

July 2, 1940.

M. J. NEVINS, JR

2,206,728

DISPLAY STAND

Filed Oct. 20, 1939

Fig. 1.

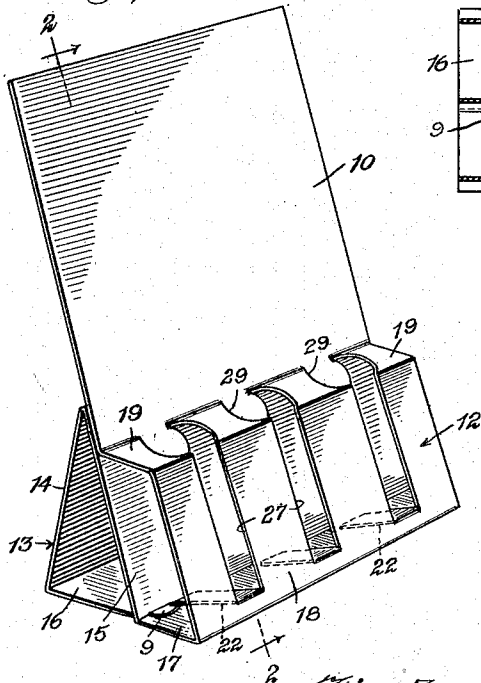


Fig. 4.

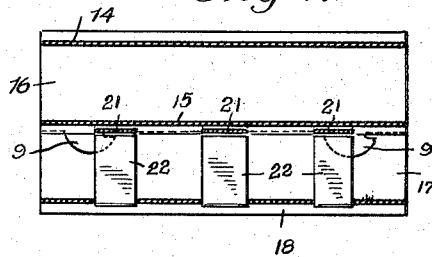


Fig. 5.

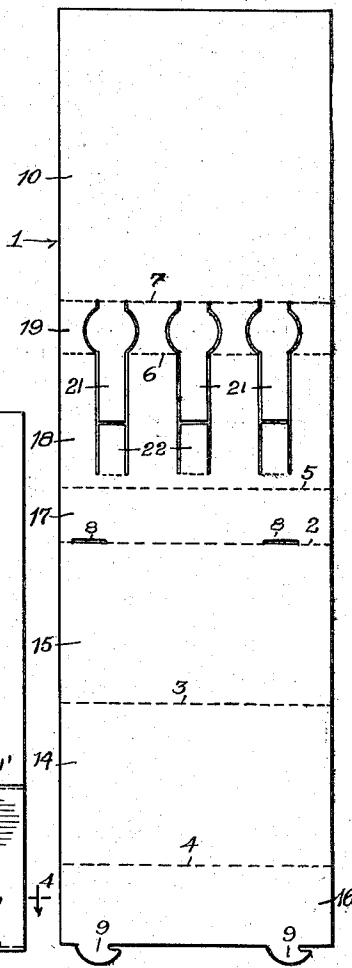
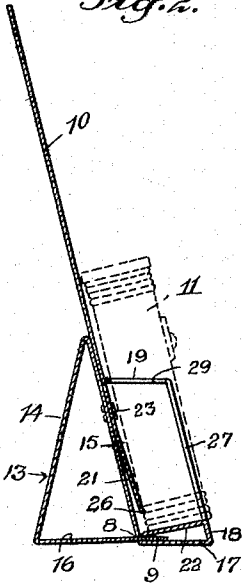
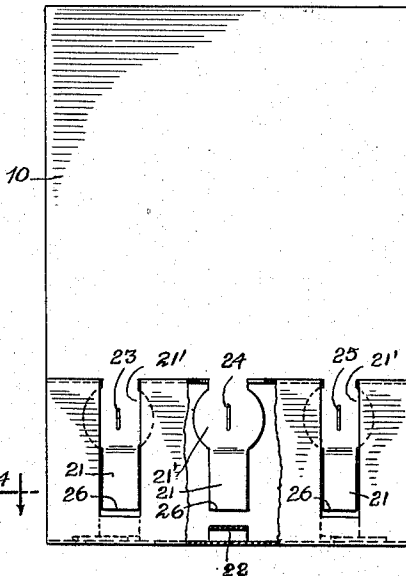


Fig. 2.



WITNESSES
Geo. W. Taylor
A. L. Fitch

INVENTOR
Matthew J. Nevins Jr.
 BY
Murray, Anderson & Lickly
 ATTORNEYS

UNITED STATES PATENT OFFICE

2,206,728

DISPLAY STAND

Matthew J. Nevins, Jr., Glen Ridge, N. J., assignor
to The Nevins-Church Press, New York, N. Y., a
corporation of New York

Application October 20, 1939, Serial No. 300,292

2 Claims. (Cl. 211—73)

This invention relates to article display stands and has for an object to provide a construction wherein a desirable stand for small articles may be provided from a single blank folded into the desired shape for holding articles in display position.

Another object of the invention is to provide a display stand for displaying small articles wherein a body is presented for receiving the article to be displayed, an upstanding back for receiving advertising matter, and an easel adjacent the body for holding the body and back in display position.

A further object, more specifically, is to provide a display stand formed of paper, cardboard, or the like which may be folded to provide a body having a rear wall merging into a rear panel and a top merging into a display back with portions of the body cut out and connected to the easel for providing a proper connecting means between certain parts and also for providing a yielding holding member for an article carried in the body.

In the accompanying drawing—

Fig. 1 is a perspective view of a display stand disclosing an embodiment of the invention;

Fig. 2 is a sectional view through Fig. 1 approximately on the line 2—2;

Fig. 3 is a front view of the structure shown in Fig. 1, certain parts being broken away for better illustrating the detail structure;

Fig. 4 is a horizontal sectional view through Fig. 3 approximately on the line 4—4;

Fig. 5 is a plan view of a blank on a reduced scale.

Referring to the accompanying drawing by numerals, 1 indicates the blank as a whole, which may be made of pasteboard, heavy paper, or other material and which may be scored and bent into the desired shape. In constructing the blank 1, a group of score lines 2, 3 and 4 are provided across one end portion and a second group of score lines 5, 6 and 7 are provided on the other part of the blank and form a body when the blank is set up and in functioning condition. Slots or slits 8 are provided in the blank at the fold line 2 and these accommodate the hooks 9 extending from one end of the blank. That part of the blank which is at the opposite end to hooks 9 presents a comparatively large display surface 10 that may be termed a back, and on this back may be printed any desired advertisement picture, or other matter. Preferably the pictures and printed matter on the back 10 refer to the articles 11 supported by the body 12. When the blank is folded along the crease lines 2, 3 and 4, an easel 13 will be pro-

vided which will have a back panel 14, a front panel 15, and a bottom 16. The bottom 16 carries the hooks 9 which extend through the slits or slots 8 when the stand is set up ready for use, as shown in Figs. 1 to 3 inclusive. The lower edge of the front panel 15 merges into a body bottom member 17 which in turn merges into a front wall 18 and this front wall merges into a top 19 and also merges into the bottom edge of back 10.

When the blank is being formed, the upper and lower portions 21 and 22 are cut as shown in Fig. 5, and when the blank is secured or set up ready for use the portion 22 is folded down to provide a support for the articles while the portions 21 are secured to the wall 15 by the various staples 23, 24 and 25. This arrangement provides a connection between the lower portion of the back 10 and the upper part of the front panel 15. In addition, the free ends 26 of each of the pressed-out portions 21 swing outwardly or toward the respective slots 27, so that when a flash light or other article 11 is inserted the respective lower ends 26 will yieldingly engage the article, as shown in Fig. 2, and, consequently, will yieldingly resist removal of the article. It will be observed that the upper portion 21 is provided with a rounded enlargement 21' so that there are provided apertures 29 in the top 19, whereby the articles 11 may be readily slid into position and thereafter be exposed to view. Any of the articles 11 may be readily lifted out notwithstanding the slight resistance produced by the respective portions 26. Staples 23, 24 and 25 are preferably placed in the position at the factory and then the blank folded along lines 5 and 6 so that the blank may lie flat and be folded practically on a center line between the respective ends.

By constructing the stand in this manner, a large number may be packed in a comparatively small space when shipped to a consumer. After a package of stands has been received by the consumer, he merely folds the easel to the position shown in Figs. 1 and 2 and also moves the body to its functioning position. When the hooks 9 are functioning they act to hold the blank in its assembled or set-up position so that it will then be ready to receive the article 11.

When it is desired to fold the stand for storage or shipment, it is only necessary to disengage the hooks 9 and again fold the stand as heretofore described.

I claim:

1. An article display stand including a triangular shaped easel having front, rear and bottom panels, said bottom panel being joined at the

front to said front panel, and a body having a solid bottom, a slotted upstanding wall and an apertured top, there being one aperture for each of the slots in the slotted wall, the material removed for forming said slots and said apertures
5 forming article supports and article holding means respectively, one edge of said apertured top merging into an upstanding back extending in a plane parallel to the plane of said front
10 panel.

2. An article display stand formed from a blank bent to present an easel having a rear panel, a front panel and a bottom, said bottom having hook members extending therefrom, and said
15 front panel having slits through which said hook members project when the stand is in functioning position, said easel having an extension form-

ing body and an upstanding back, said body having a bottom member, a front wall parallel with said front panel and a top merging into the bottom edge of said upstanding back, said body having portions pressed from the front wall and top
5 thereof, certain of said portions being bent to extend substantially parallel with said bottom member and the other portions extending parallel with said back panel, and a staple extending
10 through each of said last mentioned portions and said front panel for connecting said front panel with said upstanding wall, said last mentioned portions having free extensions projecting to near the first mentioned portions for engaging and
15 yieldingly holding articles in said body.

MATTHEW J. NEVINS, Jr.