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F. P. WARD

1,841,561

DISPLAY DEVICE

Filed March 7, 1930

Fig. 1.

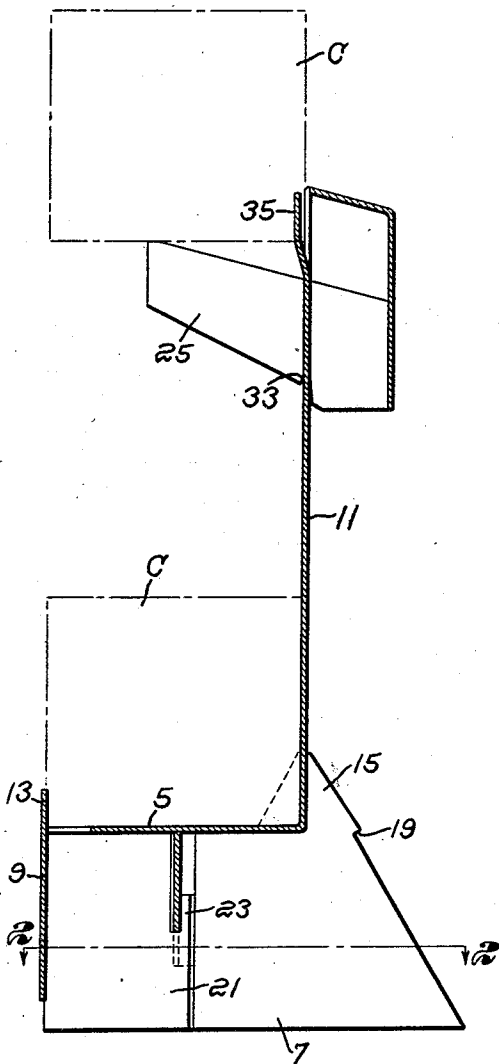


Fig. 2.

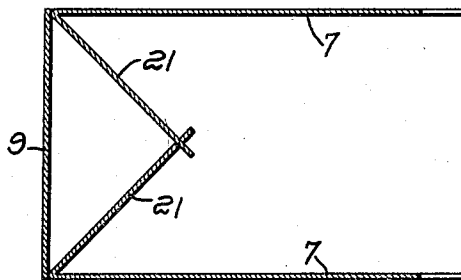
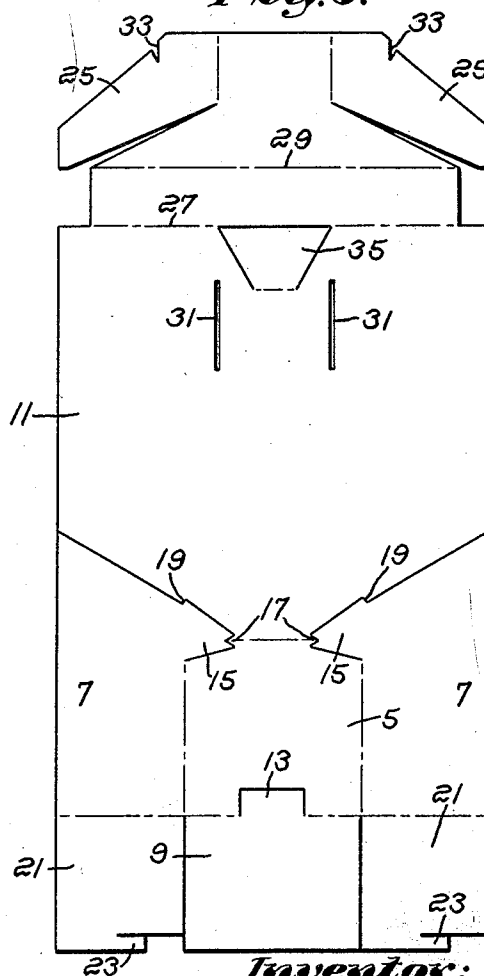


Fig. 3.



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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

Application filed March 7, 1930. Serial No. 434,043.

This invention relates to display devices such as are placed on merchants' counters to exhibit articles of merchandise to possible purchasers in a conspicuous manner. The object is to provide an improved device of this character adapted to support the articles on sale, such, for example, as individual cartons.

As a specific example of my invention I have herein shown a stand folded up from a cardboard blank to form a self-supporting structure and which is adapted to support two cartons. The construction of the specific embodiment illustrated will be well understood by reference to the following description. In the drawings:—

Fig. 1 is a central vertical section through a display stand;

Fig. 2 is a section on the line 2—2 of Fig. 1; and

Fig. 3 is a plan of the blank on a reduced scale.

The stand shown in the drawings may be formed from a single blank of cardboard or the like cut and scored in the manner indicated in Fig. 3, the dot and dash lines indicating folds. The stand shown embodies a stand or support comprising a floor portion 5, to either side of which are hinged the supporting sides 7. To the floor 5 may be hinged a front member 9 adapted to be folded downwardly therefrom and at the rear a back member 11 adapted to be folded upwardly therefrom to constitute a display card. The upper edge of the section 9 may carry a tab 13 cut out from the floor 5 so that when the section 9 is folded downwardly the tab 13 will project upwardly, as shown in Fig. 1, to aid in maintaining a carton C or like article on the floor 5.

To support the parts in the erected position the sides 7 may have provision for engaging the back 11 and I have herein shown extensions 15 forming upward projections when the parts are folded. Slots or notches 17 in the edge of the projections are adapted to receive the back and maintain the same erect and the lower edges of the back 11 which enter these slots may be provided with shoulder portions 19 engaging the sides of

the projections 15 to limit the hinging movement of the sides. The sides of the projections 15 exposed in front of the back 11 (see Fig. 1) may engage the sides of the carton C supported on the floor to aid in positioning it.

To give an underriding support to the floor the sides 7 may have hinged thereto, herein to the forward ends thereof, the sections 21 which may be folded inwardly under the floor to give an underriding support to the same. The free ends of these sections may be provided with hook-like tabs 23 to permit the sections to be locked together and the lengths of the sections are preferably such that when so engaged they are disposed in dihedral relation (see Fig. 2), thus providing a most effective support to the floor 5.

To provide for supporting a carton or the like on an upstanding member such as the back 11, I may utilize tongues 25 which may be folded to lie in vertical planes to project bracket-like from the face of the member 11 to form a support for an article such as the carton C'. For example, the member 11 may be doubled over, herein rearwardly along the fold lines 27 and 29, thus providing a forward section and a rearward section, the tongues 25 being formed from the material of the rearward section and folding forwardly to lie in front of the forward section. Herein the forward section is provided with slots 31 through which the tongues project. The two sections are suitably retained in the folded up or doubled over position, and I have herein shown the tongues 25 as being provided with notches 33 adapted to engage over the margins of slots 31.

For retaining an article such as the carton C' on the bracket-like arms 25 a tab 35 may be cut from the material of the forward section to be bent out hook-like in the manner shown in Fig. 1 and tucked into an interstice of the carton. Preferably the tab 31 is so cut that a boundary thereof extends at least to one of the fold lines on which the blank is doubled over and the upper edge is herein shown as coinciding with the fold line 27. The upper edge of the tab is thus free, as indicated in Fig. 1, facilitating the placing of the carton in position.

I am aware that the invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof, and I therefore desire the present embodiment to be considered in all respects as illustrative and not restrictive; reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

10 Claims:

1. A folding display support of sheet material comprising a floor, a back folding upwardly therefrom, sides folding downwardly therefrom, said sides having slotted projections which when the device is erected extend upwardly and receive said back in the slots thereof.

2. A folding display support of sheet material comprising a floor, a back folding upwardly therefrom, sides folding downwardly therefrom, said sides having projections which extend upwardly when the device is erected and engage the back to support the same.

3. A folding display support of sheet material comprising a floor, a back folding upwardly therefrom, sides folding downwardly therefrom, said sides having projections which extend upwardly when the device is erected and engage the back to support the same and further having sections hinged thereto to fold in beneath the floor to support it.

4. A folding display support of sheet material comprising a raised floor having a depending front at its forward edge and an upstanding back at its rear edge, sides at either side of the floor having provision for engaging the back to support the same erect and sections hinged to the sides folding inwardly beneath the floor to support the same.

5. A folding display support of sheet material comprising a raised floor having a depending front at its forward edge and an upstanding back at its rear edge, sides at either side of the floor having provision for engaging the back to support the same erect and sections hinged to the sides folding inwardly beneath the floor to support the same and having provision for interlocking in dihedral relation.

6. A folding display support of sheet material comprising a floor and depending sides hinged thereto, said sides having sections hinged to ends thereof and folding inwardly beneath the floor to support the same.

7. A folding display support of sheet material comprising a floor and depending sides hinged thereto, said sides having sections hinged to ends thereof having provision for interengaging them in folded position beneath the floor to support the same.

8. A folding display support of sheet material comprising a floor and depending sides hinged thereto, said sides having sections

hinged to homologous ends thereof having provision for interengaging them in folded position beneath the floor as a dihedral support for the same.

9. A display device comprising a supporting base, an upstanding display sheet rising therefrom having its upper portion doubled over rearwardly and downwardly, the rearward section having tongues arranged to project forwardly beyond the face of the forward section to provide elevated brackets, and means for retaining the sections in position.

10. A display device comprising a supporting base, an upstanding display sheet rising therefrom having its upper portion doubled over rearwardly and downwardly, the forward section being slotted and the rearward section having folding tongues projecting forwardly through the slots as supporting brackets, said tongues having notches interlocking the lower margins of the slots to be held engaged therewith by the weight of an article on the brackets.

11. An upstanding display device comprising a sheet of material doubled over between its ends, the rearward section having tongues of such length as then to project forwardly beyond the face of the forward section to provide elevated brackets, means to maintain the parts in position and a tab cut from the forward section adapted to be tucked into a fold of a carton to retain it on said brackets.

12. An upstanding display device comprising a sheet of material doubled over between its ends, the rearward section having tongues of such length as then to project forwardly beyond the face of the forward section to provide elevated brackets, means to maintain the parts in position and a tab cut from the forward section adapted to be tucked into a fold of a carton to retain it on said brackets, said tab having a boundary at least at the elevation of a fold line to provide an exposed edge.

In testimony whereof, I have signed my name to this specification.

FERRARI P. WARD.