

Jan. 15, 1924.

1,480,681

C. B. GOES

DISPLAY STAND

Filed May 4, 1923

Fig. 1.

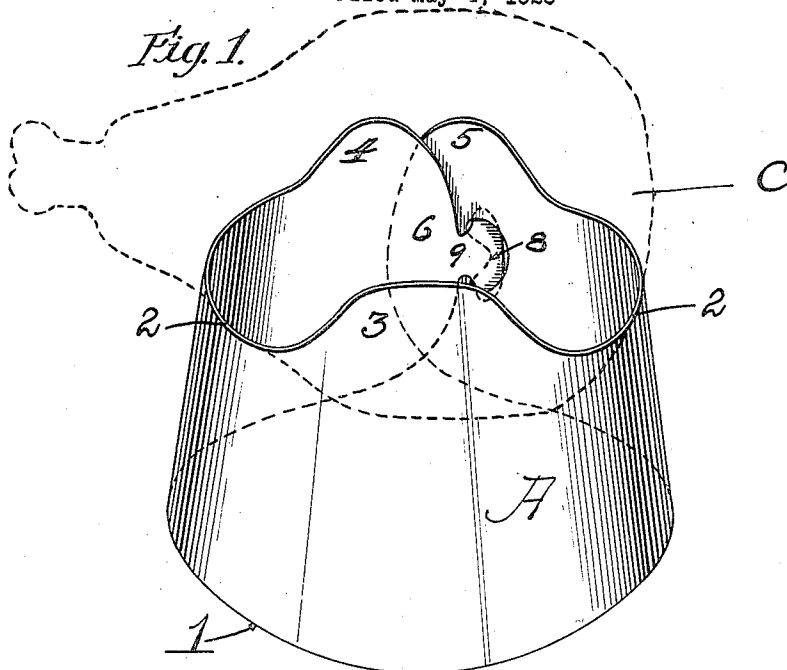


Fig. 2.

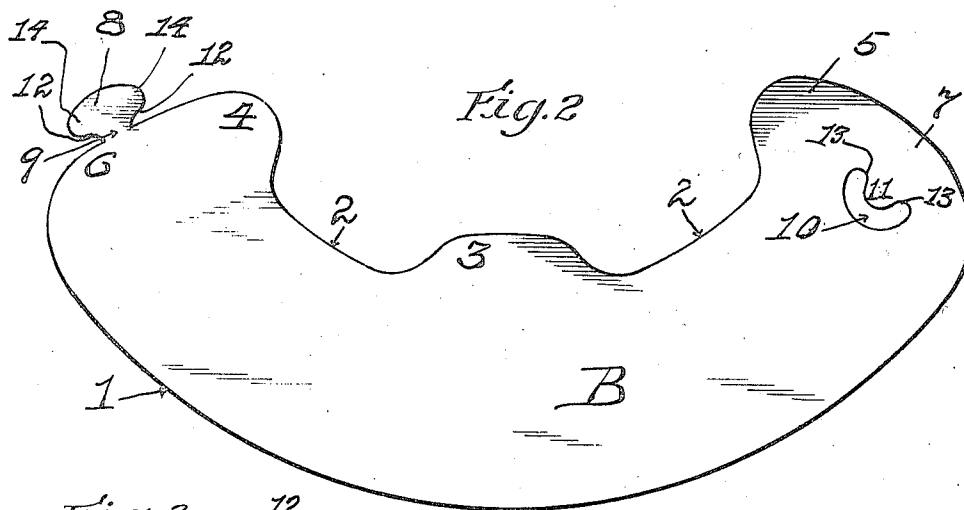


Fig. 3.

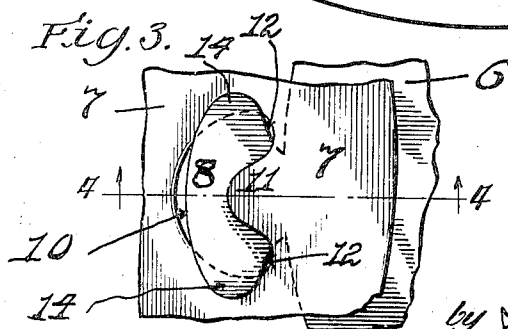


Fig. 4.



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by *Walter Brown* Atty.

Patented Jan. 15, 1924.

UNITED STATES PATENT OFFICE.

CHARLES B. GOES, OF CHICAGO, ILLINOIS.

DISPLAY STAND.

Application filed May 4, 1923. Serial No. 636,512.

To all whom it may concern:

Be it known that I, CHARLES B. GOES, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Display Stands, of which the following is a specification, reference being had to the accompanying drawings, and to the reference characters marked thereon, which form a part of this specification.

This invention relates to display stands for merchandise, and is peculiarly applicable as a support for a ham, although, obviously, it may be used for other purposes.

In stores where hams, bacon and other relatively heavy articles are handled, it is practically impossible to display a whole wrapped ham in an advantageous manner, for the reason that it will not stand up by itself and must either be laid flat or propped up against some other object.

Therefore it is the object of the present invention to produce a stand or support for a ham and similar articles which may be placed on a store counter or any other fixed support, whether it be level or sloping; a support which will be cheap to manufacture, attractive in appearance, light in weight, of thin cardboard and yet strong enough to sustain the weight of the displayed merchandise, and which will possess a surface upon which suitable advertising matter may be placed.

To the attainment of these objects and other advantages which will become manifest as I proceed with my specification, my invention consists in the novel device and combination herein illustrated, described and claimed.

In the drawing, I have chosen to illustrate my invention as adapted for the display of a ham.

Fig. 1 shows, in elevation, the device set up and the ham indicated in dotted lines.

Fig. 2 is a plan view of the blank spread out flat.

Fig. 3 is a side elevation, enlarged, of a detail showing the interlocking arrangement for the blank ends.

Fig. 4 is a horizontal, sectional view of the interlocking lug and slot, taken in the plane indicated by the dotted line 4-4 of Fig. 3.

The article as a whole is indicated by

the letter A, and the blank from which it is formed, when folded by the letter B. The blank is of thin but relatively firm material, such for example as card board, and its lower edge or margin 1 is cut on a general or continuous curved line, so as to rest in one plane when folded as shown in Fig. 1.

The "height" of the support is measured by the distance between the lower edge 1 and the parallel top edges or margins 2, 2, which are intermediate the blank ends and which are spaced apart by a central, upwardly projecting lug portion 3. Correspondingly shaped upwardly projecting lugs 4, 5, are upon the curved ends 6, 7, respectively, of the blank, the curved margins extending symmetrically from said lugs 4, 5, to the lower margin 1.

An outwardly projecting locking tongue 8 is located centrally of the curved end 6, to which it is attached by a connecting member 9. This member is, as shown, narrow in width and much shorter in length than the tongue 8. The tongue is generally elliptical in shape, but of course may be of any other configuration complementary to the slot which it is to engage. The end 7 is perforated to form a slot 10 complementary in outline with the lug 8, excepting on one margin from which a keeper-tongue 11 projects, as shown.

It is obvious that the face of the blank affords an excellent opportunity for desirable ornamentation and display advertising.

To form said blank into my display support, the two ends are grasped and brought together, the lug 8 placed through the slot 10, with the keeper tongue 11 over the lug. In this position, it will be noticed that the normal tendency of the blank B to unbend or straighten out will draw those margins of the lug 8 indicated by the numeral 12, into close and locking contact with the margins of the slot at its juncture with the tongue 11, i. e. the margins 13, and the extreme end 14 of the lug 8 overlapping the slot 10 as shown clearly in Fig. 3. Thus the ends of the bent blank B are firmly locked in position, and the blank B transformed into the display support A, which being in the form of a truncated cone is of pleasing outline and of such strength as to sustain the weight of the merchandise placed upon it notwithstanding the fact that the ma-

terial used is quite thin cardboard. For example, a ham, indicated in dotted lines C, may be placed upon the top margins or edges 2, 2, and the upwardly projecting lug portions 3, 4 and 5 will restrain it from tipping forward or backward and thus firmly hold the merchandise in position on the support A.

It will be understood that the lower edge or margin 1 rests upon the fixed support or counter and the heavier the ham or other merchandise placed thereon, the more firmly will the support A rest thereupon. It will also be manifest that the supporting edges 2, 2, afford very little opportunity for the grease from the ham to discolor the support A or to soil the counter.

It will also be manifest that the top margins 2, 2, of the blank, and the upwardly projecting lugs 3, 4 and 5 may, if desired, be changed to a shape or outline specially adapted to hold the particular merchandise to be displayed. It is also manifest that means other than the tongue and slot shown may be used to hold the ends of the display stand together, as, for example, the commonly known metal hook and eye.

I claim as my invention:

The blank for a display stand consisting of a single, substantially crescent shaped, thin but relatively stiff card board adapted when folded and its ends secured together to form a truncated cone, said blank being provided with a curved lower margin or base and rounded ends and with a top margin having a lug at each end and a centrally disposed lug, the portions of the top margin on each side of said central lug being substantially parallel with the base curve of the blank, a slot aperture through one end of the blank with a tongue projecting from one margin of the slot, and a lug projecting from the margin of the other end of the blank and adapted for interlocking engagement with said slot and tongue, substantially as described.

In testimony that I claim the foregoing as my invention I affix my signature, in the presence of two witnesses, this 30th day of April, 1923.

CHARLES B. GOES.

Witnesses:

B. L. MACGREGOR,
TAYLOR E. BROWN.