

Jan. 4, 1944.

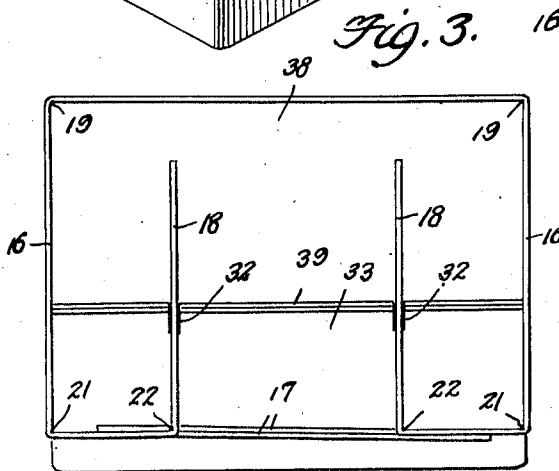
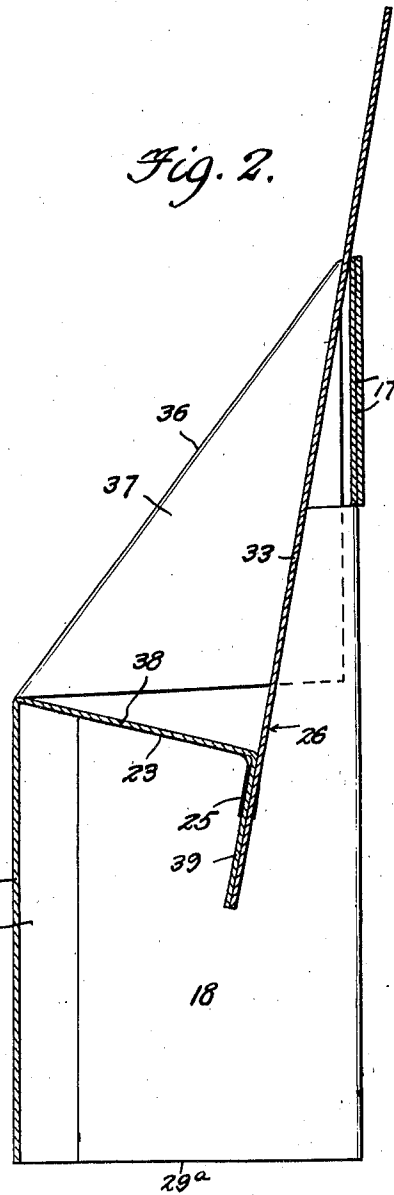
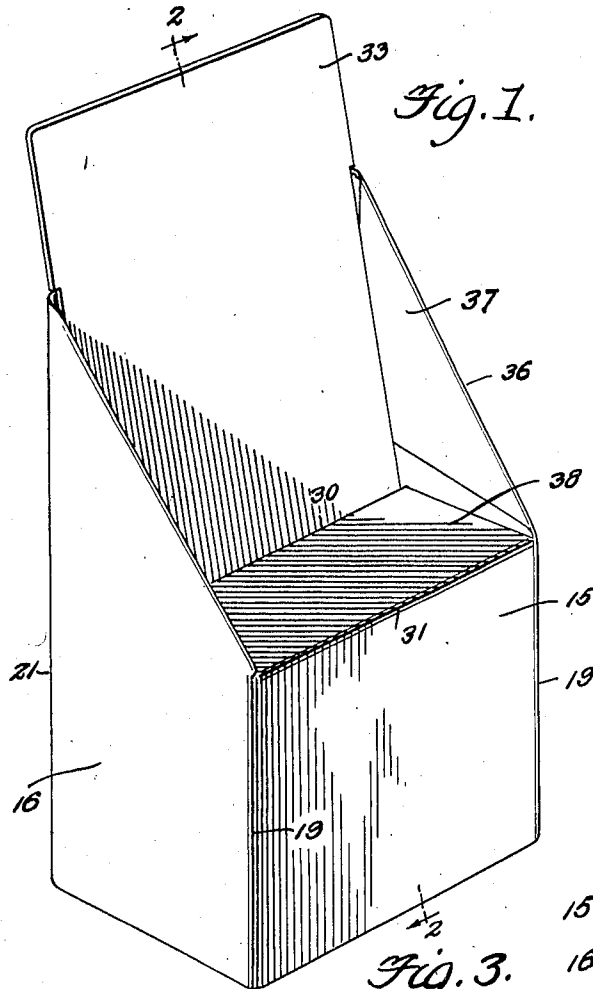
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2,338,567

COLLAPSIBLE MERCHANDISE DISPLAY STAND

Filed Nov. 29, 1941

5 Sheets-Sheet 1



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5 Sheets-Sheet 2

Fig. 5.

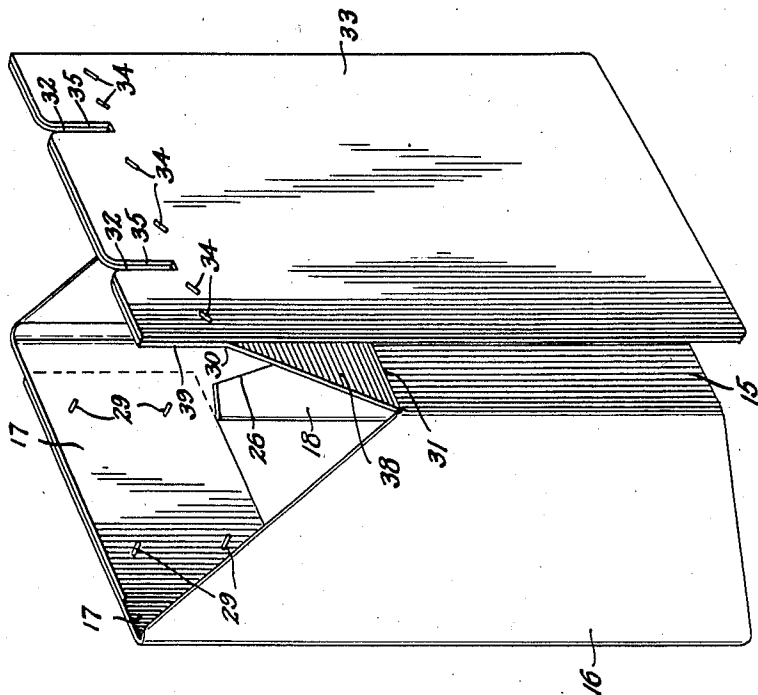
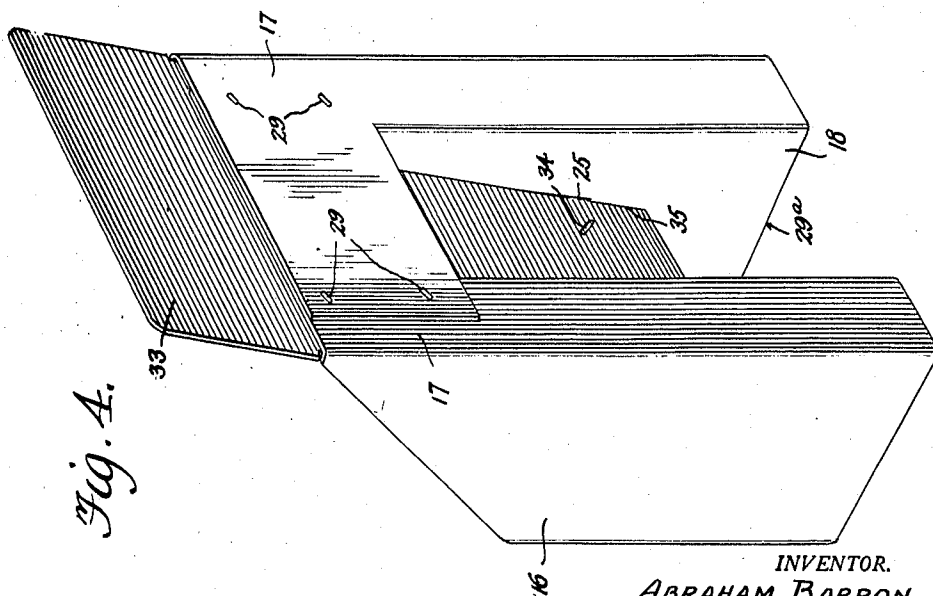


Fig. 4.



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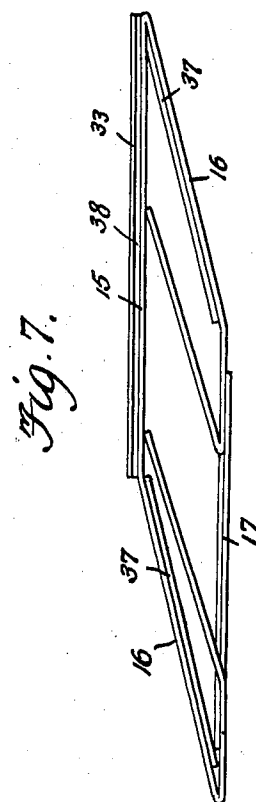
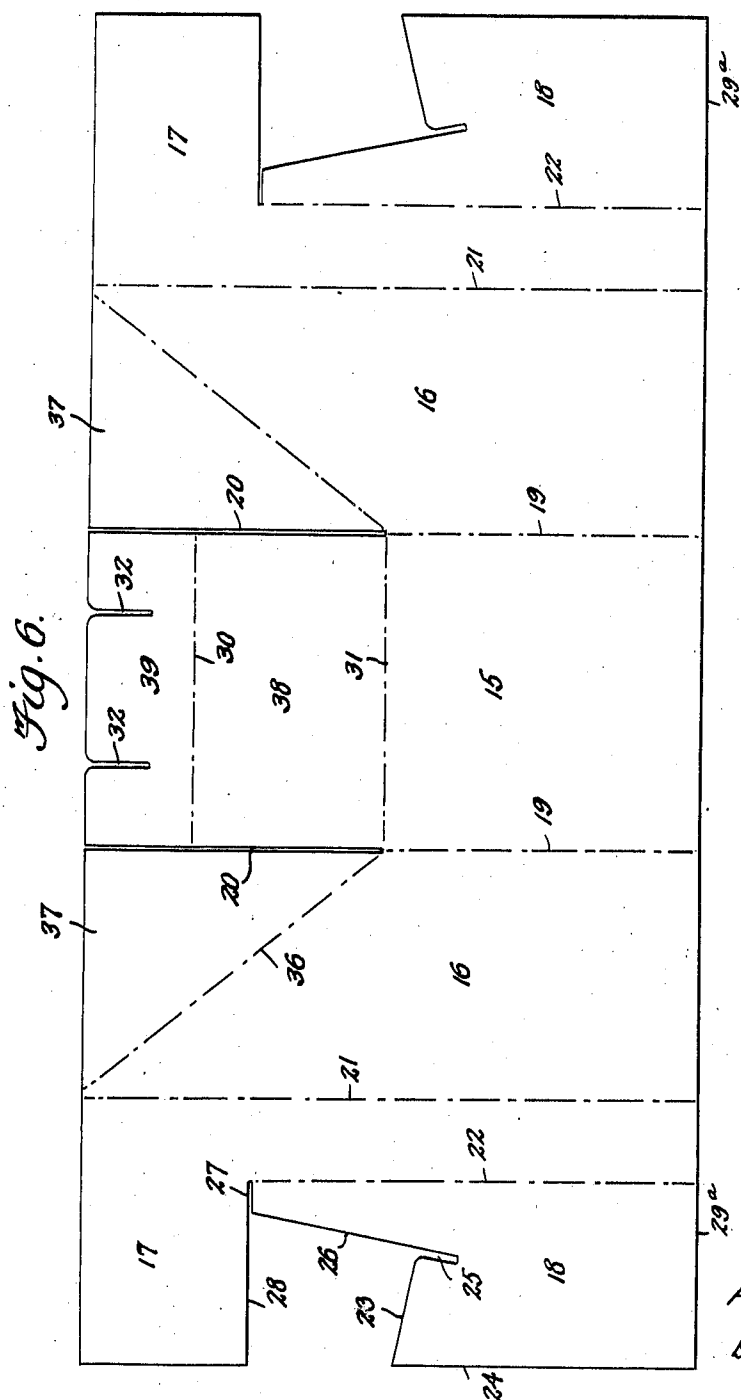
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5 Sheets-Sheet 3



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5 Sheets-Sheet 4

Fig. 8.

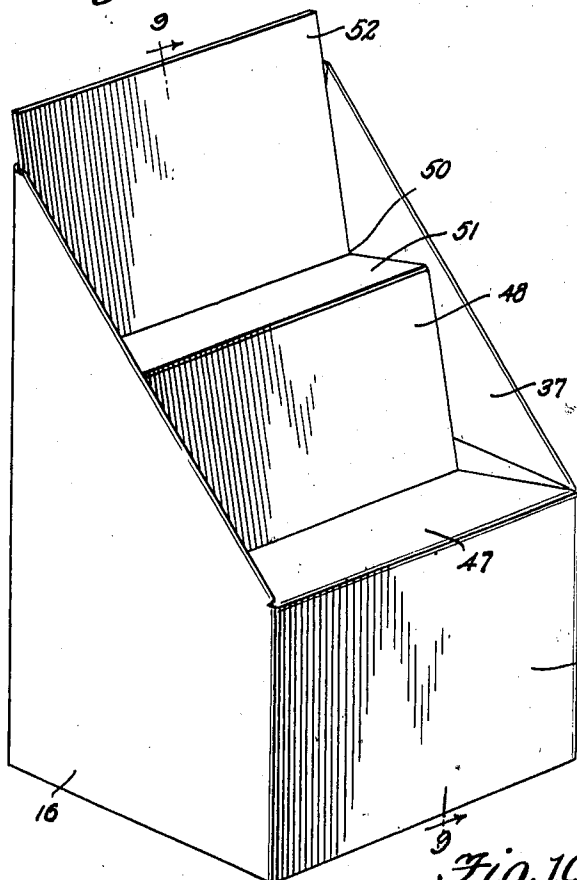


Fig. 9.

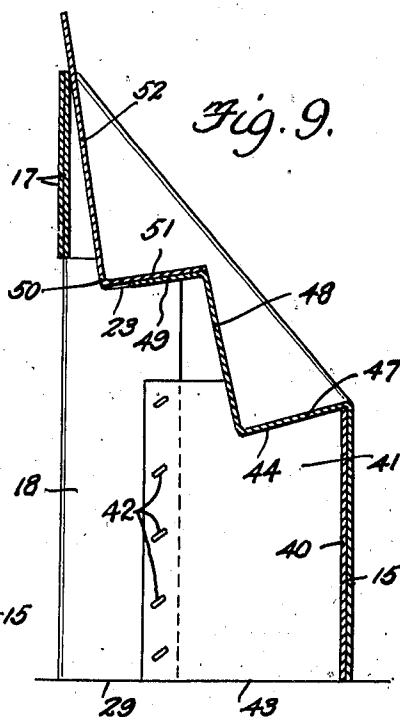
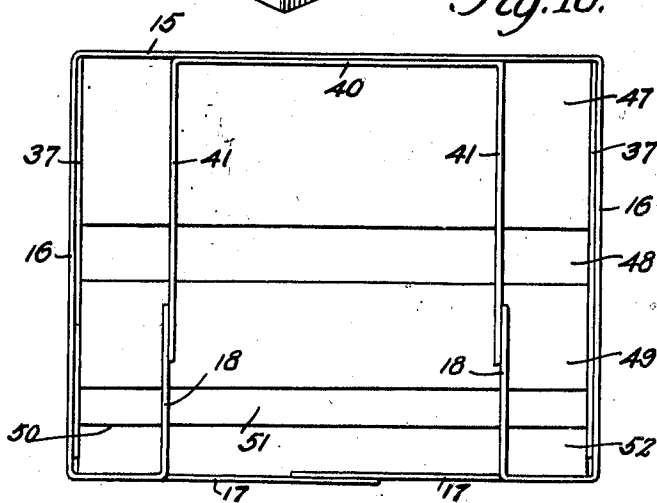


Fig. 10.



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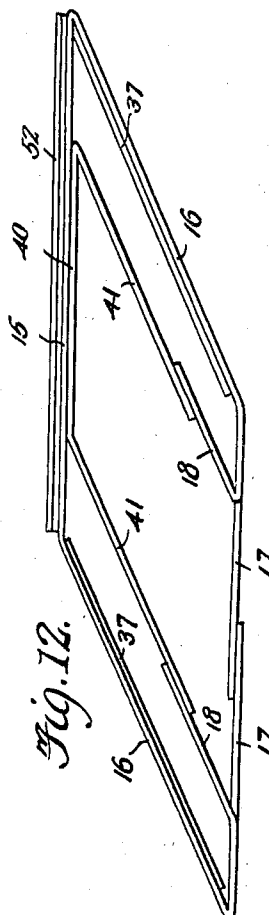
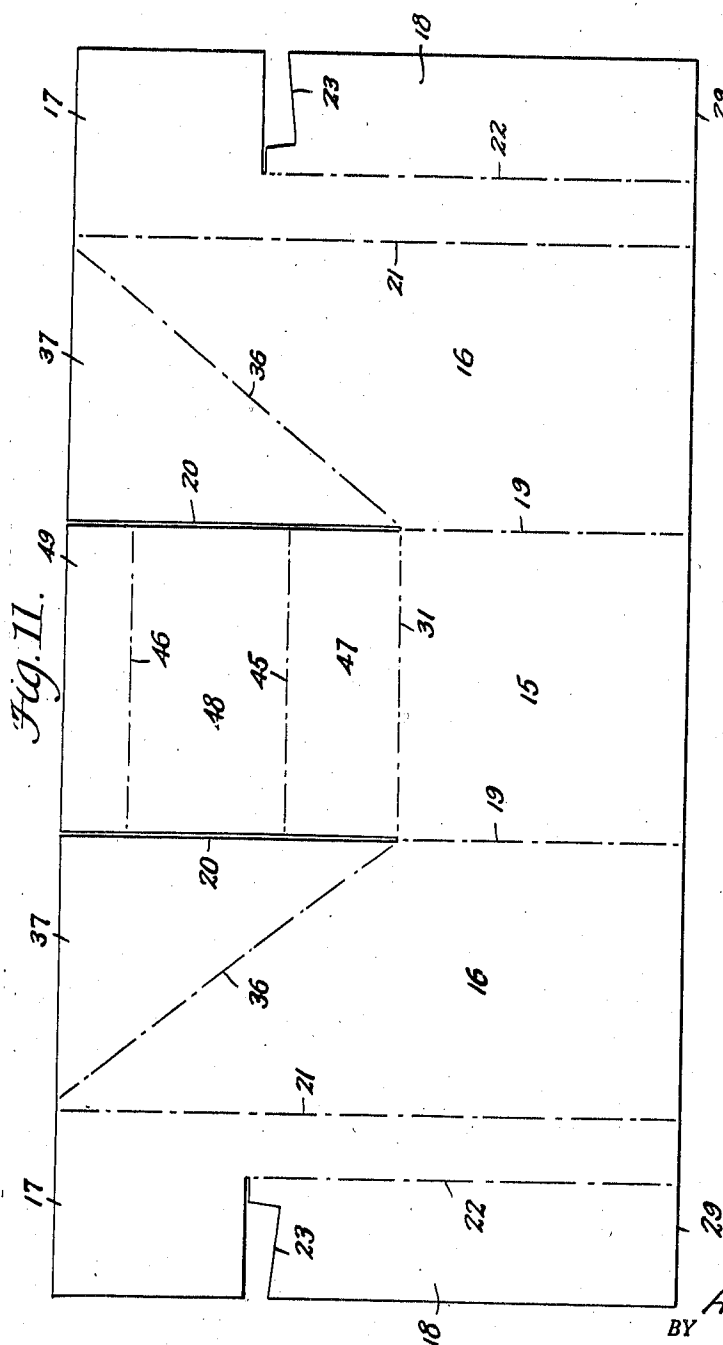
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COLLAPSIBLE MERCHANDISE DISPLAY STAND

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5 Sheets-Sheet 5



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UNITED STATES PATENT OFFICE

2,338,567

COLLAPSIBLE MERCHANDISE DISPLAY
STAND

Abraham Barron, Yonkers, N. Y.

Application November 29, 1941, Serial No. 420,904

8 Claims. (Cl. 248-174)

This invention has general reference to collapsible articles constructed of sheet material such as cardboard, corrugated paperboard or equivalent bendable stock, and the same is particularly concerned with an improvement in display stands for supporting and displaying merchandise in addition to affording surfaces adapted to bear advertising matter relative to the merchandise.

The invention primarily comprehends an improved collapsible display stand in which the various elements thereof are permanently secured together to provide a unitary structure which may be readily collapsed so as to occupy a limited amount of space for storage and shipment.

As a further object, the invention is directed to a collapsible display stand which is fashioned from sheet material so as to provide, when set up, an upper portion defining a tray and a lower portion functioning as a support for the upper tray defining portion, said upper portion when set up and supported serving as a means for sustaining the structure against collapsing.

As a further feature thereof, the instant invention embodies a structure of the indicated character in which the lower portion thereof is formed with inwardly directed flaps, the lower edges of which engage the supporting surface and the upper edges of which flaps support the tray defining portion so that the weight of the merchandise arranged thereon for display is carried by the flaps.

The invention further comprehends a display stand structure of the indicated character which is subject to production in a wide variety of sizes, shapes and proportions.

With the above enumerated and other objects in view, the invention is disclosed in greater detail in the following specification and illustrated in the accompanying drawings in which:

Fig. 1 is a perspective view of the display stand as viewed from the front.

Fig. 2 is an enlarged vertical sectional view therethrough taken approximately on the line 2-2 of Fig. 1.

Fig. 3 is a bottom plan view of the display stand on the same scale illustrated in Fig. 2.

Fig. 4 is a perspective view of the floor stand as viewed from the rear.

Fig. 5 is a perspective view of the floor stand in partially folded condition.

Fig. 6 is a view of the blank from which the stand is constructed.

Fig. 7 is a bottom plan view similar to Fig. 3 illustrating the stand in partially collapsed condition.

Fig. 8 is a perspective view of a modified form of floor stand as viewed from the front.

Fig. 9 is a vertical sectional view therethrough taken approximately on the line 9-9 of Fig. 8.

Fig. 10 is an enlarged bottom plan view of the floor stand in set-up condition.

Fig. 11 is a view of the blank from which said stand is constructed.

Fig. 12 is a bottom plan view similar to Fig. 10 illustrating the stand in partially folded condition.

Referring to the drawings by characters of reference and more particularly to the form of the invention illustrated in Figs. 1 to 7, inclusive, the display stand includes a body which is preferably fashioned from a single sheet of material cut and scored to provide a front wall 15, a pair of opposite side walls 16, and a pair of rear wall portions 17, each having a flap 18.

The side walls 16 are hingedly connected to the opposite side edges of the front wall 15 by score lines 19 which extend upwardly from the lower edge in parallel relation to each other and the upper ends of which terminate at the lower ends of slits 20 which extend downwardly from the upper edge of the stock in alignment with the score lines 19. The rear wall portions 17 are hingedly connected to the outer rear edges of the side walls 16 by score lines 21, while the flaps 18 are hingedly connected at their vertical inner rear edges to the rear wall portions 17 by score lines 22. The score lines 19, 21 and 22 in the instant embodiment are parallel so that the front and side walls 15 and 16 and the rear wall portions 17 and flaps 18 may be bent at an angle to each other to provide a rectangular box like structure. The flaps 18 are each formed as an area of the lower and outer part of the rear wall portions as illustrated in the blank shown in Fig. 6, and the upper portion of each flap is cut to define an inclined upper edge 23 extending rearwardly from the free forward edge 24, the upper edge 23 terminating in a depending notch 25, the rear edge 26 of which notch extends upwardly at an angle and merges into a slit 27 terminating at the score line 22 and defined by the lower edge 28 of the upper portion of the rear wall 17.

The upper part of the rear wall portions 17 is secured in overlapping relation in any suitable manner, such as by metal stitching 29 or by gluing or any other equivalent fastening means, and preferably this overlapping securement produces a body of rectangular configuration in horizontal cross section which is collapsible in the manner shown in Figs. 5 and 7 to dispose one side wall 16 and the front wall 15 substantially in alignment with each other and the other side wall 16 and the overlapped rear wall portions 17 in alignment with each other with one pair of aligned walls in a plane substantially parallel to the other pair of aligned walls.

The flaps 18 are turned inwardly and directed forwardly from the rear wall so as to lie within the confines of the body with the lower edges 29^a of the flaps resting on the supporting surface and with the upper edges 23 disposed below the upper edge of the rear wall. The stock above the front wall 15 and between the upper edge thereof and between the slits 20 is provided with upper and lower parallel score lines 30 and 31 extending transversely thereof, the lower score line 31 terminating at its opposite ends at the lower ends of the slits 20. The upper score line 30 is spaced below the upper edge of the blank as shown in Fig. 6 and said upper edge thereof between the slits 20 is provided with a pair of inwardly extending notches 32 spaced apart a distance equal to the spacing of the flaps 18 when the stand is in its set up condition. A separate piece of stock 33 of a width and height corresponding to the front wall 15 is secured to the forward face of the stock between the slits 20 and between the upper score line 30 and the upper edge of the stock in any suitable manner such as by metal stitching 34 or any equivalent means and the upper edge of the piece 33 is provided with corresponding notches 35 registering with the notches 32.

The side walls 16 are provided with diagonal score lines 36 which extend upwardly at an angle from the lower terminals of the slits 20 to a point adjacent the juncture of the rear wall portions 17 of the side walls 16, and the triangular corner portions 37 thus defined are bent inwardly and secured to the inner faces of the side walls to form intumed flap portions. Obviously, when the stand is in collapsed condition, the piece 33 is substantially parallel with the front wall as illustrated in Figs. 5 and 7.

In setting up the stand, the side walls 16 are swung from the collapsed position to a right angular relation to the front and rear walls 15 and 17 as illustrated in Fig. 3, and the flaps 18 are disposed parallel to each other and extend forwardly from the rear wall 17. The upper portion 38 of the stock above the front wall and lying between the score lines 30 and 31 is bent rearwardly along the score line 31 into overlying relation to and into engagement with the upper edges 23 of the flaps so as to support the same, while the remaining upper portion 39 is bent downwardly and the notches 32 thereof together with the notched edge of the piece 33 are engaged respectively with the flaps 18 and the notched portions thereof are received in the notches 25 of the flaps to lock the flaps in their active position. The portion 38 thus serves as the bottom of the merchandise tray or bin, the piece 33 as the rear wall of the tray or bin and the upper portions of the side walls 16 as the sides of the tray or bin. The merchandise is arranged on the portion 38 and its weight is effectively sustained by the flaps 18 which extend downwardly to the supporting surface. When thus set up, the stand is prevented from collapsing by the interengagement of the tray-forming portion 38 and the piece 33 with the side of the body.

In order to collapse the stand it is only necessary to pull upwardly on the piece 33 to disengage the notched portions 32 and 33 from the notch portions 25, swing the portion 38 into alignment with the front wall 15 and dispose the piece 33 parallel to the front wall and then swing the side wall portions and the flaps 18 laterally thus

disposing all of the elements in substantially flat parallel relation.

In the form of the invention illustrated in Figs. 8 to 12, inclusive, the construction of the display stand is similar to that shown in the previous form with the exception that in this instance the flaps 18 are connected to the front wall 15 by a member 40 which is secured to the front wall and is formed with rearwardly directed hinged wings 41 secured by metal stitching 42 adjacent the free rear edges to the flaps 18 adjacent the free forward edges. Also in this instance, the lower edges 43 of the wings are disposed in the same horizontal plane as the lower edges 29^a of the flaps 18 while the upper edges of the wings are cut out to provide stepped edges 44 which are disposed below the upper edges 23 of the flaps 18.

In this form of the invention, the stock between the slits 20 and lying between the upper edge of the blank and the score line 31 is provided with score lines 45 and 46 for bending the same into stepped formation to provide a ledge portion 47, a riser portion 48 and a ledge portion 49. A separate piece 50 scored to provide a ledge portion 51 hinged to the upright portion 52 is provided, which ledge portion is overlapped and secured to the ledge portion 49. The ledge portions 49 and 51 are adapted to rest upon the upper edges 23 of the flaps 18 and the upright portion of the piece 50 rests against the overlapped rear wall portion 17 of the body.

As in the previous form, the collapsing of the floor stand is accomplished by pulling upwardly on the upright portion 52 to withdrawn the stepped tray forming elements from between the walls of the body thus permitting the body to be collapsed by swinging the walls laterally as shown in Fig. 12 to a flattened condition, the flaps 18 and wings 41 folding to lie between the folded body walls. In this instance, the tray forming portion is swung downwardly to a parallel position with the folded body walls.

What is claimed is:

1. In a collapsible display stand, a body member fashioned from sheet material to provide hingedly connected front, rear and side walls, and a tray member hingedly connected to the upper edge of the front wall to fold into parallel relation with the body member when collapsed, a pair of laterally spaced flaps hingedly connected with the rear wall and having lower edges flush therewith and upper edges terminating below the upper edge of the rear wall, a foldable connection between the free forward ends of the flaps and the front wall, said flaps being foldable into parallel relation with the body walls when collapsed and adapted to extend forwardly from the rear wall when the body member is set up so that the upper edges of the flaps constitute a support for the tray member located within the confines of the body member and whereby the tray member when in active position engages within the walls of the body member and functions to maintain the same in set-up condition.
2. In a collapsible display stand, a body member fashioned from sheet material to provide hingedly connected front, rear and side walls, and a tray member hingedly connected to the upper edge of the front wall to fold into parallel relation with the body member when collapsed, a pair of laterally spaced flaps hingedly connected with the rear wall and having lower edges flush therewith and upper edges terminating below the upper edge of the rear wall, said flaps

being foldable into parallel relation with the body walls when collapsed and adapted to extend forwardly from the rear wall when the body member is set up so that the upper edges of the flaps constitute a support for the tray member located within the confines of the body member and whereby the tray member when in active position engages within the walls of the body member and functions to maintain the same in set-up condition, said flaps having notches in the upper edges thereof and said tray member having a downwardly offset notched portion engageable with the flap notches.

3. In a collapsible display stand, a body member fashioned from sheet material to provide hingedly connected front, rear and side walls, and a tray member hingedly connected to the upper edge of the front wall to fold into parallel relation with the body member when collapsed, a pair of laterally spaced flaps hingedly connected to and integral with the rear wall and having lower edges flush therewith and upper edges terminating below the upper edge of the rear wall, said flaps being foldable into parallel relation with the body walls when collapsed and adapted to extend forwardly from the rear wall when the body member is set-up so that the upper edges of the flaps constitute a support for the tray member located within the confines of the body member and whereby the tray member when in active position engages within the walls of the body member and functions to maintain the same in set-up condition, and said tray member having a hinged rear flap adapted when the stand is set-up to extend upwardly in front of the rear wall thereof.

4. In a collapsible display stand, a body member fashioned from a flat sheet of stock, cut, scored and folded to provide a front wall, side walls hingedly connected to opposite sides of the front wall and rear wall sections hingedly connected to the side walls, the combined width of said rear wall sections being greater than the width of the front wall and said rear wall sections being secured in overlapped relation to provide a rear wall of a width corresponding to that of the front wall, said rear wall sections having cut outs in their free side edges intermediate the height thereof to provide inwardly folded lower flap portions directed forwardly towards the front wall and said front wall having its upper edge terminating below the upper edge of the rear wall and formed with a downturned extension adapted to rest upon the upper edges of the flaps to provide a supporting panel for merchandise and functioning by the engagement of the same between the side walls to retain the stand in set up condition and interengageable means on said downturned front wall extension and on the flap portions of the rear wall sections for holding the flap portions in active supporting position.

5. In a collapsible display stand, a body member fashioned from a flat sheet of stock cut, scored and folded to provide a front wall, side walls hingedly connected to opposite sides of the front wall and rear wall sections hingedly connected to the side walls, the combined width of said rear wall sections being greater than the width of the front wall and said rear wall sections being secured in overlapped relation to provide a rear wall of a width corresponding to that

of the front wall, said rear wall sections having cut outs in their free side edges intermediate the height thereof to provide inwardly foldable lower flap portions directed forwardly towards the front wall and said front wall having its upper edge terminating below the upper edge of the rear wall and formed with a downturned extension adapted to rest upon the upper edges of the flaps to provide a supporting panel for merchandise and functioning by the engagement of the same between the side walls to retain the stand in set-up condition, said side walls being swingable into alignment respectively with the front and rear walls and said flaps being swingable to lie between the front, rear and side walls when the stand is collapsed with the front wall extension disposed in alignment with and extending upwardly from the front wall.

6. In a display stand, a hollow body including vertical walls hingedly connected together to fold from an opened set-up condition to a collapsed flat relation, a tray flap hinged to the upper edge of one of the body walls and adapted to be arranged in a plane parallel with the remaining walls when collapsed and swingable to an active position lying within the body when set up for retaining the body against collapsing, and supporting flaps extending inwardly from another wall of the body to underlie and support the tray flap in said active position, said tray flap and supporting flaps having interengageable notched portions adapted to lock the supporting flaps in inwardly directed position.

7. In a display stand, a hollow body including vertical walls hingedly connected together to fold from an opened set-up condition to a collapsed flat relation, a tray flap hinged to the upper edge of one of the body walls and adapted to be arranged in a plane parallel with the remaining walls when collapsed and swingable to an active position lying within the body when set up for retaining the body against collapsing, supporting flaps hingedly connected to and integral with one of the remaining body walls and foldable to lie therebetween when the body is collapsed, said supporting flaps being adapted to extend inwardly to underlie and support the tray flap in its active position and means carried by the front wall for retaining the supporting flaps at an angle to the body wall with which they are connected so as to underlie and support the tray flap.

8. In a display stand, a hollow body including vertical walls hingedly connected together to fold from an opened set-up condition to a collapsed flat relation, a tray flap hinged to the upper edge of one of the body walls and adapted to be arranged in a plane parallel with the remaining walls when collapsed and swingable to an active position lying within the body when set up for retaining the body against collapsing, and supporting flaps hingedly connected with one of the remaining body walls and foldable to lie therebetween when the body is collapsed, said supporting flaps being being adapted to extend inwardly to underlie and support the tray flap in its active position, and connections between said supporting flaps and the wall of the body opposite to that with which said supporting flaps are connected and which connections are foldable together with the supporting flaps to lie between the body walls when the body is collapsed.

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