J. A. IMHOF.

DISPLAY STAND.

APPLICATION FILED DEC. 23, 1914.

1,157,542.

Patented Oct. 19, 1915.

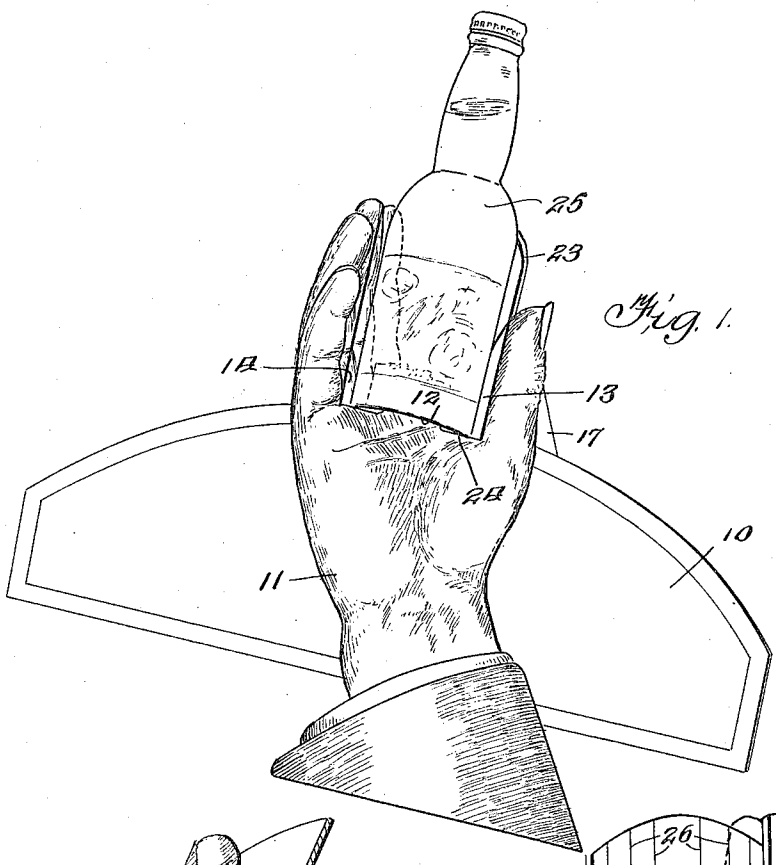


Fig. 1.

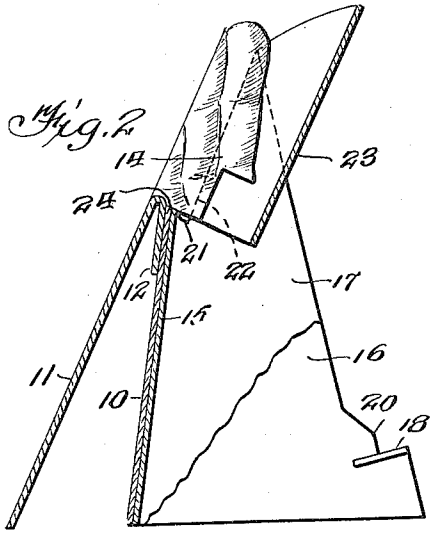


Fig. 2.

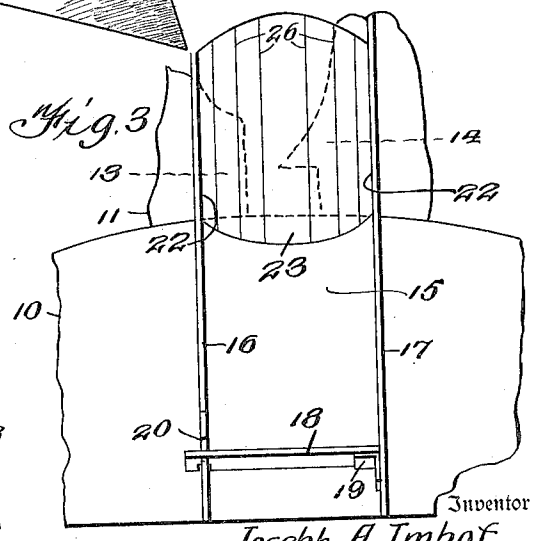


Fig. 3.

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UNITED STATES PATENT OFFICE.

JOSEPH A. IMHOF, OF NEW YORK, N. Y., ASSIGNOR TO KAUFMANN & STRAUSS CO., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY-STAND.

1,157,542. Specification of Letters Patent. Patented Oct. 19, 1915.

Application filed December 23, 1914. Serial No. 878,763.

To all whom it may concern:

Be it known that I, JOSEPH A. IMHOF, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Display-Stands; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to display stands and more particularly to that type wherein the actual article may be displayed in a conspicuous manner.

An object of this invention is to provide a simple device for supporting a commercial article in an attractive manner.

A further object of this invention is the provision of an attractive display for supporting a commercial article or container which may be conveniently packed in small compass.

A further object of this invention is the provision of a display card in combination with an easel having sustaining wings formed thereon and in having said wings provided with a bendable portion therebetween, between lines on said wings distant from the line of fold for said wings, whereby said bendable portion may receive an article to be displayed to support the weight thereof upon a ridged portion between said wings and whereby said article may be maintained in the desired position by said bendable portion.

Further objects will be apparent from the following specification, appended claims and drawings in which,

Figure 1 is a perspective view of the display set up. Fig. 2 is a vertical cross sectional view through the central portion thereof and Fig. 3 is a rear elevation of parts of the display.

In display stands of this type, there is provided a placard for advertising matter and a presentation of a hand disposed in front of said placard to accentuate the features of the display. The article to be displayed is supported by an easel, which also maintains the placard and hand in the desired position.

Referring to the drawings, the placard is indicated by the numeral 10 and this placard may be of any desired shape or size to receive advertising matter. A card 11, shown in the form of a hand is hingedly connected to said placard by a tongue 12 which may be formed integral with said card and which may be pasted or otherwise attached to said placard. The card portion 11 has bendable wing portions 13 and 14 thereon, which receive a container or the like therebetween when the display is set up.

The placard 10 and card 11 are maintained at the desired inclination by an easel comprising the body portion 15 with the bendable wings 16 and 17 on the opposite edges thereof, of which the wing 17 has a tongue 18 formed thereon which is bendable to have the free end thereof engage the wing 16. This tongue may have a fabric hinge 19 gummed thereto, to relieve the strain on the ruptured portion incident to the bending of said tongue and the free end of said tongue is adapted to have a notch formed therein to engage a shoulder 20 formed on the wing 16 as shown in Fig. 2 of the drawing. The wings 16 and 17 are cut as at 21 to permit lines of scoring 22 being formed out of alinement of the fold of said wings with respect to the base portion to allow that portion 23 between the lines 22 to form an arcuate support for a container which may rest upon the edge 24 to hold the same in the desired position, said container being of any cylindrical or similar form such as shown at 25. The arcuate support 23 may be provided with lines of scoring 26 which facilitate in allowing said support to adapt itself to any container placed therein. When the container is placed in the support 23, the wings 13 and 14 are bent backwardly to cause the cut-out portion to appear to envelop the rear half of the container as would be the case in a hand holding a container.

Various modifications may be made within the scope of this invention without departing from the spirit thereof and the drawing is submitted for illustrative purposes only.

Having thus described my invention, I claim:—

1. In a display stand of the class described, an advertising placard, a card attached to said advertising placard, having bendable away wings formed in said card, an easel attached to said placard having wings bendable away from said placard, a

locking tongue to hold said wings in spaced relation and a bendable support carried by said easel to receive the bendable wings from said card.

2. In a display stand of the class described, a card, bendable wings formed on said card to receive an article to be displayed therebetween, an easel attached to said card, said easel having a body portion and wings bendable therefrom, a locking tongue for holding said wings in fixed position, said body portion and wings being cut to form a bendable support, said support being bendable from said wings along the line out of alinement of the hinge for said wings.

3. In a display stand of the class described, a card, having fingers indicated thereon, wings bendable therefrom, an easel for maintaining said card in standing position, said easel having a body portion and wings bendable therefrom, said body portion and wings being cut to form a bendable support, said support being hinged to said wings, along lines out of alinement of the hinges for said wings, the wings bendable from said fingers, fitting in the bendable support and the upper end of said body portion of said easel from which said bendable portion is cut together with said bendable portion being adapted to receive and support a container to be displayed.

4. In a display stand of the class described, an easel comprising a body portion, wings bendable from said body portion, a locking means for holding said wings in bent relation to said body portion, a supporting member formed of said body portion and wings, said supporting member comprising that portion of the wings and body portion between lines on said wings out of alinement of the line of bend for said wings, an edge formed on the body of the easel by said supporting member, said supporting member having lines of scoring thereon to facilitate curving the same to said supporting member to a container and said supporting member in the edge formed thereby serving to support an article to be displayed.

In testimony whereof he affixes his signature in presence of two witnesses.

JOSEPH A. IMHOF.

Witnesses:
HUGO MOCK,
ADOLPH L. MOCK.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents. Washington, D. C."