

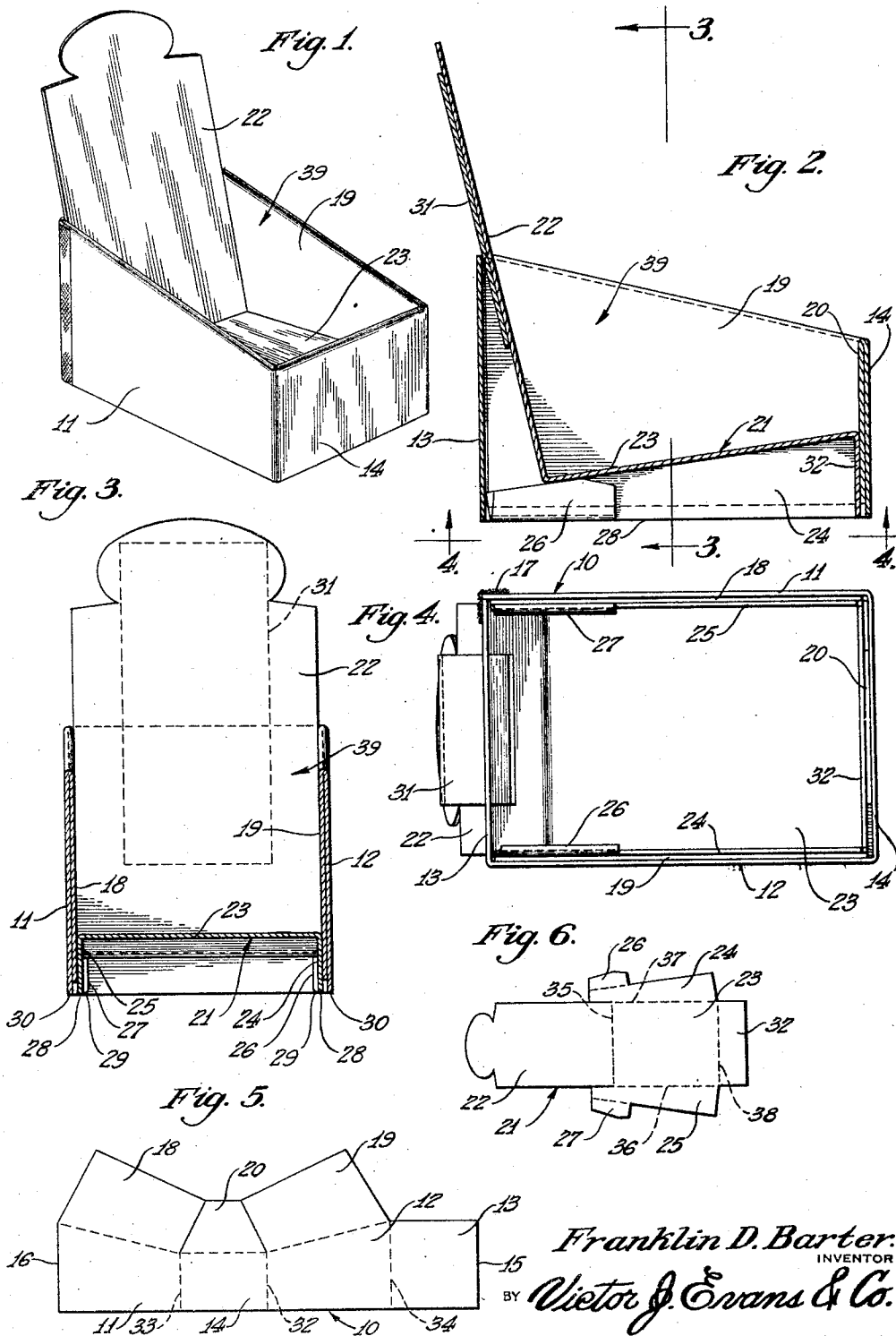
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DISPLAY STAND

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DISPLAY STAND

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This invention relates to certain novel improvements in display stands, and has for its principal object the provision of an improved construction of this character which will be highly efficient in use and economical in manufacture.

It is an object of this invention to provide an improved article display stand on which articles may be advantageously displayed to the view of, and be readily seen by, a prospective purchaser.

Another object of the invention is to provide an improved collapsible display stand on which articles may be advantageously displayed to the view of, and be readily seen by, a prospective purchaser and which stand is simple in construction, inexpensive to manufacture, simple to set up and collapse, and conveniently and economically transportable.

A further object of the invention is to provide an improved display stand particularly adapted to display advantageously to prospective purchasers, bread or other bakery products and which may be set up on any suitable support such, for example, as a show case or other support that may be available in a grocery or like store.

Another object of the invention is to provide an improved article display stand providing a well for the reception of a quantity of articles to be displayed and so arranged that an additional supply of articles may be stacked and displayed upon those in the well without falling or tumbling out of the stack.

Other objects will appear hereinafter.

The invention consists in the novel combination and arrangement of parts to be hereinafter described and claimed.

The invention will be best understood by reference to the accompanying drawing showing the preferred form of construction, and in which:

Fig. 1 is a perspective view of the invention;

Fig. 2 is a vertical sectional view of the invention as shown in Fig. 1;

Fig. 3 is a vertical sectional view on line 3—3 in Fig. 2;

Fig. 4 is a bottom plan view on line 4—4 in Fig. 2;

Fig. 5 is a schematic view of a part of the invention; and

Fig. 6 is a schematic plan view of an insert member embodied in the invention.

Referring to the drawing, which illustrates a preferred and practical embodiment of the invention, 10 indicates generally a section or blank of suitable material which may be, for example, fibrous, such as paperboard, and which provides a frame for the display stand. This frame includes side walls 11 and 12, rear wall 13, and a front wall 14, the edges 15 and 16 of the blank being joined by a conventional securing element 17, Fig. 4. The fold lines in the blank 10 are shown by dotted lines in Fig. 5, and by reference to this figure it will be seen that there are provided a flap 18 that is bent down inside the side wall 11, a similar flap 19 bent down inside the wall 12, and a flap 20 that is bent down inside the front wall 14, the flaps 18, 19 and 20 reinforcing the side walls 11 and 12 and front wall 14.

The invention includes a supporting tray, generally indicated at 21 and shown in blank in Fig. 6, wherein the dotted lines represent the fold lines along which the blank 21 is folded to form the tray which is then inserted into the frame. The blank 21 includes a portion 22 which, when the blank is inserted into the frame, provides a back or panel that rests at an obtuse angle against the rear wall 13 of the frame. The panel 22 is integral with an article supporting base or tray 23 that terminates forwardly of the rear wall 13 and provides the supporting base or tray proper on which articles may be advertised or displayed for sale, or other purpose. Integral with the base 22, is a pair of side wings 24 and 25 which are fitted within, respectively, the reinforcing flaps 19 and 18. On the wing 24 is an ear 26 that is bent up inside the wing 24, and preferably secured thereto by adhesive or other suitable means. A similar ear 27 is integral with the wing 25 and this ear is bent up inside the flap 25 and is preferably secured to the flap 27 by an adhesive or other suitable connecting means. Integral with the base 23 is a portion 32 that fits against the flap 20.

In use, therefore, the bottom edges 28 of the wings 24 and 25, the bottom edges 29 of the ears 26 and 27, and the bottom edges 30 of the side walls 11 and 12 will be flush with each other and will rest upon the surface that supports the display stand, whereupon the ears 26 and 27 will reenforce the base 23 which carries the articles being displayed.

A backing 31 is preferably secured to the panel 22 by means of an adhesive or other suitable means. When loaves of bread or like articles are displayed on the base 23 the loaves will, by reason of the slope of the base toward the panel 22, abut the latter whereupon the backing 31 will reenforce the panel against being bent by the articles, such as loaves of bread, resting thereagainst.

To collapse the stand for convenience in packing and transporting the insert member or tray 10 may be removed from the frame and the latter collapsed on fold lines 32, 33 and 34, so that the side walls 11 and 12, rear wall 13, front wall 14, and flaps 18, 19 and 20 all lie in a common plane and substantially parallel to each other, with the flaps disposed with the side and end walls. Thereupon the tray 21 may be collapsed by folding the panel 22 over portion 23 and on fold line 35, and then folding the wings 24 and 25 over onto the panel 22, along fold lines 37 and 36, to form a flat collapsed tray that may then be placed upon the collapsed frame to provide a flat package that may be readily and economically packed snugly or in quantities, one superimposed upon the other, and transported.

Articles, such, for example, as loaves of bread resting on the base 23 will be inclined by the latter at about a right angle to the prospective purchaser's line of vision and may therefore be readily seen. The well 39 formed by the side and end walls and the base may be filled with the articles and an additional supply of articles then stacked upon those in the well, the articles above the well being inclined back against the panel and being thus prevented from falling off the base or tumbling out of a stack of articles which would happen if the base 23 were horizontal.

While I have illustrated and described the preferred form of construction for carrying my invention into effect, this is capable of variation and modification without departing from the spirit of the invention. I, therefore, do not wish to be limited to the precise details of construction set forth, but desire to avail myself of such variations and modifications as come within the scope of the appended claims.

Having thus described my invention, what I claim as new and desire to protect by Letters Patent is:

1. An article display stand comprising a frame, and an article supporting member within the frame and providing therewith a

well for the reception of a quantity of articles to be displayed and supported by said member, said member including a base inclined at an angle to the horizontal and downwardly toward the rear of the frame.

2. An article display stand comprising a frame, an article supporting member within the frame and providing therewith a well for the reception of a quantity of articles to be displayed and supported by said member, said member including a base inclined at an angle to the horizontal and downwardly toward the rear of the frame, and a panel at the rear of the base against which the articles supported by the base are inclined by the latter.

3. An article display stand comprising a box-like frame having an open top, an article supporting base within the frame inclined at an angle from the front of the frame downwardly toward the rear thereof, and a panel at the rear of the base inclined at an angle from the latter and resting against the rear wall of the frame.

4. An article display stand comprising a box-like frame, having an open top, a member removably inserted within the frame and including an article supporting base inclined at an angle from the front of the frame downwardly toward the rear thereof, a panel integral with the base at the rear thereof, inclined at an angle from the base and resting against the frame, and said member including portions to support the base within the frame.

5. An article display stand comprising a box-like frame formed from a single blank of material and having an open top, a member removably inserted within the frame, formed from a single blank of material, including an article supporting base inclined at an angle from the front of the frame downwardly toward the rear thereof, and said member including a panel at the rear of the base, inclined therefrom and resting against the rear wall of the frame.

6. An article display stand comprising a box-like frame formed from a single blank of material and having an open top, a member removably inserted within the frame, formed from a single blank of material, including an article supporting base inclined at an angle from the front of the frame downwardly toward the rear thereof, said member including a panel at the rear of the base, inclined therefrom and resting against the rear wall of the frame, and said member including portions to support the base.

7. An article display stand comprising a box-like frame formed from a single blank of material and having an open top, a member removably inserted within the frame, formed from a single blank of material, including an article supporting base inclined at an angle from the front of the frame

downwardly toward the rear thereof, and
said member including a panel at the rear
of the base, inclined therefrom and resting
against the rear wall of the frame, said mem-
5 ber including portions to support the base,
and said frame including portions reenforc-
ing the walls thereof.

8. An article display stand comprising a
box-like frame formed from a single blank
10 of material and having an open top, a mem-
ber removably inserted within the frame,
formed from a single blank of material, in-
cluding an article supporting base inclined
at an angle from the front of the frame
15 downwardly toward the rear thereof, said
member including a panel at the rear of the
base, inclined therefrom and resting against
the rear wall of the frame, said member be-
ing removable from said frame and collaps-
20 ible therewith into a flat package that may
be readily packed and transported.

In testimony whereof I affix my signature.

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