

Sept. 6, 1932.

M. E. HOLY

1,875,460

DISPLAY STAND

Filed Aug. 17, 1929

2 Sheets-Sheet 1

Fig. 2.

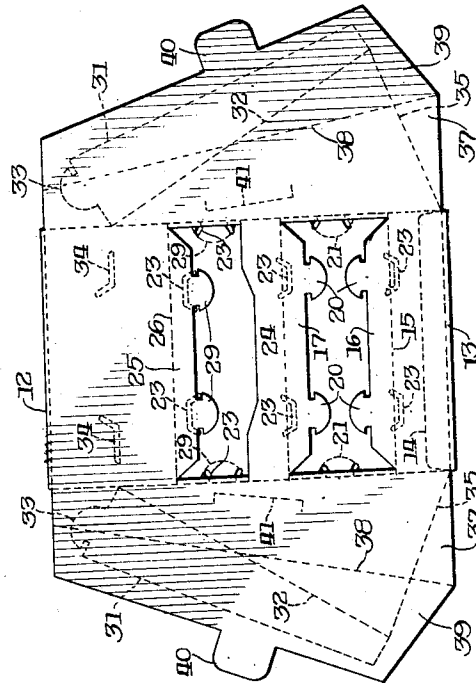
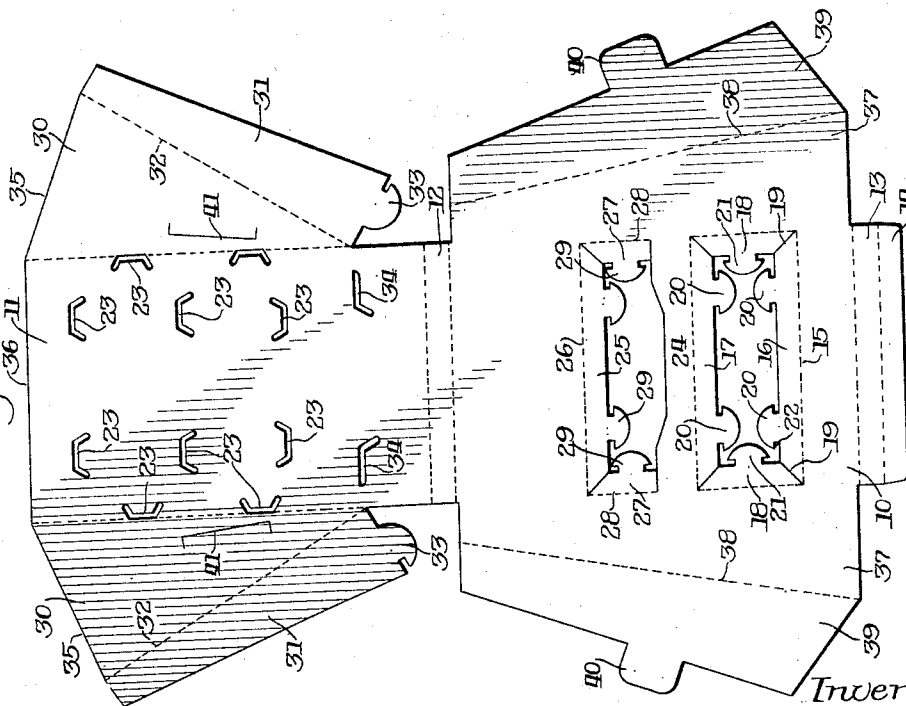


Fig. 1.



Inventor.  
Mitchel E. Holy.

By *William H. Hapley & Byron Knight*  
Attys

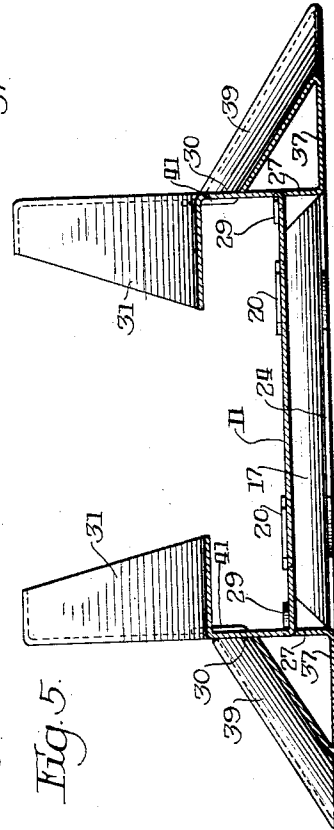
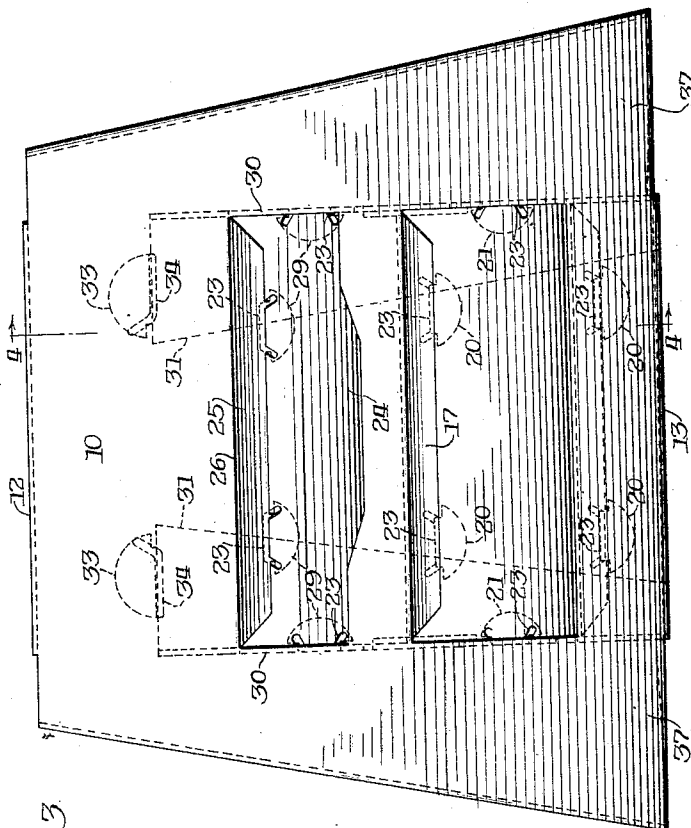
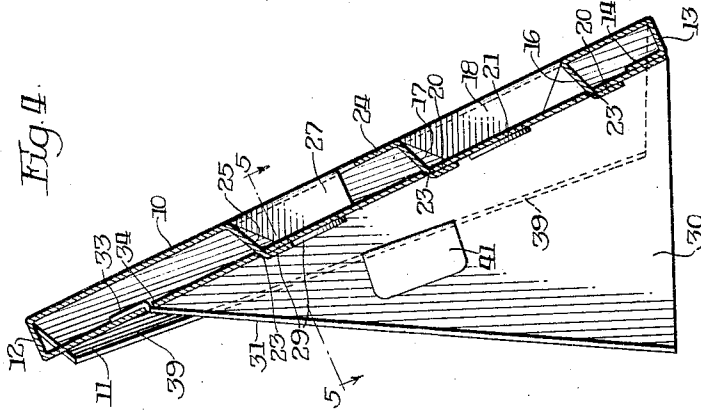
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2 Sheets-Sheet 2



Inventor:  
Mitchel E. Holy

By *Wilkinson Hughes & Taylor*  
Attys.

## UNITED STATES PATENT OFFICE

MITCHEL E. HOLY, OF CHICAGO, ILLINOIS, ASSIGNOR, BY MESNE ASSIGNMENTS, TO  
CONTAINER CORPORATION OF AMERICA, OF CHICAGO, ILLINOIS, A CORPORATION  
OF DELAWARE

## DISPLAY STAND

Application filed August 17, 1929. Serial No. 386,707.

This invention relates to improvements in display stands, and particularly to a form of display stand adapted to serve as a rack for supporting articles and to include panels upon which advertising material may appear to attract the attention of customers.

Various forms of display stands and racks constructed generally of cardboard material have been developed, such that the storekeeper may set up the stand in a position to attract the attention of the purchaser to the articles displayed therein. The stands should be so formed that they may be easily and readily set up by the bending of supporting flanges and securing tabs without the use of additional securing members. It is also convenient to have the rack so designed that it may be shipped to the place of use folded in a substantially flat arrangement.

Racks of the type to which the present improvements apply include a front member and back member in spaced substantially parallel planes and serve to include between their surfaces the articles which are held in display position.

It is the purpose of the present invention to provide a more economical and efficient stand which when set up will be substantially rigid and will not be easily tipped over.

It is further a purpose of the present invention to provide a display rack which has a plurality of openings in the front member in order that articles of merchandise may be held in the pockets formed by bending flanges from the front member.

Another purpose of the present invention resides in a construction whereby the rack is supported by a pair of flanges on each side; thus, the front flanges will be arranged in positions forming wings substantially in the plane of the front member and therefore may be used as advertising faces in a more efficient manner than if they were folded transverse to the plane of the front member.

An additional purpose of the present inven-

tion consists in the provision of extension wings from the front panel which may be folded and attached to the rear supporting flanges in such a manner that the wide side opening between the front and rear panels is concealed when the stand is set up.

Further and additional objects and advantages of the herein described embodiments will be more readily apparent from the following detailed description, taken in connection with the attached drawings, in which—

Figure 1 is a plan view of the opened up sheet of material which forms the stand;

Figure 2 is a plan view of the front of the rack with the supporting flanges in initial unfolded position, but with the front and rear panels secured together ready for shipment;

Figure 3 is a front elevation of the completely set up rack;

Figure 4 is a vertical transverse sectional view taken through the set up rack shown in Figure 3; and

Figure 5 is a substantially horizontal section taken on the plane indicated by 5—5 of Figures 3 and 4.

Referring first to the complete blank illustrated in Figure 1, there is shown a front panel member, designated generally as 10, and a rear panel member 11. These panels are joined by the strip 12 at the upper end of the front panel member, which is adapted to fold relative to the front and rear members. At the lower portion of the front member is an extension flange 13, from which is folded an attaching flange 14.

In the initial operation performed by the manufacturer, the rear member 11 is folded into a plane substantially parallel to the plane of the front member 10, and the attaching flange 14 is glued or secured in some suitable manner to the lower edge of the rear member, as will be evidenced from the sectional view of Figure 4. The front member is formed with scored lines defining a lower rectangle 15, and to serve as edges upon which

may be folded a lower flange or flap 16, an upper flange 17 and side flanges 18. Diagonal cuts 19 are made at the corners between the flanges inwardly folded from the rectangle 15. Each of the flanges 16, 17 and 18 is provided with means to detachably connect to the rear flange 11; thus there is shown a pair of tabs 20 on each of the upper and lower flanges 16 and 17 and a tab 21 extending from each of the side flanges 18. The tabs are substantially semi-circular in form and connect to the flanges or flaps by reduced necks formed by cutting notches 22. The tabs 20 and 21 connect to the rear member 11 through the U-shaped slots 23, and when in locked position, the tabs are securely held by the tongued portions which are formed by the provision of the notches 22.

Figure 3 illustrates the final position of the upper and lower flanges 16 and 17, and it will be apparent that the flanges rearwardly incline below a right angle position relative to the front member 10; while the side flanges 18 are bent in transverse relation to the front member 10. Thus there is formed a pocket which serves to support an article placed therein and to hold it in display position.

The upper flange 17 extends from a strip 24, forming a portion of the front panel member. Immediately above the strip 24 there is formed a pocket similar to the lower pocket by providing an upper flange 25 inwardly foldable on a scored line 26, and side flanges 27 inwardly foldable on the vertical scored lines 28. The flanges 25 and 27 are provided with tabs 29 similar to the previously described tabs, which engage openings formed in the back member 11. Additional pockets may be provided in order to support additional articles in a manner similar to that described.

It will be noted that the flap folded from the upper edge of the lower member formed in the front member forms the top of the lower pocket and the bottom of the pocket next above. The strip 24, which extends upward to the flap 17, provides a ledge to hold articles in the upper pocket from slipping out. If additional openings are provided, each form of pocket will comprise a similar front ledge. It will be noted that the wide openings remain on the side between the front and rear panels, which will be concealed when the stand is set up, as will be later described.

In order to support this stand in a display position, a plurality of rest members are provided. A customary construction consists in folding the flanges from the front member into positions perpendicular thereto and attaching the flanges to the rear member by locking tabs. This arrangement reduces the front of the rack to the width of the display openings, and diminishes the amount

of space upon which advertising matter may appear. Furthermore, this old form of construction does not provide as rigid a stand as the improved embodiment herein described.

From the vertical edges of the rear member 11 are folded rest members 30 having extensions comprising ribs 31. The rib 31 folds relative to the rest member 30 on the line 32 and includes a locking member 33 which engages a slotted opening 34 formed in the back member 11. The edge of the rest member which engages the base member upon which the rack is supported, and designated 35 in Figure 1, is cut on an angle relative to the lower edge 36 of the rear member 11. By this provision, the rack is slightly rearwardly inclined when finally set up, as is shown in Figure 4. The rib 31 bends transverse to the rest member 30 and serves as bracing means for the rest portion 30.

In order to provide additional supporting members and to improve the appearance of the complete rack, wing portions 37 form extensions from the vertical edges of the front member, and folded along inclined side edges 38 of the wing portions 37 are provided a pair of flanges 39. The flanges 39 are bent at a sharp angle to the wing portions 37 when the stand is set up, as appears from Figure 5, and are held in place by the tabs 40, which fit into slits 41 cut in the rest portion 30 of the back member.

The wing portions 37, together with the flanges 39, help to securely brace the set up stand, and in addition conceal the side openings between the front and rear panels and thus result in a stand which is attractive in appearance from any angle.

The blank is cut out as shown in Figure 1, and the first operation consists in folding the front member and the rear member into parallel planes, which brings the connecting flange 12 transverse to both the front and rear members. The lower flange 13 is then folded parallel to the flange 12, and the strip 14 is pasted or secured to the lower edge of the rear member 11. This defines a substantially box-shaped arrangement, but the front face may then be moved laterally relative to the rear face in order to fold the parts into a flat position for shipping purposes.

The shopkeeper receives the stand in a flatly folded shape, and then to form the display pockets folds the flanges inward from the front panel and attaches the tabs through the openings of the rear member. These flanges and tabs serve to hold the front and rear members in correctly spaced arrangement. The rest members are then folded from the back or rear panel member 11 and the locking tabs 33 of the members 31 inserted in the openings provided. The final step consists in bringing the flanges 39 into angular relation relative to the front mem-

ber 10 and inserting the tabs 40 through the openings 41. The display rack is then in position to receive the articles of merchandise inserted in the pockets and may be placed in any convenient position in a window or on a counter for the attention of purchasers to be attracted.

I claim—

1. A collapsible display stand having in combination, a front panel, a rear panel arranged in spaced parallel relation to said front panel, openings in said front panel, flaps foldable from the edges of said openings, said rear panel having tab receiving slots adapted to receive tabs of said flaps whereby to provide pockets adapted to receive and display merchandise, supporting flanges foldable from the side edges of said rear panel to support said stand in an inclined position and additional flanges foldable from the side edges of said front panel and adapted to be detachably connected to the first-mentioned supporting flanges in order to strengthen the stand and to conceal the side openings between the front and rear panels.

2. In a collapsible display rack adapted to be supported in an inclined position and to be provided with a plurality of merchandise receiving pockets, the combination in an integral piece of material, of a rear panel and a front panel, a flange foldably connecting the upper ends of said front and rear panels, a flap at the bottom of said front and rear panels including a tab secured to one of said members, a plurality of transversely arranged openings provided in said front panel substantially rectangular in form, flaps foldable from the upper edges of each of said openings, a flap foldable from the lower edge of the bottom opening, said flaps defining top and bottom portions of the receiving pockets respectively, and side flaps foldable from the vertical edges of said openings defining closing side walls of said pockets, each of said flaps including extension tabs, said rear panel having slots therein adapted to receive and lock said tabs, one of said panels including foldable flanges arranged to support said stand in inclined position.

3. As a display stand, a collapsible parallelogram of bendable sheet material presenting front and rear panels adapted to be positioned in predetermined spaced relation in set up position, said rear panel having tab receiving and locking slots therein, said front panel having cuts therein defining tabbed flaps adapted to be folded and maintained in position by interlocking the tabs of said flaps in said slots to maintain said predetermined spaced relation of said front and rear panels and to form merchandise receiving pockets, and additional flaps extending from one of said panels for concealing and closing the edge opening of said parallelogram.

4. As a display stand, a collapsible parallelogram of bendable sheet material presenting front and rear panels adapted to be positioned in predetermined spaced relation in set up position, said rear panel having tab receiving and locking slots therein, said front panel having cuts therein defining tabbed flaps adapted to be folded and maintained in position by interlocking the tabs of said flaps in said slots to maintain said predetermined spaced relation of said front and rear panels and to form merchandise receiving pockets, additional flaps extending from one of said panels for concealing and closing the edge opening of said parallelogram, and prop means adapted to support said parallelogram, and prop means adapted to support said parallelogram in substantially upright position.

5. In a display rack formed from a single piece of foldable material, the combination of a rear panel and a front panel adapted to be folded into substantially parallel but spaced relation, a securing member between the free edges of said front and rear panels, supporting flanges foldable from said rear panel into positions substantially transverse thereto, bracing flanges foldable from said supporting flanges, locking tab and slot connections between said bracing flanges and said rear panel, extension wings from said front panel, flaps foldable into angular positions relative to said extension wings, and tab and slot connections between said flaps and said rear supporting flanges.

6. In a display rack formed from a single piece of foldable material, the combination of a rear panel and a front panel adapted to be folded into substantially parallel but spaced relation, a securing member between the free edges of said front and rear panels, supporting flanges foldable from said rear panel into positions substantially transverse thereto, bracing flanges foldable from said supporting flanges, locking tab and slot connections between said bracing flanges and said rear panel, extension wings from said front panel, flaps foldable into angular positions relative to said extension wings, and tab and slot connections between said flaps and said rear supporting flanges, said front panel having an opening formed therein, flaps foldable from the edges of said opening to define side walls of a merchandise receiving pocket, and tab and slot connections between said flaps and said rear panel.

7. A collapsible display rack formed from a single integral cut-out blank of material and comprising front and rear panels, foldable flaps connecting the upper and lower ends of said panels and arranged to position said panels in interspaced parallel arrangement, said front panel including an opening and diagonal cuts extending from the corners thereof to define flaps rearwardly fold-

able from said front panel, said flaps including locking tabs adapted to be received in slotted openings formed in said rear panel, said flaps defining a merchandise receiving pocket, supporting flanges forming extensions from the vertical edges of said rear panel and adapted to be folded into positions transverse thereto, said supporting flanges including locking tabs arranged to be received in slots formed in said rear panel, wing extensions from the vertical side edges of said front panel, flaps foldable from said wing extensions to conceal the side openings between said front and rear panels, and tabs carried by last mentioned flaps adapted to be received in slits formed in said supporting flanges.

8. In a collapsible display rack adapted to be supported in an inclined position and to be provided with a plurality of merchandise-receiving pockets, the combination in an integral piece of material, of a rear panel and a front panel, said front panel having a plurality of transversely-arranged openings therein substantially rectangular in form, flaps foldable from the upper edges of each of said openings, a flap foldable from the lower edge of the bottom opening, said flaps defining top and bottom portions of the receiving pockets, side flaps foldable from the vertical edges of said openings defining closing side walls of said pockets, each of said flaps being adapted to be detachably connected to said rear panel and means for supporting said stand in inclined position.

9. In a display rack, the combination of front and rear panels adapted to be folded into spaced relation, supporting flanges foldable from said rear panel into position substantially transverse thereto, bracing flanges foldable from said supporting flanges adapted to be detachably connected to said rear panel when in set-up position, said front panel having extension wings at the sides, flaps foldable from said extension wings into position angular thereto and means detachably connecting said flaps to said rear supporting flanges.

10. A display stand formed from a single blank of sheet material comprising front and rear panels foldably joined together, the front panel being wider than the rear panel and having openings therein, supporting rest members foldably joined to the side edges of said rear panel and flaps foldably joined to the side edges of said front panel adapted to be connected to the rest members when said stand is set up to rigidify the stand and cover the side openings between the panels.

11. A display stand comprising front and rear panels foldably joined together, the front panel being wider than the rear panel and having a plurality of substantially rectangular openings therein, flaps foldable from the front panel defining the edges of

said openings and adapted to be detachably connected to said rear panel to form merchandise-receiving pockets when said stand is in set-up position, supporting rest members foldable from the side edges of said rear panel and flaps foldable from the side edges of said front panel adapted to be detachably connected to said rest members when said stand is in set-up position.

Signed at Chicago, Illinois, this 13th day of August, 1929.

MITCHEL E. HOLY.