Oct. 9, 1923. 1,470,159

F. W. GIBSON

DISPLAY STAND

Filed April 23, 1920

FIG. I

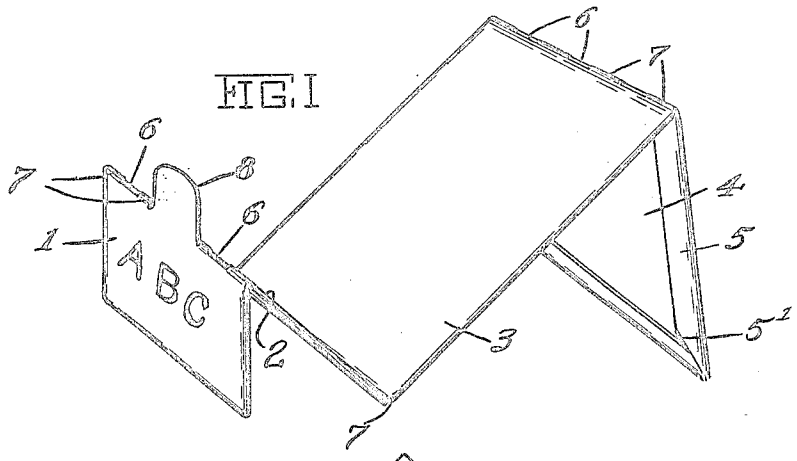


FIG. II

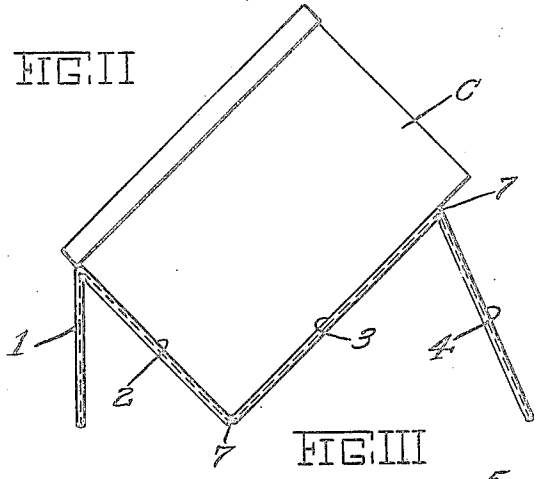
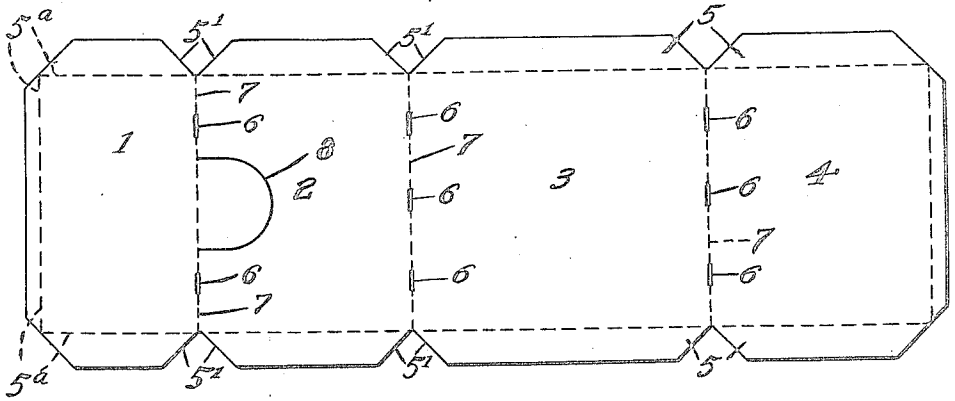


FIG. III



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UNITED STATES PATENT OFFICE.

FRANCIS W. GIBSON, OF WEST ROXBURY, MASSACHUSETTS.

DISPLAY STAND.

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To all whom it may concern:

Be it known that I, FRANCIS W. GIBSON, a citizen of the United States, residing at West Roxbury, county of Suffolk, Commonwealth of Massachusetts, have invented certain new and useful Improvements in Display Stands, of which the following is a specification.

This invention relates to display stands, and has for one of its objects to provide a stand which will effectively exhibit articles of merchandise in conveniently accessible relation while affording the maximum space for the display of advertising matter descriptive of the goods.

Another object is to provide a display stand which may be produced at a minimum cost and which may be collapsed for shipment and shipped in flat strip form.

These and other features of advantage which will appear more fully hereinafter are secured in the device of the present invention, the construction and use of which, together with an embodiment which well illustrates the principles involved, is described in the following specification, illustrated in the drawings forming a part thereof, and particularly pointed out in the appended claims. Throughout the specification and drawings like reference characters are correspondingly employed, and in the drawings:

Fig. I is a perspective view of a display stand in accordance with my invention, and showing the stand set up for use.

Fig. II is a side elevation illustrating a modification thereof and showing an article of merchandise supported thereon, and

Fig. III is a development of the blank from which the stand is formed.

My stand is of the easel type and is produced from a simple blank of suitable sheet material by folding the blank along the indicated lines 7, Fig. III, to leave the areas 1, 2, 3 and 4, the blank at said lines 7 being weakened by the slots 6 to permit it to be readily folded.

The marginal edges of the blank are cut as indicated at 5^1 and underfolded along the dotted lines 5^a, Fig. III to produce a smooth bounding edge 5.

The stands are packed flat for shipment and may thus be shipped with a minimum of space. When set up in the manner shown in Figs. I and II, the lower edges of the areas 1 and 4 and the folds 7 of areas 2 and 3 bear upon the floor of the window or other support, and the areas 2 and 3 provide a V-shaped seat for the reception of a container C or the like which is to be exhibited. The areas 2 and 3 are preferably disposed at an angle of approximately 90 degrees to each other whereby to best support a rectangular article, such as a candy box, and the areas 1 and 4 provide easel backs adapted to brace the areas 2 and 3 in the relation illustrated. The area 1 also affords a convenient space for the display of advertising matter descriptive of the goods, and the goods themselves are exhibited in such manner as not only to best display their trade dress but to permit their ready removal for purposes of sale.

My stand may be produced in commercial quantities at minimum cost and especially lends itself to convenient shipment. The support provided where the stand is set up is at once steady and reliable by reason of the extended hearing at the lower edges of the areas 1 and 4 and at the central fold 7, and by the bracing relation of the substantially vertically disposed areas 1 and 4 to the angularly intersecting areas 2 and 3. If desired, a tongue or lip 8 may be struck from the panel 2 and bent upwardly to extend in the plane of the panel 1, when the stand is set up. See Fig. I. The lip 8 may afford bearing for the container C, and additionally provides an additional area for the convenient display of advertising matter descriptive of the goods.

Various modifications in the form and construction of my device may obviously be resorted to if within the limits of the appended claims.

What I therefore claim and desire to secure by Letters Patent is:

1. A box display stand of the easel type, consisting of a blank of sheet material foldable transversely along definite lines to provide a relatively short forwardly inclined smooth, uninterrupted seat member and a relatively long rearwardly inclined smooth, uninterrupted seat member against which the bottom wall and one end wall, respectively, of a box are adapted to snugly seat, said seat members at their intersection providing an extended bearing for the stand, and a down-turned bracing member hinged at the upper edge of each seat member and having its lower edge disposed in the plane of the extended bearing of the seat

members and effective therewith to support the stand in upright position, said seat members foldable flatly against each other and said bracing members foldable flatly each against the seat member to which it is hinged when the display stand is collapsed for shipment.

2. A box display stand of the easel type, consisting of a blank of sheet material slotted transversely along definite lines and foldable at said slotted portions to provide a relatively short forwardly inclined seat member and a relatively long rearwardly inclined seat member against which the bottom wall and one end wall, respectively, of a box are adapted to snugly seat, said seat members at their intersection providing an extended bearing for the stand, and a downturned bracing member hinged at the upper edge of each seat member and having its lower edge disposed in the plane of the extended bearing of the seat members and effective therewith to support the stand in upright position, one of said brace members having an upwardly extended tab at its upper edge.

In testimony whereof I affix my signature in presence of two witnesses.

FRANCIS W. GIBSON.

Witnesses:
MARION F. WEISS,
GEORGE B. RAWLINGS.