March 1, 1960 F. A. MAGUIRE 2,926,778

DISPLAY CARTON WITH AUTOMATIC SPRING FLAPS

Filed Oct. 23, 1957

2 Sheets-Sheet 1

Fig. 1.

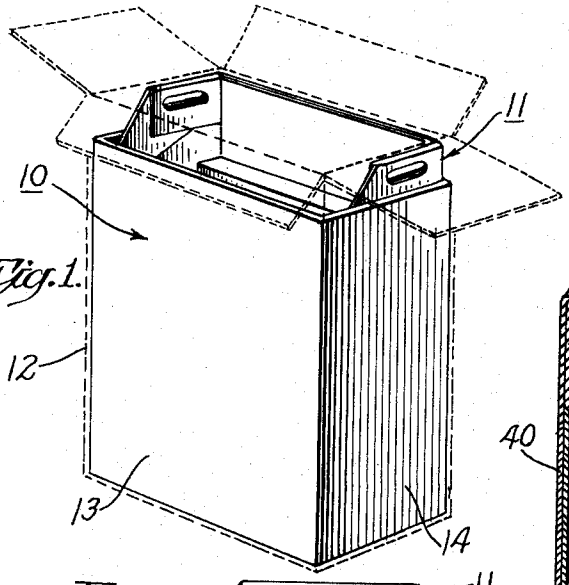


Fig. 2.

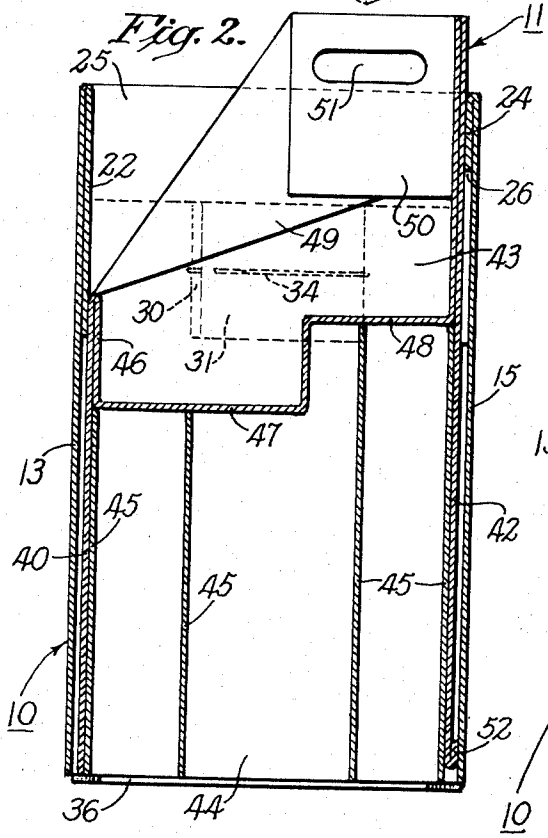
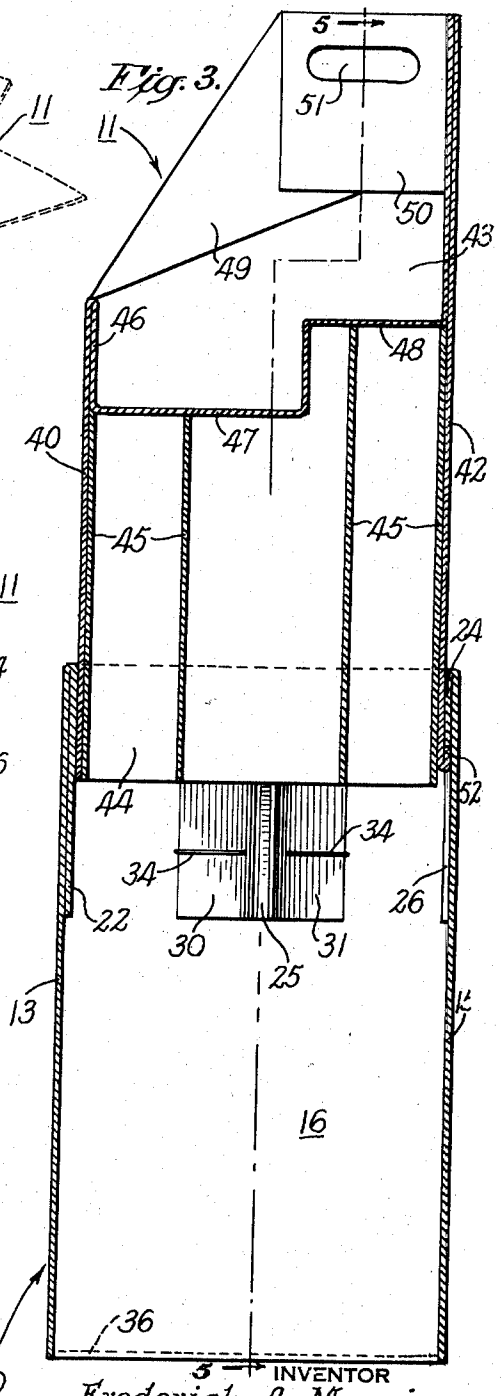


Fig. 3.



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March 1, 1960 F. A. MAGUIRE 2,926,778

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2 Sheets-Sheet 2

Fig. 4.

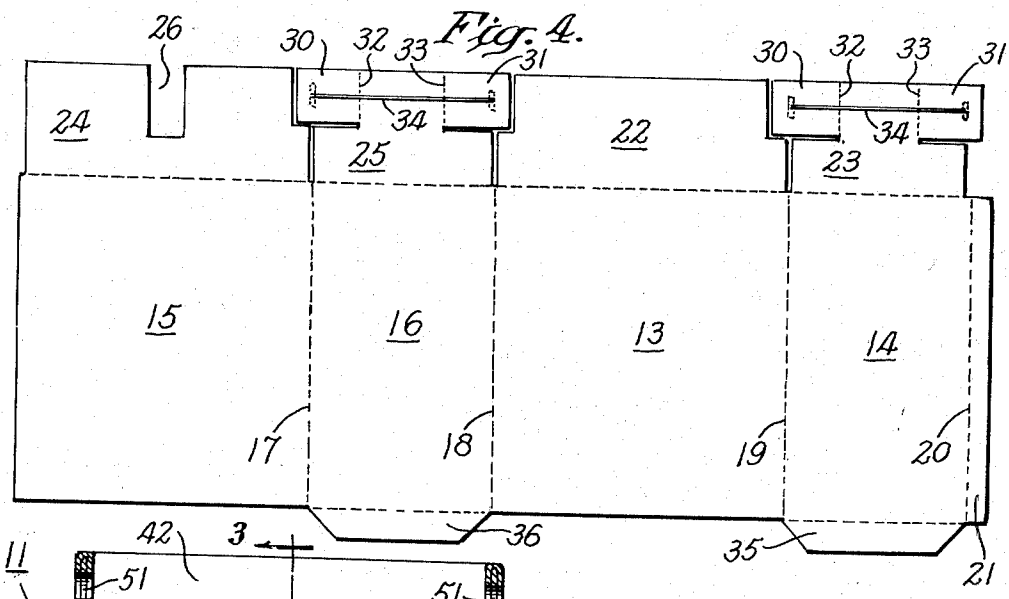


Fig. 5.

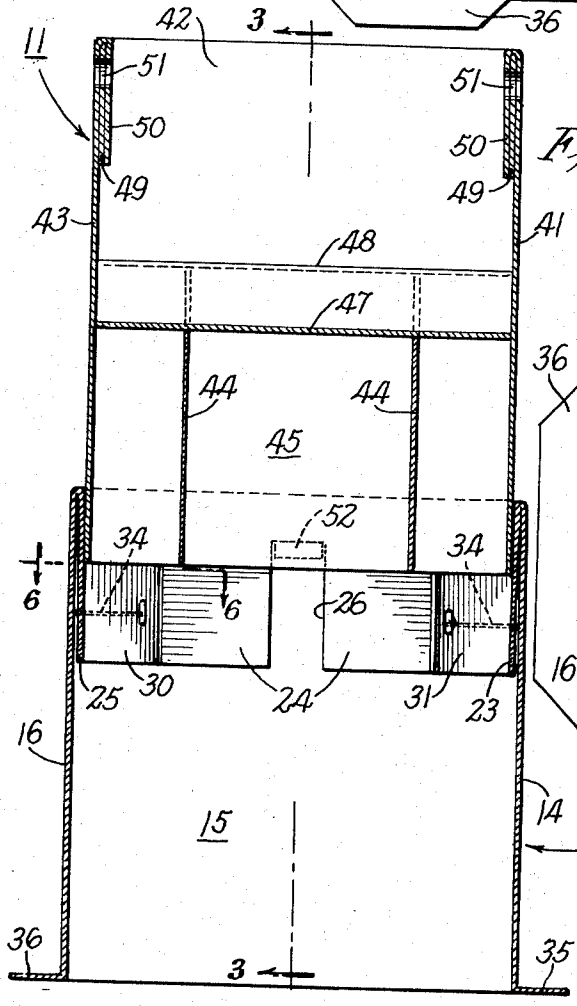


Fig. 6.

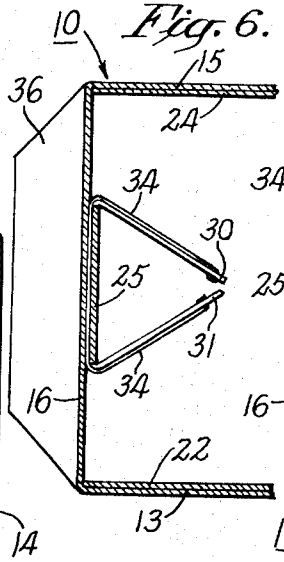
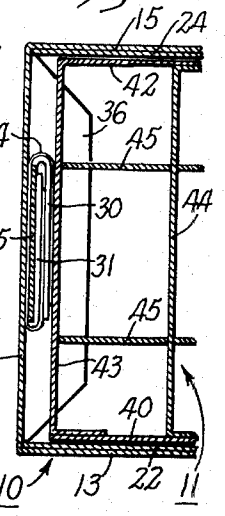


Fig. 7.



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DISPLAY CARTON WITH AUTOMATIC SPRING FLAPS

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7 Claims. (Cl. 206—45)

The present invention relates to a display stand for displaying merchandise at a level to catch the eye of customers.

It is a common practice to ship merchandise in a case in which it is displayed. Such cases usually have an attractive finish with a colorful advertising display printed thereon. However, such display cases of conventional construction do not position the merchandise at the required height for maximum effectiveness. Therefore, such display cases must be placed on a table, stand, counter or the like to raise them to the proper eye level.

One of the objects of the present invention is to provide an improved display stand for merchandise having a display case telescoped in an enclosing casing during shipment and which is easily and quickly set up by merely pulling the inner display case upwardly with respect to an outer casing.

Another object is to provide a display stand of the type indicated in which seat forming flaps on the outer casing automatically spring to an operative position underlying the inner display case when the latter is raised.

Another object is to provide a display stand of the type indicated which limits the upward movement of the inner display case with respect to the outer casing.

Another object is to provide a display stand of the type indicated having a construction which facilitates the manual extension of the inner display case with respect to the outer casing.

Still another object is to provide a display stand of the type indicated which is of relatively simple and compact construction, reliable in operation and adapted for economical manufacture.

In this specification and accompanying drawings I have shown and described a preferred embodiment of my invention, but it is to be understood that this embodiment is not intended to be exhaustive nor limiting of the invention. On the contrary, the embodiment is illustrated in order that others skilled in the art may fully understand the invention and the principles thereof and the manner of applying it in practical use so that they may modify and adapt it in various forms each as may be best suited to the conditions of a particular use.

In the drawings:

Figure 1 is a perspective view of a display stand incorporating the novel features of the present invention and shown in the shipping container in which it is transported;

Figure 2 is a vertical sectional view of the display stand when removed from the shipping container and showing the display case telescoped in an enclosing casing;

Figure 3 is a view similar to Figure 2 showing the display case pulled upwardly in the casing and the seat forming wings on the casing automatically actuated to underlie the display case;

Figure 4 is a plan view of the casing blank and showing the resilient cords connected to the seat forming wings;

Figure 5 is a sectional view taken on line 5—5 of Figure 3 to show the slot and lug construction to limit the upward movement of the display case relative to the casing;

Figure 6 is a sectional plan view taken on line 6—6 of Figure 5 to show the seat forming wings resiliently actuated to underlie the display case; and

Figure 7 is a view similar to Figure 6 showing the seat forming wings held in overlapping folded relationship between the sides of the display case and casing.

One embodiment of a display stand incorporating the present invention is illustrated in the drawings as comprising a casing **10** constituting a base and a display case **11** adapted to be supported in the open top of the base to display merchandise at a level which will catch the eye of prospective purchasers. During shipment the display case **11**, with or without the merchandise contained therein, is telescoped in the casing **10** to reduce the volume of the stand. The telescoped casing **10** and display case **11** are enclosed in a shipping container **12** indicated by dash lines in Figure 1. When the display stand is delivered to the place where it is to be used, the shipping container **12** is opened, as illustrated in Figure 1, and the display stand removed therefrom as a unit as illustrated in Figure 2. Display case **11** is then merely raised with respect to casing **10** as illustrated in Figure 3 to set up the display stand.

Casing **10** is an open rectangular tube having opposed front and back panels **13** and **15** and opposed side panels **14** and **16**. The casing is formed from a flat blank as illustrated in Figure 4 scored on fold lines **17**, **18**, **19** and **20** and forming a lap strip **21**. Flap extensions **22** and **24** project from the top of panels **13** and **15** and flap extensions **23** and **25** project from the top of panels **14** and **16**. The flap extension **24** is cut to form a slot **26** extending downwardly from its outer edge. It will also be observed that the flap extensions **23** and **25** have lateral extensions at their upper edge formed by material cut from adjacent flaps **22** and **24**. Each flap extension **23** and **25** is cut inwardly from its outer edges under the lateral extensions to form wings **30** and **31** adapted to fold inwardly on score lines **32** and **33**. As shown in Figure 4, the wings **30** and **31** on each flap extension **23** and **25** are connected by a resilient means such as an elastic cord **34**. Short flap extensions **35** and **36** also project from the bottom of the side panels **14** and **16**.

The blank is folded on the score lines **17** to **20** and the lap strip **21** is glued to the edge of panel **15** to form the open rectangular casing **10**. Flap extensions **22** to **24** are then folded into the open casing against the inside faces of the panels **13** to **15**, see Figures 3 and 5, and the flap extensions **35** and **36** are folded inwardly toward each other as shown in Figure 2. Wings **30** and **31** on the inwardly folded flap extensions **23** and **25** are folded one over the other against the tension of resilient cords **34** at each side of the casing **10** in the manner shown in Figure 7 before the display case **11** is inserted in the casing which then holds the wings in their folded relationship.

Display case **11** also is of rectangular box-like form and made from a blank in a manner similar to the casing **10**. The display case **11** has front and rear panels **40** and **42** and side panels **41** and **43**. Right angular cross partitions **44** and **45** extend between the front and rear panels **40**, **42** and side panels **41**, **43**, respectively, see Figure 3, to strengthen the structure. The front panel **40** is of less height than rear panel **42** and the top edges of the side panels **41** and **43** slant upwardly and then extend rearwardly from the front to the rear panels. A flap extension **46** of the front panel **40** is folded downwardly, rearwardly and upwardly to provide the stepped shelves **47** and **48** as shown in Figures 2 and 3 which are supported by the cross partitions **44** and **45**. The stepped shelves **47** and **48** are adapted to display merchandise in its open top.

Each side panel **41** and **43** of the display case **11** also has flap extensions **49** and **51** which are folded inwardly and downwardly in overlapping relationship. The side panels **41** and **43** and overlapping flap extensions **49** and **50** each have oval shaped openings cut therein to form a hand grip **51** at each side. Display case **11** is of a greater height than the casing **10** so that the hand grips **51** at each side project upwardly beyond the casing as shown in Figure 2.

The rearward panel **42** of display case **11** is slotted adjacent its lower edge to form a tab **52** which is folded rearwardly and upwardly. When the display case **11** is positioned in the casing **10** the tab **52** is aligned with the slot **26** in flap extension **24**. Thus, the engagement of the tab **52** on the display case **11** with the end of the slot **26** in the casing will limit the upward movement of the display case.

When the display stand is received, the display case **11** is telescoped in the casing **10**, the flap extensions **35** and **36** are folded inwardly and the wings **30** and **31** on each inwardly folded flap extension **23** and **25** are folded one over the other and held in folded relationship against the tension of elastic cord **34** by the side panels **41** and **43** of the display case. The flap extensions **35** and **36** are first folded outwardly from the position illustrated in Figure 2 to that illustrated in Figure 5 to provide foot grips on which a person may stand. The grips **51** are then engaged by the hands and the display case **11** raised with respect to the casing **10** from the position illustrated in Figure 2 to that illustrated in Figure 3. The upward movement of display case **11** is limited by the engagement of rearwardly projecting tab **52** with the end of the slot **26** in flap extension **24**, see Figure 3. When the display case **11** reaches the end of its upward movement, it releases the wings **30** and **31** on the opposite flap extensions **23** and **25** which automatically spring inwardly under the tension of resilient cords **34**. Inwardly extending wings **30** and **31** then underlie the lower edges of the side panels **41** and **43** of the display case **11** to hold it in its raised position.

It will now be observed that the present invention provides a display stand having separate parts which may be easily and quickly set up by merely raising one part with respect to the other. It will also be observed that the present invention provides seats on a base which are automatically actuated to support a display case when the latter is raised with respect to the base. It will still further be observed that the present invention provides a display stand which is of simple and compact construction, reliable in operation and adapted for economical manufacture.

While a single embodiment of the invention is herein illustrated and described, it is to be understood that changes may be made in the construction and arrangement of elements without departing from the spirit or scope of the invention. Therefore, without limitation in this respect, the invention is defined by the following claims:

I claim:

1. A display stand comprising an outer box-like casing having an open top, an inner display case enclosed in and closely fitting the interior of the outer casing and adapted to telescope outwardly therefrom to form a stand, said inner display case having a shelf adjacent its top to support and display merchandise at the top of the stand, pivoted wings on the outer casing at opposite sides of the inner display case and folded between and arranged in parallel relation to the side walls of the outer casing and inner display case, and a separate spring means tensioned by the folded wings at each side to automatically actuate the pivoted wings when released by the display case as it is raised outwardly with respect to the outer casing to provide seats for supporting the display case at a higher level.

2. A display stand in accordance with claim 1 in which handles are provided at the upper edge of the display case for raising the latter relative to the outer casing.

3. A display stand in accordance with claim 1 in which two opposed side walls of the display case project upwardly beyond the outer casing, and said upwardly projecting side walls having slots formed therein to provide handles for raising the display case with respect to the outer casing.

4. A display stand in accordance with claim 1 in which handles are provided adjacent the upper edge of the display case for raising the latter relative to the outer casing, and flaps projecting outwardly from the bottom of two opposed side walls of the outer casing for holding it with the feet while the display case is being raised with the hands.

5. A display stand in accordance with claim 1 in which the wings are formed in flap extensions of the side walls of the outer casing and folded into the outer casing against the side walls, said pivoted wings being folded one over the other between the side walls of the inner display case and outer casing, and a resilient cord connecting the folded over wings to cause them to spring inwardly when released by the display case as it is raised with respect to the outer container.

6. A display stand in accordance with claim 5 in which flap extensions are provided at the opposite end of the side walls of the outer casing from the first mentioned flap extensions which fold outwardly to provide foot grips when the display case is raised.

7. A display stand comprising an outer casing having opposite side panels with flap extensions folded into the casing against the panels, an inner display case having an open top and adapted to support and display merchandise, said display case being telescoped in and adapted to slide upwardly from the outer casing to form a stand, wings on said flap extensions between the side walls of the outer casing and inner display case and adapted to fold inwardly to provide seats for supporting the display case when the latter is raised relative to the outer casing, and an elastic cord connected to the wings at each side to automatically actuate the wings inwardly when released by the display case during its upward movement.

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