C. W. PAGE.

DISPLAY STAND.

APPLICATION FILED JUNE 3, 1916.

1,247,871. Patented Nov. 27, 1917.

Fig. 1.

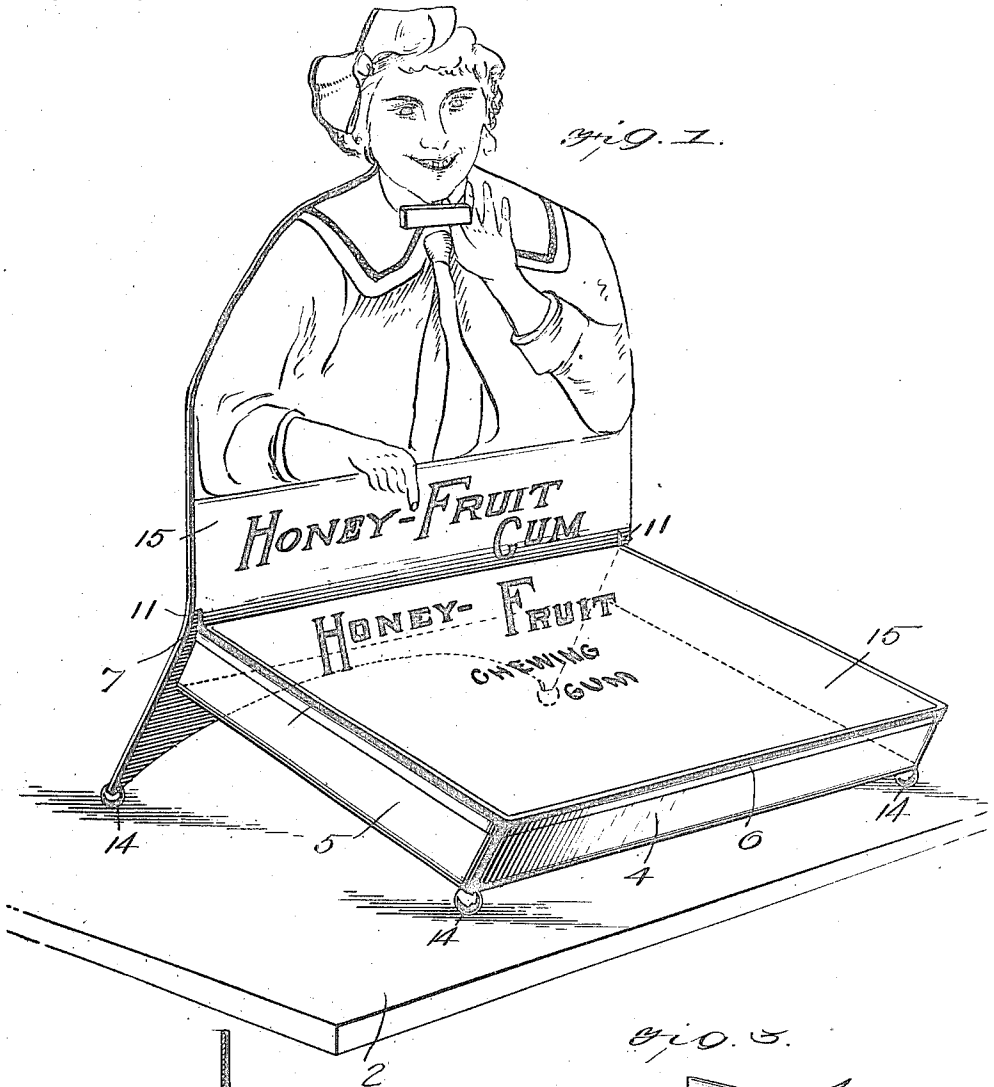


Fig. 2.

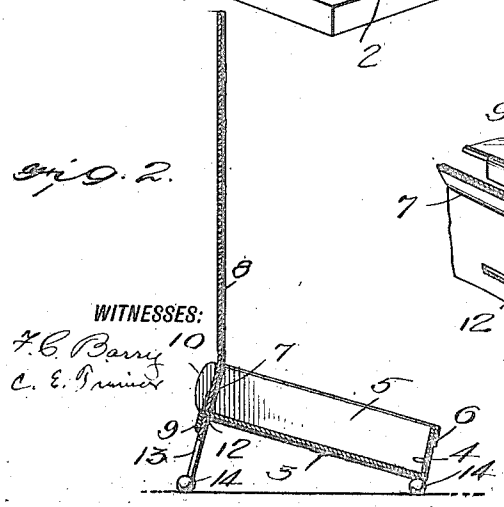
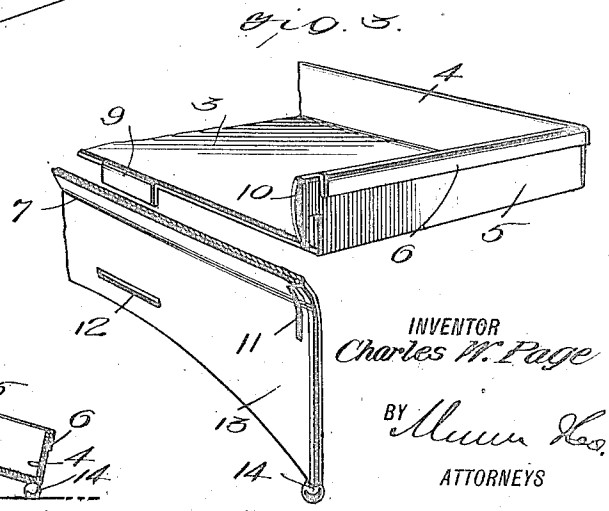


Fig. 3.



WITNESSES:

F. C. Barry

C. E. Prince

INVENTOR

Charles W. Page

BY Munn & Co.

ATTORNEYS

UNITED STATES PATENT OFFICE.

CHARLES WOODSWORTH PAGE, OF RICHMOND, VIRGINIA.

DISPLAY-STAND.

1,247,871. Specification of Letters Patent. Patented Nov. 27, 1917.

Application filed June 3, 1916. Serial No. 101,460.

To all whom it may concern:

Be it known that I, CHARLES W. PAGE, a citizen of the United States, and a resident of Richmond, in the county of Henrico and State of Virginia, have invented new and useful Improvements in Display-Stands, of which the following is a specification.

My invention is an improvement in display stands, and has for its object to provide a stand adapted for use on show cases, tables and the like, for containing small packaged articles, as for instance, chewing gum or the like, wherein a container is provided for receiving the carton containing the packages of gum, the said container being adapted to set on the top of the show case or table, and having connected therewith an ornamental panel which extends above and below the container and rests upon the top of the show case or table to hold the container in inclined position.

Figure 1 is a perspective view of the improved stand in use,

Fig. 2 is a transverse vertical section, and Fig. 3 is a detailed perspective view of the connection between the container and the panel.

The present embodiment of the invention is shown resting upon the glass top 2 of a show case, and the container, which may be of any suitable or desired material, as for instance light sheet metal, celluloid or the like, consists of a bottom 3, a front wall 4 and end walls 5, the said front and end walls being integral with the bottom, as shown. In order to reinforce and ornament the upper edges of the front and end walls they are flanged outwardly and downwardly as indicated at 6, and the rear wall of the container is formed by the panel, the bottom and the end walls of the container being detachably connected with the said panel.

The panel as shown, is of the same material as the container, comprising a body 7, to which the container is connected, and the ornamental portion 8 which extends above the container.

The bottom 3 is provided at the center of its rear edge with a depending tongue 9, and each of the ends 5 is provided at the rear with a tongue 10. The tongues 10 are integral with the ends and they are formed by notching the end walls from below.

These tongues are adapted to engage slots 11 in the bottom of the panel near the ends thereof, and the tongue 9 is adapted to engage a slot 12 at about the center of the body 7.

It will be evident that when the tongue 9 is engaged with the slot 12 and the tongues 10 are passed through the slots 11, and when the container is moved downward with respect to the panel, the tongues 10 will lock behind the panel, as will also the tongue 9, and the container will be held tightly to the panel, while at the same time it may be detached therefrom by moving the container in the proper direction with respect to the panel.

The slots 11 are of such length that the tongues 10 may easily engage therewith, and the upper portion 8 of the panel is preferably shaped to correspond with the outline of the upper portion of a figure, as for instance, the representation of a lady, calling attention to the articles in the container.

The body of the panel extends above and below the container as shown, and the lower end of the panel is recessed to form legs at the end of the panel. The legs and the corners of the container remote from the legs, have ball feet 14 for engaging the show case or table, to prevent injury thereto.

The carton 15 is held in the container between the front and end walls and the panel, and preferably the container is of such size that the carton will just fit therein and will be held against displacement when the carton is opened.

The improved stand may be of any desired size and of any preferred material, and may be ornamented in any desired manner.

In practice, the outside walls of the container will be a reproduction of the present carton, that is, the sides of the container will be ornamented in colors, as is the present manufacturers' box or carton. It will be noticed that the panel is bent in such manner that it forms, in addition to the display panel, a back wall for the container, parallel with the front wall. The ball feet may be replaced if desired by rubber, or they may be merely metal with a bead or flange. In practice the rear leg will be somewhat wider and flanged.

The object of the improved stand is to display the goods on the counter, that is to get them off the shelf. Chewing gum and

the like are, as a rule stacked on the shelf, and the tops of the boxes which carry the manufacturers' advertisement are torn off. The stands will get the goods on the counters, thus bringing them prominently into view where there will be a better opportunity to dispose of them. The backs, however, cannot be torn off, but remain as a permanent advertisement.

In addition the stand will reduce the manufacturers' expense for lithographed boxes. The present container used by manufacturers is expensive and one is required for every twenty packages of gum. With the container a reproduction of the usual box, the goods may be shipped in plain boxes of a size to fit within the container. The stand is permanent, tight and rigid when set up, and is of simple construction. When knocked down for shipping it is almost flat, and when set up the stand is low and does not hide other goods.

A panel 16 is provided on the portion 8 of the back panel, which may bear the name of the article disclosed. This panel is between the representation of the figure and the container, and the figure in the present instance is represented as leaning upon the panel.

I claim:—

A display stand comprising an upwardly and rearwardly inclined container, and a supporting panel to which the rear end of the container is detachably connected, having portions above and below the said rear end of the container, said panel and container having relatively engaging slots and projections forming the detachable connection.

CHARLES WOODSWORTH PAGE.

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