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2,913,209

DISPLAY SUPPORT

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Fig. 1

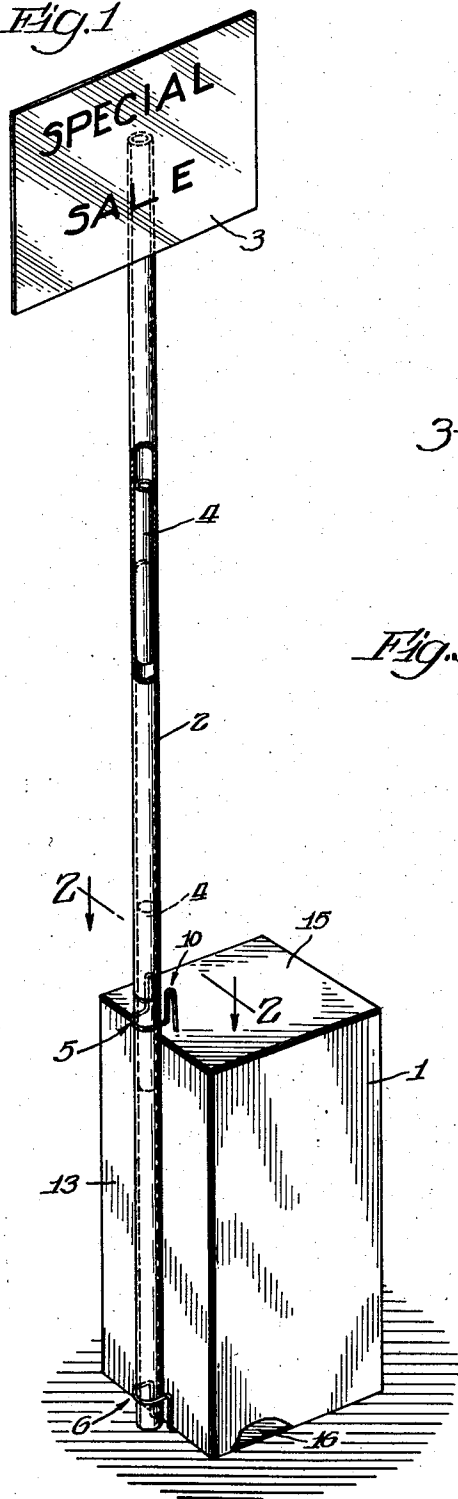


Fig. 2

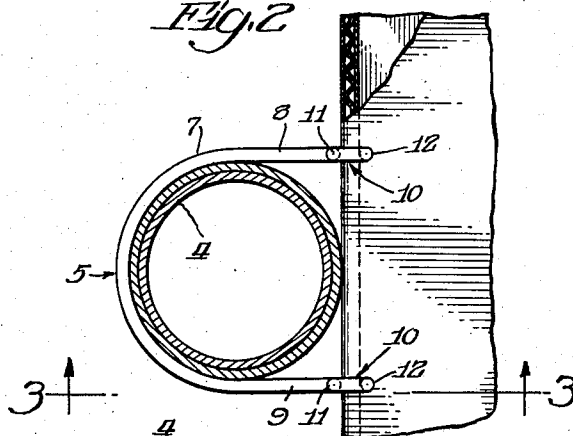
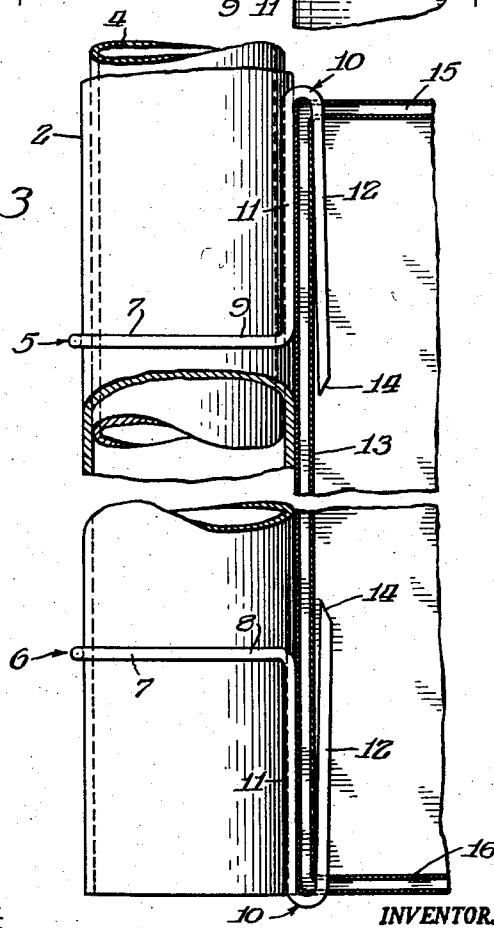


Fig. 3



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2,913,209

DISPLAY SUPPORT

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3 Claims. (Cl. 248—201)

This invention relates to a display support, that is to say, to a means for supporting a display of advertising, or other material, in selected relationship to a container of goods or to goods piled on or around such a container for display purposes.

The main objects of the invention are to provide a simple but effective means for attaching a display to a shipping carton or similar container which is employed as the base for supporting the display and which may contain goods to be displayed or which may support or be surrounded with displayed goods or merchandise; to provide such a means which may be readily assembled with and removed from such carton or container; to provide a display supporting means of the character indicated which will be of very simple, low cost construction so that it may be distributed to dealers and other users at very low cost and in some instances, without cost to the dealers; and other objects and advantages of the invention will be understood by reference to the following specification and accompanying drawing in which there is illustrated a selected embodiment of the invention.

In the drawing:

Figure 1 is a perspective illustrating the application of the invention to a corrugated paper board carton or similar container;

Figure 2 is a plan section on the line 2—2 of Figure 1, but on an enlarged scale; and

Figure 3 is a vertical sectional view on the line 3—3 of Figure 2.

In the drawing, a shipping container or similar carton is represented at 1. This may be a conventional corrugated paper board or other carton or container in which merchandise may have been delivered to a dealer or other person. For the purposes of the present invention, the carton may be empty or it may contain its initial or other charge of merchandise. A pole 2 is secured to a wall of the carton 1 in upwardly projecting relation thereto for the purpose of supporting an advertisement or display 3 in elevated relation to the carton. Merchandise may be stacked around the carton and on top thereof for sale or other purposes and the display 3 may refer to the merchandise in or around the carton. However, said display 3 need not necessarily refer to such merchandise but may serve any desired purpose.

The pole 2 is preferably made of short sections of helically wound paper tubes which are quite strong and rigid and such sections are joined in end-to-end relationship by inserted connectors or dowel-like joining tubes 4 which may also be of wound tubular paper construction. In this instance, the pole 2 is represented as being made of three paper tube sections joined in end-to-end relationship by a pair of said connecting members 4. The post members 2 and connecting members 4 may, of course, be of any other suitable construction and they may be replaced by a one piece pole of the desired length if preferred.

The pole 2 is secured to a wall of the carton 1 by

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means of a pair of clips 5 and 6 respectively associated with the upper and lower ends of the carton. These clips are of like construction, one being disposed in inverted relationship to the other when applied to the carton.

Each of these clips is formed of metal wire of suitable stiffness, and each comprises a U-shaped loop portion 7 which has substantially parallel sides 8 and 9. These sides 8 and 9 are provided with leg extensions 10 which are disposed at angles normal to the plane of the loop and they are of rebent form having outer and inner portions 11 and 12. These rebent legs are adapted to embrace upper and lower marginal portions of a side wall such as the side wall 13 of the carton 1. The inner leg portions 12 may have their free ends sharpened if desired as indicated at 14 although this is not necessary, and said inner legs 12 of the respective clips may be pressed through the top and bottom walls 15 and 16 respectively of the carton as best shown in Figure 3 in order to place the legs in embracing relationship to said upper and lower margins of the wall 13.

The legs 10 are so formed that they will grip the wall 13 between the leg portions 11 and 12 to thereby frictionally secure the loops 5 and 6 in projecting relationship to the carton wall 13. To avoid tilting of the carton 1, the legs of the lower clip may be forced into the carton to an extent to embed the lowermost end portions of the legs 10 in the lower edge of the wall 13. In some instances, such embedment will occur incident to the weight of the merchandise placed on top of the carton and it is usually not necessary to pay any special attention to effecting such embedment since the thickness of the loop portion which projects below the lower wall 16 is usually insufficient to effect any significant tilting of the carton.

The loops 5 and 6 being attached to the carton and positioned in the manner explained, the pole 2, whether of sectional or one piece construction may be inserted through the upper and lower loops and thereby held in the desired upwardly projecting relationship to the carton. It is, of course, to be understood that the loops 5 and 6 are mounted on the carton in such aligned relationship that the pole will be held in the desired position, usually in vertically extending position. The lower end of the pole should be caused to rest on the floor or other surface on which the carton rests so that the weight of the pole and the display supported thereby is supported mainly by such floor or other surface. The carton thus serves as a base for maintaining the pole in upright position.

Various changes may be made in the details of construction of the attaching clips and other parts of the described structure while retaining the principles of the arrangement described.

I claim:

1. An apparatus for attaching a display supporting means to a carton, comprising a pair of spaced apart linearly aligned means for holding a display support in abutting relationship to a wall of a carton, each of said holding means comprising a loop connecting a pair of legs extending in a plane transversely to the plane of said loop, each of said legs consisting of a reversely bent, elongated, U-shaped section having an inner and an outer portion, said inner and said outer portions being spaced apart from each other by a distance substantially not more than the thickness of the carton wall and adapted to embrace therebetween the wall of said carton to support said loop in a projecting position, and the free end of said outer portion being pointed to facilitate entry into the carton.

2. An apparatus for attaching a display supporting means to a carton, comprising a pair of spaced apart

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clips adapted for holding said display support in an abutting relationship to the wall of a carton, each of said clips adapted to engage a part of the same wall adjacent the edge of the carton with said clips positioned in an aligned relationship, each of said clips comprising an open loop connecting a pair of legs substantially parallel to each other disposed in a plane perpendicular to the plane of said open loop, each of said legs consisting of a reversely bent, elongated, U-shaped section having an inner and an outer portion spaced apart from each other by a distance substantially not more than the thickness of the carton wall and adapted to embrace therebetween the wall of the said carton to support said loop in a projecting position, and the free end of said outer portion being pointed to facilitate entry into the said carton.

3. In a combination with a display carton, an apparatus for attaching a display supporting means to said carton, comprising at least a pair of spaced apart linearly aligned clips for holding a display supporting means in an abutting relationship to a wall of said carton, one of the said clips attachable to one edge of the wall, the other clip attachable to the other parallel edge of the same wall with the loop portions thereof supported in a projecting position from the wall of said carton at points intermediate said parallel edges bounding said wall of the carton, each of the said clips comprising

a semicircular loop having sides substantially parallel to each other, a pair of legs attached to the end of each of said sides extending in a plane transversely to the plane of said loop, each of said legs consisting of a reversely bent, elongated, U-shaped section having an inner and an outer portion, said inner and outer portion being spaced apart in a parallel relationship from each other by a distance of not more than the thickness of the carton wall and adapted to embrace therebetween the wall of said carton to support said loop in a projecting position, and the free end of said outer portion being pointed to facilitate entry of said clip into the end of the carton.

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