the tread adapted to engage over the guard flange of a succeeding unit and to be clamped thereon, the first and the last units of the support having flanges on the guard and riser
10 flanges respectively to engage over and be clamped upon the upper edges of the front and back walls respectively of the box.

3. In a display stand for packaged goods, including an open box or container having
15 front and rear walls and a support for the goods including a selected number of shelf units connected in stepped relation, each unit including a tread and a riser, an up-
standing guard flange at the opposite edge
20 of the tread from the riser, each riser having a channel for receiving the guard flange and to be compressed thereon, whereby to

connect adjacent units, sundry of the units having extensions from the guard flange to provide with the flange at the opposite face
25 of the flange from the tread a channel for receiving a wall of the box.

4. A display stand for cigarettes and the like, comprising an open box, having a front wall inclining inwardly toward its top, a
30 rear wall of greater height than the front wall, and side walls inclined at the upper edges from the front wall to the back wall, a support comprising shelves in stepped
arrangement, each having a guard flange at
35 its front edge, and the shelves adjacent to the front and rear walls having flanges to engage over said walls and to be clamped
thereon, the box having an inclined brace
40 intermediate the end walls, upon which the shelves rest.

Signed at Baltimore and State of Maryland this 3rd day of December A. D. 1924.
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