July 26, 1955 R. E. PAIGE 2,713,984

DISPLAY STAND

Filed July 12, 1951 2 Sheets-Sheet 1

Fig. 1.

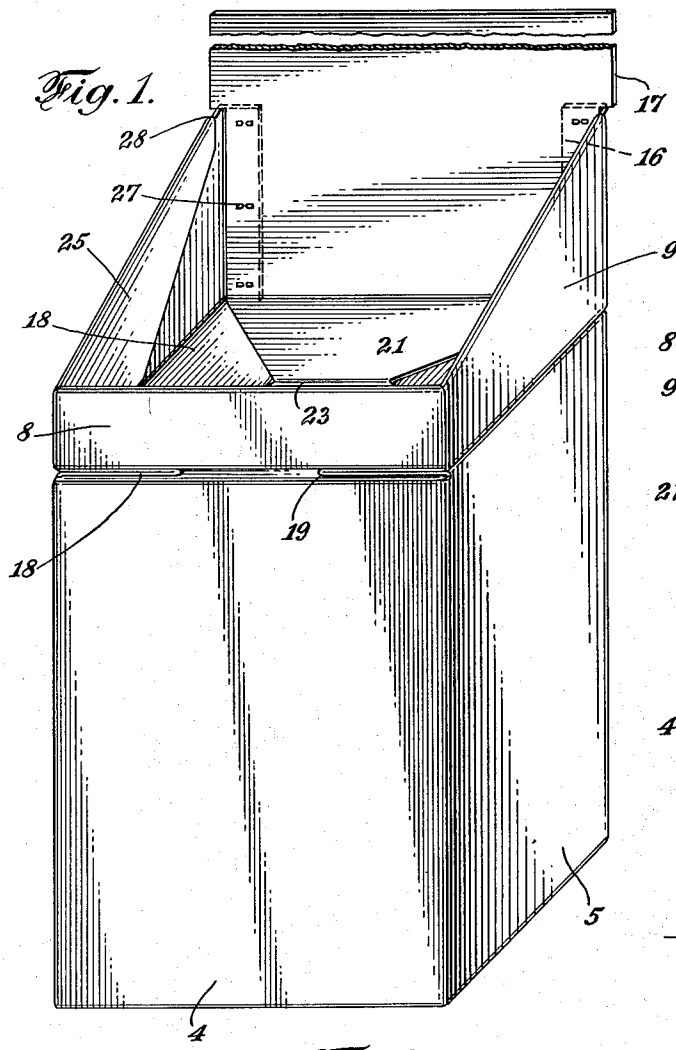


Fig. 2.

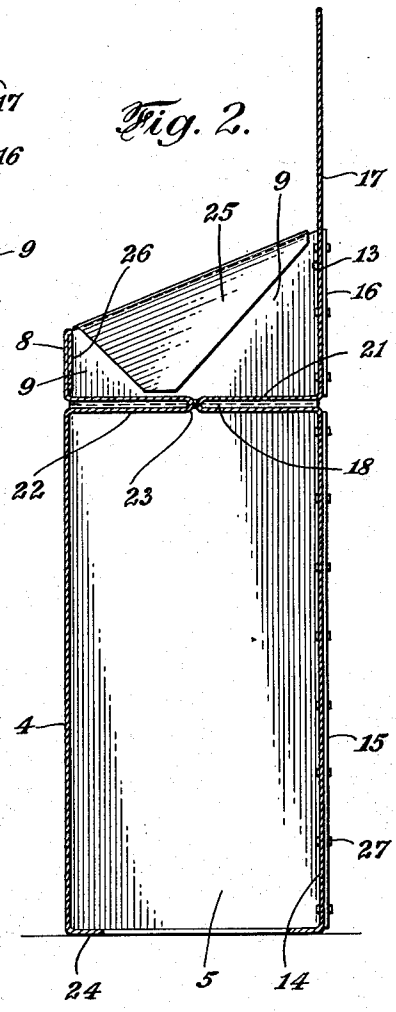
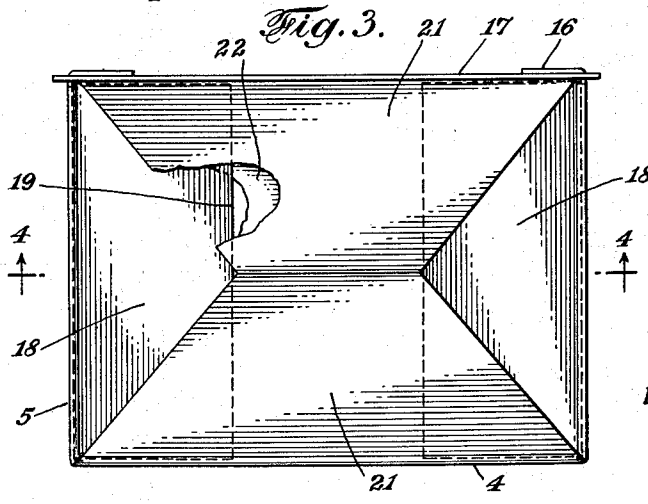


Fig. 3.



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Fig. 4.

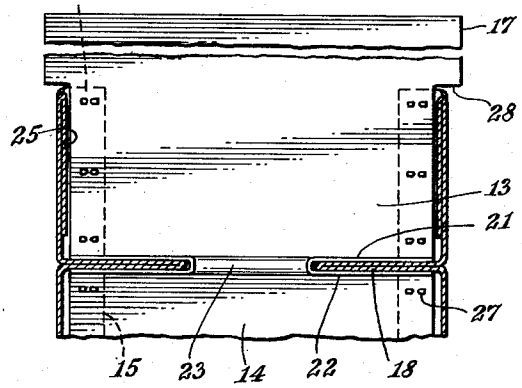


Fig. 5.

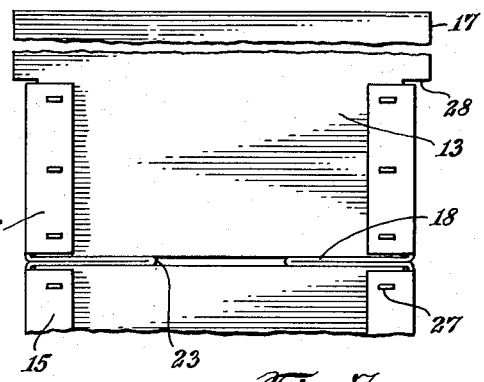


Fig. 6.

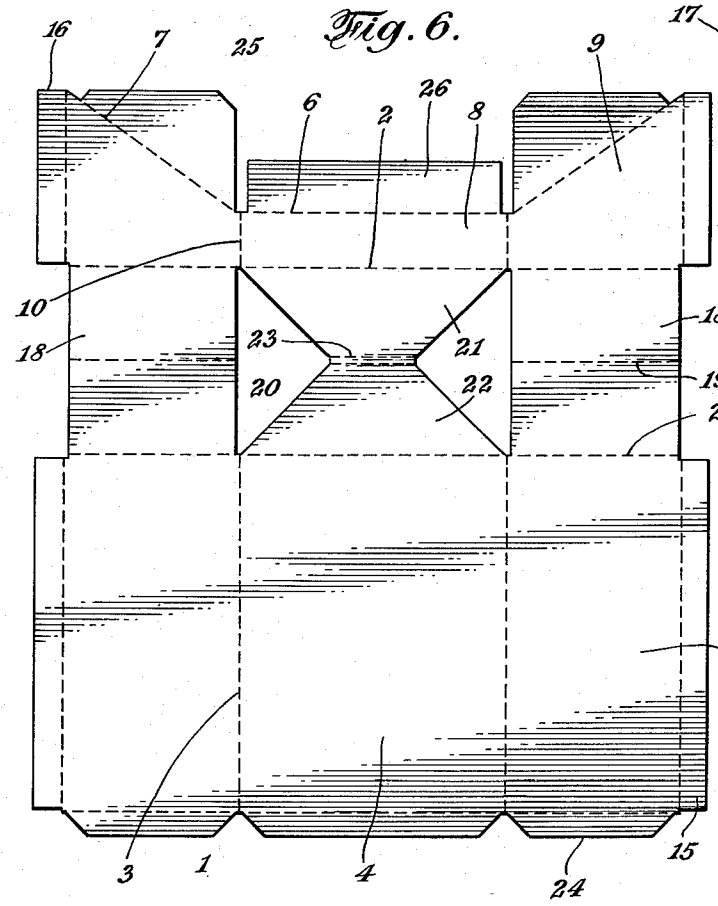
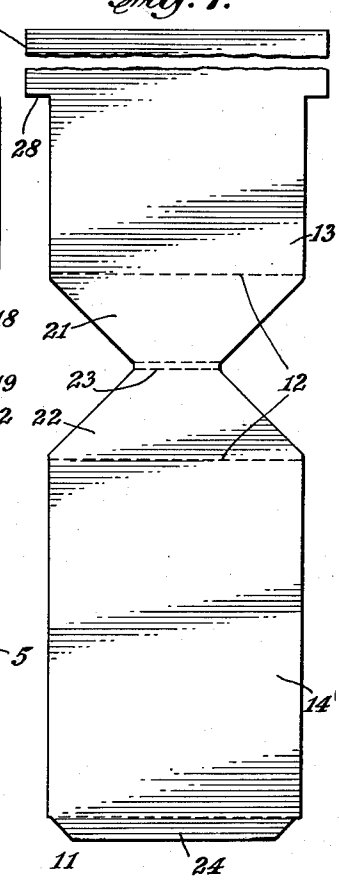


Fig. 7.



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DISPLAY STAND

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6 Claims. (Cl. 248—174)

My invention is an improvement in display stands, especially display stands that can be set up on the floor or other support in a show room or store to exhibit articles on sale.

An important object of this invention is to provide a display stand of sheet material which can readily be manipulated and bent to form a body or base with a receptacle or tray to be filled with merchandise on top of the same.

Another object is to provide a display stand of sheet material having a base or body with a tray at the top and united to the body by connectors which can be folded together to make the bottom for the tray; the sections then overlapping and interfitting to give the bottom sufficient strength to carry the merchandise upon it, the sections thus bracing and reinforcing one another.

The drawings show a preferred form of the invention, and the nature of the improvement is fully described hereinafter, the novel features being pointed out in the appended claims. But this disclosure is by way of example only and alterations in structural details can be made without deviating from the principle of the invention.

Figure 1 is a perspective view of the finished stand.

Figure 2 is a vertical longitudinal section thereof.

Figure 3 is a top plan thereof.

Figure 4 is a vertical section on line 4—4 of Figure 3.

Figure 5 is a rear elevation of the upper part of the stand; and

Figures 6 and 7 are views of the material in blank form which are united to make up the stand.

The front and sides of the stand are produced from a blank section 1 of cardboard or the like and the rear from another blank section 11. The design is intended chiefly for a stand with four sides. The blank 1 has a score line 2 running from side to side approximately through the middle. Below this line are parallel score lines 3 running to the bottom edge to mark off the portions 5 for the sides and the areas or faces 4 to serve as the front of the base of the stand. Another score line 2 extends across the blank between the first line 2 and the opposite or upper edge, and between said edge and the second score line 2 is a score line comprising a length 6 close to the second score line and parallel therewith and two diagonal lines 7, one at each end of the line 6 and extending away from the adjacent line 2. The area of the material between the line 6 and adjacent line 2 will serve as the front face of the tray over the base, and the areas or faces 9 between the lines 7 and the adjacent line 2 make the sides of the tray with inclined top edges. The score lines 3 are extended as shown at 10 to divide the portion 8 from the portions 9 of the blank.

The other blank 11 has a lower half 14 for the back of the base and an upper portion 13 for the back of the tray above the base. The top of the portion 14 and the lower end of the area 13 are marked by transverse parallel score lines 12, as far apart as the score lines 2. Along the sides of the blank 1 at the lower part are flaps 15 connected to the portion 5 by hinge score lines; and at

the wide ends of the portions 9 are shorter hinged flaps 16; these flaps being secured to the sides of the blank 11 by uniting the former to the side edges of the portion 14 and the latter to the side edges of the portion 13. The latter portion has an extension from its top to form a display panel 17.

The side portions 5 of the blank 1 are united to the portions 9 by connectors or sections 18 of the same width as the portions 5. These connectors are scored across the middle by a line 19. Along the inner edges of the connectors 18 are triangular openings 20, pointing towards each other. The inner edges of the connectors 18 are substantially in line with the scores 3 and 10. The portion 4 of the blank is thus joined to the portion 8 by a connector with reentrant sides, this connector or section being made up of halves 21 and 22 united respectively to the portions or areas 8 and 4 and scored across the neck or narrowest part by two parallel lines 23 close to each other. The portions 13 and 14 are united by a similar connector or section with reentrant sides between the score lines 12, and consisting of two parts 21 and 22, with transverse score lines 23. At the bottom of the blanks 1 and 11 are flaps 24 hinged to the edges of the portions or faces 4, 5 and 14, to be turned inward when the stand is set up. The portions 9 have triangular extensions or flaps 25 and the portion 8 a rectangular extension 26 along their edges.

The two blanks 1 and 11 are joined by laying the flaps 15 and 16 against the portions 14 and 13 along the side edges of the latter and affixing the flaps by staples 27 or other fastening means. The flaps 25 and 26 are then turned down and in against the sides 9 and front 8 of the tray and the display panel stands up in back. It is somewhat wider than the tray and has shoulders 28 which overlap the sides 9. The connectors between the tray and the base are then folded inward to give the tray a closed bottom. The connectors 18 extend from front to back of the stand, and are bent double around the lines 19. The other connectors are doubled about the lines 22. But portions of the connectors 18 adjacent the ends of the lines 19 will pass in between the halves 21 and 22 of the other connectors, as indicated in Figures 2 and 3. The connectors 18 slip freely into the spaces 20, as the portions 21 and 22 are folded inward. The bottom thus has two layers of cardboard in the middle from front to back and four layers where the connectors 18 and the other two connectors overlap and interfit. When the connectors are thus folded and pressed flat, a very strong stand is obtained and a considerable weight of merchandisc can be deposited in the tray.

The stand is, therefore, easy to make and set up, is strong, durable and attractive to the eye, and serves well all the purposes of the invention .

For storing or shipping the tray is pulled to straighten the connectors, the stand can then be collapsed by folding it to bring the back close to the front, and then turning down the upper part along the lines 19 and 23. The side edges of the connectors 18 are straight and parallel. The indented or reentrant sides of other connectors give sufficient clearance to the parts of the connectors 18 along the lines 19 to enable said parts of the connectors 18 to be inserted between the other connectors, as illustrated in Figure 3. The blanks 1 and 11 can be combined in one piece if desired.

Having described by invention, what I believe to be new is:

1. A display stand of sheet material with score lines and bent to form a base and a tray over the base, and sections between the tray and said base, the sections being cut free from one another but hinge-connected to said tray and base along some of said score lines, and being folded inward along a transverse score line upon each sec-

tion to close the tray at the bottom, some of said sections being straight along their sides and another section having indentations in both sides, the sections having straight sides being overlapped by said other section.

2. A display stand of sheet material with score lines and bent to form a base and a tray over the base, and sections between the tray and said base, the sections being cut free from one another but hinge-connected to said tray and base along some of said score lines, and being folded inward along a transverse score line upon each section to close the tray at the bottom, some sections being straight along their sides and another section having indentations in both sides, the sections having having straight sides being overlapped by said other section at the corners formed by bending said sections along said transverse score lines.

3. A display stand of sheet material with score lines and bent to form a base and a tray over the base, and sections between the tray and said base, the sections being cut free from one another but hinge-connected to said tray and base along some of said score lines, and being folded inward along a transverse score line upon each section and overlapping to close the tray at the bottom, alternate sections being straight along their sides between the tray and base, and another section having triangular indentations in both sides between the tray and base, the innermost points of said indentations being at the middle of said other section, portions along a straight side of one section adjacent said transverse line when the sections are bent inward along said transverse line being inserted between the folded portions of said other section with said indentations.

4. A display stand of sheet material with score lines and bent to form a base and a tray above the base, and sections between the tray and said base, cut free from one another and hinge-connected to said tray and base along some of said score lines, some of said sections having straight sides between the base and the tray and another section having indentations in both sides between the tray and base, all the sections being folded about transverse score lines in the middle thereof to form the

bottom of the tray, said indentations being triangular spaces, one each of said spaces being coextensive with a side of one of the first-named sections, and the innermost point of each space being on said transverse score line of said other section, the sections with straight sides when folded having portions at the end of the transverse line thereon which are overlapped by the said other section.

5. A display stand of sheet material having score lines and folded about said lines to form a base with side faces, a tray above the base with side faces in full alinement with the faces of the base, and sections uniting the lower edges of the faces of the tray to the upper edges of the face of the base, said sections being alternatively straight along their sides in line with the intersections of said faces, and another section having triangular indentations in both sides, all the sections being traversed crosswise at the ends and between said ends by some of said score lines and folded inward along said transverse score lines between their ends to serve as the bottom of said tray.

6. A display stand of sheet material having score lines and folded about said lines to form a base with side faces, a tray above the base with side faces in full alinement with the faces of the base, and sections uniting the lower edges of the faces of the tray to the upper edges of the faces of the base, said sections being alternately straight along their sides in line with the intersections of said faces, and another intermediate section having triangular indentations in both sides, all the sections being traversed crosswise at the ends and between said ends by some of said score lines and folded inward along said transverse score lines between their ends to serve as the bottom of said tray, parts of said sections with straight sides being overlapped by said section with indentations.

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