Jan. 12, 1943. J. C. CALHOUN ET AL 2,307,992

DISPLAY STAND FOR FLASHLIGHTS

Filed May 16, 1940 4 Sheets-Sheet 1

Fig 1

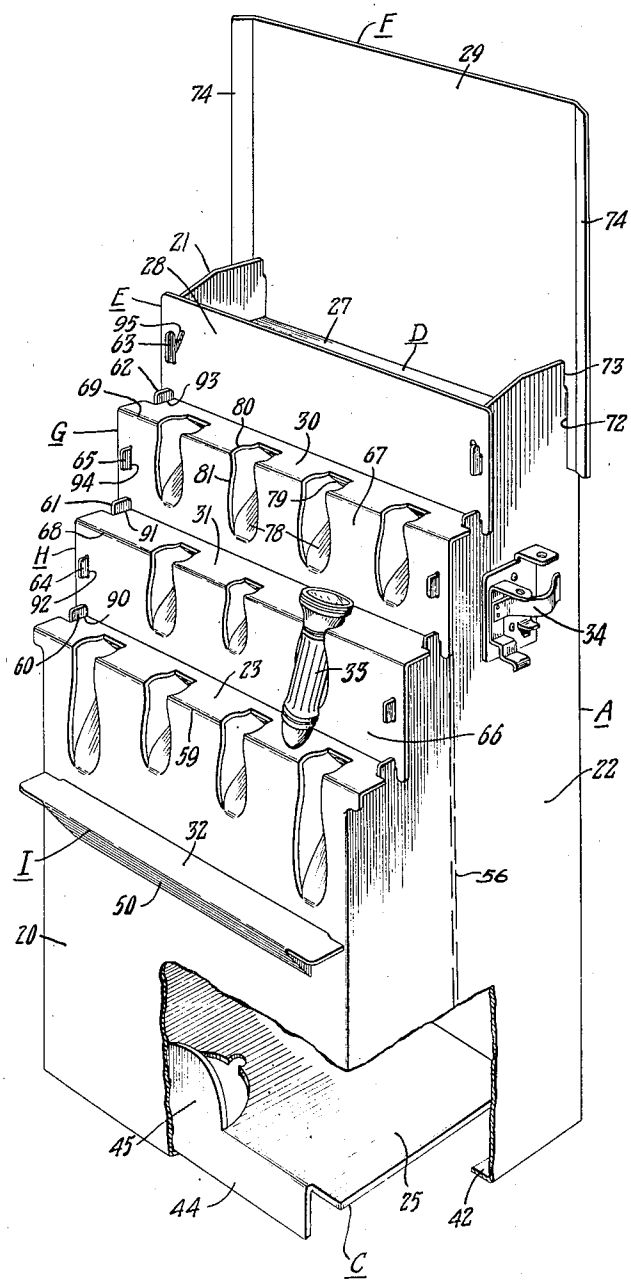
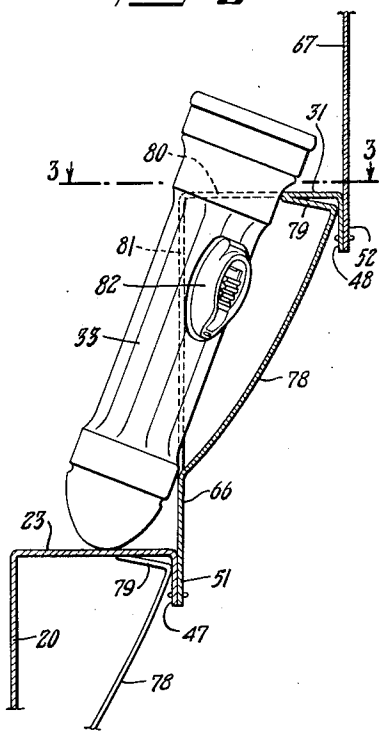


Fig 2



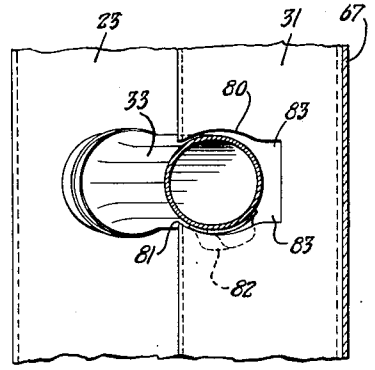


Fig 3

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DISPLAY STAND FOR FLASHLIGHTS

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Fig 5

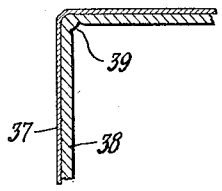
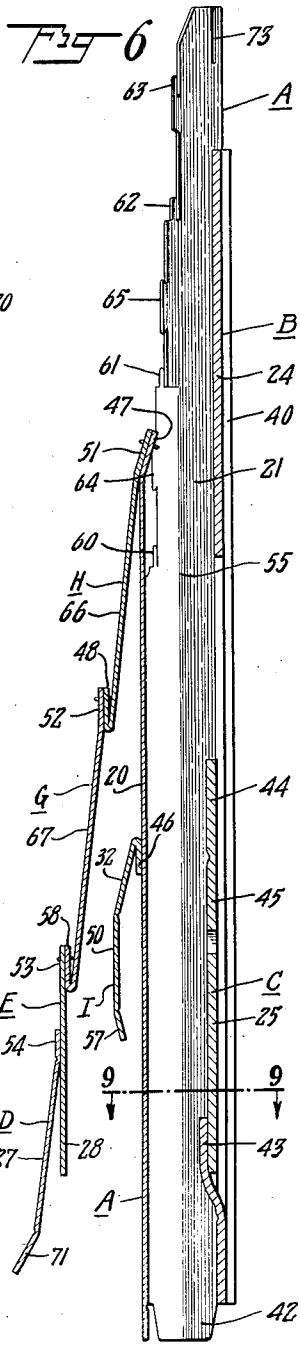


Fig 4

Fig 6



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DISPLAY STAND FOR FLASHLIGHTS

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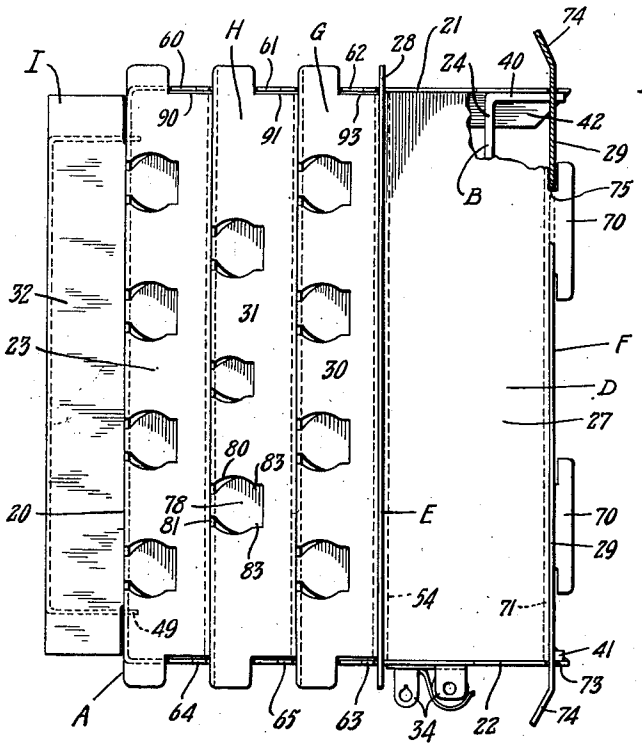


Fig 7

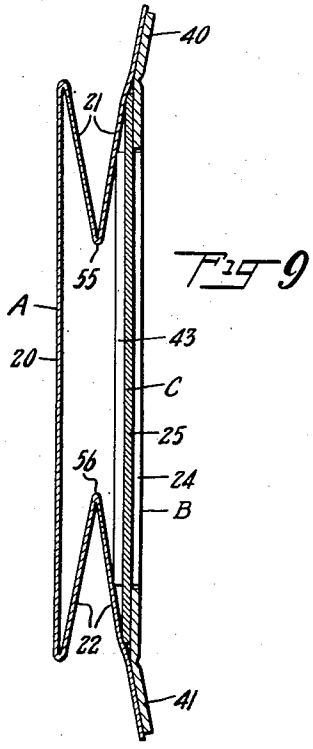


Fig 9

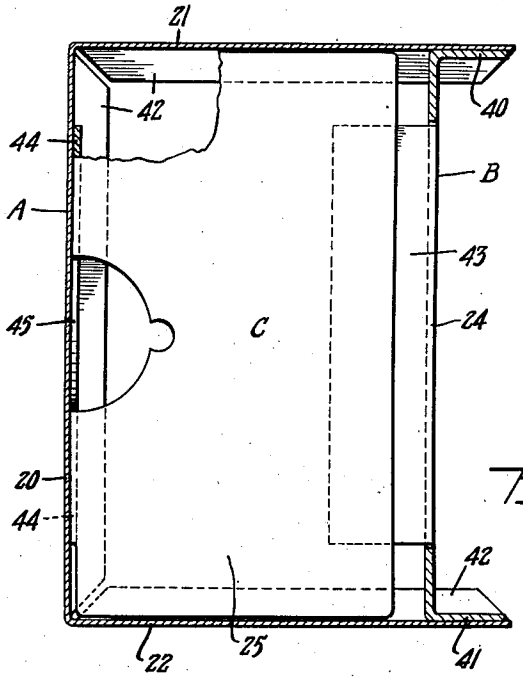


Fig 8

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DISPLAY STAND FOR FLASHLIGHTS

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Fig 10

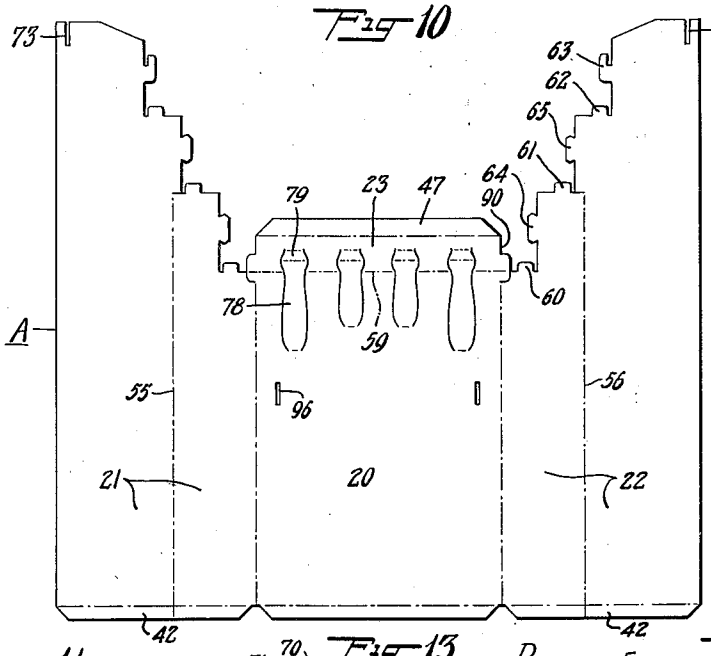


Fig 11

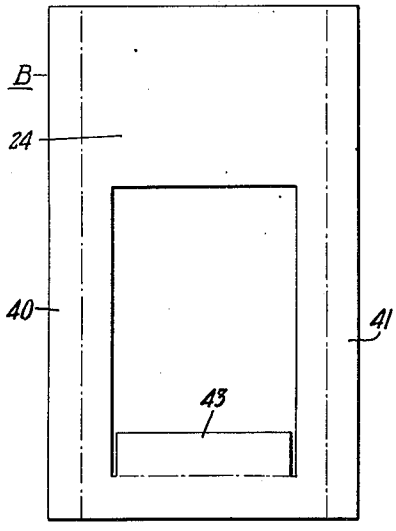


Fig 12

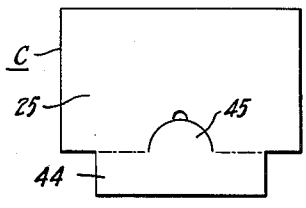


Fig 13

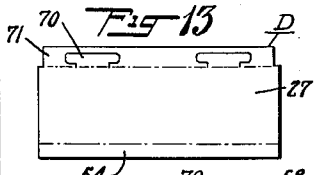


Fig 14

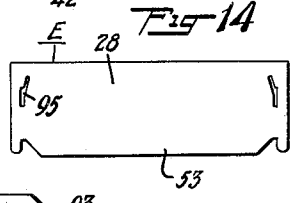


Fig 15

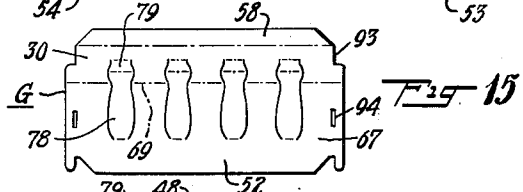


Fig 16

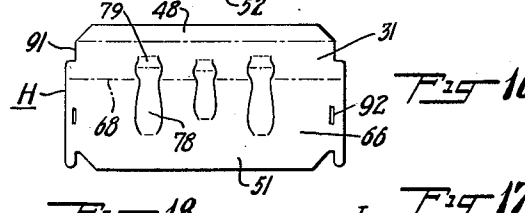


Fig 17

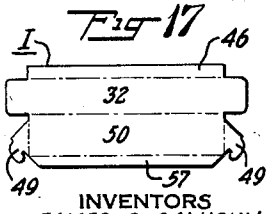
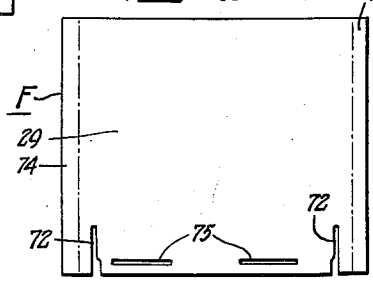


Fig 18



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UNITED STATES PATENT OFFICE

2,307,992

DISPLAY STAND FOR FLASHLIGHTS

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Application May 16, 1940, Serial No. 335,458

10 Claims. (Cl. 211—13)

The invention relates to merchandising devices and, more particularly, to floor stands for displaying and storing flashlights, flashlight batteries, bulbs and the like.

According to a preferred form of the invention the floor stand comprises a flat cardboard sheet bent to form front and side walls. The front wall is set back at intervals to form steps, in the top and front of which are recesses for holding flashlights in inclined position. If desired, these recesses may be so shaped as to make removal of the flashlights difficult, to discourage pilfering. At the top of the stand a display tray or rack may be provided for holding the batteries and bulbs. The front and side walls of the stand form the front and side walls of the display rack and the back wall of the display rack may be formed by a special sheet extending above the rack and providing an advertising placard. The display rack, which may support the considerable weight of a number of batteries or other merchandise, may be reenforced by having a vertical back wall extending under the central part of the rack, this back wall having a large recess providing access to the interior of the stand from the back. The sides of the back wall are bent and suitably secured to the side walls forming, in effect, angle columns imparting strength and rigidity to the stand. Part of the back wall may be bent down to form a reenforced bottom for the storage chamber. The storage chamber may contain additional flashlights, additional batteries, together with the empty boxes for the flashlights on display. If desired, a suitable bulb and battery tester may project outwardly from the side wall of the stand.

The invention also consists in certain new and original features of construction and combination of parts hereinafter set forth and claimed.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part thereof, in which

Fig. 1 is a perspective of the new merchandising stand;

Fig. 2 is a detail in section, showing how the flashlight is held in the stand;

Fig. 3 is a section on the line 3—3 of Fig. 2;

Fig. 4 is a vertical section through the stand when set up;

Fig. 5 is a detail showing a special form of score for making a smooth unbroken edge;

Fig. 6 is a vertical section corresponding to Fig. 4 but showing the stand almost completely collapsed for shipping flat;

Fig. 7 is a plan view of the stand set up;

Fig. 8 is a plan section on the line 8—8 of Fig. 4;

Fig. 9 is a section on the line 9—9 of Fig. 6 showing the stand almost completely collapsed;

Figs. 10 to 18, inclusive, show the blanks from which the stand is made.

In the following description and in the claims, various details will be identified by specific names for convenience, but they are intended to be as generic in their application as the art will permit.

Like reference characters denote like parts in the several figures of the drawings.

In the drawings accompanying and forming part of this specification, certain specific disclosure of the invention is made for purposes of explanation, but it will be understood that the details may be modified in various respects without departure from the broad aspect of the invention.

Referring now to the drawings and more particularly to Figs. 10–18, inclusive, the several blanks of cardboard or other suitable material are denoted by the reference letters A to I. Cuts are shown by continuous lines and scores by dot-and-dash lines. All of the blanks, except B and C, may be made up of fairly heavy paperboard or cardboard having a surface layer of paper which is suitably colored or printed to make an attractive display. The blanks B and C may be made up of extra heavy board, preferably corrugated board.

Referring now more particularly to the other figures, the blank A forms the front wall 20 of the stand, side walls 21 and 22 and the first shelf 23; the blank B forms mainly the back wall 24 of the stand; the blank C forms the bottom wall 25, providing, with the four vertical walls, a storage compartment 26; the blank D forms the bottom of the top tray 27; the blank E forms the front 28 of the top tray; the blank F forms the back 29 of the top tray; the blank G forms the top display shelf 30; the blank H forms the middle display shelf 31 and the blank I forms an apron or guard 32. The shelves 30, 31 and 23 have recesses, as indicated especially in Fig. 1, to hold a series of flashlights, one of which is indicated by 33. The flashlight recesses may be of different sizes to hold different size flashlights. The

side wall 22 may have secured thereto a conventional battery and bulb tester 34.

Except for the blank F, all of the blanks are assembled by glue or metal fasteners at the factory where the stand is made. The assembled stand is collapsed and shipped in flat collapsed condition, as indicated especially in Figs. 6 and 9, ready to be set up by the flashlight merchant merely by opening up the stand, bending certain parts at the scores and connecting the interlocking tongues and slots, as will hereinafter more fully appear.

The stand is assembled by the manufacturer as follows: Blanks A and B are glued together at the flanges 40 and 41 of blank B, as shown more particularly in Figs. 8 and 9, the blanks bending at the scores as indicated. Blanks A forms the front wall 20 and side walls 21 and 22 which have at their lower edges horizontal floor flanges, indicated in general by 42.

As shown more particularly in Fig. 6, blanks B and C are glued together at flange 43 of blank B, leaving foot 44 of blank C free. Blanks A and I are glued together at flange 46 of I. Blanks H and A are secured together by clips or fasteners at part 51 of H and flange 47 of A. Blank G is secured to blank H by fasteners at part 52 of G and flange 48 of H. Blank E is secured to blank G at part 53 of E and flange 58 of G. Blank D is secured to blank E by glue at flange 54 of D and intermediate part of E. The blanks D, E, G, H, and I, hang freely from blank A with the stand collapsed as shown in Fig. 6. Blank F is kept separate until the stand is set up by the flashlight merchant.

To set up the stand, the merchant opens up the collapsed stand by pushing out on the special collapsing scores 55 and 56 in the sides 21 and 22 (Fig. 9). The horizontal base flanges 42 on front 20 and sides 21 and 22 are bent inwardly. The blank C is bent downwardly from the position shown in Fig. 6 to the position shown in Fig. 4 and the supporting foot 44 and finger piece 45 are bent to snugly engage the front wall 20, as indicated especially in Fig. 4. The blank A is bent at score 59 to form shelf 23, the blank H is bent at score 68 to form intermediate shelf 31 and the blank G is bent at score 69 to form the top shelf 30, while the blank D is bent to form the tray 27.

The various shelves 23, 31 and 30 are then suitably interlocked with the side walls 21 and 22. Shelf 23 is interlocked by tongues 60 on A placed in corresponding recesess 90 in shelf 23. Shelf 31 is interlocked by tongues 61 on A disposed in corresponding recesses 91 in shelf 31 and by tongues 64 on A passing through slots 92 in vertical wall 66. Shelf 30 is interlocked by tongues 62 disposed in corresponding recesses 93 in the shelf 30 and by tongues 65 passing through slots 94 in vertical wall 67. Vertical panel 28 is secured to side walls 21 and 22 by tongues 63 passing through slots 95 in panel 28.

The shelf 27 has tongues 70 cut out of flange 71. The tongues 70 pass through slots 75 in the display panel 29, while the flange 71 is bent downwardly as indicated in Fig. 4. Display panel 29 is provided with long slots 72 interlocking with slots 73 in side walls 21 and 22, as shown more particularly in Figs. 1 and 7. Display panel 29 has vertical side flanges 74 for appearance and stiffening. It may have different kinds of displays on opposite sides, as for example, one side may have general sales appeal for all year round and the other side sales appeal for summer use only.

It will be noted that the shelves 23, 31 and 30 and vertical walls 20, 66, 67 and 28 have parts overhanging the side walls 21 and 22 for both strength and appearance.

The apron 32 is set up by bending under the inclined portion 50 and flange 57 and inserting tongues 49 through slots 96 in the front wall 20.

The several shelves 23, 31 and 30 have a series of holders of different sizes for different size flashlights, all of which are of similar construction, so it is only necessary to describe one holder in detail.

Referring to Figs. 2 and 3, these holders are formed by cutting a strap from the side and top walls, which strap has an inclined portion 78 and a top portion 79. This strap is connected at its top and bottom to the walls 31 and 66. The cutting of this strap forms a top notch 80 and a side notch 81. Top notch 80 has curved sides to fit the flashlight 33 and enlarged corner portions indicated by 83. The holder is so shaped that to place the flashlight in position for display, it must be inserted from above through the top notch 80 with the switch guard 82 of the flashlight in line with one of the corner portions 83. After the flashlight is fully seated with its bottom engaging the next lower shelf 23, it is rotated about its own axis to bring the switch guard 82 out of register with corner portion 83. This provides a pilfer-proof construction in that it is impossible to remove the flashlight without rotating it to align the switch guard 82 with one of the corner portions 83. The straps 78, 79 serve to help guide the flashlight to seat properly when it is inserted in the holders and also improves the appearance of the stand when one or more flashlights are missing from the display.

It will be understood that, in general, the scores provided for folding or bending the various parts of the blanks may be made in any common way now known in the art. However, to preserve pleasing appearance and to avoid ragged and broken corners the type of score shown in Fig. 5 is desirable. In this figure, the paperboard is indicated by 38 and the paper layer by 37. The special double score indicated by 39 makes a nice smooth outer corner, this corner being desirable for exposed corners, such as at scores 59, 68, 69 and the front corners between front wall 20 and side walls 21 and 22.

Thus, a merchandising stand is provided which is relatively inexpensive to manufacture and yet which is strong and rigid in use. The stand is made mostly from heavy cardboard or paperboard except for the back panel member which is made of corrugated paperboard. Substantially the entire device may be assembled in the factory and collapsed for shipping flat. It is easy for the merchant to set up and take down.

The flashlights are displayed at an angle to vertical so that the tubular flashlights themselves are located at a line more nearly at right angles to the line of sight of the prospective purchaser, this angle being such that the eye easily catches the reflection from the flashlights, thereby attracting the attention of shoppers to the merchandise. The recesses or seats holding the flashlights are so shaped that it is difficult to pilfer the flashlights and yet the flashlights are practically entirely exposed from top to bottom. At the same time the steps under the flashlights and the apron under the bottom row projecting outwardly protects the flashlights from brushing against them by people walking in front of the stand. The projecting apron saves material in

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that it becomes unnecessary to extend the body of the stand out beyond the bottom row of flashlights which would otherwise be necessary to protect them.

The corrugated back not only supports the top display shelf but its bent corners provide rigid angle-like posts or columns for strengthening and supporting the stand.

The stand may be made of any size desired and it may be adapted to be supported on the floor as illustrated, or it may be made sufficiently low so it may be supported on a counter. The particular form shown is adapted to hold about eighteen flashlights, eleven on display and seven in the storage box. The shelf is adapted to contain forty-eight batteries and nine boxes of bulbs, ten to the box. The merchandising device operates as a combined display stand, advertisement, storage compartment and bulb testing device for a complete line of flashlight merchandise, including the flashlights, batteries and bulbs.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What is claimed is:

1. A stand for flashlights and the like, comprising front and side walls and a back wall forming a storage compartment, said back wall having an opening for access to said compartment, said side walls having vertical scores to permit collapsing the stand, a part of the back wall which was cut to form said opening being folded downwardly to form a bottom shelf for said compartment and to hold the stand open, said front wall being of reduced height and said side walls being cut to form a series of steps, a plurality of panels secured to the top of said front wall and folded back on said steps to form shelves having vertical and horizontal walls, interlocking members on said shelves and on said side walls, said shelves having a plurality of notches to hold flashlights on display.

2. A stand for flashlights and the like, comprising front and side walls and a back wall forming a storage compartment, said back wall having an opening for access to said compartment, said front wall being of reduced height and said side walls being cut to form a series of steps, a plurality of panels secured to the top of said front wall and folded back on said steps to form shelves having vertical and horizontal walls, said shelves having a plurality of notches in their vertical and horizontal walls, the material of the wall forming a guide for seating the flashlight, said notches holding said flashlights at an angle to vertical to catch the eye of the shopper.

3. A holder for displaying flashlights, comprising a step having a top wall, a front wall, these walls having cuts therein to free a strip connecting the back of the top notch and the bottom of the front notch, the front of the top notch and the top of the front notch being reduced in size to partially surround a tubular flashlight whose top projects above the top notch and whose bottom projects beyond the front notch, the top notch having a clearance space for the passage of the switch operating member on the flashlight, whereby the flashlight may be rotated to place the operating member under a restricted part of the top notch to discourage pilfering.

4. A holder, for displaying an article of merchandise having a side projection, comprising a top wall having a notch, a front wall having a notch to receive said article whose top projects above the top notch and whose bottom projects beyond the front notch, the top notch having a clearance space for the passage of said projection, whereby said article may be rotated to place said projection under a restricted part to discourage pilfering.

5. A holder, for displaying elongate articles of merchandise having a side projection, comprising a step having a top wall, a front wall, these walls having cuts therein to free a strip connecting the back of the top notch and the bottom of the front notch, the front of the top notch and the top of the front notch being reduced in size to partially surround said article whose top projects above the top notch and whose bottom projects beyond the front notch, the top notch having a clearance space for the passage of said projection, whereby said article may be rotated to place said projection under a restricted part of the top notch to discourage pilfering.

6. A stand for displaying flashlights and the like, comprising a first blank forming front and side walls, a second blank forming a back wall and side flanges, said side flanges being folded back and secured to said side walls to form angle posts or columns, said side walls having steps cut therein, blanks forming stepped shelves and an upper front wall secured to said steps, a tray bottom secured to said upper front wall, a back display panel located rearward of said back wall and having interlocking engagement with said side walls and interlocking engagement with said tray bottom, whereby said tray bottom is suspended from said display panel and supported intermediate its front and back by said back wall.

7. In a stand for flashlights and the like, a front wall, said front wall being stepped to form a plurality of steps, side walls supporting said steps, each step having a top notch cut in its top wall and a front notch cut in its front wall, said notches connecting with each other, the strip obtained by cutting said notches forming a guide obliquely connecting the rear of the top notch and the bottom of the front notch, said notches being adapted to hold a plurality of flashlights disposed in said notches and located at an angle to vertical to catch the eye of the shopper.

8. In a merchandising display stand having a substantially horizontal top wall with a top opening and a substantially vertical front wall with a front opening, said openings being connected together, an obliquely extending strip connecting the back edge of said top opening with the bottom edge of said front opening, said stand having a support adapted to hold the merchandise endwise in said openings, whereby said merchandise is constrained to take an oblique position with both ends and substantially the entire length of the merchandise exposed to view.

9. In a merchandising display for flashlights, a plurality of steps, each step having a substantially horizontal top wall and a substantially vertical front wall, the front wall of each step rising from the rear of the top wall of the step directly thereunder, each top wall having a plurality of notches and each front wall having a plurality of notches connecting the corresponding top wall notches to form holder openings, the holder openings in any one step being staggered with respect to the step immediately ad-

joining, whereby flashlights may be obliquely disposed in said holder openings with their top ends projecting entirely above the top walls and their bottom ends projecting entirely beyond the front walls and with the bottoms of the flashlights supported on any top wall lying between the tops of the flashlights in the next lower step.

10. A stand for displaying flashlights and the like, comprising front and side walls, said front wall including an upper front wall section secured to said side walls and having a bottom member secured thereto, a back panel supported by said side walls and supporting said bottom member, and a back wall secured to said side walls supporting said bottom member intermediate its front and rear edges, said bottom member, front wall section, back panel and side walls forming a receptacle or tray.

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