Aug. 23, 1932. R. M. RING 1,873,036

DISPLAY STAND

Filed Dec. 16, 1931

Fig. 1.

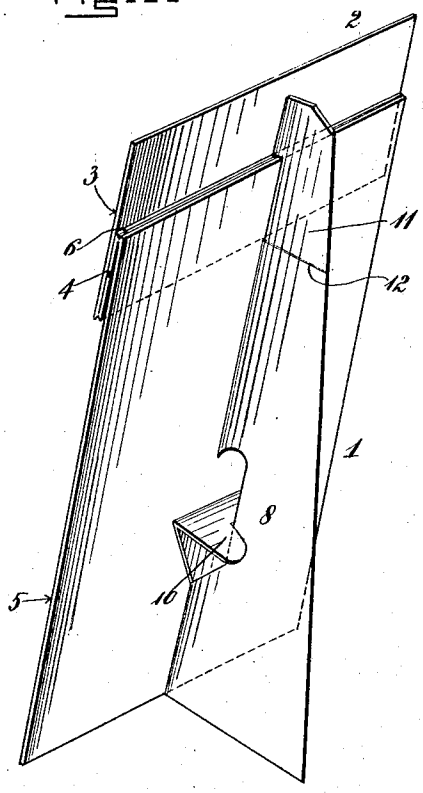


Fig. 2.

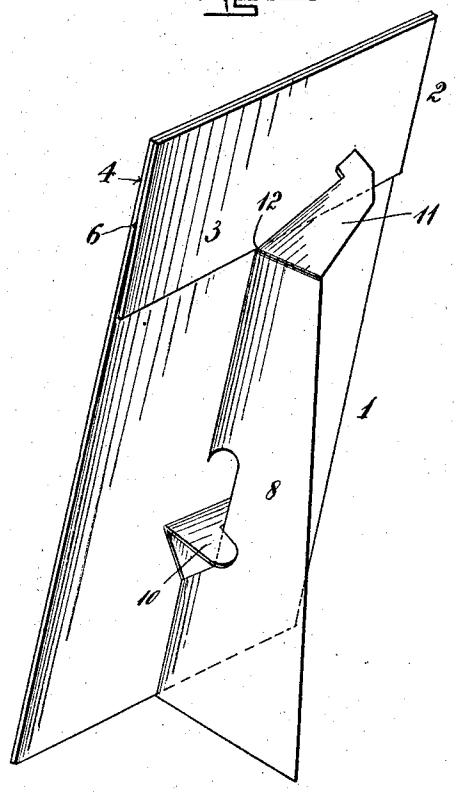


Fig. 3.

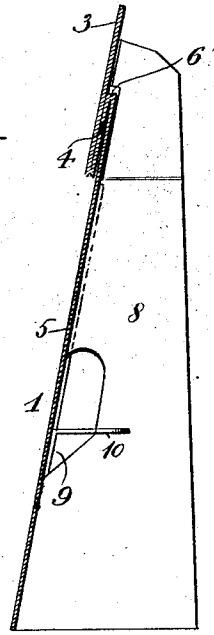


Fig. 5.

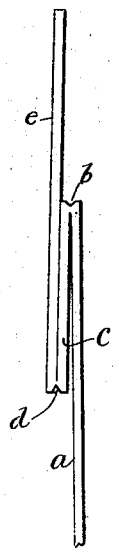


Fig. 4.

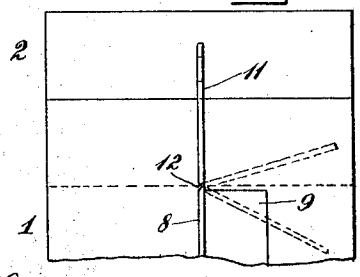
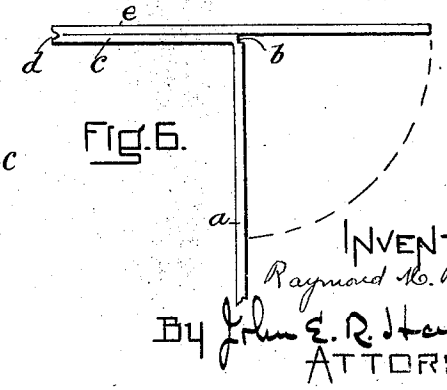


Fig. 6.



INVENTOR
Raymond M. Ring
BY John E. R. Hayes
ATTORNEY

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UNITED STATES PATENT OFFICE

RAYMOND M. RING, OF ROCHESTER, NEW YORK, ASSIGNOR TO THE FORBES LITHOGRAPH MANUFACTURING COMPANY, OF BOSTON, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS

DISPLAY STAND

Application filed December 16, 1931. Serial No. 581,308.

The invention relates to a display stand of the show-card type on which advertising matter may be displayed.

The object of the invention is to provide a stand the body of which comprises a stationary part bearing display matter on its front and connected thereto an auxiliary part of a reversible character bearing display matter on both its front and back, and which auxiliary part will lie in extension of the stationary part of the stand when moved into either of its reversed positions and the display matter thereon, front or back, will supplement matter displayed on the stationary part of the stand. In many instances it is desired to vary the subject-matter displayed on a stand of the above type, and the present stand allows this to be done by simple manipulation.

The invention can best be seen and understood by reference to the drawing, in which—

Figure 1 is a perspective view of the stand when in one of its display positions.

Fig. 2 is a perspective view of the stand when in another of its display positions.

Fig. 3 is a longitudinal section of Fig. 1.

Fig. 4 is a view in rear elevation of a fragmentary part of the top of the stand, and

Figs. 5 and 6 illustrate diagrammatically the way in which the reversible portion of the stand body is made.

Referring to the drawing:—

The body of the stand comprises parts 1 and 2 both preferably made of cardboard. Part 1 is stationary. Part 2 connected to part 1 is reversible and is so disposed with relation to part 1 that when in either of its reversed positions it will lie in extension of part 1 and its front and back faces 3 and 4, respectively, will, as the position of part 2 is changed or reversed, be brought into line with the display face 5 presented by part 1 in continuation thereof. To this end part 2 is hinged at 6 to turn on the top edge of part 1. The hinge 6 is located between the top and bottom edges of part 2 and preferably at a point about midway between these edges. With the parts thus connected and arranged, when part 2 is in one position, as shown in Fig. 1, the portion thereof lying below its hinge will overlap the front top edge portion of part 1; the portion of part 2 lying above its hinge will lie in extension of part 1 and the entire face 3 of part 2 will be in substantial alignment with that portion of face 5 of part 1 then left exposed. On the other hand, when the position of part 2 is reversed, as shown in Fig. 2, the portion of part 2 lying below its hinge will overlap the top edge portion of part 1 at the back, while the portion of part 2 lying above its hinge will lie in top extension of part 1 and the portion of its face 4 then lying above the hinge will be brought into line with the entire face 5 of part 1 then left exposed.

The preferred form of the stand is one in which its body parts 1 and 2 are made of a single piece of material the hinged connection between the parts being obtained simply by scoring the material. This is shown diagrammatically in Figs. 5 and 6 where the piece *a* of the material represents the body part 1 of the stand. Extending from the top edge of *a* and connecting flexibly therewith by a scoring *b* in the material is a flap *c*. Connecting with the outer edge of this flap and bent by a scoring *d* in the material to overlap the flap is a piece *e* which forms the part 2 of the stand body. The piece *e* is pasted in any suitable manner to the flap *c* and has extension beyond the point of the scoring *b*. The scoring *b* in the material then forms the hinged connection 6 between *a* and *e* which form as above explained the body parts 1 and 2 of the stand.

For maintaining the stand in an upright display position a supporting wing 8 is provided at the back which is secured to the back part of the body 1 of the stand by a turned edge 9 and held in extended position by a tongue 10 in the usual manner. The wing 8 is provided with a top extension 11 hinged to the body of the wing at the point of a horizontal scoring 12 in the material so that the position of the wing extension may be changed. When the body part 2 of the stand is occupying the position shown in Fig. 1 the wing extension will be turned up to bear against the rear side of the part 2 lying above

the point of its pivotal connection with the part 1 of the stand. When the part 2 of the stand is occupying a reversed position as shown in Fig. 2 then the wing extension will be turned down to bear against the rear side of that portion of the part 2 lying below the point of its pivotal connection with part 1. In this way the part 2 of the stand in both of its reversed positions will be maintained in proper extension of the part 1 of the stand with the faces of the respective parts lying in proper alignment with one another.

Having thus fully described my invention, I claim and desire to secure by Letters Patent of the United States:—

1. A display stand comprising a body having a stationary part and a reversible part mounted to turn on an edge of said stationary part, and means for mounting said reversible part on said stationary part whereby in either of its reversed positions it will lie in extension of said stationary part and whereby, also, matter displayed on the faces thereof, front or back, will supplement matter displayed on the front of the stationary part of the stand.

2. A display stand comprising a body having a stationary part adapted to bear display matter on its front and a reversible part adapted to bear display matter on its front and back, and means forming a hinged connection between an edge of said stationary part and said reversible part at a point between opposite edges thereof whereby the reversible part may be turned on said stationary part and the relative position thereof become reversed and in either of its reversed positions it will lie in extension of said stationary part and matter displayed on the faces thereof, front, or back, will supplement matter displayed on the front of said stationary part.

3. A display stand comprising a body having a stationary part and a reversible part mounted to turn on an edge of said stationary part, means for mounting said reversible part on said stationary part whereby in either of its reversed positions it will lie in extension of said stationary part and whereby, also, matter displayed on the faces thereof, front or back, will supplement matter displayed on the front of the stationary part of the stand, and a support for said body including means for maintaining said reversible part in either of its reversed positions.

4. A display stand comprising a body having a stationary part adapted to bear display matter on its front and a reversible part adapted to bear display matter on its front and back, means forming a hinged connection between an edge of said stationary part and said reversible part at a point between opposite edges thereof whereby the reversible part may be turned on said stationary part and the relative position thereof become reversed and in either of its reversed positions it will lie in extension of said stationary part and matter displayed on the faces thereof, front or back, will supplement matter displayed on the front of said stationary part of the stand, and a support for said body including means for maintaining said reversible part in either of its reversed positions.

5. A display stand comprising a body having a stationary part adapted to bear display matter on its front and a reversible part adapted to bear display matter on its front and back, means forming a hinged connection between the top edge of said stationary part and said reversible part at a point substantially midway between opposite edges thereof whereby the reversible part may turn on said stationary part and its position be reversed and in either of its reversed positions it will lie in extension of said stationary part and matter displayed on the faces thereof, front or back, will supplement matter displayed on the front of said stationary part and a support for said body of the stand including a wing secured to said stationary part and a movable top extension to said wing adapted to hold said reversible part in either of its reversed positions.

RAYMOND M. RING.