

Aug. 20, 1968

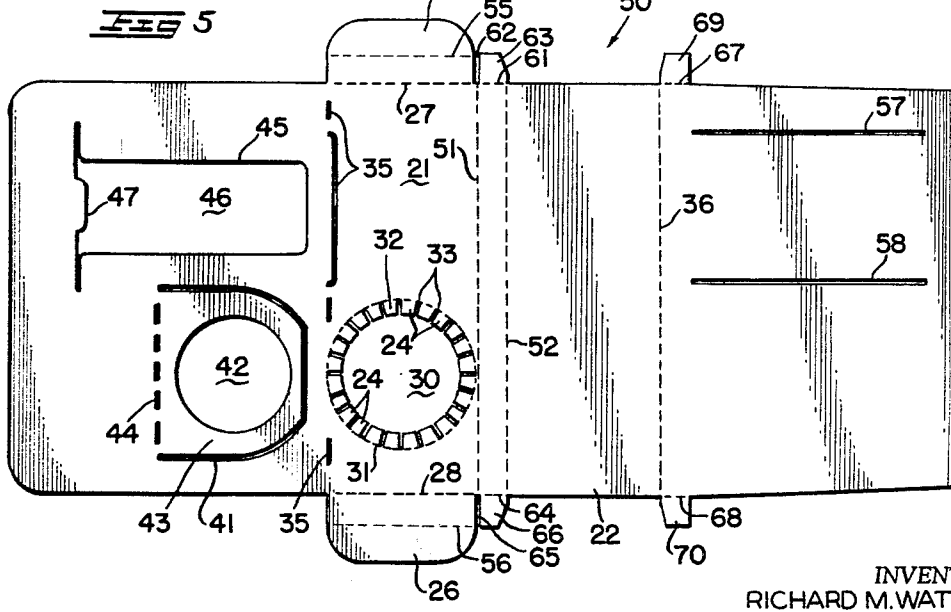
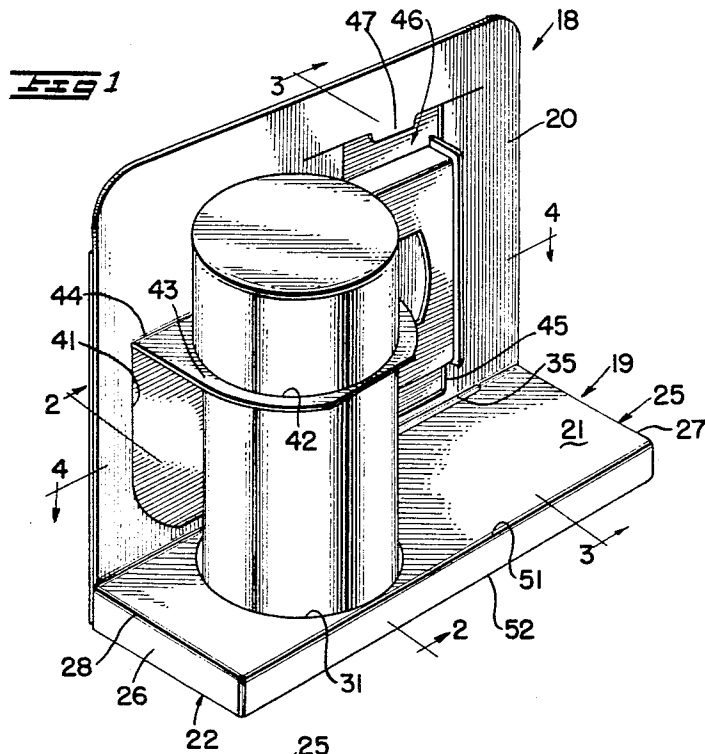
R. M. WATTS

3,397,796

SUPPORTING STRUCTURE AND BLANKS THEREFOR

Filed Oct. 6, 1965

4 Sheets-Sheet 1



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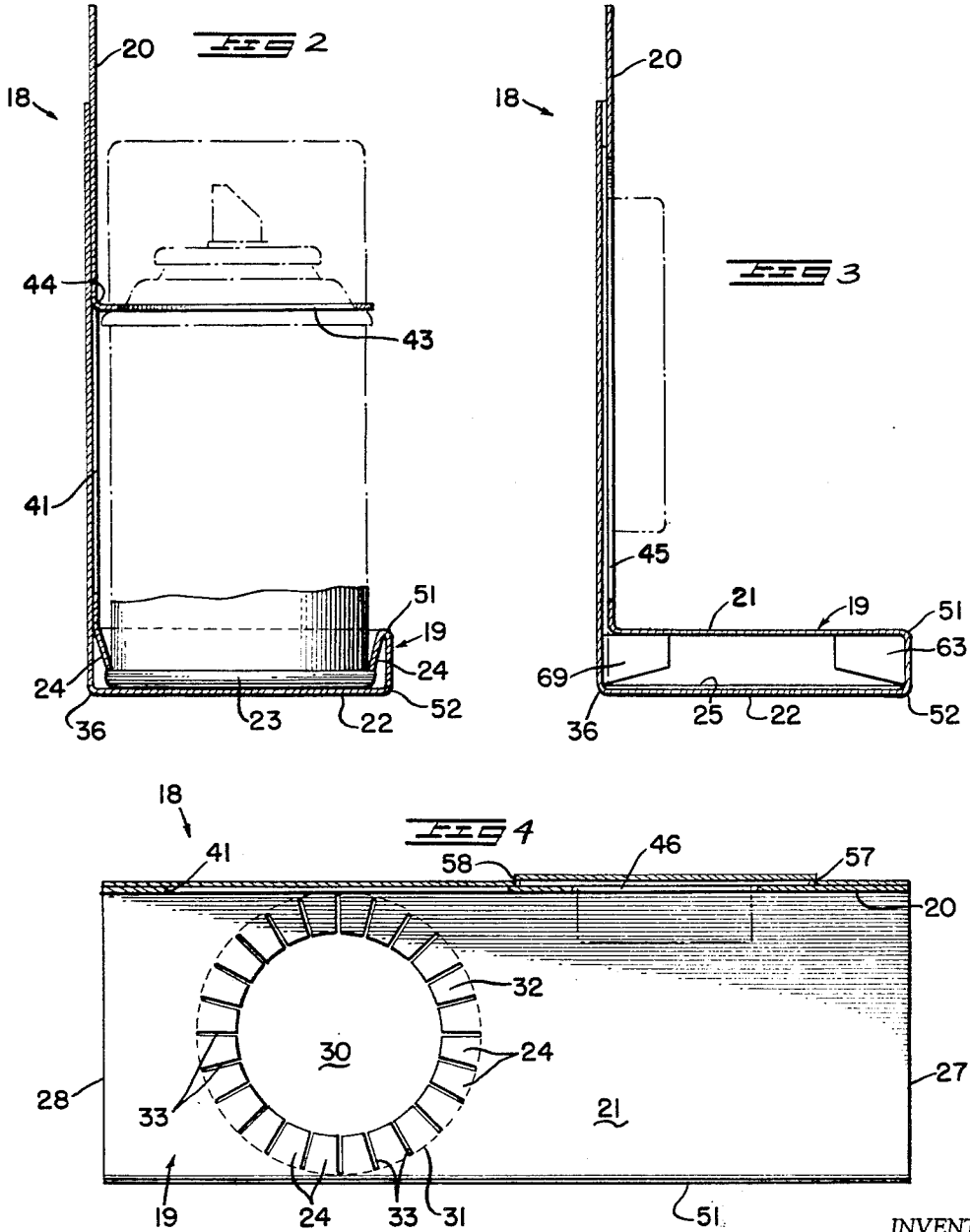
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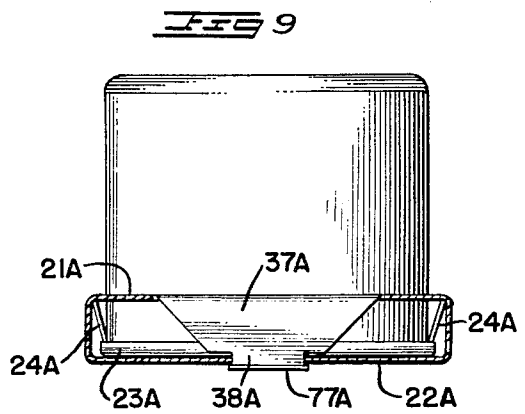
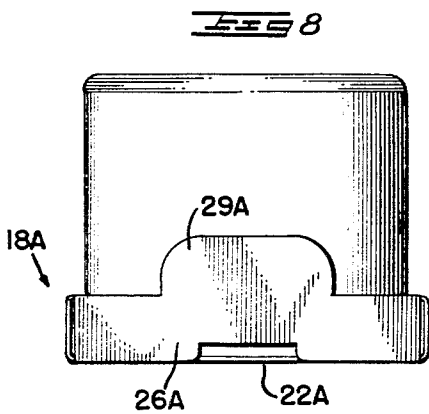
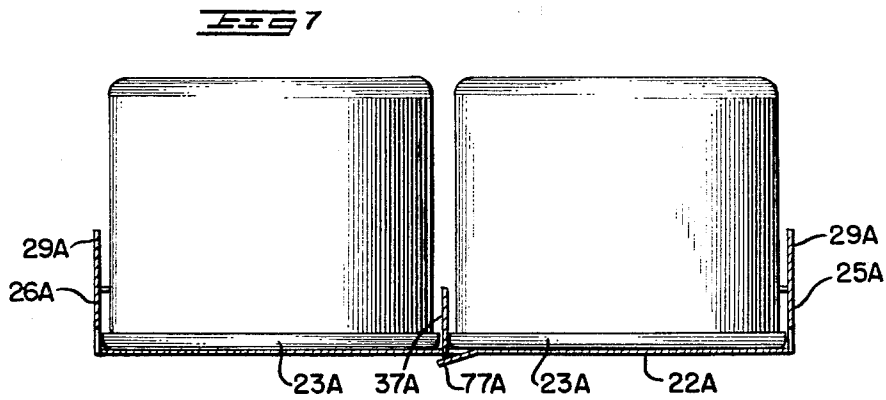
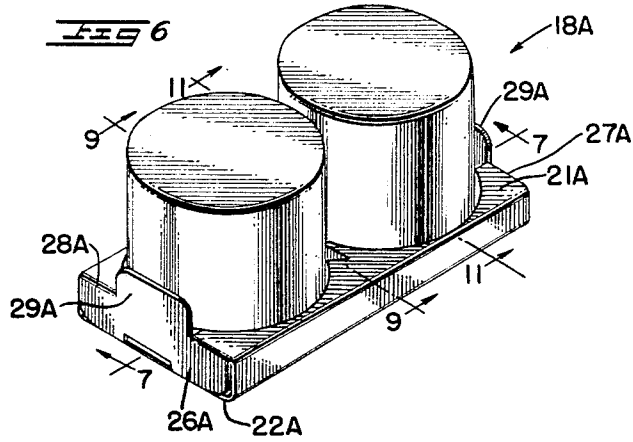
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4 Sheets-Sheet 3



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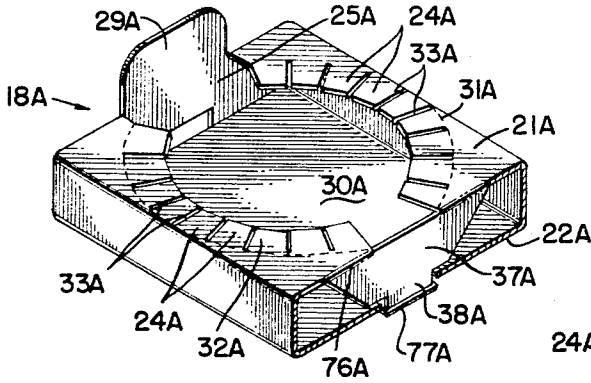
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SUPPORTING STRUCTURE AND BLANKS THEREFOR

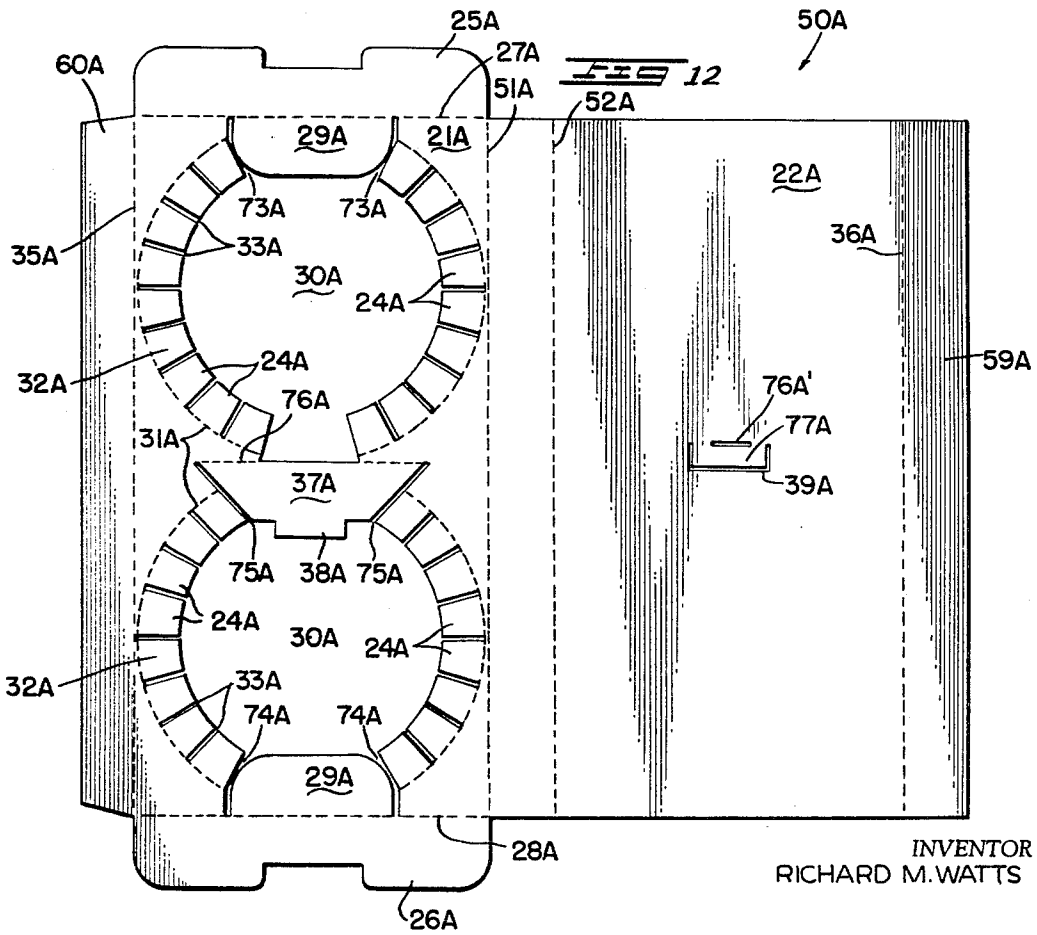
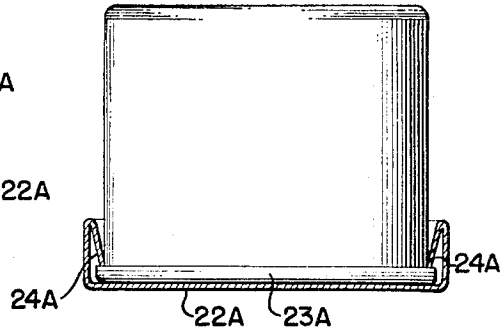
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**FIG 10**



**FIG 11**



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**SUPPORTING STRUCTURE AND  
BLANKS THEREFOR**

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7 Claims. (Cl. 211-73)

**ABSTRACT OF THE DISCLOSURE**

Article supporting structures, such as display stands, are formed from a single sheet of material. The sheet is provided with scores and cut-out areas so as to produce a substantially L-shaped structure when the sheet is folded and arranged in erected form. A horizontal base portion is adapted to receive the bottom of a cylindrical article, and a vertical portion, formed from overlaid end portions of the sheet, provides a ring-like extension for receiving and steadying an upper portion of the article. The two-layer vertical portion of the structure is provided with a vertical slot in one layer, and is adapted to receive and hold peripheral portions of a second article.

This invention pertains to an improved supporting structure and more particularly to a supporting structure for displaying articles and the like and to improved blanks for making such supporting structure or the like.

It is well known that the commercial success of many articles is often greatly influenced by the way such articles are displayed to the public. This is particularly true of toilet articles, for example, men's toilet articles. While the display of such articles should be made using devices having eye catching appeal, such display devices should provide adequate support for the articles while providing such support in a manner that will enhance the viewing ability of the articles themselves.

Accordingly, it is a feature of this invention to provide an improved supporting structure of simple and economical construction, which is easily assembled, and which has features for displaying articles in a manner which provides eye catching appeal.

The structure may be formed from a single sheet of suitable material scored and cut so that one portion of the sheet may be folded toward another to form a generally L-shape construction wherein the horizontal base is box-like and provided with an opening for receiving the lower end of an article, and the upright portion, which extends upwardly from one side of the base, is formed from the ends of the sheet secured together to form a two-layered wall, the front layer of which is formed with a support for an upper portion of the article resting in the base. The front layer is also formed with a vertical slot adapted to receive a second peripheral portion insertable between opposite lateral margins of the front layer on opposite sides of the slot and juxtaposed portions of the back layer of the wall, the latter being preferably provided with vertical slits to facilitate insertion and retention of the second article.

Therefore, it is an object of the invention to provide an improved article supporting structure wherein one article may be supported at its base and an upper portion thereof, and/or another article may be retained on the vertical wall of the structure.

Therefore, it is an object of this invention to provide an improved supporting structure having on or more of the novel features of this invention as set forth above or hereinafter shown or described.

Another object of this invention is to provide improved

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container blanks for such a supporting structure or the like.

Other objects, uses, and advantages of this invention are apparent from a reading of this description, which proceeds with reference to the accompanying drawings forming a part thereof and wherein:

FIGURE 1 is a perspective view of an improved supporting structure of this invention particularly illustrating a pair of dissimilar articles supported thereon for display.

FIGURE 2 is a sectional view on the line 2-2 of FIGURE 1 also showing, partly in full lines and partly in outline form, a cylindrical article being held at one location on the supporting structure.

FIGURE 3 is a sectional view on the line 3-3 of FIGURE 1 showing, in outline form, another article supported by an upright portion of the supporting structure.

FIGURE 4 illustrates a view on the line 4-4 of FIGURE 1 particularly showing the outline of one of the articles and with the cylindrical article removed.

FIGURE 5 is a plan view of the blank used to make the supporting structure illustrated in FIGURE 1.

FIGURE 6 is a perspective view illustrating another embodiment of the improved supporting structure of this invention particularly illustrating a pair of cylindrical articles being supported by such supporting structure.

FIGURE 7 is a sectional view on the line 7-7 of FIGURE 6 particularly showing the cylindrical articles in position.

FIGURE 8 is an end view of the supporting structure and articles illustrated in FIGURE 6.

FIGURE 9 is a sectional view on the line 9-9 of FIGURE 6 particularly showing a cylindrical article in position and the centrally located wall spacing means.

FIGURE 10 is a perspective view showing half of the supporting structure of FIGURE 6 cut away, and particularly showing flap means, at opposite sides of the circular cut-out therein, for spacing apart in parallel relation the cooperating walls of such supporting structure.

FIGURE 11 is a sectional view of the supporting structure on the line 11-11 of FIGURE 6 with a cylindrical article in position and particularly showing the engagement of supporting structure tabs against projection means in the bottom of such cylindrical article.

FIGURE 12 is a plan view of the blank used in making the supporting structure illustrated in FIGURE 6.

While the various features of this invention are hereinafter illustrated and described as being particularly adaptable for packaging related or similar articles such as men's toiletries, it is to be understood that the various features of this invention can be utilized singly or in any combination thereof to provide supporting structures for other articles as desired.

Therefore, this invention is not to be limited to only the embodiments illustrated in the drawings because the drawings are merely utilized to illustrate one of the wide variety of uses of this invention.

In the exemplary embodiment of the invention illustrated in FIGURES 1-5 an improved supporting structure 18 of this invention is illustrated, as well as the improved blank, shown in FIGURE 5, for making such supporting structure.

As shown in FIGURE 1, structure 18 is illustrated, in this example, supporting a generally cylindrical man's shaving cream or deodorant container and a rectangular package containing razor blades. The supporting structure has a unique structural arrangement making it possible to securely hold such articles on the structure as well as provide optimum unobstructed viewing thereof.

Structure 18 is generally L-shaped and has a base portion 19 and an upright portion 20 extending from one side of base 19. Structure 18 has support means having

first and second cooperating wall means illustrated as a top wall 21 and bottom wall 22 in the base portion 19 thereof, as well as support means in upright portion 20.

Cut-out means shown as cut-outs in the base portion 19 and in the upright vertical portion 20 are provided for receiving therethrough the deodorant and razor blade containers for side by side display.

Holding means is provided in first wall 21, as will be subsequently described in detail, for cooperation with the particular article means supported and with second wall 22 for holding such article means in position.

The deodorant container in this exemplary embodiment of the invention has peripheral projection means projecting therefrom and shown as a bead at 23 at the lower portion of the container. The holding means associating with the deodorant container are shown as tabs 24 which engage bead 23 and hold such deodorant container at the lower portion portion thereof. Support is also provided for the deodorant container along the upper end portion by the support means in upright member 20.

Spacing means is provided for spacing and holding apart in parallel relation the first and second cooperating wall means 21 and 22. The spacing means space the portions of walls 21 and 22 forming base 19 and comprise a pair of extension flaps 25 and 26 shown projecting from wall 21 in this exemplary embodiment of the invention. Flaps 25 and 26 are defined by a pair of score lines 27 and 28 respectively at each end of that portion of wall 21 forming base 19.

Cut-out means is provided in wall 21 for receiving therethrough the bottom of the deodorant container to be supported by the base portion of the supporting structure 20. A generally circular cut-out 30 is provided in wall 21. Cut-out 30 has a circular disk shape and a geometric outline smaller than the geometric outline of that portion of the deodorant container received therethrough.

Score means shown as a circular score line 31 is provided in wall 21. Score line 31 has a geometric outline larger than the outline of the deodorant container and is symmetrically arranged about cut-out 30 defining strip means such as an annular strip 32 of wall material between score line 31 and cut-out 30.

Slit means shown as a plurality of slits 33 commence at score line 31 and extend transverse to and across strip 32 thereby defining tab means shown as a plurality of tabs 24 as previously mentioned. Slits 33 in this example extend across strip 32 while coinciding with the terminal end portion of radial lines extending toward circular score line 31 from its theoretical center. The tabs 24 are forced toward the second wall 22 of the supporting structure by the large outline deodorant container and by its peripheral projection 23 (see FIGURE 2) as it is inserted through wall 21 and such container extends through wall 21 while being yieldingly engaged by the tabs 24. Tabs 24 engage the upper portion of the peripheral projection bead 23 in the deodorant container thereby holding the container in position and keeping it from being pulled outwardly, upwardly in this illustration.

The width of annular strip 32 and hence the length of slits 33 and tabs 24 is smaller than the distance between that portion of walls 21 and 22 forming base 19, being only a fractional part thereof. It will be appreciated that the length and arrangement of tabs 24 is closely coordinated with the type projection means provided in a given container as well as the location of such projection means along the container to define the length and shape of tabs 23.

The article supporting structure 18 as particularly illustrated in this embodiment of the invention shows a generally circular cut-out 30 in the wall 21 for receiving the cylindrical deodorant container therethrough. However, it will be appreciated that the cut-out could have an outline of a different shape for supporting articles with correspondingly different outlines.

The support means in the upright member 20 includes

means for steadying the deodorant container which is supported and firmly held at one end by base 19. Upright portion 20 comprises a pair of vertical walls which in this particular example are vertical extensions of walls 21 and 22 respectively. It will be appreciated, of course, that upright member 20 could be independently formed, utilizing separate sheets of material, and then attached to one side of base 19.

In this exemplary embodiment of the invention cooperating cut and score means is provided in cooperating walls 21 and 22 at one side of the base portion 19. Such cut and score means comprises a series of narrow elongated slots 35 adjoining the upper wall portion of base 19 and arranged end to end defining a fold line therebetween, with one of such slots having a very shallow U-shape. Such cut and score means further comprises a score line 36 in wall 22 arranged in base 19 opposite slots 35. Walls 21 and 22 are folded about slots 35 and the fold line therebetween and score line 36 respectively to define upright member 20.

Cut means is provided in that one of the vertical wall means which faces the base 19. In this example the outer surface of the vertical portion of wall 21 faces base 19. The cut means thus provided in the vertical portion of wall 21 provides support means for articles carried on the supporting structure, as will be presently described.

The supporting structure 18 includes steadying means in the upright member 20 for the deodorant container. The steadying means comprises cut means defined as second cut means or generally U-shaped cut 41 surrounding a circular cut-out portion 42 in the vertical portion of wall 21 to define a ring-like structure 43 upon folding the wall portion surrounded by cut 41 about a foldline 44 extending between the open ends of the U-shaped cut. Foldline 44 in this example is defined by a series of elongated, spaced-apart slits arranged end to end.

Ring 43 is folded normal to the vertical surface of wall 21 and engages the top portion of the deodorant container. The cut-out portion 42 of ring 43 corresponds to that portion of the deodorant container with which it associates, such that upon placing the deodorant container on the base portion 19 of the supporting structure 18 the tabs 24 prevent such container from being pulled out vertically while ring 43 supports the upper end thereof against transverse movement.

The support means in upright member 20 of this example provides means for carrying another article of men's toiletry. In this example a support is provided for a container for razor blades.

Cut means shown as a cut 45 having a generally rectangular outline is provided in the vertical portion of wall 21. Cut 45 defines a generally rectangular elongated vertical slot 46 in wall 21. Cut 45 further defines a fastening flap 47 at the upper end thereof.

Fastening means is provided for fastening together the vertical wall portions of walls 21 and 22 forming upright member 20. The fastening means may be any suitable fastener, preferably glue or the like. The walls 21 and 22 are fastened together at locations spaced from the perimeter of the vertical slot 46. Such walls are also fastened together at locations outside of the U-shaped cut.

It will be seen, therefore, that a razor blade container having a sheet-like structure at the bottom and top thereof is easily inserted between the upright walls 21 and 22 at the bottom of the slot means 46 for vertical support while being held at the top thereof by being inserted under fastening flap 47. Flap 47 supports the razor blade container against transverse movement.

The deodorant container is arranged side by side on supporting structure 18 with the razor blade container. The structure supporting each container is suitably spaced and arranged to provide the optimum in display while at the same time providing improved structural stability.

The steadying means or ring 43 not only steadies the upper portion of the deodorant container but by fasten-

ing to the upper portion thereof it utilizes the article being displayed as a structural member to tie together the upper end of upright member 20 and base 19 into one structural unit. This is made possible because tabs 24 hold the container in position by engaging its peripheral projection bead 23 to prevent it from being pulled out of base 19.

As will be apparent from FIGURE 2 of the drawings, the container of this exemplary embodiment has a removable cap portion which merely serves as a shield for the nozzle at the top thereof. This type of arrangement makes it possible, if desired, to insert the container in the holding means provided in base 19, then place the steadying ring 43 over the top thereof with the cap removed, and then install the cap. This arrangement provides a more rigid connection between the upright member 20 and base 19.

Supporting structure 18 can be formed in any suitable manner and made from any suitable foldable material. It is preferably formed from the blank 50, illustrated in FIGURE 5. Blank 50 is made of cardboard or the like having a side such as the exposed surface thereof laminated with metallic foil, such as aluminum-containing metallic foil, or the like, suitably colored, embossed, imprinted, or remaining plain, as desired.

The blank 50 in this example is of generally rectangular outline and is suitably cut and scored to define a pair of first and second cooperating wall means illustrated as walls 21 and 22. Walls 21 and 22 are folded about a series of score lines 36, 51, and 52 and a plurality of narrow elongated slits 35 arranged end to end in a generally rectilinear manner parallel to the series of score lines, to thus define L-shaped supporting structure 18 upon being folded thereabout.

Cut-out means is provided in wall 21 and illustrated as a circular cut-out 30 for receiving therethrough a portion of article means, in this example a deodorant container, to be supported in the supporting structure 18 formed from blank 50. A circular score line 31 is also provided about cut-out 30 and concentric therewith. The area between score line 31 and cut-out 30 defines an annular strip 32 of material in wall 21.

A plurality of slits 33 are provided across strip 32 along radial lines extending between score line 31 and cut-out 30 toward the center thereof to thus define a plurality of tabs 24.

Tabs 24 cooperate with the second wall 22 and with the peripheral projection means or bead 23 at the lower end of the deodorant container for holding in position the deodorant container received through cut-out 30.

The base portion of the wall 21 has score means or lines 27 and 28 therein defining a pair of extension flaps 25 and 26 respectively extending beyond such score lines. Extension flaps 25 and 26 have score lines 55 and 56 therein respectively, which define closure flaps which are inserted within the open-ended tubular structure formed upon folding walls 21 and 22 about their respective score lines. The extension flaps 25 and 26, along with their closure flap portions, are utilized in holding walls 21 and 22 of base portion 19 apart and in parallel relation upon assembling supporting structure 18.

Cut means is provided in base portion 19 for receiving and holding articles exclusively thereon. Furthermore means is provided in the upright member 20 for supporting and steadying articles that are supported on the base primarily and steadied by structure in the upright portion. In addition, cut means is provided in the upright portion 20, which defines structure used exclusively for supporting articles thereon without contact with base 19.

The cooperating cut and score means 35 and 36 in walls 21 and 22 respectively define the width of the base portion 19 and define parallel spaced apart lines about which such cooperating walls are folded vertically to form upright member 20. It will be seen that the first wall

means 21 is arranged adjoining the upper wall portion of base 19.

Support means in upright member 20 comprise first cut means in the vertical portion of wall 21 shown as a cut 45 having a generally rectangular outline and defining an elongated vertical slot in wall 21 shown at 46. Cut 45 has an outline at the upper end thereof which defines a fastening flap 47. The fastening flap 47 extends into the vertical slot 46 at the upper end thereof.

A pair of elongated spaced apart slits 57 and 58 are provided in wall 22 generally parallel to the elongated portion of slot 46. The distance between slits 57 and 58 is greater than the width of slot 46.

It will be seen therefore that upon assembling blank 50 to form supporting structure 18 slits 57 and 58 are positioned to either side of slot 46 and fastening means are provided at those areas lying outside of such slits. This arrangement makes it easy to separate vertical walls 21 and 22 between slits 57 and 58. A razor blade container having a sheet-like structure at the bottom and top thereof is thus readily inserted between the vertical portion of walls 21 and 22, being provided vertical support at the bottom of the slot 46 while being held at the top thereof by insertion under fastening flap 47.

Steadying means shown as a steadying ring 43 is provided in the blank portion of wall 21 forming upright member 20. Ring 43 is defined by a U-shaped cut 41 in wall 21 defining the outer periphery thereof and a circular cut-out 42 generally centrally arranged in the area within U-shaped cut 41. The ring is foldable about a score line 44 such that upon assembling structure 18 and placing a cylindrical deodorant container on base 19 for support at the lower end thereof the steadying ring 43 supports the upper end of such deodorant container against transverse movement.

Blank 50 is suitably cut and scored to define a number of small end flaps and includes a score line 61 and a slit 62 therein defining a flap 63 at one end thereof and a score line 64 and slit 65 defining flap 66 at its opposite end. Similarly score lines 67 and 68 are provided in a blank defining flaps 69 and 70 respectively. Flaps 63, 66, 69 and 70 fold inwardly upon assembling structure 18 and provide a support for extension flaps 25 and 26.

In the exemplary embodiment of this invention illustrated in FIGURES 6-12, a supporting structure and its associated blank (FIGURE 12) is shown which is basically similar to the supporting structure of FIGURES 1-5 with the exception that an upright portion is not provided. Similar parts in both embodiments will be designated by the same numeral being followed in this latter embodiment by the reference letter A.

As shown in FIGURE 6, a structure 18A is illustrated supporting a pair of generally cylindrical containers such as a man's deodorant and shaving cream container, for example. The supporting structure in this latter embodiment provides optimum unobstructed viewing of the container means supported therein while assuring that such container means may not be easily removed. Also the supporting structure has a vertical portion extending vertically for a short distance at each end thereof permitting a plurality of such structures to be arranged side by side simply and easily.

The embodiment illustrated in FIGURES 6-12 provides a supporting structure for supporting a plurality of articles; however, it will be appreciated that such supporting structure can be adapted for providing support for only one article and such structure would be essentially as shown in perspective in FIGURE 10. The blank required for forming a structure as shown in FIGURE 10 would be basically the same as the blank shown in FIGURE 12 essentially cut in half to eliminate one of the article supporting means.

Support means or structure 18A has first and second cooperating walls 21A and 22A.

Wall 21A has a pair of extension flap means 25A and

26A defined by score lines 27A and 28A respectively at each end thereof. Extension flaps 25A and 26A provide spacing means for spacing and holding walls 21A and 22A apart and in parallel relation.

Cut-out means comprising a plurality of generally circular cut-outs shown as cut-outs at 30A are provided in wall 21A—see FIGURE 10 particularly illustrating one of such cut-outs. Each cut-out 30A receives therethrough and supports a generally cylindrical article means shown in this example as a right circular cylindrical container having a circular outline larger than the outline of cut-out 30A.

Score means shown as a plurality of score lines 31A are provided in wall 21A each concentrically surrounding its associated circular cut-out 30A and having a diameter larger than the diameter of its associated container, thereby defining an annular strip shown at 32A of first wall material between each score means 31A and its associated cut-out 30A. Each of such annular strips 32A has a plurality of slits 33A therein commencing at its respective circular score line 31A and extending along radial lines thereacross to define a plurality of tabs 24A. The tabs 24A associated with each annular strip 32A are forced toward wall 22A by an associated container extending through the first wall 21A, and such tabs yieldingly engage the container and hold it in position.

Each flap 25A and 26A in this embodiment of the invention has a projection 29A which extends away from both walls 21A and 22A to provide a surface at each end of the supporting structure 18A which surface extends generally perpendicular to walls 21A and 22A (see FIGURES 6-8).

The surface thus provided enables the supporting structure 18A to be arranged side by side with other similar or identical structures. Furthermore, the upward extension 29A provides added stability for the container adjacent thereto.

As shown particularly in FIGURES 7, 9, and 12 the spacing means provided between walls 21A and 22A in this embodiment of the invention includes a spacing flap 37A suitably defined by cut and score means in wall 21A and having a projection 38A at the outer end thereof. Flap 37A cooperates with oppositely arranged U-shaped slit means 39A in wall 22A permitting projection 38A to be inserted in slit means 39A and thus help hold the walls 21A and 22A apart.

FIGURE 10 is a perspective view of one half of the supporting structure illustrated in FIGURE 6 and illustrates a portion of flap 25A used along with flap 37A for spacing and holding apart walls 21A and 22A. The manner in which flap 37A associates with slit 39A in wall 22A is particularly shown in perspective as well as the arrangement of upward extension 29A.

The containers which are normally carried by supporting structure 18A usually have a peripheral projection therein usually at the bottom thereof and shown as bead 23A therein. It will be apparent that tabs 24A engage the upper portion of bead 23A and thereby hold the respective container inserted through cut-out 30A in position and prevent such container from being pulled out easily.

Supporting structure 18A can be formed in any suitable manner of construction while utilizing practically any suitable, foldable material. It is preferably formed from the blank 50A as illustrated in FIGURE 12. The blank 50A is made of cardboard or the like having a side such as the exposed surface thereof laminated with metallic foil or the like.

Blank 50A in this exemplary embodiment of the invention is of generally rectangular outline and is suitably cut and scored to define a pair of spaced apart first and second cooperating walls illustrated as walls 21A and 22A. Walls 21A and 22A have a series of parallel score or fold lines 51A, 52A, 35A, and 36A about which they are folded. An extension flap 59A extends beyond score line 36A in wall 22A and is coextensive in width there-

with defining a sidewall 59A. Similarly a closure flap 60A extends beyond fold line 35A in wall 21A and is coextensive in width therewith such that upon folding walls 21A and 22A about their respective fold lines, flap 60A is suitably fastened to wall 59A to thus define an open ended tubular structure.

Score lines 27A and 28A are provided in the portion of the blank 50A defining wall 21A. Score lines 27A and 28A define a pair of extension flaps 25A and 26A respectively. Extension flaps 25A and 26A extend beyond the end of wall 21A and are generally coextensive in width therewith.

The portion of the blank 50A defining wall 21A has cut-out means shown as a pair of circular cut-outs 30A therein. Upon assembling blank 50A to form supporting structure 18A, cut-outs 30A receive therethrough the lower end of a container to be supported on supporting structure 18A.

Wall 21A further includes a pair of circular score lines 31A concentric about circular cut-out 30A and spaced apart therefrom defining a strip 32A of wall material between each score line 31A and cut-out 30A. Each strip portion 32A has a plurality of slits 33A commencing at its score line 31A and extending along radial lines toward the theoretical center of score line 31A thereby defining a plurality of tabs 24A. The tabs 24A associate with their respective container to be supported within supporting structure 18A and hold such container firmly in position.

A pair of cuts 73A is provided in wall 21A extending from score line 27A and across adjacent strip 32A. Similarly a pair of cuts 74A is provided in the opposite end of wall 21A extending from score line 28A and across its adjoining strip 32A. Upon folding each flap 25A and 26A about its respective fold line 27A and 28A cuts 73A and 74A define portion 29A at each end of wall 21A which is folded upwardly away from and perpendicular to both walls 21A and 22A of the assembled structure.

Blank 50A also has a pair of slits 75A near the middle portion thereof defining flap 37A. Each slit 75A is spaced apart from the other and commences in wall 21A at the edge of cut-out 30A and diverges therefrom toward the center of wall 21A terminating in a fold line 76A. Flap 37A folds normal to wall 21A about fold line 76A and toward wall 22A.

Flap 37A has a projection 38A in the end thereof defined by a right angle contour in the end of each slit 75A. Projection 38A cooperates with a U-shaped means 39A in wall 22A and helps keep walls 21A and 22A spaced apart in parallel relation.

Wall 22A also has a slit 76A' therein extending part of the way across the open end of slit 39A thereby weakening the material in that area and permitting the flap portion of wall material at 77A between slits 39A and 76A' to be folded about a line coextensive with slit 76A' away from structure 18A upon insertion of projection 38A into the area previously occupied by flap portion 77A.

Flaps 25A, 26A, and 37A provide means for spacing and holding walls 21A and 22A apart in parallel relation in this embodiment of the invention.

Terms such as "bottom wall" and "top wall," etc., have been utilized in this disclosure merely to define the position of walls as shown in the drawings. It is to be understood, however, that the supporting structure could be oriented in any manner.

Thus it is seen that an improved supporting structure of simple and economical construction is provided having features for firmly holding articles thereon while providing an arrangement for displaying such articles for easy viewing.

Further, this invention provides an improved blank for forming such supporting structure or the like.

While the form of the invention now preferred has been disclosed as required by the statutes, other forms may be used, all coming within the scope of the claims which follow.



What is claimed is:

1. A generally L-shaped article supporting structure comprising,
  - first and second cooperating wall means defining the base of said structure,
  - spacing means for spacing and holding said first and second wall means apart in parallel relation,
  - cut-out means in said first wall means for receiving therethrough a portion of article means to be supported by said base,
  - said cut-out means having a geometric outline smaller than the geometric outline of that portion of said article means received through said first wall means of said base,
  - score means in said first wall means having a geometric outline larger than the outline of said article means and symmetrically arranged about said cut-out means defining strip means of said first wall material between said score means and said cut-out means,
  - slit means commencing at said score means and extending transverse to and across said strip means thereby defining tab means,
  - said tab means being forced toward said second wall means by said larger outline article means extending through said first wall means while yieldingly engaging said article means and holding said article means in position on said base,
  - an upright member extending from one side of said base,
  - said upright member comprising a pair of vertical wall members,
  - means fastening said vertical wall members together,
  - cut means in that one of said vertical wall means facing said base defining said support means in said upright member for supporting article means thereon,
  - and support means in said upright member including means for steadying said article means supported by said base at the opposite end portion of said article means.
2. An L-shaped article supporting structure as set forth in claim 1 in which said cut means in said one vertical wall defines an elongated vertical slot in said one wall of generally rectangular outline and further defining a fastening flap in said one wall extending into said vertical slot at the upper end thereof, and said fastening means fastening together said vertical walls at locations spaced from the perimeter of said vertical slot, whereby article means having sheet-like structure at the bottom and top thereof is inserted between said upright walls at the bottom of said slot means for vertical support while being held at the top thereof by being inserted under said fastening flap means.
3. An L-shaped article supporting structure as set forth in claim 1 in which said steadying means comprises second cut means in said one vertical wall defining an annular steadying ring with a cut-out section therein, said cut-out section having an outline corresponding to a portion of the upper end of said article means with which it associates such that upon placing an article means on said base for support at the lower end thereof said steadying ring supports the upper end thereof against transverse movement.
4. A generally L-shaped article supporting structure for supporting a plurality of articles and made from a single sheet of foldable material, cut and score means in said sheet defining first and second cooperating wall means, said cooperating wall means defining a horizontal base and an upright member extending from one side thereof, a pair of extension flaps at each end of said horizontal base suitably cut and scored to provide spacing means spacing and holding said first and second wall means spaced apart in parallel relation, cut-out means in the base portion of said first wall means for receiving therethrough a portion of generally cylindrical article means, said cut-out means having a geometric outline smaller than the geometric out-

- line of said cylindrical article means, score means in the base portion of said first wall means having a geometric outline similar to and larger than the outline of said cylindrical article means and symmetrically arranged about said cut-out means defining strip means of said first wall material between said score means and said cut-out means, slit means commencing at said score means and extending transverse to and across said strip means thereby defining tab means, said tab means being forced toward said second wall means of said base by said larger outline cylindrical article means extending through said first wall means while yieldingly engaging said article means and holding said article means in position on said base, cooperating cut and score means in said first and second cooperating wall means at one side of said base and about which said first and second cooperating wall means is folded vertically to define said upright member, said first wall means being arranged adjoining the upper wall portion of said base, support means in said upright member comprising first cut means in said vertical portion of said first wall means defining an elongated vertical slot of generally rectangular outline in said first wall means and further defining a fastening flap therein extending into said vertical slot at the upper end thereof, and fastening means for fastening together said vertical wall portions defining said upright member at locations spaced from the perimeter of said vertical slot, whereby article means having sheet-like structure at the bottom and top thereof is inserted between said vertical wall means at the bottom of said slot means for vertical support while being held at the top thereof by being inserted under said fastening flap means, said support means in said upright member having steadying means comprising second cut means in said vertical portion of said first wall means defining an annular ring with a cut-out section therein, said cut-out section having an outline corresponding to the outline of said cylindrical article means, such that upon placing a cylindrical article means on said base for support at the lower end thereof said steadying ring supports the upper end thereof against transverse movement.
5. An L-shaped article supporting structure as set forth in claim 4 in which said cut-out means and score means in said base portion as well as said cut-out section in said vertical wall portion are circular in outline thereby being adapted to receive right circular cylindrical article means.
6. A generally L-shaped article supporting structure comprising,
  - first and second cooperating wall means defining the base and upright member of said structure,
  - horizontal parallel portions of said first and second wall means being spaced apart to form said base,
  - and vertical wall portions of said first and second wall means extending upwardly from one side of said base and secured together by fastening means,
  - cut-out means in said horizontal portion of said first wall means for receiving therethrough a portion of article means to be supported on said base,
  - and cut means in said vertical portion of said first wall means defining an elongated vertical slot therein of generally rectangular outline and further defining a fastening flap in said vertical portion of the first wall means extending into said vertical slot at the upper end thereof,
  - and said fastening means securing said vertical portions of the wall means at locations spaced from the perimeter of said vertical slot,
  - whereby peripheral relatively thin portions of second article means are insertable between said vertical wall portions adjacent said vertical slot for support on said upright member while being held at the top thereof by insertion under said fastening flap.
7. An L-shaped article supporting structure as set forth in claim 6, wherein said vertical wall portion of said second wall means adjacent said vertical slot is provided with vertical slits generally parallel to the elongated por-

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tion of said slot and spaced apart by a distance greater than the width of said slot,  
 whereby the area of said vertical portion at said second wall means behind said slot is yieldable away from said slot and the marginal edges thereof thereby facilitating insertion of said peripheral thin portions of the second article means between juxtaposed portions of said vertical wall portions adjacent edges of said slot.

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