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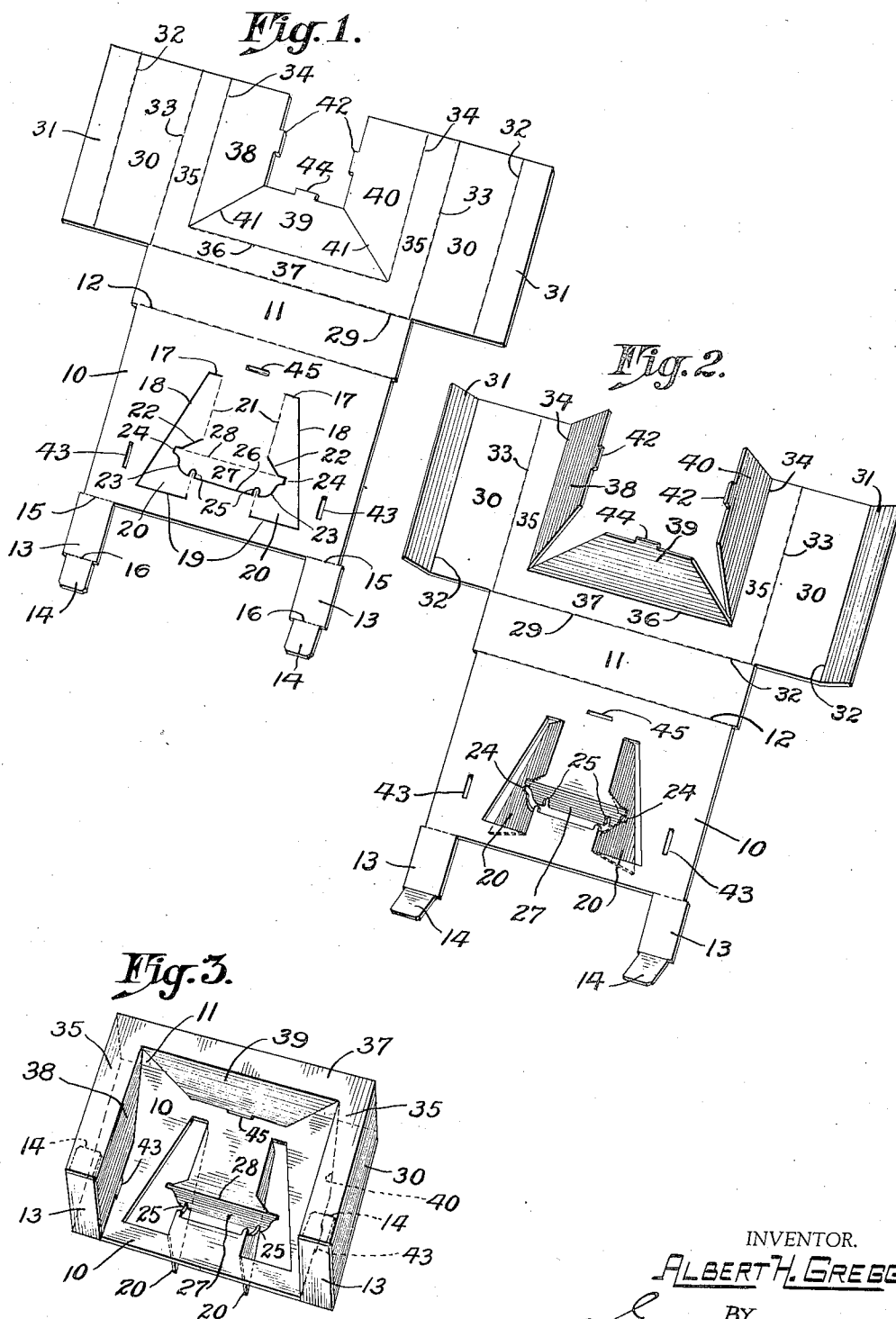
A. H. GREGG

2,025,280

DISPLAY STAND OR SUPPORT

Filed Feb. 16, 1934

2 Sheets-Sheet 1



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2 Sheets-Sheet 2

Fig. 4.

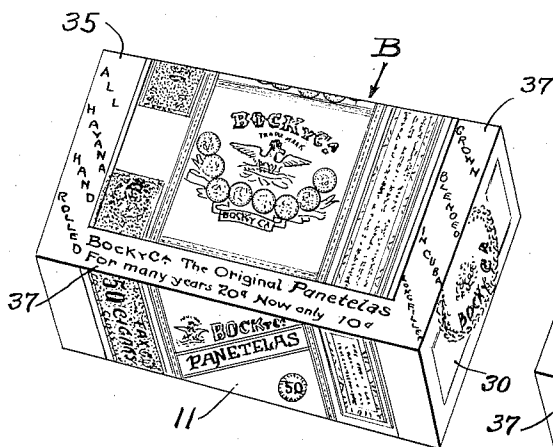


Fig. 5.

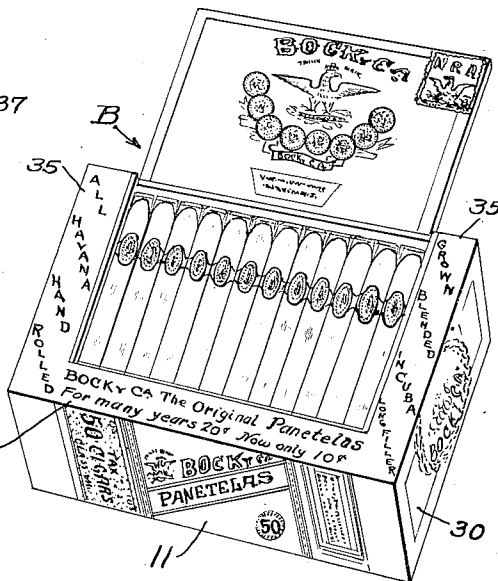


Fig. 6.

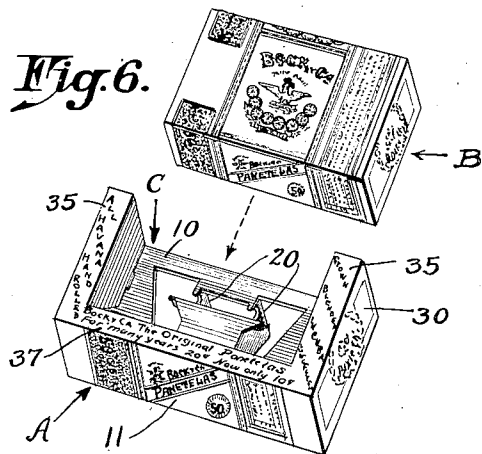


Fig. 7.

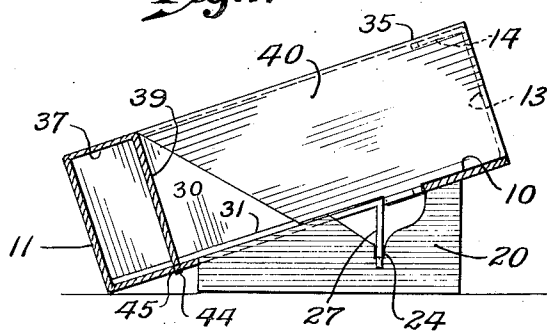
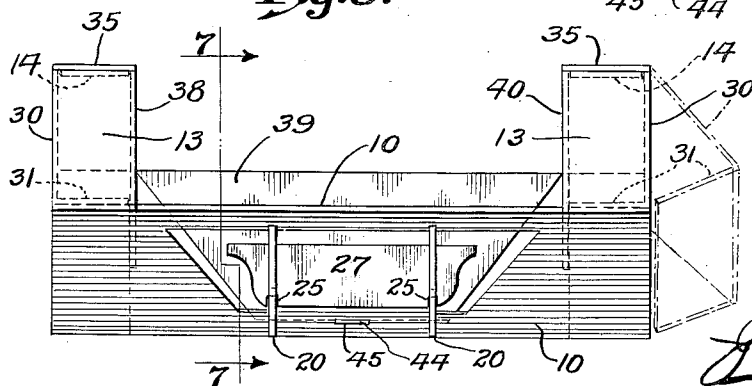


Fig. 8.



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DISPLAY STAND OR SUPPORT

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4 Claims. (Cl. 248—198)

My present invention relates to counter and show-case display stands for supporting and displaying boxed or packaged merchandise, such as cigars.

As is well known, cigars are made in a variety of shapes and sizes and are usually packed in boxes containing 25, 50 or 100 cigars, and because some cigars are relatively long and slender, or of the so-called "panetela" shape, it is customary to pack them in smaller boxes, and when such smaller boxes are placed upon a counter, or upon or within a show-case for display purposes, they do not ordinarily attract the attention that the larger boxes containing cigars of other shape do, nor can they be as symmetrically arranged upon a counter or within a show-case because of the difference in size between the usual boxes and the smaller ones.

It is the object of the present invention to provide a display stand or support for the smaller cigar boxes, the stand or support being constructed and decorated to simulate an original package of merchandise, such as a cigar box, and having dimensions corresponding substantially to the larger conventional cigar boxes, said support having an open compartment to removably receive a smaller box of cigars, so that when the support with its contents is placed upon a counter or within a show-case along with other larger boxes of cigars, a better and more attractive display of the cigars in the smaller boxes will be had, and a more symmetrical arrangement of the boxes may be obtained.

With these and other objects in view, the invention comprises a display stand or support for cigar boxes having its side walls decorated to simulate a cigar box, and also having a pocket or compartment open at the top into which an original box of cigars of smaller size may be removably placed for display purposes.

A further object of the invention is to provide a display stand or support of the kind referred to, that may be made from a single blank of sheet material adapted to be folded and securely held to form, although it is to be understood that the support may be otherwise constructed without departing from the spirit of the invention.

A further object of the invention is to provide a display stand or support with means forming a part thereof, adapted to maintain the support and the original package of merchandise to be displayed, in an inclined position, and while such means is desirable and sometimes preferable, it is to be understood that its use is optional.

In order to enable others skilled in the art to

understand, construct and use my invention, I will now proceed to describe a preferred form thereof, reference being had for this purpose to the accompanying drawings, wherein

Fig. 1 is a perspective view of a blank or form from which the preferred form of stand or support is made;

Fig. 2 is a view similar to Fig. 1 showing parts of the blank partly bent up;

Fig. 3 is a perspective view showing the blanks of Figs. 1 and 2 completely folded to form the stand;

Fig. 4 is a perspective view of the completed stand with a box of cigars therein;

Fig. 5 is a view similar to Fig. 4 showing the cigar box lid open;

Fig. 6 is a perspective view of a box of cigars and stand or support therefor illustrating the similarity in the display matter;

Fig. 7 is a sectional view on the line 7—7 of Fig. 3; and

Fig. 8 is a rear elevation of the stand in the display position.

The invention in its broader aspects is illustrated best in Figs. 4-6, wherein A designates generally a stand or support embodying my invention and which is of substantially the same dimensions as those of the usual size box of cigars. The box of cigars which is to be supported and displayed in the stand is designated by the letter B, and it will be noted that this box is of lesser length and width than the usual size box of cigars. Therefore, I provide in the stand or support A a centrally located compartment C shown open at the top and rear to facilitate insertion of the box of cigars B into the said compartment for display in the manner shown in Figs. 4 and 5, wherein it will be noted that the assembled support and box resemble the usual size box of cigars.

It will also be noted, especially by reference to Fig. 6, that the end and front walls of the support are decorated to simulate the ends and front wall of the box B, that is, if the support is not made of wood the material of which it is made would be finished to resemble wood, and simulations of the usual labels and other matter on the end and front walls of the box is reproduced on the corresponding walls on the stand or support.

The stands or supports may be of a substantially rigid construction, that is, made of wood or other stiff material, but for purposes herein-after pointed out, I prefer to construct the supports from a foldable form, and such preferred construction will now be described.

Referring to Fig. 1, the numeral 10 designates a panel which forms the base of the stand, and is an integral part of the complete blank which also includes the front panel 11 between which and panel 10 is a scored line 12 to facilitate bending the panel 10 relative to the panel 11. The panel 11 is shown slightly longer than the base 10, for a reason hereinafter pointed out. Also attached to the panel 10 are strips 13 each provided with a tab 14 at its outer end. Scored lines 15 are provided between the strips 13 and panel 10 to permit bending of the strips relative thereto, and similar lines 16 are provided between the tabs 14 and strips 16 to facilitate bending of the tabs as hereinafter explained. The base 10 is cut along lines 17, 18 and 19 to provide a pair of panels 20 which may be folded down along the scored lines 21 to support the stand at an inclined angle on a counter or other supporting surface as hereinafter explained. Each of the panels 20 is also cut along lines 22 and 23 which meet or terminate to provide a notch 24. At their other ends lines 23 terminate at notches 25 in alignment with or intersected by the plane of the scored lines 21. The base 10 is also cut along a line 26 between the notches 25. As shown in Fig. 2 the panels 20 may be bent down along the scored lines 21 and the panel or keeper 27 between the panels 20 may be bent down along the scored line 28. When the panels 20 and 27 are at substantially right angles to each other, the notches 25 and 24 may be interengaged to lock the panels 20 in upright position, whereby the long edges of the panels 20 provided by the cuts 18 will be resting on the counter or other supporting surface with the base supported in inclined position as shown in Figs. 7 and 8.

Referring again to Fig. 1, a scored line 29 is provided on the blank or form between the front panel 11, and the other end of the form which includes panels 30 and 31 projecting laterally beyond the front panel 11 at opposite sides of the form. A scored line 32 divides the panels 30 and 31 to permit bending of 31 relative to 32. The central portion of the said other end of the form is divided from the panels 30 by scored lines 33 which permits bending of the panels 30 along said lines. The portion of the form between the panels 30 is scored along lines 34 parallel to the lines 33 providing strips 35, and said portion is also scored along the line 36 parallel to the line 29 providing a strip 37 connecting the strips 35. Panels 38, 39 and 40 are provided by cutting the form along lines 41 from the junction of the lines 34 and 36 diagonally toward each other. Each of the panels 38 and 40 are provided with tabs 42 adapted, when said panels are bent down toward the base 10, to engage in slots 43 in the base, and a similar tab 44 is provided on the panel 39 to engage in a slot 45 in the base, as shown in Fig. 3.

In folding the blank shown in Figs. 1 and 2 to provide the stand shown in Fig. 3, the parts of the base 10 are folded as previously explained and the panel 11 is bent up along the line 12 until substantially at right angles to the base 10. The blank is then bent along the line 29 to bring the strips 35, 37 and parts connected thereto over the base, after which the panels 38, 39 and 40 are bent down along the lines 34 and 36 and the tabs 42, 44 engage in the slots 43, 45 respectively. The panels 30 are then bent down along the lines 33 and the strips 31 are inserted on the base 10. Due to the fact that the base 10 is shorter than the front panel 11, the panels 30 are flush with

the edges of the panel 11 and strips 13. The form is completed by bending the strips 13 upwardly along the lines 15 and inserting the tabs 14 under the strips 35.

I would mention that cigar boxes are usually constructed of wood, and not only the lid but also the ends, front and back of the box contain labels and/or printed matter as to the type and number of the cigars within the box, and also the name of the manufacturer, etc. As previously stated herein, one of the principal objects of the invention is to provide a support to attractively and conspicuously display a relatively small box of cigars within a support of substantially the size of the larger or usual sized box. Accordingly, the support previously described in connection with Figs. 1-3 when completely folded will be of dimensions substantially the same as the usual large cigar boxes, and the opening or compartment provided between the strips 35 and 37 will be of a size to snugly accommodate the smaller boxes B to be supported and displayed with the bottom of the box resting on the base 10 and the lid or top of the box substantially flush with the strips 35, 37. With the box B inserted in the support as shown in Fig. 4, the indicia or labels and the wooden panels forming the ends and front of the box will be concealed. I, therefore, preferably finish or decorate the exposed surface of the panels 11 and 30, which form the front and ends of the support respectively, in the same manner that the front and ends of the box are finished or decorated. This is clearly illustrated in Fig. 6. The strips 35 and 37 above the double walls which compensate for the difference in size between the small boxes and the usual sized larger boxes may also contain printed matter, such as the character, quality and price of the cigars.

When the small box B as shown in Fig. 6 is inserted in the support, the assembled box and support has the large and attractive appearance shown in Fig. 4, and will be more conspicuous on counters or in show-cases than would the small box alone.

The support formed from the blank shown in Fig. 1 is desirable because of its cheapness in manufacture, and the relatively small space occupied when shipping. A number of the blanks may be included in a carton of cigar boxes, so that when they reach the dealer he may fold the blank as previously described, insert a box in the compartment from the top or rear, as shown in Figs. 4 and 5 to be supported in inclined position as shown in Fig. 7.

Considering the invention in its broader aspect, it is not essential to have a collapsible form, as a support of rigid character may be readily provided and decorated in the manner described to simulate the concealed parts of the box. Such support may easily be formed of wood or other material, assembled so as to provide equivalents of the strips 35, 37 on top, front panel 11 and ends 30 with walls of sufficient thickness to compensate for the difference in size between the small boxes and larger boxes. For the reasons mentioned, cheapness of manufacture and facility in shipping the collapsible form of stand is preferable. I have found that due to the construction and interengagement of parts described and shown, the collapsible stand possesses substantial rigidity and strength.

I claim:

1. A collapsible display stand of the character described comprising a base or bottom panel, a

second panel foldable with respect to said first panel or base to stand at substantially right angles thereto, and a third panel connected to said second panel and foldable over said base or first panel, said last panel having portions foldable down toward said base to form ends of the stand, and portions also foldable downwardly toward said base to form a compartment of smaller dimensions than the outer dimensions of the stand to receive a box of merchandise to be displayed.

2. A collapsible display stand of the character described comprising a base or bottom panel, a second panel foldable with respect to said first panel or base to stand at substantially right angles thereto, and a third panel connected to said second panel and foldable over said base or first panel, said last panel having portions foldable down toward said base to form ends of the stand, and portions also foldable downwardly toward said base to form a compartment of smaller dimensions than the outer dimensions of the stand to receive a box of merchandise to be displayed, and parts on said base to support said stand at an angle of inclination on a supporting surface.

3. A collapsible display stand of the character described comprising a base or bottom panel, end panels hingedly connected thereto and foldable upon themselves into the plane of the base and extensible to provide spaced inner and outer end walls of the stand, a connecting intermediate portion between said inner and outer walls, a third

panel between said end panels and also foldable into the plane of the base and extensible to present inner and outer walls along one side of the stand and a connecting portion between said inner and outer side walls, the area between the inner walls of said end panels and side panel when extended being of a size to accommodate a box of merchandise and being open at its top to facilitate insertion of said box of merchandise.

4. A collapsible display stand of the character described comprising a base or bottom panel, end panels hingedly connected thereto and extensible to provide spaced inner and outer end walls of the stand with a connecting intermediate portion between said inner and outer walls, a third panel between said end panels and also extensible to present inner and outer walls along one side of the stand and having a portion connecting said inner and outer side walls, the area between the inner walls of said end panels and side panel when extended being of a size to accommodate a box of merchandise and being open at its top to facilitate insertion of said box of merchandise, said end and side panels being collapsible or foldable into a flat condition in a plane with the bottom panel, and means to retain the lower ends of the inner walls of the end and side panels against the bottom panel with the inner and outer walls thereof substantially perpendicular to said bottom panel when extended.

ALBERT H. GREGG.