M. M. EINSON.

DISPLAY STAND.

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1,242,535. Patented Oct. 9, 1917.

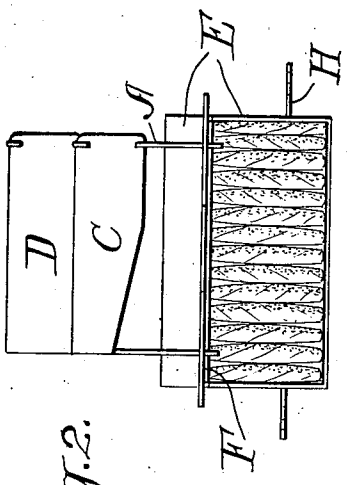


Fig. 2.

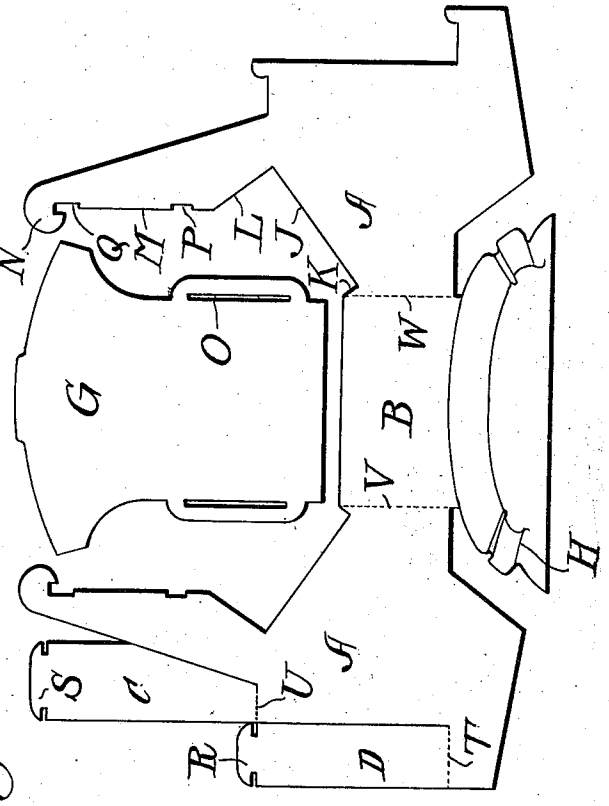


Fig. 3.

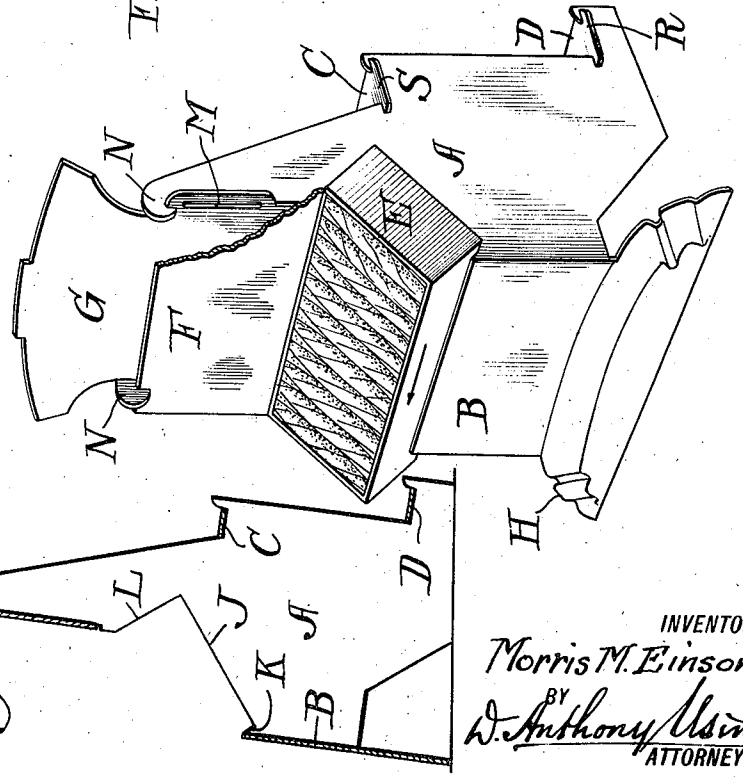


Fig. 1.

Fig. 4.

WITNESSES

W. N. Seewagen.

Lulu Stubenvoll.

INVENTOR

Morris M. Einson

BY

W. Anthony Usina

ATTORNEY

UNITED STATES PATENT OFFICE.

MORRIS M. EINSON, OF NEW YORK, N. Y.

DISPLAY-STAND

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To all whom it may concern:

Be it known that I, MORRIS M. EINSON, a citizen of the United States, residing in the city of New York, county of Bronx, and State of New York, have invented certain new and useful Improvements in Display-Stands, of which the following is a specification.

This invention aims to provide a display stand for displaying articles of various sorts, such for example as books or boxes of cigars or other things; which is attractive and cheap, and which can be compactly packed and shipped and has other advantages referred to in detail hereinafter.

The accompanying drawings illustrate an embodiment of the invention, designed for holding a box of cigars.

Figure 1 illustrates the stand in use for displaying a box of cigars, the view being a perspective, with cover of the box partly broken away;

Fig. 2 is a plan of the same;

Fig. 3 is a development of the parts showing the method of cutting them from a single sheet;

Fig. 4 is a vertical section of the stand.

Referring to the embodiment of the invention illustrated, the stand comprises a pair of vertical, transversely extending, rigid sides A. The front edges of these sides are integrally connected by means of a front B and bent backward therefrom. The lower edges of the parts A and B constitute the base of the stand and are shaped so that it stands slightly inclined backward. The rear portions of the sides are connected by braces C and D. These braces comprise strips of sheet material the same as the front and sides, and the braces are of considerable breadth and lie in horizontal planes so as to stiffen the stand against horizontal deformation. The parts are shaped to provide a shoulder or shoulders for supporting a box E, preferably in position with its forward edge inclined downwardly as shown, and preferably also means are provided for engaging the hinged cover F of such a box and holding it lifted so as to display the contents. A back G is preferably provided. It improves the appearance of the stand and at the same time provides a convenient and conspicuous place for advertising inscriptions. The same use may be made of the front B which is preferably formed with lateral projections H at the ends of its lower portion to give lateral stability and a more ornamental appearance.

The shoulder for supporting the box is preferably formed by the edges J (Fig. 3) of the sides A, these edges extending backwardly and upwardly from the upper portion of the front B, and being slightly depressed below the upper edge of this front so as to form short shoulders K which prevent the box from sliding off the inclined edges J. Similar upright shoulders L are provided at the rear of the inclined edges so that the box is held firmly in place. From the upper edge of the rear shoulders L the sides A project upward with substantially vertical edges M against which the lifted cover rests, and overhanging portions or hooks N are provided at the upper ends of the sides to engage the free edge of the cover, as shown in Fig. 1.

The back G is provided with ears at its right and left edges and with slots O, and the upper portions of the sides are notched at P and Q so that between these notches there is formed a tongue on each side which fits into one of the slots O of the back. The back is thus held in place and at the same time braces the upper portions of the two sides and connects them to each other.

The sides, front and rear braces all form connected portions of an integral blank, shown in Fig. 3, cut from a sheet of any suitable material such as cardboard or metal; and in the blank the space between the upper ends of the sides A leaves sufficient material for forming the back G. This may, therefore, be cut out in the same operation which cuts out the other parts. The braces C and D are cut along their longitudinal edges, as shown, with their free ends notched as at R and S, respectively, to lock into the notched rear edge of the opposite side when the braces are bent down along the dotted lines T and U and the two sides are bent back along the dotted lines V and W.

Preferably the notches formed by the edges J, K and L of the sides are made to fit the box which is to be displayed fairly closely and the hooks N likewise fit the thickness of the cover fairly closely. With this construction the box is displayed in the best position, with its cover open so as to show the inside face with the usual advertisements thereon and also to show the contents of the box. At the same time the box

is firmly held against withdrawing it directly forward. It has to be inserted by opening the cover to the correct angle and introducing it sidewise, in the manner shown by the arrow in Fig. 1 into the holding notches and hooks of the stand; and it can be withdrawn only by a similar sidewise movement. It is impossible to lift the box directly or to withdraw it in a forward direction without at the same time lifting or pulling forward the stand with it.

The stand may be made of suitable size and design to hold other articles such for example as books, in which case the hooks N may be shaped and located so as to fit over the edge of one of the covers; or may hold packages of various sorts either closed or open and preferably, though not necessarily, with their upper edge portions held by the hooks.

Being cut from a single sheet, the advertising inscriptions may all be printed on such sheet before cutting out and folding the parts. Four convenient spaces for advertising are provided, the front, the back and the two sides; so that such advertisements will be visible from all exposed sides. The public is thus acquainted at once with the style of the package and with the merits thereof and the trade-marks printed on the stand. The stand may be made higher for window display to give more room for advertising inscriptions and shorter for standing on counters. It is quite inexpensive, a prime commercial requisite in such stands, because it can be printed in a single operation, cut out at one operation and shipped flat and compactly. It is economical of material, there being little loss in cutting it from a rectangular sheet and the completed stand having a height considerably greater than the sheet from which it is cut.

Though I have described with great particularity of detail a certain specific embodiment of my invention yet it is not to be understood therefrom that the invention is restricted to the particular embodiment disclosed. Various modifications thereof in detail and in the arrangement of the parts may be made by those skilled in the art, and various parts of the construction may be separately utilized, without departing from the invention as defined in the following claims.

What I claim is:—

1. A stand for displaying a box having a hinged cover, said stand having a pair of vertical, transversely-extending sides, the upper portion of said sides having means which engage the free edge of the cover of the box and which hold said cover in an upright position.

2. A display stand having a pair of vertical, transversely extending rigid sides, a front integrally connecting the front edges of said sides, said sides being bent back from said front and having supporting edges extending backward therefrom, and bracers integrally connected to one of the sides, one of said bracers engaging the rear middle portion of the remaining side and another of said bracers engaging the rear lower portion of the remaining side.

3. A display stand having a pair of vertical, transversely extending rigid sides, a front integrally connecting the front edges of said sides, said sides being bent back from said front and having supporting edges extending backward therefrom, and a removable back fastened to the upper edges of said sides and extending upward, above and at the rear of said supporting edges to prevent a lateral strain upon the said upper edges of said sides.

4. A display stand having a front, a pair of vertical, transversely extending sides integrally connected to the edges of said front and bent backward therefrom, the lower edges of said front and sides constituting the base of the stand, and bracers integrally connected to one of the sides, one of said bracers engaging the rear middle portion of the remaining side and the other bracer engaging the rear lower portion of the same remaining side, said pair of sides having supporting edges for supporting an article and holding it against transverse movement.

In witness whereof, I have hereunto signed my name in the presence of two subscribing witnesses.

MORRIS M. EINSON.

Witnesses:
D. ANTHONY USINA,
LULU STUBENVOLL.