

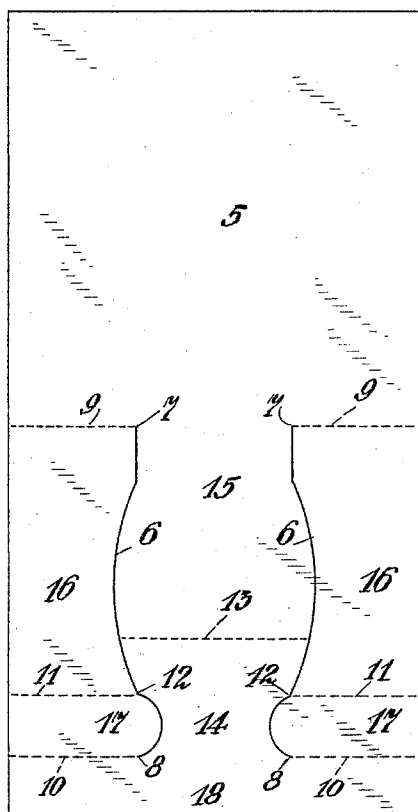
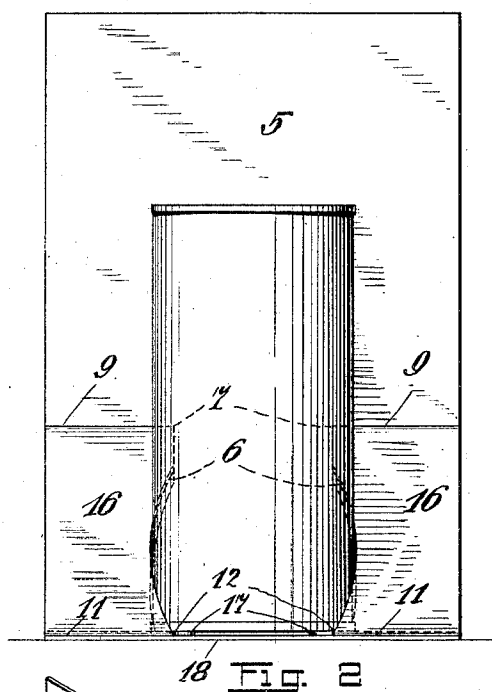
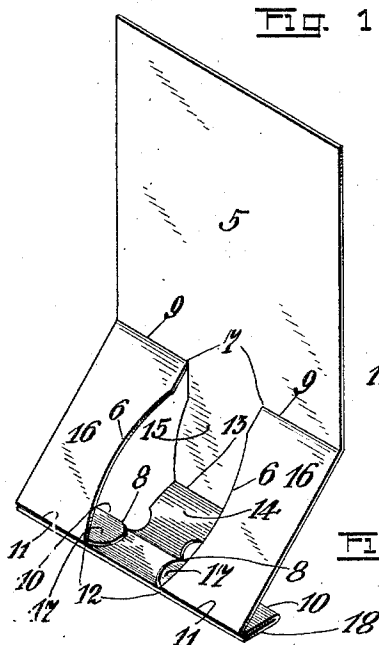
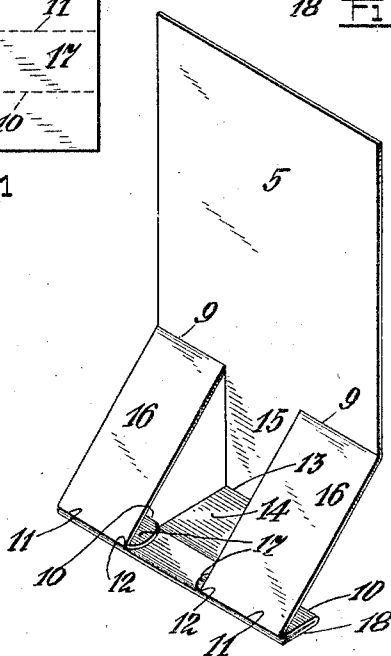
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DISPLAY STAND

Filed June 2, 1928



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UNITED STATES PATENT OFFICE.

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DISPLAY STAND.

Application filed June 2, 1928. Serial No. 282,401.

My invention relates to display stands of the class which are preferably made of a single sheet or blank of cardboard, cut out and adapted to be folded to form a holder for the
5 container or article to be displayed and space as for describing and otherwise advertising the article and the name and address of the manufacturer or distributor.

My invention in its present preferred embodiment consists of a single sheet of cardboard cut out on straight or curved longitudinal lines spaced from each side of the sheet and terminating at points spaced from the bottom and top of the sheet respectively so
10 that when folded, as hereafter described, in two transverse lines at the upper and lower terminals of the longitudinal lines and on two transverse lines between said terminals, it will form a horizontal base for the article,
15 an upright back with space for the advertising, and inclined supports on each side extending from the base to the back, with a container opening between them.

In order that my invention may be fully understood I shall first describe in detail the mode in which I at present prefer to carry the invention into practice, and then particularly point out the invention in the claim.

Reference is to be had to the accompanying drawings forming part of this application in which like parts are designated by the same numbers in all the figures.

Figure 1 is a plan view of the cut out blank from which one form of display stand is
35 formed.

Figure 2 is a front elevation of the said display stand set up and holding a container.

Figure 3 is a perspective view of the said display stand.

40 Figure 4 is a perspective view showing a modification of said display stand.

In the drawings 5 designates the sheet of cardboard or blank from which the display stand is formed.

45 The sheet 5 which is here illustrated as rectangular in form but may be of any other suitable external contour, is cut on two longitudinal lines 6, shown curved in Figures 1, 2, and 3, and straight in Figure 4. The lines 6 are spaced from each other and from each side of the sheet, and terminate at points 7

and 8 spaced from the top and bottom respectively of the sheet.

The sheet is adapted to be folded as shown in Figures 2, 3, and 4, on transverse lines 9
55 extending from the points 7 to the respective sides of the sheet on lower transverse lines 10 extending from the points 8 to the respective sides of the sheet, and on transverse lines 11 extending to the respective sides of the
60 sheet from points 12 on the lines 6, above the points 8.

The medial portion of the sheet between the longitudinal lines 6, is folded as shown in Figures 2, 3, and 4, on the transverse line 13,
65 connecting the lines 6, at points above the lines 11.

The sheet thus folded forms a horizontal base 14, on which the container rests, an upright back 15, rising from the base 14 at the
70 folded line 13, and inclined supports 16 on each side extending from the back 15 to the forward edge of the base, the folded side portions 17 of the sheet between the lines 10 and 11, resting on the forward portion 18 of
75 the base 14 between the lines 10 and the forward edge of the base.

The opening between the inclined side supports 16, may be curved, as shown in Figures 2 and 3, to receive a round container, or rectangular as shown in Figure 4, to receive a
80 square container, which is supported on both sides by the supports 16.

The space on the back 15 above the lines 9, serves as the advertising space.
85

These display stands are easily and economically made each of a single sheet, which can be compactly stored and transported, and quickly set up for use.

It is evident that many changes may be made in the specific embodiment of my invention herein described without departing from the boundaries of my invention as defined by the following claim.
90

I claim as my invention:

95 A display stand formed of a flexible sheet cut on longitudinal lines spaced from each side of the sheet and terminating at points spaced from the top and bottom respectively of the sheet, and folded on two transverse
100 lines extending from the upper and lower terminals respectively of the longitudinal cut

lines to the respective sides of the sheet, and
on transverse lines extending from the re-
spective sides of the sheet to the longitudinal
cut lines at points above the lower terminals
5 thereof, and on a transverse line connecting
the longitudinal lines at points above the last
mentioned transverse lines, so as to form a

base, a back rising from the rear edge there-
of, and inclined supports extending from the
back to the forward part of the base, on which 10
the side portions between the two lower lines
rest.

In testimony whereof I affix my signature.

JOSEPH EDWIN BURGESS.