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2 Sheets-Sheet 1

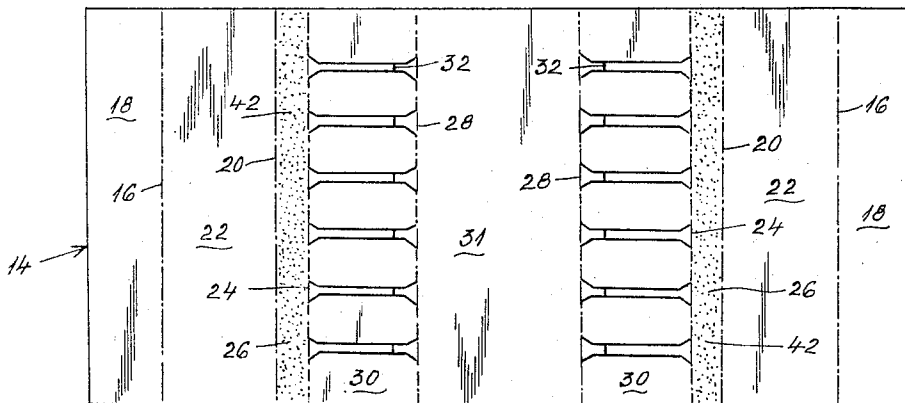
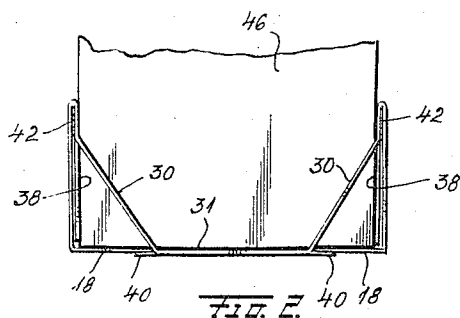


Fig. 4.



BY *Alois M. Michalka*
Polachek & Faulstich
ATTORNEYS.

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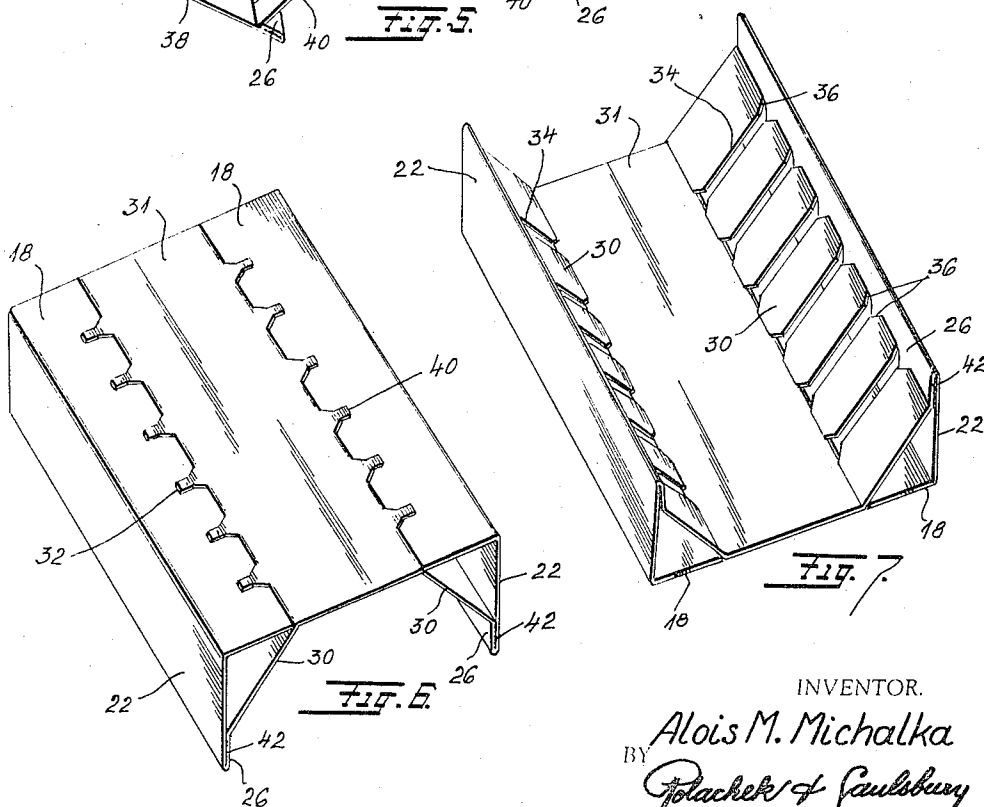
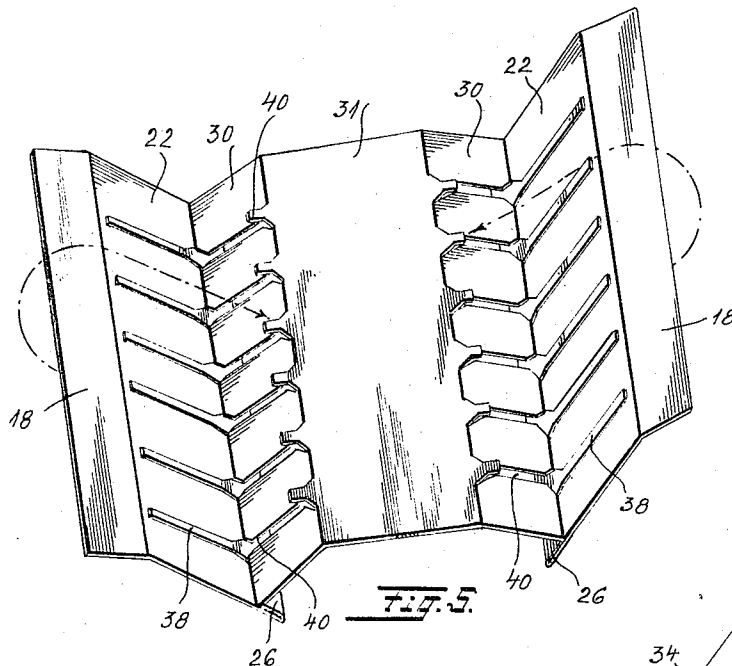
A. M. MICHALKA

3,314,530

DISPLAY TRAY WITH SLOTTED OPENINGS

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2 Sheets-Sheet 2



INVENTOR.

Alois M. Michalka
BY *Polachek & Saulsbury*
ATTORNEYS.

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3,314,530

DISPLAY TRAY WITH SLOTTED OPENINGS

Alois M. Michalka, Rte. 6A, Portland, Conn. 06480

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1 Claim. (Cl. 206—44)

This invention relates to a package for shipping merchandise and to a display stand for displaying the merchandise when removed from the package.

A principal object of the present invention is to provide a package containing flat articles of merchandise for sale and a display stand adapted to display the merchandise when removed from the package.

Another object of the invention is to provide a stand for displaying articles of merchandise that is easily set up and readily collapsed.

A further object of the invention is to provide a package containing flat articles of merchandise and containing collapsible display stands for displaying the articles in compact form easily packaged in the package and readily removed therefrom.

The invention further comprehends a package containing flat articles of merchandise and containing collapsible display stands for displaying the articles in compact form, easily packaged in the package and readily removed therefrom.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawings and to the appended claim in which the various novel features of the invention are more particularly set forth.

In the accompanying drawings forming a material part of this disclosure:

FIG. 1 is a top perspective view of a display stand embodying the invention showing a card with article of merchandise in display position thereon.

FIG. 2 is a cross-sectional view taken on the line 2—2 of FIG. 1.

FIG. 3 is a cross-sectional view taken on the line 3—3 of FIG. 1.

FIG. 4 is a top plan view of the blank from which the display stand is formed.

FIG. 5 is a bottom plan view thereof in partly flattened condition.

FIG. 6 is a bottom perspective view of the display stand in erected condition.

FIG. 7 is a view similar to FIG. 1, the card and article of merchandise being omitted.

FIG. 8 is a cross-sectional view taken through a package containing a plurality of display stands, cards and articles as shown in FIG. 1, in stacked relation.

Referring in detail to the various views of the drawings, a display stand embodying the invention is shown in FIG. 1 and is designated generally by the reference numeral 10. The display stand 10 is formed from a rectangular-shaped blank 14 of cardboard or other suitable material shown in FIG. 4. The blank is formed with outer crease lines 16, 16, adjacent the ends thereof, the crease lines and ends defining end panels 18, 18. Inwardly of the end crease lines 16, 16, there are intermediate crease lines 20, 20 parallel to and remotely spaced from the end crease lines. The lines 16 and 20 define panels 22, 22. Spaced inwardly of the intermediate

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crease lines 20, 20, there are intermediate crease lines 24, 24. The crease lines 20 and 24 define narrow panels 26, 26; and spaced inwardly of the intermediate crease lines 24, 24 there are inner crease lines 28, 28. The lines 24 and 28 define panels 30, 30. The inner crease lines 28, 28 define a central panel 31.

At points closely spaced outwardly from the inner crease lines 28, 28, the material of the blank is formed with short aligned slits 32 in spaced transverse alignment. On both sides of the slits 32, the material of the blank is instructed forming continuous narrow elongated slots 34, tapered outwardly at both ends as indicated at 36. The slots 34 are disposed in opposite relation and are shown in FIGS. 1 and 7. The instructed material is shown in FIGS. 5 and 6, the instructed material on one side of the slits 32 being indicated at 38 and the instructed material on the other side at 40. The surface of panel 26 is coated with adhesive 42, on the bottom side of the blank as viewed in FIG. 4.

In setting up and assembling the display stand, the material of the stand is creased along the lines 20 and 20 and the adhesive surfaces of panels 26 made to adhere to the adjacent long edges of panels 22 as shown in FIG. 5. The blank is next creased along the lines 16, 16 switching the end panels 18, 18 in line with the panel 31 as seen in FIGS. 2 and 3. The free long edges of the panels 18 interlock with the instructed portions 40 of the panel 30, the instructed portions 38 taking positions alongside the inner surface of panels 22, 22.

When completely set up and assembled, the central panel 31 constitutes the main bottom wall or base of the display stand, the panels 18, 18 the auxiliary bottom walls, the panels 22, 22 constitute the side walls. The panels 26 reinforce the top of the side walls, and the slotted panels 30, 30 are disposed at a slant and serve as braces for strengthening the side walls. The opposed slots 34 serve to receive the edges of a flat supporting card 46, the edge walls of the slots coacting with the floor or base to support the card in upright position. The card may support an article of merchandise such as a box of fish hooks 48.

The invention comprehends shipping the articles of merchandise 48 to be sold together with the display stands 10 for displaying same in a container such as the rectangular-shaped container 50 shown in FIG. 8 having a bottom wall 52, side walls 54 and end walls 56, the side and end walls defining an open top closed by a removable cover 58. The display stands, such as the stands 10, are placed in the bottom of the container in stacked formation on the bottom wall 52, and the articles 48 to be sold are mounted on cards 46, the cards with the articles thereon being placed on top of the display stands in stacked formation as shown in FIG. 8.

While I have illustrated and described the preferred embodiment of my invention, it is to be understood that I do not limit myself to the precise construction herein disclosed and that various changes and modifications may be made within the scope of the invention as defined in the appended claim.

Having thus described my invention, what I claim as new, and desire to secure by United States Letters Patent is:

A display stand comprising a rectangular-shaped one-

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piece shallow collapsible body of cardboard having a main bottom wall, auxiliary bottom walls at the sides of the main bottom wall, and upstanding side walls and being open at the top and ends, slanting walls disposed between the edges of the main bottom wall and points closely spaced from the top of the side walls, instructed portions from the slanting walls to form elongated slots in the slanting walls and said slanting walls serving as braces for the side walls, flat cards removably received in the slots therefor and on the bottom wall mounting articles of merchandise in upright condition in the slots and secured on the cards, the end edges of said elongated slots being tapered to more readily receive the cards, and a number of said instructed portions being interlocked

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with the auxiliary bottom walls and others of said instructed portions interlocked with the side walls.

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LOUIS G. MANCENE, *Primary Examiner.*