

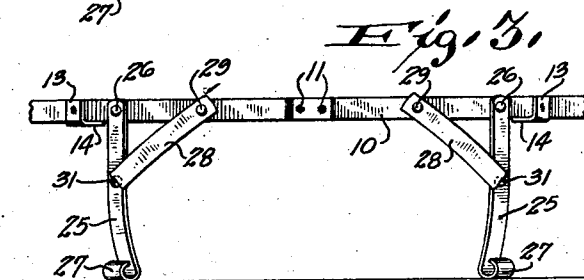
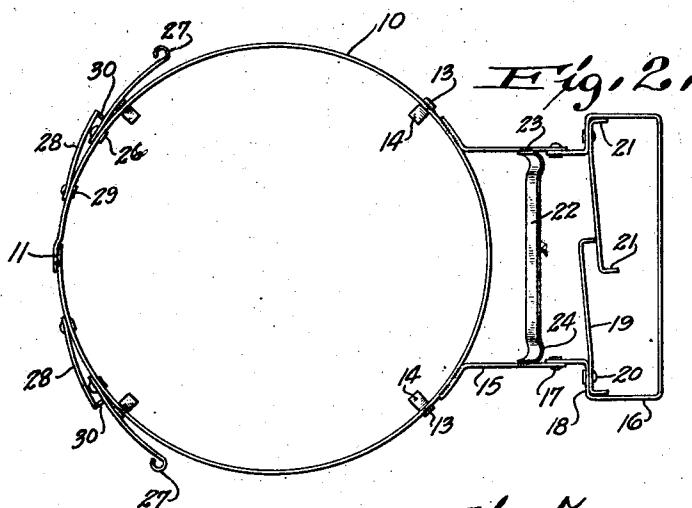
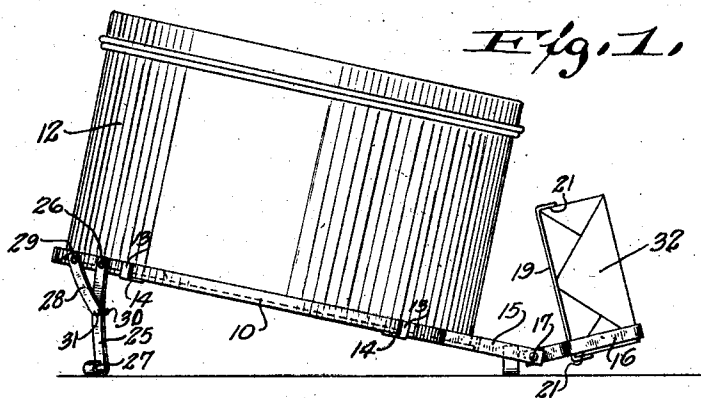
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S. N. HOPE

DISPLAY DEVICE

Filed Jan. 23, 1925

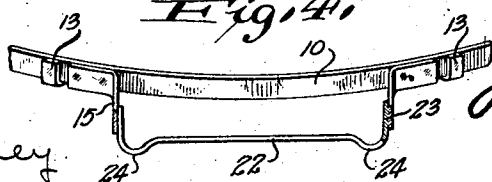


WITNESSES

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Fig. 4.



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DISPLAY DEVICE.

Application filed January 23, 1925. Serial No. 4,261.

The invention relates to display devices, more particularly for receiving commodities in associated containers of different sizes.

An object of the invention is to provide certain improvements over the display stand shown in my application Serial No. 731,788, filed August 13, 1924, whereby a heavy container may be supported without danger of collapse and without marring the container or the surface on which the device rests.

The invention further consists in the several features hereinafter set forth and more particularly defined by the annexed claims.

In the accompanying drawings, Fig. 1 is a side elevation of a device embodying the invention set up and in use;

Fig. 2 is a plan view of the device as it appears in its folded condition;

Fig. 3 is a detail view showing the rear supporting members of the device; and

Fig. 4 is a fragmentary sectional detail view of the forward support.

In these drawings, 10 indicates a loop which is formed of a metal band spot-welded together at its ends 11, the loop being circular in the present instance to receive a cylindrical container 12. For supporting the container a plurality of spaced angles 13 are provided each having one of its legs spot-welded to the band, preferably at the outer side, and the other leg 14 projecting inwardly from the bottom edge of the band to form a ledge on which the bottom of the container may rest. The forward portion of the loop has secured to it, preferably by spot-welding, spaced parallel extensions 15 to the outer ends of which a rectangular package-retaining frame 16 is pivotally secured by aligned rivets 17. The end portions of the frame 16 are parallel to and off-set outwardly from its pivoted extremities to afford intermediate portions 18 extending at right angles thereto. Package supports 19 are pivotally secured near their ends within the frame 16 on the intermediate portions 18 by rivets 20 and have forwardly extending angle projections 21 at their ends.

A supporting and reinforcing member 22 extends transversely between the spaced extensions 15 near their outer ends and is provided with upwardly extending angle projections 23 at its ends spot-welded to the extensions. The supporting member is provided with rounded portions 24 near its ends which constitute spaced supporting surfaces

adapted to engage the horizontal surface of a counter or the like.

For elevating the rear portions of the loop 10 from a horizontal support to set the loop in an inclined plane, a pair of spaced leg members 25 are pivoted thereto in frictionally-engaged relation by rivets 26. The free ends of the leg members are provided with turned-up portions 27 adapted to rest on a support and to afford facility in swinging the legs from a folded position adjacent the loop, the legs being preferably slightly bowed to conform generally with the curvature of the loop in their folded position.

In order to prevent the collapse of the device when set up, brace members 28 are each pivotally secured to the loop by rivets 29 spaced from the rivets 26, the free end of each brace member having a laterally-extending lug 30 which is adapted to enter an opening 31 in the adjacent leg member 25 when the leg member is in substantially vertical position. The brace members 28 are frictionally engaged on the loop so that they will be retained in either operative or folded position.

In the folded condition of the display stand, as seen in Fig. 2, the parts are disposed to lie in substantially the same plane, the legs 25 and their brace members 28 being swung into the plane of the loop, and the package support 19 being swung into the plane of the package-retaining frame 16 by swinging them slightly to accommodate the angle projection 21 at the free end of one of them. The package-retaining frame is then also swung into the plane of the loop where it is frictionally retained. When the device is folded, as above described, it occupies a comparatively small space for shipment and storage.

The display device is adapted to receive packed commodities in associated containers, as for instance the five-pound circular tin 12 from which goods are sold in bulk and a six-ounce rectangular display package 32 for the same goods, and to support these containers in an inclined position for advantageous display.

The device is set up in the following manner: The folded stand is placed in horizontal position on a counter or other support and the package supports 19 are then swung up to vertical position where they are frictionally retained. The rectangular package

32 is then inserted within the package-retaining frame 16 where it is held by the package supports 19, as seen in Fig. 1, the angle projections 23 preventing its vertical movement.

The package-retaining frame is then swung upwardly about its pivots to a frictionally-held position to tilt the package backward against its supports 21, and the legs 25 are swung downwardly to elevate the rear of the loop, as shown in Fig. 1, in which position they are held against collapse by the brace members 28 which are swung down to have their laterally-extending lugs 30 enter the openings 31 in the legs. The curved off-set end portions 24 of the supporting member 22 then form the forward supports and the tin 12 is then inserted in the loop with its bottom resting on the legs 14 of the angles 13 secured to the loop.

The device of the present invention, as is also the case with the device of the above-noted prior application, enables a merchant to extend to bulk goods the good-will established through the advertisement and sale of the same goods in packaged condition, this being accomplished by intimately associating a package with a larger bulk goods container carried on the same display structure.

The device is of rigid and durable construction reenforced against collapse when supporting heavy containers and may be set up on finished surfaces without danger of marring them. As the container, which is a circular tin in the present instance, finds a ready sale when empty, it is desirable not to dent it or otherwise mar its surface, and such occurrence is avoided by using the device of the present invention.

What I claim as new and desire to secure by Letters Patent is:

1. A display device, comprising a loop member adapted to support a container therein, leg members pivotally mounted on said loop for supporting it in an inclined position, and brace members pivotally secured to the loop in spaced relation to said leg members and having relatively fixed laterally projecting free end portions engageable with said leg members for preventing their swinging movement in both directions when in supporting position, said brace members being releasable from their supporting engagement with said leg members by their relative lateral displacement with respect to the swinging plane of said leg members and

said leg members and brace members being swingable into the plane of the loop when not in use.

2. A display device, comprising a loop member adapted to support a container therein, leg members pivotally mounted on said loop for supporting the loop member in inclined position and each having an intermediately disposed recess, brace members pivotally secured to said loop member in spaced relation to said leg members and each having a relatively fixed laterally-extending projection adapted to enter the recess in its adjacent leg member for locking said leg member against swinging movement in both directions when said leg member is placed in supporting position, said projection being releasable from said recess by relative lateral displacement with respect to the swinging plane of the leg member and said leg members and brace members being swingable into the plane of the loop when not in use.

3. A display device, comprising a loop member adapted to support a container therein and having a pair of spaced projections extending outwardly therefrom, a supporting bar extending transversely between and secured to said projections and having off-set terminal portions adapted to form spaced support-engaging surfaces, leg members pivotally mounted on said loop member at its rear portions for holding the loop member in an inclined position, and an inclinable package-retaining frame pivotally secured to said spaced projections.

4. A display device, comprising a container-supporting frame, leg members pivotally mounted on said frame for effecting elevation thereof and each having an intermediately disposed recess, and a laterally resilient brace member for each leg member pivotally secured to said frame in spaced relation to said leg member and having a laterally extending projection adapted to enter the recess in the adjacent leg member for locking the same in supporting position and against swinging movement in both directions, each leg member and co-operating brace member being relatively laterally displaceable for permitting engagement and release of said projection with respect to said recess and said members being swingable into the plane of the frame when not in use.

In testimony whereof, I affix my signature.

SAMUEL N. HOPE.