June 10, 1924. 1,497,456

F. X. LIST

DISPLAY STAND

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Fig. 1.

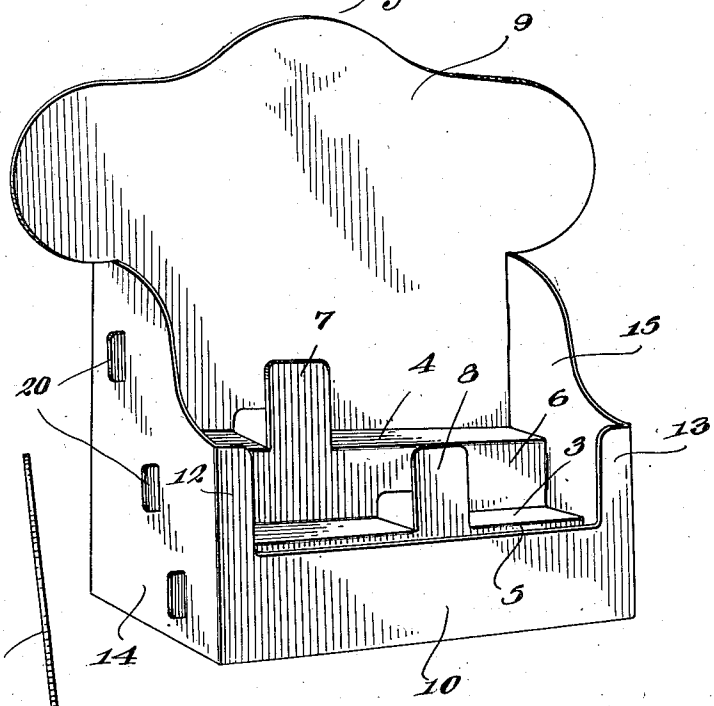


Fig. 2.

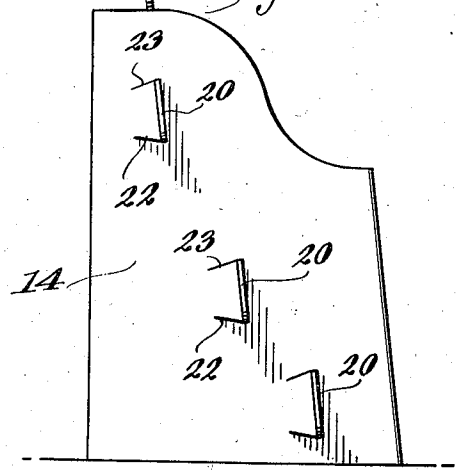
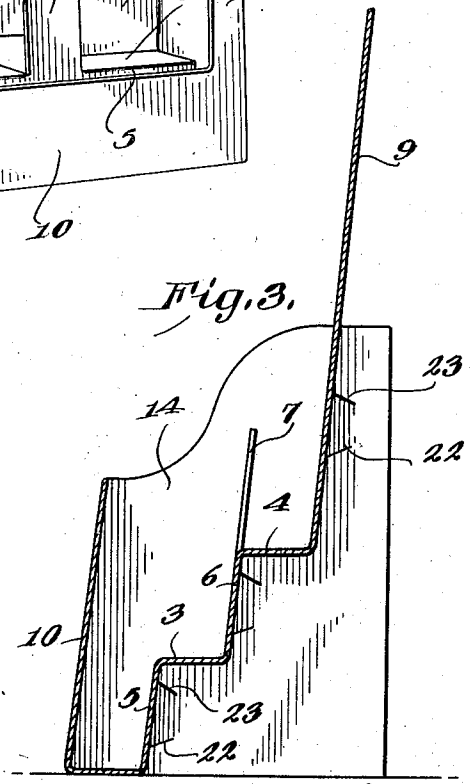


Fig. 3.



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Fig. 4.

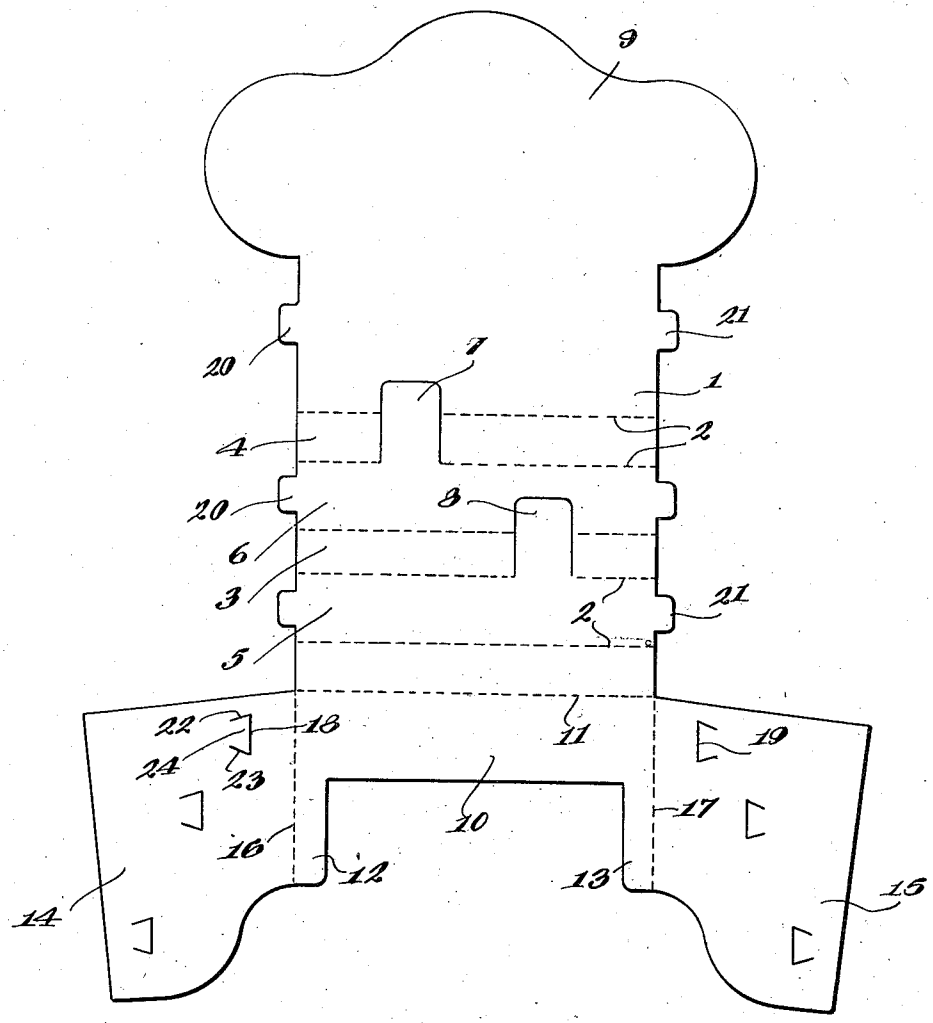
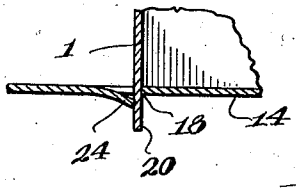


Fig. 5.



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UNITED STATES PATENT OFFICE.

FRANK X. LIST, OF NEW YORK, N. Y., ASSIGNOR TO NATIONAL CARD MOUNTING COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY STAND.

Application filed October 10, 1921. Serial No. 506,825.

To all whom it may concern:

Be it known that I, FRANK X. LIST, a citizen of the United States, and resident of the borough of the Bronx, city, county, and State of New York, have invented certain new and useful Improvements in Display Stands, of which the following is a description.

The present invention relates to improvements in display stands and more particularly refers to a construction of display stand to be made from cardboard or the like, cut from a single blank and shaped to provide a stepped construction for holding articles one above another where they will be exposed to perspective buyers.

Among a number of objects and advantages of the invention, which will be apparent to those skilled in this art, might be mentioned simplicity of construction wherein a minimum amount of cardboard or the like material is used to form a display stand having a relatively large compartment for holding numbers of articles on exhibition and yielding a display space or panel for receiving printed or other advertising matter to accompany the display of the articles.

The invention also provides a novel and useful form of fastening between the stepped display portion of the stand and sides used to enclose this portion, wherein an interlock is had between these parts by a simple mechanical relation.

With the foregoing and other objects in view, the invention will be more fully described hereinafter, and will be more particularly pointed out in the claims appended hereto.

In the drawings, wherein like symbols refer to like or corresponding parts through the several views,

Fig. 1 is a perspective view of an improved display stand constructed according to the present invention;

Fig. 2 is a side view of the same;

Fig. 3 is a vertical sectional view of the stand;

Fig. 4 is a plan view of the blank; and,

Fig. 5 is a fragmentary view of the improved fastening.

Referring more particularly to the drawings, wherein only a single embodiment of the invention is shown, 1 designates the body of a blank composed of cardboard or the like material and which is of a generally rectangular form having several score lines 2 running transversely of the blank body on which the blank is folded to produce a stepped construction as shown most plainly in Figs. 1 and 3 and in which 3 and 4 designate the treads or supporting shelves and 5 and 6 represent the risers. The shelves 3 and 4 provide a suitable support for the articles of merchandise to be exhibited to purchasers. Lugs 7 and 8 are cut out from the blank body 1 from portions of the treads and risers and when the stand is set up these lugs project upwardly in the same planes with the risers 5 and 6 and lie at the forward portions of the supports 3 and 4, where they form convenient retaining means to avoid articles moving off the shelves on which they are placed.

At the top portion of the blank body 1 is a panel 9 of a suitable configuration preferably ornamental or executed in conformity with some artistic design in order to lend a pleasing appearance to the stand and generally to add to the attractiveness of the stand and its contents. In the drawings, this panel 9 is provided with rounded wings and with a centrally rounded top portion, but this is not essential. The panel 9 is appropriately large to receive printed matter which may be read in conjunction with the goods displayed or other matter may be placed upon the panel to convey the seller's message to the public.

At the lower end of the blank body 1, or at that end opposite the panel 9 is a front enclosing part 10 for the stand adapted to be folded upwardly on the score line 11 and having reinforcing uprights 12 and 13 lying at the corners of the stand and giving the appearance of a frame in which the articles of merchandise are set. The parts 12 and 13 also form reinforcements for the front corners of the stand, and suitably large anchorages to carry the sides 14 and 15. Score lines 16 and 17 are provided between the sides and the front enclosing part 10 and corner posts 12 and 13 on which to bend the sides readwardly so that they will enclose the stepped display portion of the stand. The sides 14 and 15 are preferable sufficiently wide to extend in rear of the panel 9 and at suitable points incisions 18 and 19 are made in the sides to receive tabs 20 and 21 which project from the risers 5 and 6 and

upper portion of the blank 1. Adjacent each of the incisions, each of the sides is further cut as indicated at 22 and 23 along line that converge away from the incisions, thus forming tongues 24 of a wedge-shape having their wider basal ends, which are free, disposed at the incisions. The tongues 24 flex because of this quality possessed by the material of which the stand is made. The tabs are inserted in the incisions in the manner shown in Fig. 1 and in so doing the tongues 24 are pushed outwardly inasmuch as the incision is narrower than the thickness of the tab. The condition which occurs after thrusting the tab 20 through an incision in the side 14 is illustrated in Fig. 5. Here the tongue 24 is flexed outwardly beyond the plane of the side 14. Any tendency to separate on the part of the side 14 or stepped display part of the stand will result in an attempted withdrawal of the tab 20 from the incision. Such a movement will cause the wedge-shaped tongue 24 to move inwardly back into original position and into the plane of the side 14, but in so doing a jamming action is had upon the tab 20 and a relatively great frictional binding is caused which will under any ordinary circumstances casually met with in display stands, resist the tendency of these parts to separate; and quite generally the tabs and tongues will cooperate to hold the display stand in a correct set up position.

In setting up the stand, a blank such as seen in Fig. 4 is first folded upon the score lines 2 to secure the stepped construction. The front enclosing piece 10 is bent upwardly upon the score line 11 and the sides 14 and 15 bent backwardly upon the lines 16 and 17. The tabs 20 and 21 are thrust through the incisions 18 and 19. Suitable advertising matter is printed upon the panel 9 before the stand is set up.

It will be appreciated that a stand of this character can be made from a minimum of material cut out of a relatively small blank in which ample display space is secured both for articles of commerce and printed and display matter in advertisement thereof.

By reason of the placement of the tabs 20 and 21 projecting from the risers 5 and 6 a strong and rigid support for the shelves 3 and 4 is secured both above and below each shelf and moreover the weight of the goods upon the shelves will transmit strains to the tabs 20 and 21 which will further resist a tendency of them to pull out from the sides 14 and 15. The stand may be shipped flat and set up at the point of use in a quick manner and due to the simplicity of the design any one not especially familiar with its construction may set it up without difficulty by simply following the obvious course dictated by the construction of the blank.

It is obvious that various changes and modifications may be made in the details of construction and design of the above specifically described embodiment of this invention without departing from the spirit thereof, such changes and modifications being restricted only by the scope of the following claims.

What is claimed is—

1. A display stand comprising a paper structure formed from a single blank cut and shaped to provide a substantially rectangular body portion folded transversely along a number of lines to provide a stepped structure for holding articles one above another on display, a front enclosing part for the stand formed at the lower portion of the blank and being folded upwardly, said enclosing part having an intermediate cut out portion with standards at the sides thereof, said front enclosing part also having side wings foldable rearwardly there about and against the sides of the stepped structure, said stepped structure and side wings having mutually cooperating means therebetween for securing these parts together whereby to hold the stepped structure against collapse and the front enclosing part in an upright rigid position with respect to the other parts of the stand.

2. A display stand comprising a paper structure formed from a single blank cut and shaped to provide a substantially rectangular body portion folded transversely along a number of lines to provide a terraced structure for holding articles one above another on display, restraining means for the articles cut from the body of the blank and lying upwardly at the forward edges of the steps, tabs projecting laterally from the body portion of the blank, a front enclosing part for the stand lying below the body part and foldable upwardly thereabout, and sides laterally of the front enclosed part adapted to be folded over upon the edges of the stepped portion and secured to the latter by said tabs.

In testimony that I claim the foregoing as my invention, and I have signed my name hereunder.

FRANK X. LIST.