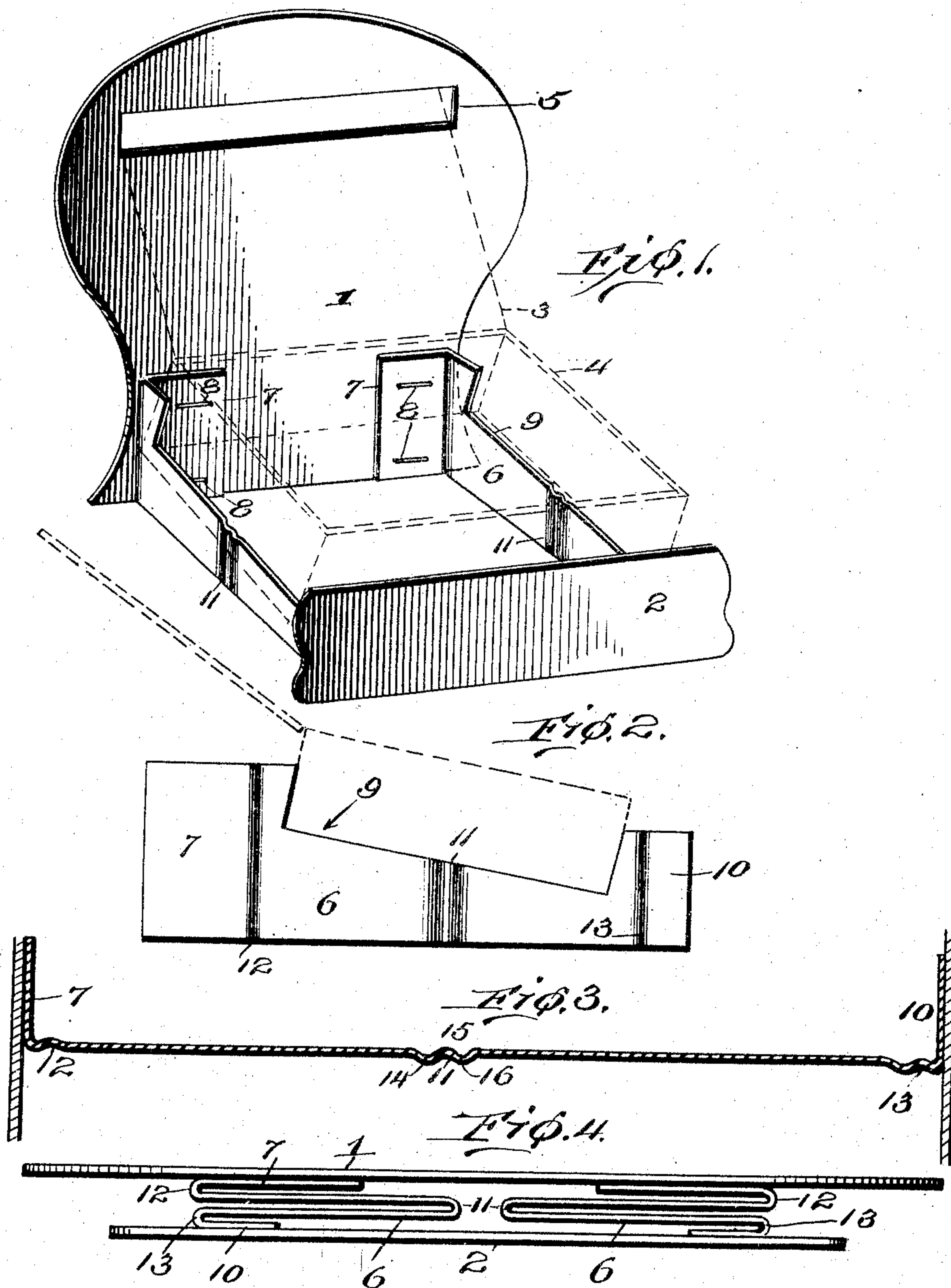


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 DISPLAY HOLDER.
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928,281.

Patented July 20, 1909.



Inventor

Witnesses

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UNITED STATES PATENT OFFICE.

BENJAMIN ROSENBERG, OF NEW YORK, N. Y.

DISPLAY-HOLDER.

No. 928,281.

Specification of Letters Patent.

Patented July 20, 1909.

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To all whom it may concern:

Be it known that I, BENJAMIN ROSENBERG, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Display-Holders; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to improvements in display holders, and particularly to display holders for advantageously displaying to the eye boxes containing merchandise.

An object in view is the provision of a display holder that will hold a box for properly displaying articles positioned therein and yet be arranged to be readily foldable when the box containing merchandise has been removed.

A further object in view is the provision of folding means for holding a box in position for displaying the same that is arranged with improved scoring or creasing whereby the foldable member may be readily folded and unfolded without injuring the same.

With these and other objects in view the invention comprises certain novel constructions, combinations and arrangement of parts as will be hereinafter more fully described and claimed.

In the accompanying drawings: Figure 1 is a perspective view of an embodiment of the invention. Fig. 2 is a side elevation of one of the folding supports, the same being shown in an extended position. Fig. 3 is an enlarged fragmentary sectional view approximately on line 3—3 of Fig. 1. Fig. 4 is a top plan view of the structure shown in Fig. 1 in a folded condition.

In the construction of a display holder or rack for boxes embodying the features of the invention a back 1 and front piece 2 are provided and arranged with any desired advertising matter thereon and are formed also of any desired shape as occasion may require or as may be desirable. The back 1, however, must be comparatively large in relation to front 2 in order to act as a support for the back 3 of the box 4 which is positioned in the holder. The back 1 is provided with an opening or slot 5 through which the lid 3 is passed when placing the box in position on the holder for display.

In order to properly support the box 4 a pair of folding supports 6 are provided that have a turned over portion 7 secured to back 1 by any desired means, as for instance staples 8 which may be made from wire forced through the turned over portion 7 and back 1, and then clenched. In addition any adhesive may be used for assisting the staples 8 if so desired. The supports 6 are formed with a notched out portion 9 that is preferably set at an angle so as to thoroughly display merchandise in box 4 when the box has been placed upon the support. The supports in addition to the turned over portions 7 are provided with turned over portions 10 which are secured preferably by an adhesive to the front plate 2. In order that the supports 6 may be properly folded when collapsing the same are scored centrally at 11 and at each end as 12 and 13. The scorings are preferably triple in their nature having pressed out portions 14, 15 and 16 which permit a free bending or folding of the support without breaking the same. In this respect it will be noted that the support is preferably made from cardboard or some good quality of paper, and the particular kind of scoring or creasing is of particular advantage in that the same will not break easily.

In constructing the display holder the front and back 1 and 2 are preferably made from some stiff cardboard and decorated as may be desirable, and have printed or otherwise secured thereto advertising matter for advertising the merchandise which it is designed to display. The supports 6 are preferably made from some good quality of pasteboard or paper and arranged to correctly fold, preferably toward each other, when the display holder is not in use, and to be readily extended when it is desired to use the holder. The supports may be folded outwardly if desired, the same being usually not preferable as by folding inwardly the display holder presents a small package for shipping and storing.

In mounting a box, as for instance box 4, in the display holder the supports 6 are unfolded and the box placed in the cut out portion 9 and the lid thereof inserted through opening 5. As the cut out portion 9 is arranged at an angle the merchandise contained in the box will be brought clearly to view and by having advertising matter placed on the front and back will be in

proximity to various advertising matter setting forth the advantages of the merchandise.

What I claim is:

5 1. In a display rack, a back support formed with a slot, a front support, scored side supports formed with a notched-out portion for receiving an article to be displayed, the slot in the said back support assisting said
10 notched support in holding said article in proper position, the said side supports having projections formed above their main body portion, the said projections being turned substantially at right angles to the
15 main body portion and rigidly secured to the said front supports, and means for rigidly securing the said side supports to the said front supports.

20 2. In a display rack, a back support formed with a slot therein, a front support, a plurality of side supports connecting said front and back supports, said side supports being formed with a plurality of pressed-out ridges at each point of folding, and having

substantially half of their top portions cut 25 away on an angle whereby an article may be displayed at an angle to said side supports.

3. In a display rack, a back support formed with a slot therein, a front support and tapering side supports scored at their cen- 30 ters, and being rigidly connected to said front support by substantially right-angled portions turned inwardly upon the said front support, and being rigidly connected to said back support by turned-in portions ex- 35 tending above the main body portion of the said side supports, and rigidly secured upon the said back support, the said side supports being notched-out at an angle at a point near the said back supports for holding an article 40 to be displayed at an angle in respect to said front and back supports.

In testimony whereof I affix my signature in presence of two witnesses.

BENJAMIN ROSENBERG.

Witnesses:

SADIE JAPHE,
HUGO MOCK.