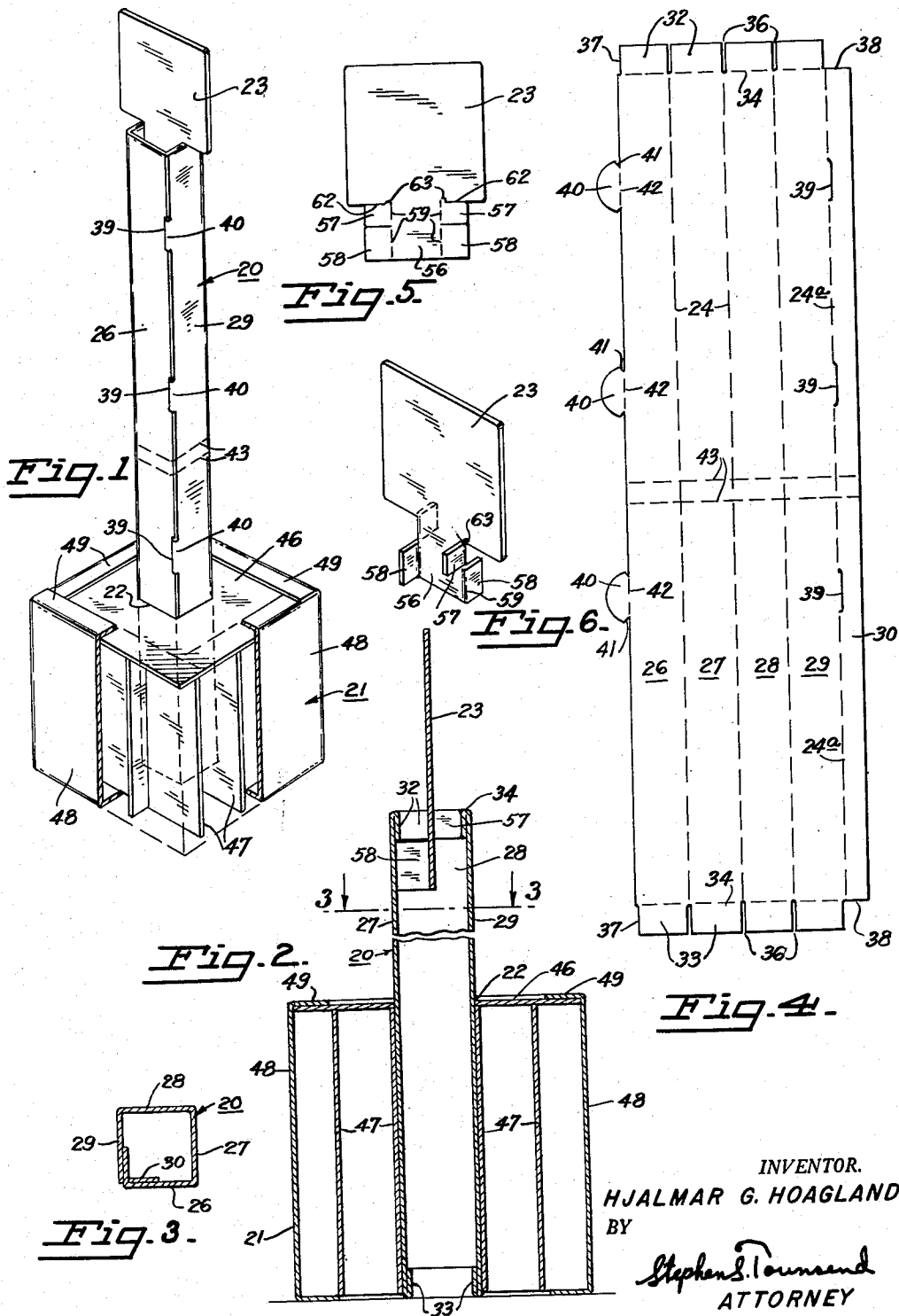


Dec. 22, 1953

H. G. HOAGLAND
DISPLAY CARD AND SUPPORT

Filed May 23, 1949

2,663,104



UNITED STATES PATENT OFFICE

2,663,104

DISPLAY CARD AND SUPPORT

Hjalmar G. Hoagland, Minneapolis, Minn., assignor to Hills Bros. Coffee, Inc., San Francisco, Calif., a corporation of California

Application May 23, 1949, Serial No. 94,824

1 Claim. (Cl. 40—124.1)

1

This invention relates to new and useful improvements in display stand and constitutes an improvement upon U. S. Patent No. 2,063,393, patented December 8, 1936 to Paul D. McIver.

An object of the invention is to provide a flat blank used to form a hollow column for a display stand which may be folded in such manner as to provide a folder in which may be placed the complete display stand, such elements including a sign to be inserted at the top of the column and the various parts of the base which supports the column.

Another object of the invention is the reinforcing of the ends of the column since the wear or danger of damage is greatest at said ends, and in so reinforcing the ends to turn over tabs inside the column and provide reinforcement therefor and also at the same time avoid exposure of unsightly edges of the column.

Other objects and advantages of the invention are the ease with which the stand may be assembled with unskilled labor by means of tabs and slits in the blank, and further the invention enhances the various advantages of said Patent No. 2,063,393—namely, that it provides a stand which may rest on the floor or other convenient places on which merchandise may be stacked; there is less likelihood of disturbing the stacked merchandise; it may carry an advertisement or information about the merchandise, and that it will attract customers.

A further object of the invention is the provision in association with such a column of a novel sign or price carrier which may be inserted at the top of the column whereby the column cooperates to support securely the sign and to prevent the sign from being displaced by being accidentally knocked out of position by a customer.

Other advantages and objects of the present invention will become apparent upon reading the following specification and referring to the accompanying drawings in which similar characters of reference represent corresponding parts in each of the several views:

In the drawings:

Fig. 1 is a perspective view of a display stand.

Fig. 2 is a vertical sectional view through the stand partially broken away.

Fig. 3 is a sectional view taken along the line 3—3 of Fig. 2.

Fig. 4 is a plan view of a blank for a column prior to folding.

Fig. 5 is a plan view for a blank for a display card prior to folding.

2

Fig. 6 is a perspective view of a display card folded and ready for insertion in the column.

The display stand which is the subject of the present invention consists of three parts—namely, a square vertical column 20; a base 21 having an aperture 22 in which the column is inserted and which holds the stand erect; and a display card 23 inserted at the top of the column and held thereby. It will be understood that this display stand is particularly adaptable as a merchandising medium to promote the sale of goods, and, therefore, suitable decorative advertising material may be printed or otherwise presented on the exposed surfaces of the stand.

As will be seen particularly with reference to Fig. 4, the square column is made from a flat blank and the various features of said blank, as hereinafter described, are important elements of the present invention. The blank is made preferably of corrugated paper or some other similar strong, inexpensive material. The blank is substantially rectangular in shape. It is divided by longitudinal score lines 24 and 24^a pressed into the corrugated paper to facilitate folding along said score lines. Said score lines divide the blank into four longitudinal sections 26, 27, 28 and 29, respectively, and a side flap 30, the longitudinal sections being of substantially equal width and the end flap which is one of the outermost sections being of lesser width. It will be understood that although the column as herein illustrated and described is square it could be made with any number of sides, some of which could be wider than the others.

At one end of each of the sections 26, 27, 28 and 29 are upper end flaps 32 and at the opposite end of each of said sections are lower end flaps 33, said flaps being separated from their adjoining longitudinal sections by transverse score lines 34. The end flaps are separated from one another by longitudinal slits 36, said slits extending from the ends of the blanks inwardly to the score lines 34. The widths of said slits are substantially twice the thickness of the material of the blank so that when the end flaps are folded inwardly to make up the completed column the flaps are narrow enough to fit inside the column in folded position. For the same purpose the edges 37 of the end flaps at either end of the longitudinal section 26 are cut inwardly a distance about equal to the width of the material of which the blank is made. At either end of the side flaps 30 the blank is notched out, as shown by the reference numeral 38, so that there are no end flaps constituting extensions of the side flap 30. The notches 38 ex-

tend laterally inwardly of the end flaps 32 at either end of the longitudinal section 29 so that said end flaps are sufficiently narrow to fold inside the completed column in the same manner as the other end flaps.

Positioned adjacent the score line 24^a which divides the side flap 30 from the longitudinal section 29 are a plurality of slits 39 cut through the blank to receive tabs 40 extending outwardly along the margin of the longitudinal section 26, there being a tap positioned directly opposite each of said slits. The slits 39 are substantially parallel to the score line 24^a along most of their length and are displaced outwardly from the projection of the score line 24^a separating side flap 30 from section 29 a distance about equal to the thickness of the material of which the blank is formed, and the ends of said score lines are curved inwardly to join the score line 24^a. As shown in the drawings there are three slits 39 and tabs 40, it being understood that more or fewer slits and tabs could be used depending upon the height of the column and the use to which it is put. It will also be observed that the lowermost slit 39 is positioned a considerable distance above the bottom of the column, as will be seen particularly with reference to Fig. 1, for the reason that the column is held together at its lower end by the base 21 and the tab and slit connections are, therefore, not essential in the lower region of the column.

The tabs 40 which are designed to fit into the slits 39 are curved in their outer extremities so as to facilitate inserting them in the slits 39 but are narrow in the region indicated by reference numerals 41 in Fig. 4 so that the width of the tabs 40 along the score line at which they join the section 26 is narrower than the widest dimensions of the tabs. The length of slits 39 is less than the maximum widths of the tabs 40 and slightly greater than the width of the tabs 40 along the line at which they join the section 26. Thus, when the column is formed, the tabs 40 fit into the slits 39 and because of the deformable yet slightly resilient nature of the corrugated paper the tabs 40, though wider than the slits 39, may be forced to snap into the slits and be securely held therein.

A pair of transverse score lines 43 are positioned on either side of the midsection of the blank. Thus, the blank may be folded inwardly along the score lines 43 during transportation, and the upper and lower portions of the blank held substantially parallel with respect to each other and spaced slightly apart. The space between the upper and lower part of the blank may provide a folder in which the other portions of the display stand, such as the display card 23 and the members making up the base 21, may be contained.

In forming the square column 20, the blank is folded flat and then folded along the longitudinal score lines 24, 24^a and 42. The side tab 30 is positioned inside and along the section 26 (see Fig. 3) and the tabs 40 inserted in the slits 39 and located therein; thus is a square column obtained and secured. Thereupon the flaps 32 and 33 are bent inwardly along the score lines 34 so that they are inside the sections 26 to 29, inclusive, thereby the flaps 32 and 33 reinforce the column and deter wearing away the edges of the column and further prevent exposure of an unsightly edge of the blank at the upper end of the column.

The column 20 is then inserted into base 21

through the aperture 22 in the top 46 of said base. Inside of the base are a plurality of cell-forming crossed sheets or plates 47 of corrugated material and the column 40 fits within and is partially supported by some of said plates 47 as is shown particularly in said Patent No. 2,063,393. The base has sides 48 enclosing said plates 47 and folded over the top 46 along edges 49.

The exposed portion of the display card 23 may be of rectangular shape or such other shape as may be desired. It has a projecting tongue 56 extending from one edge thereof and adjoining edges of said tongue 56 are smaller flaps 57 and large flaps 58, flaps 57 being located closest to the exposed portion of the card. The flaps 57 and 58 are separated from the tongue 56 by score lines 59 and are separated from each other by cut lines 61 and from the exposed portion of the card by cut lines 62.

In the region at which the cut line 62 and the score line 59 intersect is an inwardly curved portion of cut line 62 designated by reference numeral 63.

The display card is generally shipped flat, and, in order to install it in the column 20, tabs 57 and 58 are bent along score lines 59 at right angles to the tongue 56 and in opposite directions, the opposed flaps 57 being also bent in opposite directions with respect to each other as is best shown in Fig. 6. The tongue 56 is then inserted inside the column 20, as shown in Fig. 2, and the flaps 57 rest along the inside of the upper end flaps 32 and the flaps 58 rest on the inside of the longitudinal sections of the column. The curved portion 63 fits over the upper edge of the column and holds the display card in position.

The amount by which the tabs 57 and 58 extend outwardly from the tongue 56 beyond the score lines 59 is approximately equal to one-half the dimension of the inside of the column so that when the tabs 57 and 58 are bent oppositely, as shown in Fig. 6, the projected distance between the extending edges of said flaps 57 and 58 is about equal to the inside dimension of the column. The square outer edges of the flaps tend to hold the sign erect.

The device assembled as in Fig. 1, therefore, provides a convenient stand around which such articles as can goods may be stacked upon the base 21. The rigid column 20 provides a support for the stack of cans and tends to prevent the stack from falling in the event that it is accidentally jarred by a customer and also provides a support while the cans are being stacked.

It is understood that this invention has been described with reference to illustrating examples for purposes of clarity of understanding and certain changes in the invention may be practiced within the spirit thereof and the scope of the appended claim.

I claim:

In combination, a hollow column and a display card, said column being polygonal in cross section and having integral end flaps turned inside said column around the upper edge thereof, said display card having a zone for bearing desired indicia, a tongue projecting from one edge of said zone and inserted inside said column, a first pair of tabs extending laterally outwardly along one side of said tongue, a second pair of tabs extending laterally outwardly from the other side of said tongue, said tabs being separated from adjacent tabs by laterally extend-

5

ing slits and from said zone by laterally extending slits, the tabs of each of said pairs being folded in opposite directions to lie against the inside of said column, the length of each of said tabs by which said tabs project outwardly beyond said tongue being substantially equal to one-half of the width of said column along the line along which said tabs lie, the lowermost of said tabs fitting under the lower edges of said end flaps of said column, whereby said display card is locked against disengagement from said column.

HJALMAR G. HOAGLAND.

References Cited in the file of this patent

UNITED STATES PATENTS

Number	Name	Date
813,764	Bailey	Feb. 27, 1906

Number

1,114,465
1,451,023
1,632,475
1,793,101
1,897,672
1,949,986
1,975,497
2,063,393
2,084,635
2,108,349
2,190,433
2,398,404

15

Number
418,856

6

Name	Date
Glashagel I	Oct. 20, 1914
Hopkins II	Aug. 10, 1923
Hoefler II	June 14, 1927
Labombarde	Feb. 17, 1931
Neumann	Feb. 14, 1933
Wholley	Mar. 6, 1934
Barron	Oct. 2, 1934
McIver I	Dec. 8, 1936
Friedrich et al.	June 22, 1937
Rasmussen	Feb. 15, 1938
Palmer	Feb. 13, 1940
Brooks	Apr. 16, 1946

FOREIGN PATENTS

Country	Date
Great Britain	Nov. 1, 1934