Feb. 5, 1952 C. A. DECKER ET AL 2,584,849

COLLAPSIBLE STEP DISPLAY STAND

Filed Nov. 2, 1949 2 SHEETS—SHEET 1

FIG. 1.

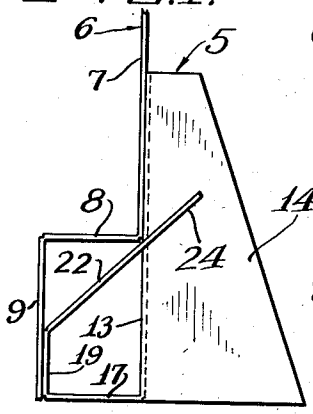


FIG. 2.

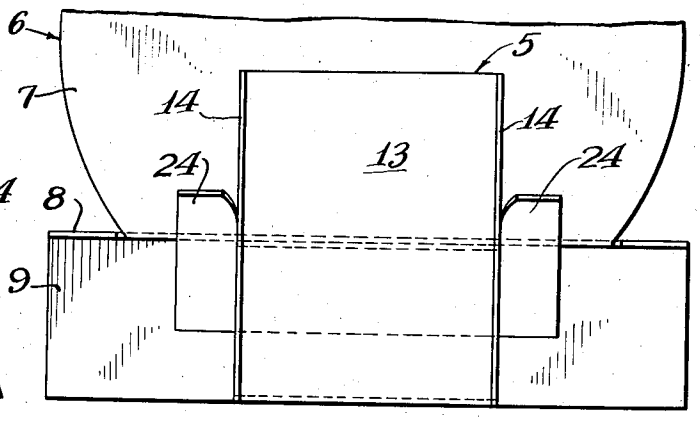


FIG. 3.

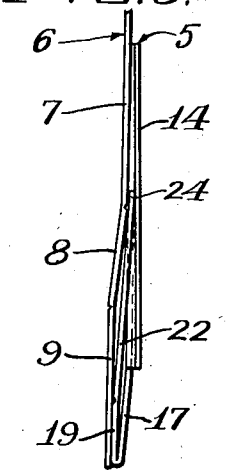


FIG. 4.

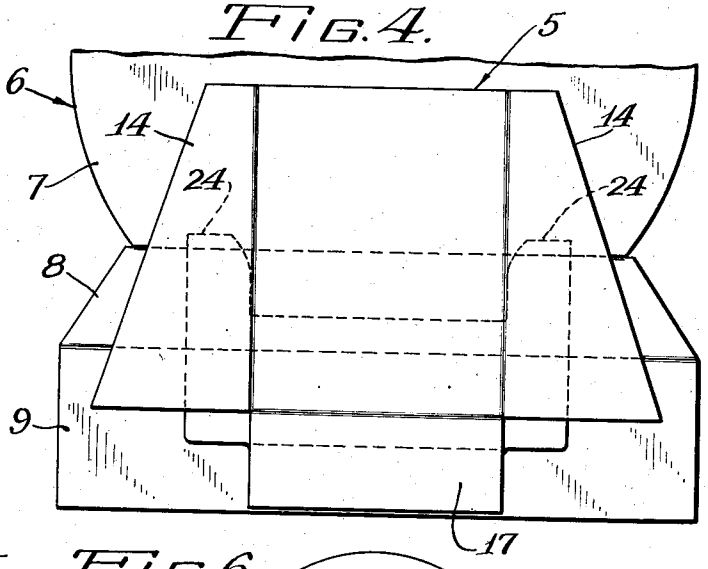


FIG. 5.

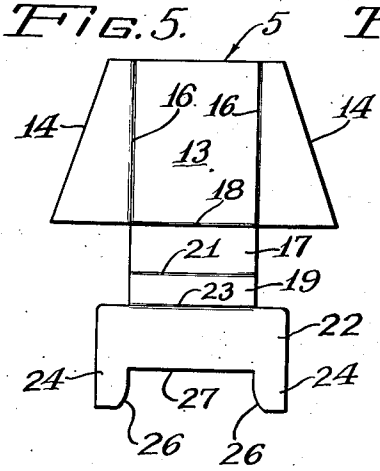
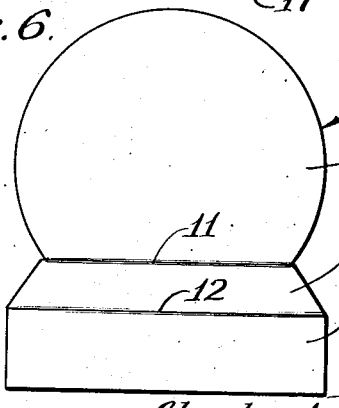


FIG. 6.



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Fig. 7.

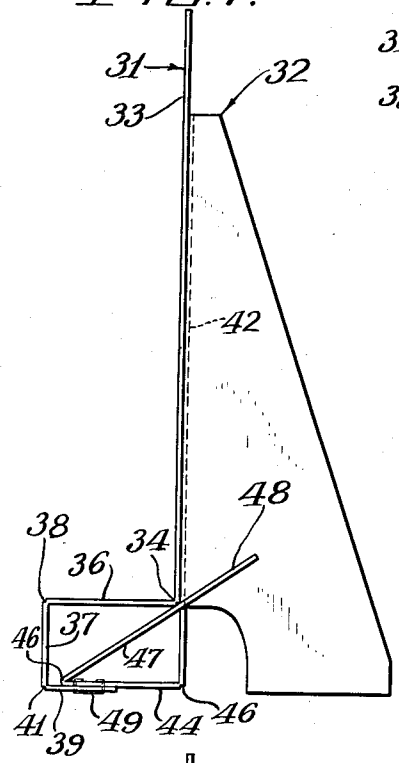


Fig. 8.

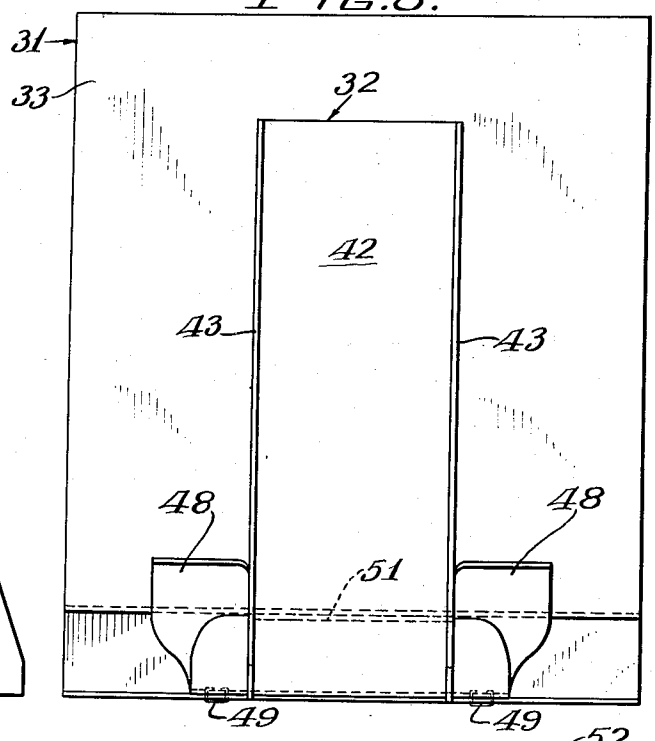


Fig. 9.

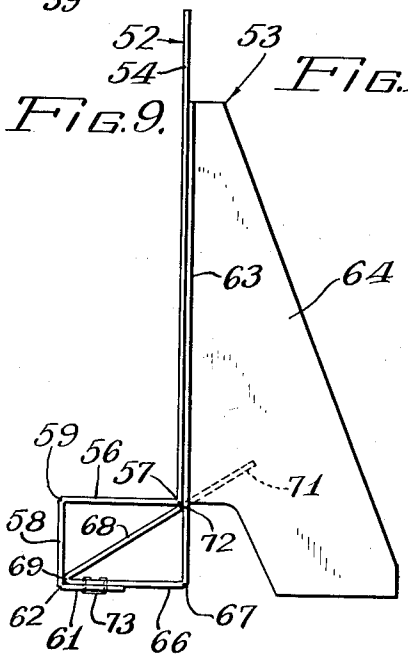
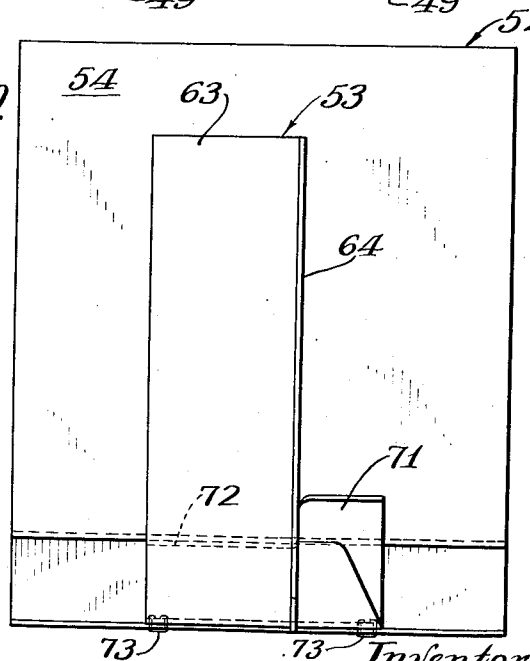


Fig. 10.



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COLLAPSIBLE STEP DISPLAY STAND

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Application November 2, 1949, Serial No. 125,082

2 Claims. (Cl. 211—149)

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This invention relates to step display stands and is more particularly concerned with the provision of a step display stand formed from sheet material, such as cardboard, and adapted for use in displaying and advertising merchandise upon a store counter or the like.

The present invention contemplates the provision of a display stand formed with a step display section adapted to be mounted in upright position by means of an easel section, the display section and easel section being movable from a collapsed position to a distended position by merely pressing downwardly upon the step portion of the display section.

This invention further contemplates the provision of a display stand in which the easel is formed with one or more wing portions adapted to be moved from a flat condition against the display section to a distended position in a plane normal to the display section by means of arm portions provided on the easel section.

This invention further contemplates the provision of a display stand which may be inexpensively fabricated from two sheets of cardboard cut and scored to provide a step display section and a wing easel section, the two sections being secured together by means of staples or adhesive to provide a display stand which may readily be mounted in its set-up distended position.

This invention embodies other novel features, details of construction and arrangement of parts which are hereinafter set forth in the specification and claims, and illustrated in the accompanying drawings, wherein:

Fig. 1 is a side elevational view illustrating a step display stand embodying features of this invention.

Fig. 2 is a rear elevational view of same.

Fig. 3 is a side elevational view illustrating the display stand in its collapsed condition.

Fig. 4 is a rear elevational view of same.

Fig. 5 is a top plan view illustrating the manner in which a sheet of cardboard is cut and scored to form the easel section.

Fig. 6 is a plan view illustrating the manner in which a sheet of cardboard is cut and scored to form the display section.

Fig. 7 is a side elevational view illustrating a modified form of display stand.

Fig. 8 is a rear elevational view of same.

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Fig. 9 is a side elevational view illustrating another modified form of this invention.

Fig. 10 is a rear elevational view of same.

Referring now to the drawings for a better understanding of this invention, and more particularly to Figs. 1 to 6 therein, the step display stand is shown as comprising a display section 6 and an easel section 5. The display section 6 is preferably formed from sheet material, such as cardboard, and cut and scored to form a display panel 7, a step 8, and a riser 9. The step 8 is hingedly connected to the display panel 7 along the hinge line 11, and the riser 9 is pivotally connected to the step 8 along the score line 12.

The easel section 5 is preferably formed from sheet material, such as cardboard, cut and scored to provide a body 13 and wing sections 14—14, the wing sections being pivotally connected to the body along the score lines 16—16. A base section 17 is hingedly connected to the body 13 along the score line 18. A vertical section 19 is hingedly connected to the base section 17 along the score line 21. A wing actuating section 22 is hingedly connected to the vertical section 19 along the score line 23, the wing actuating section 22 being provided on its free end with a pair of arms 24—24 which are preferably rounded on their inner opposing surfaces at 26—26.

The body 13 of the easel section 5 is secured to the back surface of the display panel 7 by means of adhesive or staples, and the vertical section 19 of the easel section 5 is secured to the back surface of the riser 9 by means of adhesive or staples. As illustrated in the drawings, the distance between the arms 24—24 is equal to the width of the body 13.

The step display stand shown and described is adapted to be shipped or stored in its collapsed condition, as illustrated in Figs. 3 and 4. The stand is adapted to be set up upon the counter of a store by merely holding the stand in an upright position and then pressing downwardly upon the display panel 7 and step portion 8. It will be noted that downward movement of the display panel 7 causes the step 8 to pivot outwardly and the wing actuating section 22 to pivot inwardly. During inward pivotal movement of the wing actuating section 22, the arms 24—24 act to pivot the easel wings 14—14 rearwardly to their set-up condition, as illustrated in Figs. 1 and 2. It will

further be noted that the arms 24—24 serve to maintain the wings 14—14 in their set-up condition in a plane normal to the display panel 7. The display stand is adapted to be returned to its collapsed condition by merely raising the display panel 7 relative to the lower edge of the riser 9.

When the step display stand is arranged in its set-up condition as illustrated in Figs. 1 and 2, it will be noted that the free edge 27 of the wing actuating section 22 is disposed to engage and support the lower end of the display panel 7 and the inner end of the step 8. This is an important feature of the present invention as displays of this type are often employed to support relatively heavy objects upon the step 8. By bracing the inner end of the step 8, the display is adapted to support articles weighing several pounds without distorting or damaging the display stand. In other types of step display stands which are not provided with a reinforcing member such as the wing actuator 22, the display has a tendency to collapse in a forward direction when subjected to the weight of relatively heavy articles upon the step 8. In other words, the display panel 7 and riser 9 have a tendency to incline forwardly, causing the step 8 and base 17 to move toward a common plane with the display panel.

Referring now more particularly to Figs. 7 and 8 in the drawings, a modified form of step display stand is shown as comprising a panel section 31 and an easel section 32. The panel section comprises a sheet of cardboard cut and scored to form a display panel 33 hingedly connected at 34 to a step 36. A riser 37 is hingedly connected to the step at 38, and a bottom flap 39 is hingedly connected to the riser 37 at 41.

The easel section 32 is also preferably formed from sheet material, such as cardboard, and is blanked and scored to provide a body 42 having wings 43—43 hingedly connected to its opposite side edges. A base 44 is hingedly connected at 46 to the lower edge of the body 42 and is also hingedly connected at 46 to a wing actuating section 47. A pair of arms 48—48 are formed on the free end of the wing actuating section 47 and are preferably spaced apart a distance equal to the width of the body 42. The body 42 is secured to the display panel 33 by means of staples or adhesive, and the base section 44 of the easel is secured to the end flap 39 of the display section by means of staples 49, and/or adhesive.

The step display stand illustrated in Figs. 7 and 8 is adapted to fold from a collapsed condition to a set-up condition by merely mounting the stand in a vertical upright position upon a counter and then applying downward pressure to the display panel 33 and the step 36. As the step 36 and base 44 move from a vertical plane to a horizontal plane, the arms 48 on the wing actuating section 47 act to pivot the wings 43—43 rearwardly and toward each other to a plane substantially normal to the display panel 33. When the display stand is in its set-up condition, it will be noted that the free edge 51 on the wing actuating section 47 is disposed in engagement against the lower edge of the display panel 33 and the inner edge of the step 36. The wing actuating section 47 thus acts as a reinforcing member to prevent collapse of the stand when relatively heavy objects are placed upon the step 36.

Referring now more particularly to Figs. 9 and 10 in the drawings, the step display stand is shown as comprising a display section 52 and an easel section 53. The display section 52 is

preferably formed from sheet material, such as cardboard, and blanked and scored to provide a display panel 54, a step 56 hinged at 57 to the panel 54, a riser 58 hinged at 59 to the step 56 and a bottom flap 61 hinged at 62 to the riser 58.

The easel section 53 is also preferably formed from sheet material, such as cardboard, and blanked and scored to provide a body 63 having a wing 64 hinged to one side edge thereof. A base 66 is hinged at 67 to the lower end of the body 63, and a wing actuating section 68 is hinged at 69 to the base 66. The free end of the wing actuating section 68 is formed with an arm 71. The free edge 72 of the wing actuating section 68 is adapted to engage under the lower edge of the display panel 54 and the inner edge of the step 56 when the display stand is in its set-up condition, illustrated in Figs. 9 and 10. The body 63 is stapled or adhesively united to the display panel 54 and the base 66 is secured to the flap 61 by means of staples 73 and/or adhesive.

The form of the invention illustrated in Figs. 9 and 10 is adapted to be shipped or stored in a flat collapsed condition and is set up in its distended condition by first mounting the stand in an unright position upon a counter and then pressing downwardly upon the display panel 54 and the step 56. During movement of the parts of the display stand from their collapsed condition to their distended condition, the arm 71 acts to pivot the wing 64 rearwardly to a plane substantially normal to the plane of the display panel 54.

While this invention has been shown in several forms, it is obvious to those skilled in the art that it is not so limited but is susceptible of various changes and modifications without departing from the spirit and scope of the claimed invention.

We claim as our invention:

1. In a collapsible step display stand formed from flexible sheet material such as cardboard cut and scored to provide a display section and an easel section, said display section comprising a display panel, a step hinged to the lower edge of said display panel, a riser hinged to the front edge of said step, said easel section comprising a body secured to the back side of said display panel, a wing hinged to a side edge of and projecting rearwardly from said body, a base hinged to and projecting forward from the lower edge of said body to maintain said riser in spaced relation to said body, a wing actuating section sloping upwardly and rearwardly from the forwardly projecting edge of said base and into engagement with the inner end of said step and the front side of said body to coact with said riser in supporting said step in a predetermined plane, and an arm formed on the rearward end of said wing actuating section to prevent pivotal movement of said wing toward its collapsed position.

2. In a collapsible step display stand formed from flexible sheet material such as cardboard cut and scored to provide a display section and and easel section, said display section comprising a display panel, a step hinged to and projecting forward from the lower edge of said display panel, a riser hinged to and projecting downwardly from the front edge of said step, a flap hinged to and projecting rearwardly from the lower edge of said riser, said easel section comprising a body secured to the back side of said display panel, a wing hinged to and projecting rearwardly from a side edge of said body, a base

hinged to and projecting forwardly from the lower edge of said body, said base being secured to said flap to maintain said riser in spaced relation to said body, a wing actuating section hinged to and sloping upwardly and rearwardly from the forward edge of said base and into engagement under the inner end of said step and the front side of said body, and an arm formed on the rearward end of said wing actuating section to prevent pivotal movement of said wing toward its collapsed position.

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