

Oct. 9, 1928.

1,687,138

H. L. MYERS

DISPLAY STAND FOR MERCHANDISE

Filed May 22, 1926

2 Sheets-Sheet 1

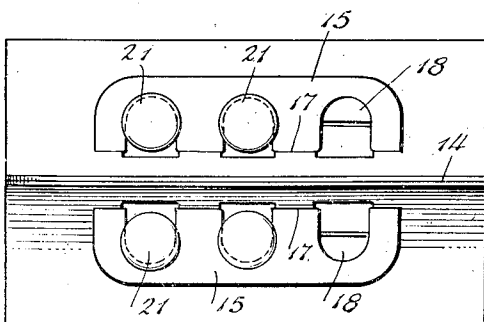
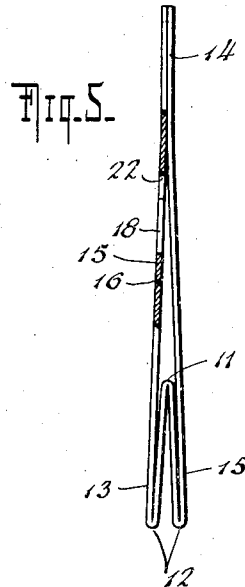
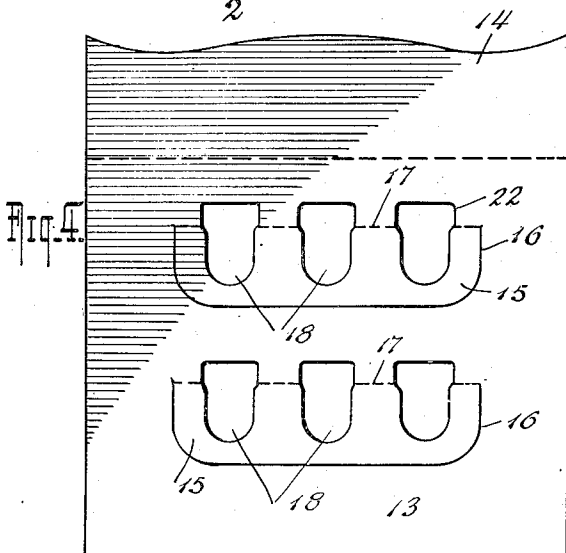
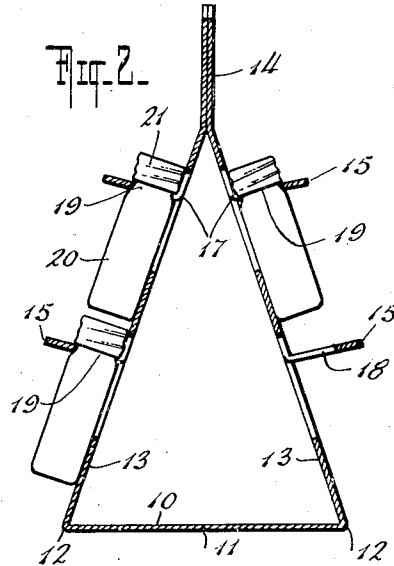
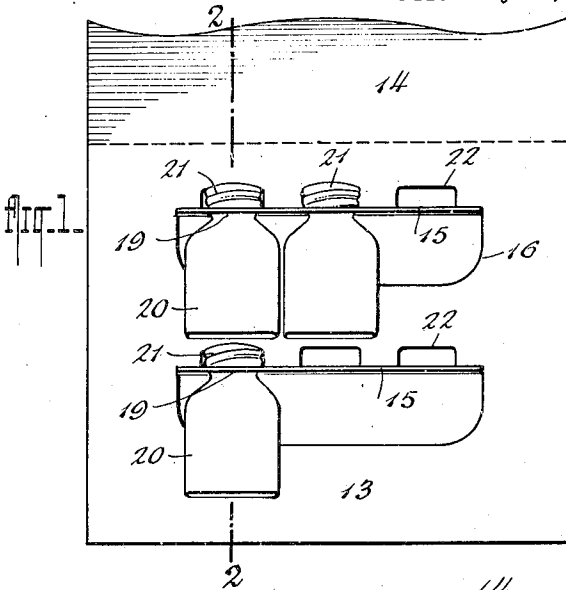


Fig. 3.

INVENTOR
Harold L. Myers
BY
Frika, Kehlmeier & Farley
ATTORNEYS

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2 Sheets-Sheet 2

Fig. 6.

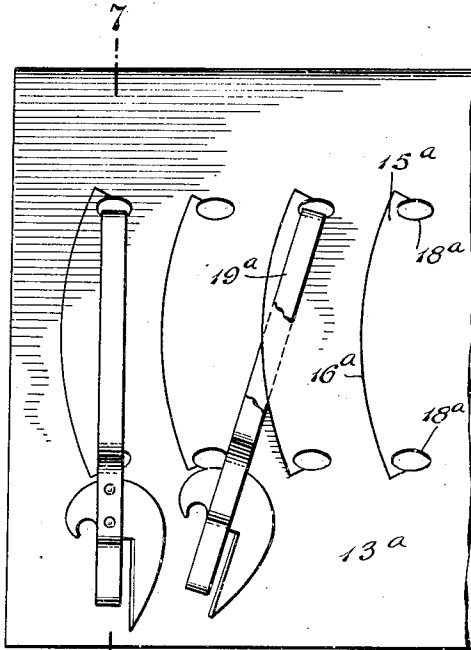


Fig. 7.

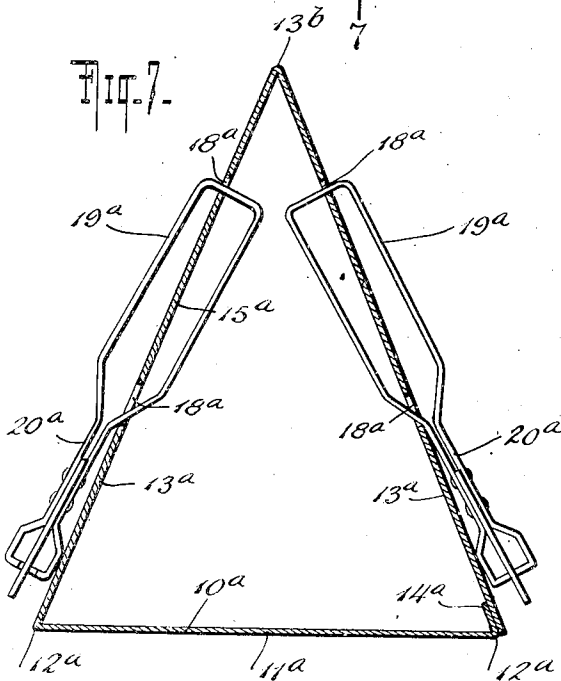
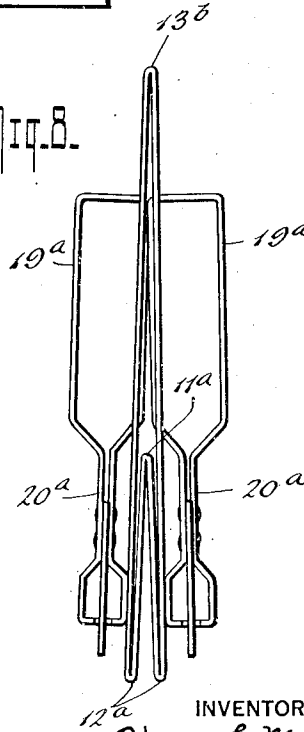


Fig. 8.



INVENTOR

Harold L. Myers

BY

Atka, Kehlens & Farley
ATTORNEYS

UNITED STATES PATENT OFFICE.

HAROLD L. MYERS, OF MORRISTOWN, NEW JERSEY.

DISPLAY STAND FOR MERCHANDISE.

Application filed May 22, 1928. Serial No. 110,893.

The invention relates to display stands for merchandise and has for its object to provide foldable stands on which the articles of merchandise are suspended in attractive group arrangement and so as to be capable of being easily removed at will for distribution to purchasers. Other more specific objects of the invention will appear from the description hereinafter, and the features of novelty will be pointed out in the claims.

Reference is to be had to the accompanying drawings which illustrate several examples of the invention without defining its limits, and in which Fig. 1 is a side elevation of the one form of the stand in its display position; Fig. 2 is a sectional elevation thereof on the line 2—2 of Fig. 1; Fig. 3 is a plan view of the stand in said display position; Fig. 4 is a face view of the stand in a folded position and before the merchandise has been placed in position thereon; Fig. 5 is an end view partly in section of the stand in its folded condition; Fig. 6 is a fragmentary side elevation of another form of stand in its display position; Fig. 7 is a sectional elevation thereof on the line 7—7 of Fig. 6, and Fig. 8 is an end view of the stand in its folded condition with articles of merchandise mounted in place thereon.

In the form shown in Figs. 1 to 5 inclusive, the stand comprises a support of generally triangular form and consisting of a base 10, scored lengthwise at 11 so as to be foldable upon itself and foldably connected at 12 with side members 13. The latter are connected with each other at their free edges in any conventional or convenient manner, as for instance, by pasting said side members together in the manner shown in Figs. 1 and 2. The resulting panel 14 may be utilized for containing advertising matter upon its opposite surfaces. The display stand further includes tongues 15 formed in the side members by cutting the same along lines 16, said tongues normally lying in the surface planes of the side members 13, as shown in Figs. 4 and 5. The tongues 15 are so arranged as to be capable of being bent outwardly relatively to the side members 13 and in their operative positions project in opposite directions in substantial perpendicular relation to the side members, as shown in Fig. 2; to facilitate the outward bending of the tongues 15, score lines 17 may be provided to define bending lines for said tongues, as shown in Fig. 4. The tongues 15 are provided with apertures 18 of

predetermined form and dimensions for receiving individual articles of merchandise in a manner to suspend the same in surface engagement with the side members; the arrangement is such that the articles of merchandise themselves, in co-operation with the side members 13, prevent the tongues 15 from being flexed downwardly out of their intended supporting positions by the weight of the articles. In the illustrated example, the apertures 18 are shaped and dimensioned to receive the necks 19 of bottles 20, which, in such case, constitute the articles of merchandise which are suspended on the display stand; in such case, the screw-threaded cap 21 or some other projecting portion of the bottle serves to prevent the bottles from dropping through the apertures 18. To facilitate introduction of the bottles into the apertures 18, the side members are provided with recesses 22, located in registry with the apertures 18 and dimensioned and shaped to permit a predetermined part of each article of merchandise to pass therethrough; in the illustrated example, the recesses 22 are designed to permit the passage therethrough of the cap 21 of the bottles 20. In the preferred arrangement, a plurality of tongues 15 are formed upon each side member 13, for instance, in superimposed parallel relation; with this construction a plurality of groups of the articles of merchandise, or specifically the bottles, are suspended upon both sides of the display stand, as shown in Figs. 1 and 2.

In utilizing the display stand for its intended purposes, the tongues 15 are bent outwardly to the positions shown in Figs. 1 and 2, and the articles are then inserted in the apertures 18 from below and from the rear; that is to say, in the case of the bottles, shown in the drawings, the cap and neck of a bottle is passed beneath a tongue 15 so as to bring the cap 21 into the recess 22, after which the bottle is moved forwardly to bring its neck 19 into an aperture 18 with the cap 21 positioned above the tongue, as shown in Fig. 2. The stand may then be opened to the operative position shown in Figs. 1, 2 and 3, in which the merchandise is displayed in attractive groups upon both sides of the stand and in a manner to be easily accessible for removal therefrom for distribution to purchasers.

In its initial condition, free from merchandise, the stand, in its folded condition, appears as shown in Figs. 4 and 5, in which it

may readily be shipped or stored; the stand may be folded to the same position with the merchandise in place thereon, and in this condition provides an efficient medium for shipment of a predetermined number of the articles of merchandise in suitable containers.

In the form shown in Figs. 6, 7 and 8, the stand also comprises a support of generally triangular form and consisting of a base 10^a, scored at 11^a so as to be capable of being folded and foldably connected at 12^a with side members 13^a, which in this form, are foldably connected with each other at 13^b. Instead of being pasted together, as indicated at 14 in the first form of the invention, the triangular form of the support may be produced by bending the base 10^a to form a strip 14^a which is pasted or otherwise secured to the inside surface of one of the side members 13^a, as shown in Fig. 7. This form of the invention also includes tongues 15^a which are formed by cutting the side members along lines 16^a, the tongues, as in the first form, also normally lying in the surface planes of the side members 13^a. Apertures 18^a are located adjacent to opposite ends of the tongues 15^a, and in the illustrated example are formed by partly cutting the tongues 15^a and by partly cutting the contiguous portions of the side members 13^a. It will of course be understood that these apertures may be otherwise located in accordance with the articles of merchandise which the stand is designed to display. In its illustrated form, the stand shown in Figs. 6, 7 and 8 is intended to display articles of merchandise 20^a, having looped handles 19^a; these articles having been shown in the form of can openers in the drawings. As shown in Figs. 6, 7 and 8, the tongues 15^a, in their normal position, that is, in the surface plane of the side members 13^a, extend through the looped handles 19^a, and in this position constitute supporting devices on which the articles 20^a are suspended upon the side members 13^a; as shown in Figs. 6 and 7 the recesses 18^a serve to accommodate predetermined portions of the looped handles and permit the aforesaid suspension of the articles 20^a. The merchandise, or specifically the can openers, are placed in position upon the display stand by flexing the tongues 15^a outwardly and then passing the looped handles 19^a thereover as indicated to the right in Fig. 6; as soon as the predetermined portions of the looped handle, which are designed to be received in the apertures 18^a, are located therein, the tongues 15^a, because of the inherent resiliency of the material of which they are made will snap back to their original positions in the surface planes of the side members 13^a. The articles of merchandise 20^a are thereby locked in place against unintentional displacement and yet are capable of being easily removed for distribution to a purchaser. As shown in Figs. 6 and 7, the can openers or their equivalent

are displayed upon both sides of the stand in attractive group arrangement. This form of stand, both with and without merchandise thereon, is capable of being folded into a compact form, as shown in Fig. 8, and in this condition may either be stored or shipped, or utilized as a medium for shipping predetermined numbers of the articles of merchandise in suitable containers.

In all of its forms the display stand is of simple construction and requires but one gluing to complete its structure. Furthermore, the tongues may all be cut in one operation before the support is glued into triangular form, and similarly, prior to such gluing, the display stands may be easily printed upon, inasmuch as all of the printing may be contained upon one surface thereof. In other words, the display stand is capable of being manufactured in a flat form and may even be stored or shipped in this condition and set up for use only as required.

Various changes in the specific form shown and described may be made within the scope of the claims without departing from the spirit of the invention.

I claim:

1. A display stand for merchandise comprising a support and a tongue formed by cutting said support, adapted to be flexed out of the plane of said support so as to project outwardly therefrom, said tongue being provided with recesses of predetermined form to receive individual articles of merchandise and suspend the same in surface engagement with said support, the latter being provided with apertures communicating with said recesses dimensioned to permit portions of said articles of merchandise which are larger than said recesses to be adjusted to positions above and in suspending engagement with said tongues.

2. A foldable display stand for merchandise comprising a support of triangular form consisting of a foldable base and side members foldably connected with said base and with each other, and tongues formed by cutting said side members, adapted to be flexed outwardly therefrom in opposite directions, said tongues being provided with recesses each dimensioned to receive and suspend individual articles of merchandise, in surface engagement with said side members, the latter being provided with apertures in communication with said recesses and dimensioned to permit portions of said articles of merchandise which are larger than said recesses to be adjusted to positions above and in suspending engagement with said tongues.

3. A foldable display stand comprising a support of triangular form consisting of a foldable base and side members foldably connected with said base and with each other, and a plurality of tongues projecting outwardly from each side member and formed by

suitably cutting the latter, said tongues being each provided with recesses dimensioned to receive necks of bottles and to suspend the latter in surface engagement with said side members, the latter being provided with apertures in communication with said recesses and dimensioned to permit portions of said bottles of larger dimensions than said recesses to be adjusted to positions above and in suspending engagement with said tongues.

4. A foldable display stand comprising a support of triangular form consisting of a foldable base and side members foldably connected with said base and with each other, and tongues formed in a side member by

cutting the same and normally lying in the surface plane of said member, and each constituting a support for suspending an article of merchandise on said stand, said tongues being capable of being flexed outwardly to permit the articles of merchandise to be placed thereon or removed therefrom, said side members being provided with apertures adjacent to said tongues through which predetermined portions of said articles of merchandise are adapted to be projected.

In testimony whereof I have hereunto set my hand.

HAROLD L. MYERS.