Oct. 8, 1935. E. WITTCOFF 2,016,473

ADVERTISING DISPLAY STAND

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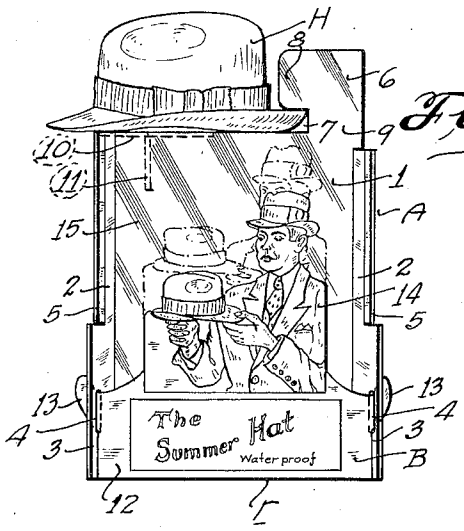


Fig. 1.

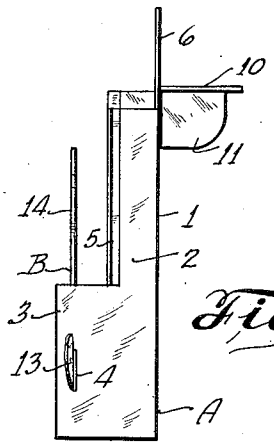


Fig. 2.

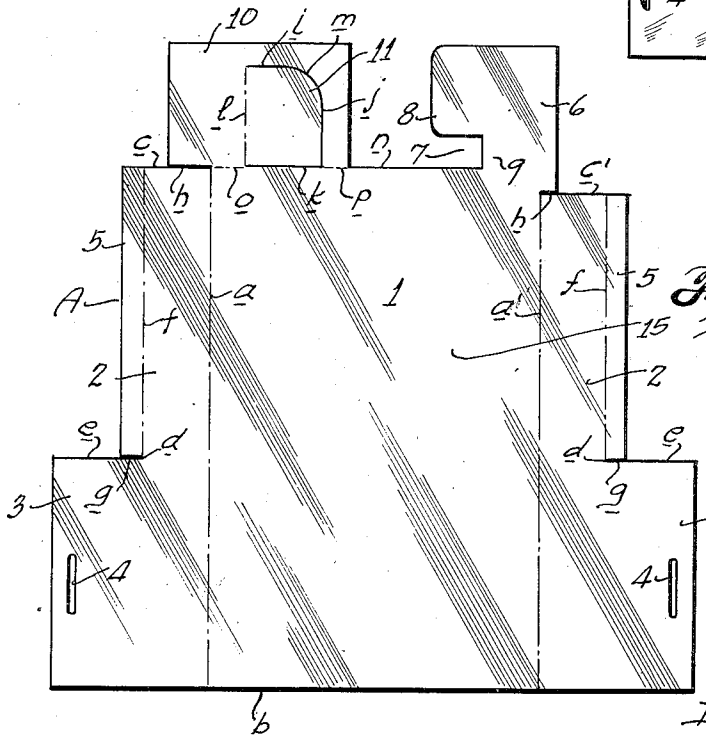


Fig. 3.

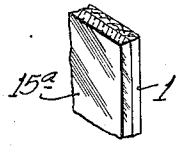


Fig. 4.

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ADVERTISING DISPLAY STAND

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5 Claims. (Cl. 40—126)

This invention relates to a certain new and useful improvement in advertising display-stands and has for its chief object the provision of a stand of the type stated that structurally comprises few readily and inexpensively manufactured, durable, and easily assembled parts which, when assembled, may be conveniently rested in self-standing upright display position on a counter, show-case, or the like, and which, when disassembled, may be compactly disposed in knock-down relation to occupy small space as in storage or shipment, that most attractively enables the display of merchandise of varied character, as well as also pictorial and other advertising pertaining to such merchandise, that also most attractively presents such advertising in both direct and reflected vision, that by its artistic form and appearance not only is effective in drawing attention to itself, but also to the displayed and advertised merchandise, and which is hence exceedingly efficient in the performance of its intended functions.

And with the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of parts presently described and pointed out in the claims.

In the accompany drawing,—

Figure 1 is a view partly in front elevation and partly in perspective, of an advertising display-stand embodying my invention;

Figure 2 is an end view of the stand;

Figure 3 is an enlarged plan view of the body or main member of the stand in knocked-down, approximately flat condition; and

Figure 4 is a fragmental perspective view of a slightly modified form of display-stand embodying my invention.

Referring now more in detail and by reference characters to the drawing, which illustrates practical embodiments of my invention, the stand as a whole is constructed preferably of any suitable inexpensive relatively stiff material, such as suitable weight card-board, and includes a main or body-member A and a co-operable member or section B.

The member A is cut, stamped, punched, or otherwise formed from a single piece or blank of material, preferably suitable card-board, as stated, and as so formed has in plan the outline configuration shown in Figure 3. Member A is then by suitably spaced longitudinally extending score or bending-lines *a*, *a'*, divided to integrally include a central or so-called back-wall or panel **1** and opposite side walls or panels **2**, **2**, the latter in their respective lower portions being integrally extended in width, as at **3**, and provided in the extended panels **3** adjacent to and parallel with their free side margin, are longitudinal slots **4**, **4**, for purposes presently appearing.

It will be observed that the panels **1** and **2** register at and along their base or lower margin *b*, to which margin the score-lines *a*, *a'*, at one end extend, as shown, and extending longitudinally in the member A from the respective upper margins *c*, *c'*, of the side panels **2** to a point, as at *d*, in the plane of the upper margin *e* of the panel-extensions **3** and spaced outwardly a suitable distance from, and disposed parallel with, the respective score-lines *a*, *a'*, are score or bending lines *f*. And extending inwardly to the respective points *d* and registering with the respective upper margins *e* of the panel-extensions **3**, are kerfs *g*, whereby the panels **2** are, in turn, divided to also include foldable or swingable decorative side marginal wings **5**.

Extending inwardly to the upper end of the score-line *a* and registering with the upper margin *c* of the one side panel **2**, is a kerf *h*, whereby the said one panel **2** and its extended portion **3** may be freely folded along the score-line *a* for disposition obliquely to the main or back panel **1**.

And extending inwardly to the upper end of the score-line *a'* and registering with the upper margin *c'* of the other side panel **2**, is a second kerf *h*, whereby the second panel **2** may also be freely folded along the score-line *a'* for like disposition obliquely to the main or back panel **1**.

Integrally projecting upwardly from the one or right-hand corner (reference being made to Figure 3), and disposed in the plane, of the main-panel **1**, is an extension **6**, which is preferably cut-away or undercut, as at **7**, in the provision of a so-called hook, as at **8**, for purposes presently appearing; and it may be observed here that the plane of the upper margin *c'* of the one panel **2** is somewhat spaced downwardly from the plane of the upper margin *c* of the other panel **2**, so as to correspondingly increase the size of, and thereby strengthen, the connecting-portion or neck **9** between the panel **1** and hooked-extension **6**.

Integrally rising or projecting upwardly from the opposite or left-hand corner of the main panel **1**, is an approximately rectangular extension **10**, cut from which along three sides, as at *i*, *j*, and *k*, and scored for folding along its remaining or fourth side, as at *l*, is a flap **11** preferably rounded at its exposed corner, as at *m*. It will be observed that the kerf *k* aligns with the kerf *h* and that the upper margin *n* of panel **1** registers

with kerfs *h* and *k*, the member A intermediate the kerfs *h* and *k* and intermediate the kerf *k* and the upper margin *n* of panel **1** being scored along registering lines, as *o*, *p*, whereby the extension **10** and its flap **11** may be freely folded rearwardly relatively to the panel **1**.

The member B, also preferably, as previously stated, constructed of suitable card-board, comprises a main panel **12**, which is approximately of oblong-rectangular configuration and has a length greater than the width of panel **1**, but less than the width of member A when its side panels **2—3** are unfolded, and formed on and projecting outwardly from the opposite side margins of panel **12**, are hook-ears **13** adapted for interlocking engagement with the panels **3** at their slots **4**, when the panels **3** are correspondingly folded inwardly in splayed relation to the panel **1**, as shown in Figures 1 and 2.

And preferably integrally rising or projecting upwardly from the panel **12**, is an extension of supplemental panel **14**, which may vary in outline and configuration, as more fully presently appearing.

Now, in use, the members A and B being formed and constructed as described, the panels **2—3** of the member A are splayed or folded to extend obliquely outwardly and are then engaged by the member B. As so engaged, the lower margin *r* of member B registers or aligns with the lower margin *b* of member A, and the stand as a whole is then self-supporting in upright position on a counter, show-case, or other desired place of display, the member B being disposed approximately parallel to, and in spaced relation forwardly of, the main panel **1**, as seen in Figure 2. The extension **10** is folded rearwardly to extend approximately at a right-angle to panel **1**, and its flap **11**, in turn, folded to engage along its kerfed margin *k* the rear face of panel **1**, as best seen in Figure 2. Flap **11** thereby functions to support the shelf **10** in its described angular position, and extension **10** thereby provides a shelf or support on which may be attractively displayed a specimen of the particular merchandise being advertised, such as the hat H, in the present instance, the hooked-extension **6** being utilized, as shown in Figure 1, for engaging the brim of the displayed hat H for retaining the same in displayed position on the shelf **10**.

The artistry of the stand is enhanced by the decorative wings **5**, and as the stand in the present instance is shown as advertising the hat H, the panel **12** presents, as shown, suitable or appropriate reading-matter, while the panel **14** also most appropriately displays not only pictorially but also largely in outline the bust of a man in the act of inspecting a hat. Thus the attractiveness and drawing effectiveness of the display are greatly increased. And to further augment the customer "pulling" power of the display, the member A is provided on its front face with a suitable reflecting surface, such, for instance, as a sheet of silvered paper **15**, as in Figures 1, 2, and 3, or a mirror **15***a*, as in Figure 4, whereby the outline of the panel **14**, as well as any particular matter appearing on the rear face thereof, are reflected forwardly to an observer standing somewhat angularly with respect to the display, as indicated by dot-dash lines in Figure 1.

The display-stand fulfills in every respect the objects stated, and it is to be understood that changes in the form, construction, arrangement, and combination of the several parts of the stand may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent is,—

1. An advertising display-stand including an upstanding panel, an extension having connection with the upper margin of, and foldable to project at a right angle to, the panel, and a foldable flap connected at an end margin with said extension and engageable at a side margin with the panel for supporting the extension in right-angular relation to, and in the plane of the upper margin of, the panel.

2. An advertising display-stand including an upstanding panel, a shelf projecting rearwardly from the upper margin of the panel, and a hooked-extension on the upper margin of the panel in co-operable relation to the shelf for retaining engagement with an article of merchandise displayed on the shelf.

3. An advertising display-stand including a main member cut and scored to integrally include a central panel, foldable side panels, an extension foldable into shelf-formation with relation to the central panel, and a flap having connection with the extension and engageable at a side margin with the main panel for supporting the extension in shelf-formation.

4. An advertising display-stand including a main member cut and scored to integrally include a central panel, foldable side panels, an extension foldable into shelf-formation with relation to the central panel, and a flap united at an end margin with said extension and foldable with relation thereto for shelf-supporting engagement at a side margin with the rear face of the central panel.

5. An advertising display-stand including a main member comprising a central panel and opposed side panels, the latter being in splayed relation to the central panel, a co-operable panel having engagement at its opposite ends with the splayed panels, an advertising panel rising from, and supported in spaced relation forwardly from the central panel by, the co-operable panel, and a shelf on the upper margin of the central panel for visually displaying a specimen of the merchandise advertised, the advertising panel having for the most part an irregular outline appropriate to the displayed merchandise specimen.

EDWARD WITTCOFF.