Dec. 11, 1923. 1,476,860

A. W. P. VERGEER

DISPLAY STAND

Filed May 2, 1921

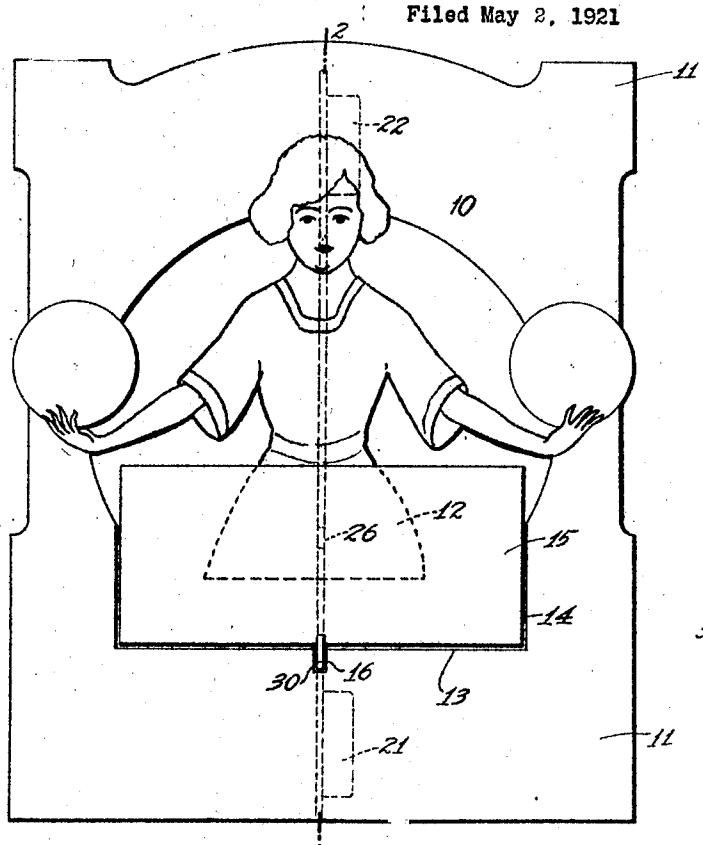


Fig. 1

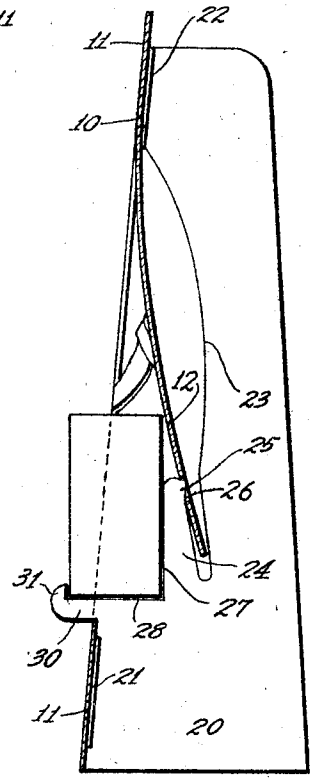


Fig. 2

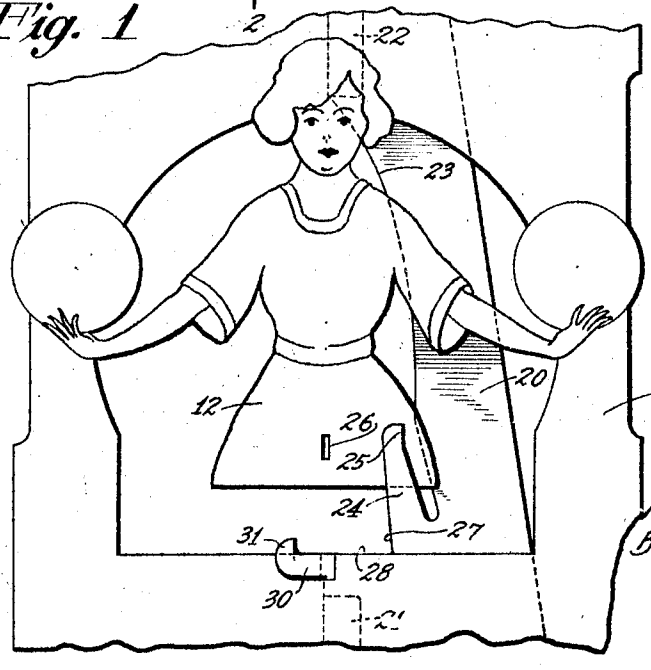


Fig. 3

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UNITED STATES PATENT OFFICE.

ALBERT W. P. VERGEER, OF NEW YORK, N. Y.

DISPLAY STAND.

Application filed May 2, 1921. Serial No. 466,089.

To all whom it may concern:

Be it known that I, ALBERT W. P. VERGEER, a citizen of the United States, residing at New York city, in the county of Kings and State of New York, have invented certain new and useful Improvements in Display Stands, fully described and represented in the following specification and the accompanying drawings, forming a part of the same.

This invention relates to display stands, and has for an object to provide an article of this character which may be folded flat for purposes of transportation, and which will stand erect when placed in display position.

A further object of the invention is to provide means for locking the parts of the device in display position.

A further object of the invention is to provide a folding display device adapted to support a container or other article to be displayed.

A further object of the invention is to arrange the operative parts of the device in such a manner that they shall not detract from but rather enhance the attractiveness of the advertising or other matter displayed.

In the approved embodiment of the invention illustrated in the accompanying drawing a poster or other display card is provided with a hinged support to retain it substantially upright and with a flap which may be arranged to conform to the matter displayed on the poster. The flap is engaged and bent backwardly by the hinged support and serves to lock the support in position to support the poster. Furthermore, in the form illustrated, the poster is provided with an aperture for the insertion of a container or other article to be displayed, and the support is so formed that it engages and supports the container on both sides of the poster. For purposes of transportation, the support may be folded flat against the poster and the flap then lies in line with the rest of the poster.

In the accompanying drawings:—

Fig. 1 is a front elevation of the device in display position;

Fig. 2 is a sectional elevation of the device in display position taken on the line 2—2 of Fig. 1; and

Fig. 3 is a front elevation of the lower part of the device, in folded position.

The poster 10 is most desirably formed of cardboard, or similar material, but may be formed of any sheet material which has sufficient rigidity to remain flat when placed on edge. The poster 10 is formed so as to provide a frame 11 which is most desirably continuous, as shown, and an internal flap 12 extending from the inner edge of the frame. The flap 12 may be bent backwardly from the frame. If the frame is of resilient flexible material, such as cardboard, the flap 12 may be made integral therewith, as shown in the drawings. This construction has certain advantages apart from its simplicity, as hereinafter pointed out. It is not necessary however, that the flap 12 be integral with the frame or that it be made of flexible material.

The inner edge 13, 14 of the lower portion of the frame is formed to fit a container 15 or other article to be supported by the device. In the edge 13 is formed a vertical slot 16.

The support 20 is hinged to frame 11 by a tab 21 secured to the lower portion of the frame and a tab 22 secured to the upper portion of the frame. The inner edge of the support 20 is cut away at 23 between the hinges to permit the flap 12 to swing rearwardly when the support is in its operative, or extended position. On the support 20 is formed a projection 24 which extends in front of the flap 12. The rear corner 25 of the projection 24 is formed to enter an aperture 26 in the flap 12 when the device is in display position (Fig. 2).

In the inner edge of the support 20 is formed a recess, the edge 27 of which is adapted to engage the back of the container 15, while the lower edge 28 lies on the same level as the lower inner edge 13 of the frame 11 and is adapted to engage the bottom of the container 15. The support 20 has a projection 30 which extends through the slot 16 in the frame 11 and serves to support the bottom of the container 15 in front of the frame 11. The end 31 of the projection 30 extends upwardly so as to engage the front of the container 15.

From the above description it is apparent that when the device is in display position as shown in Figs. 1 and 2, the support 20 being extended at right angles to the poster 10, serves to hold the poster substantially upright. The support is locked in this position by the engagement of the corner 25 of the projection 24 in the aperture 26 of the

flap 12. It is apparent also that the device serves as a firm support for the container 15.

When the device is to be folded for shipment or storage, the container 15 is first removed, the flap 12 is then swung back slightly to disengage its aperture 26 from the projection 14 and the support 20 is then folded flat against the poster. The parts of the device then occupy the positions indicated in Fig. 3. The projection 30 displaces somewhat the parts of the frame adjacent to the edges of the slot 16, so that the projection 30 lies flat against the front of the poster while the main portion of the support 20 lies flat against the back of the poster. Furthermore, the projection 24 of the support 20 remains in front of the flap 12 while the edge of the flap extends in front of the rear portion of the support 20. This engagement between the flap 12 and the support 20 serves to draw the flap forward into line with the frame 11 when the support 20 is folded against the frame. As a result the entire device is compactly folded.

To put the device in display position after it has been folded, it is merely necessary to turn the support 20 outwardly. In this movement of the support the projection 24 bends the flap 12 backwardly until, when the support has reached a perpendicular position, the corner 25 enters the aperture 26. The resiliency of the flap 12 keeps it pressed against the projection 24 of the support during the opening of the support and retains the aperture 26 and the corner 25 in cooperative relation when the support is opened to right angle position. The container 15 may then be placed in the device.

Among the advantages of the device described is the fact that it may be completely made of two pieces of sheet material, one of which may be cut to form the frame 11 and the flap 12, while the other may be cut to form the support 20 including the projection 24, the projection 30, and the hinge tabs 21, 22. The assembly of the two parts of the device involves only pasting, or otherwise attaching, the hinge tabs 21, 22 to the back of the frame 11.

A further advantage of the embodiment of the invention shown in the drawings is that the flap 12 is made to conform in outline with a portion of the design displayed upon the poster 10 so that the presence of the flap tends rather to enhance than detract from the attractiveness of the design. Furthermore, the container or other article 15 serves to conceal the lower edge of the flap where a break in the design would otherwise appear and also to conceal the aperture 26 in the flap, thus preventing the operative parts of the device from in any way interfering with the attractiveness of the design displayed upon the poster.

The invention is by no means limited to the exact form which has been described and while the embodiment of the invention shown in the drawing forms a unitary structure adapted to display advertising matter and support a container, it is apparent that various features of the device may advantageously be used without the others. Thus, the parts adapted to support the container may, if desired, be omitted, and, if desired, the upper portion of the support and the portion of the support behind the flap may be omitted.

What is claimed is:

1. A display stand, comprising a poster forming a continuous frame and an internal flap integral with the frame and extending from an inner edge of the frame and adapted to be bent backwardly from the frame, and a support hinged to the back of the frame and having a portion adapted to lie in front of said flap when the support is folded against the frame and to bend said flap backwardly from the frame when the support is extended at an angle to the frame.

2. A display stand, comprising a frame, a flap extending from a substantially horizontal inner edge of the frame and adapted to be bent backwardly, and a support hinged to the back of the frame along a line substantially perpendicular to said inner edge and having a portion adapted to lie in front of said flap and to bend said flap backwardly when the support is extended at an angle to the frame.

3. A display stand, comprising a frame, a flap extending from an inner edge of the frame and adapted to be bent backwardly and containing an aperture, and a support hinged to the back of the frame and having a portion adapted to lie in front of said flap and to bend said flap backwardly as the support is extended at an angle to the frame and to enter the aperture in said flap when the support reaches operative position and to retain the support in such position.

4. A display device, comprising a frame, a flap extending from an inner edge of the frame and adapted to be bent backwardly, and a support hinged to the back of opposite portions of the frame having its inner edge cut away to permit the flap to swing back when the support is in operative position and having a projection adapted to extend in front of the flap and to bend the flap backwardly when the support is extended at an angle to the frame.

5. A display device, comprising a frame, a flap extending from an inner edge of the frame and adapted to be bent backwardly and containing an aperture, and a support hinged to the back of opposite portions of the frame having its inner edge cut away to permit the flap to swing back when the support is in operative position and having

a projection adapted to extend in front of the flap and bend the flap backwardly as the support is extended at an angle to the frame and to enter the aperture in the flap to lock the support in extended position.

6. A display device, comprising a frame, a flap extending from a substantially horizontal inner edge of the frame and adapted to be bent backwardly, and a support hinged to the back of the frame along a line substantially perpendicular to said inner edge having an open recess into which the flap projects, the front edge of said recess being adapted to engage the flap and bend it backwardly when the projection is extended at an angle to the frame and the rear edge of said recess being arranged to engage the flap and move it into line with the frame when the support is folded against the frame.

7. A display stand, comprising a poster having an aperture for an article to be displayed and a slot at one side of said aperture, and a support hinged to the back of the poster having its inner edge formed to engage the article and having a projection extending through said slot and adapted to support the article in front of the poster when the support is extended at an angle to the frame.

8. A display stand, comprising a poster having an aperture for an article to be displayed and a slot at one side of said aperture, a support hinged to the back of the poster having its inner edge formed to engage the article, and having a projection extending through said slot and adapted to support the article in front of the poster when the support is extended at an angle to the frame, and means for locking said support at an angle to the frame.

9. A display stand, comprising a poster forming a frame and a flap extending from the inner edge of the frame adapted to be bent backwardly and conforming in outline to a portion of a design displayed on the poster, and a support hinged to the back of the frame and having a portion adapted to extend in front of said flap and to bend said flap backwardly from the frame when the support is extended at an angle to the frame, said frame and said flap being formed to support an article in position to conceal the lower edge of the flap when the parts are in operative position.

10. A display device, comprising a poster forming a frame and a flap extending from the inner edge of said frame adapted to be bent backwardly containing an aperture near its free end and conforming in outline with a portion of a design displayed upon said poster, and a support hinged to the back of opposite portions of the frame having its inner edge cut away to permit the flap to swing back when the support is in operative position and having a projection adapted to extend in front of the flap and bend the flap backwardly as the support is extended from the frame and to enter the aperture in the flap to lock the support in extended position, the frame and the support being formed to support an article in position to conceal the lower edge of the flap and the aperture in the flap when the parts are in operative position.

In testimony whereof I have hereunto set my hand in the presence of two subscribing witnesses.

ALBERT W. P. VERGEER.

Witnesses:
J. C. KINBERGER,
WIARD H. HABERSACK.