Oct. 2, 1928. 1,685,807

H. A. FEHN

SHEET METAL DISPLAY STAND

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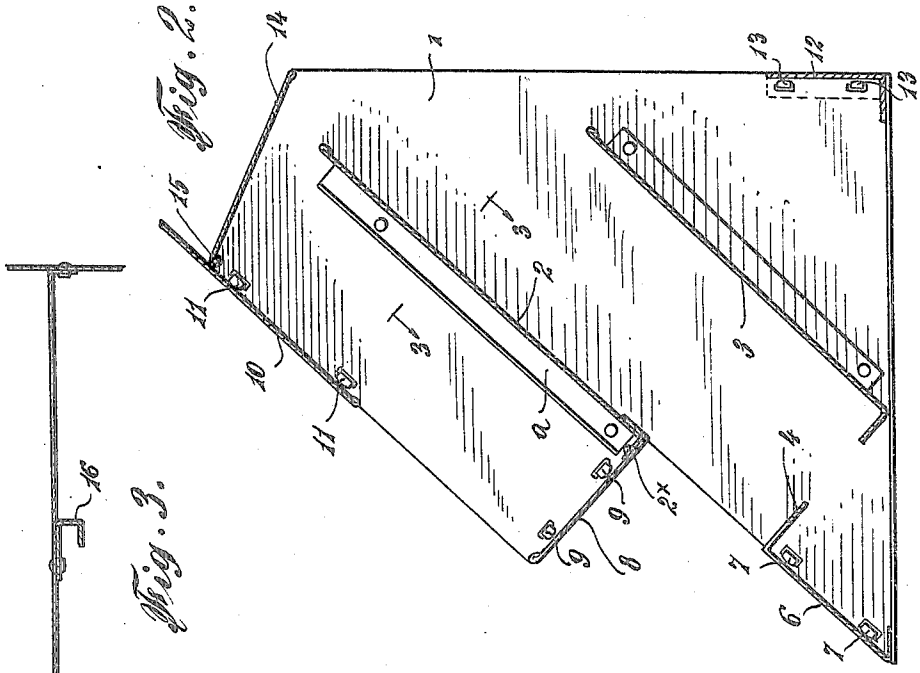


Fig. 2.



Fig. 3.

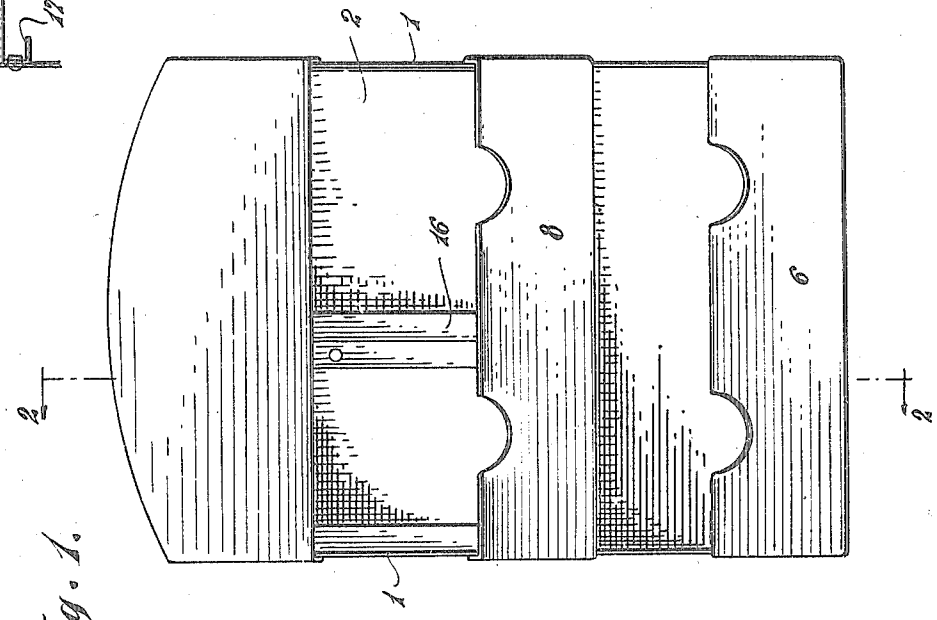


Fig. 1.

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Fig. 3.

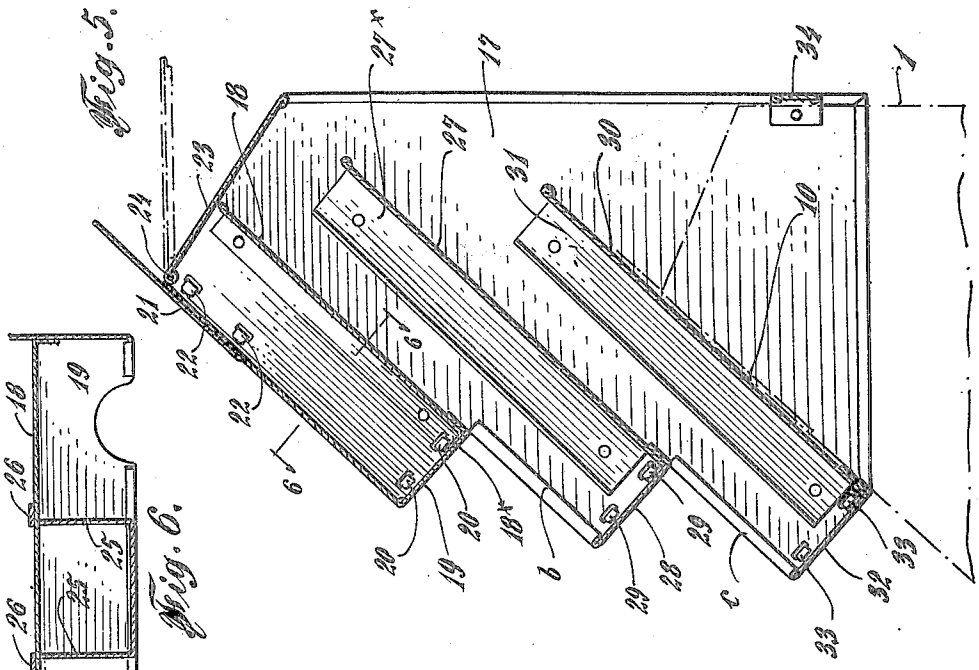
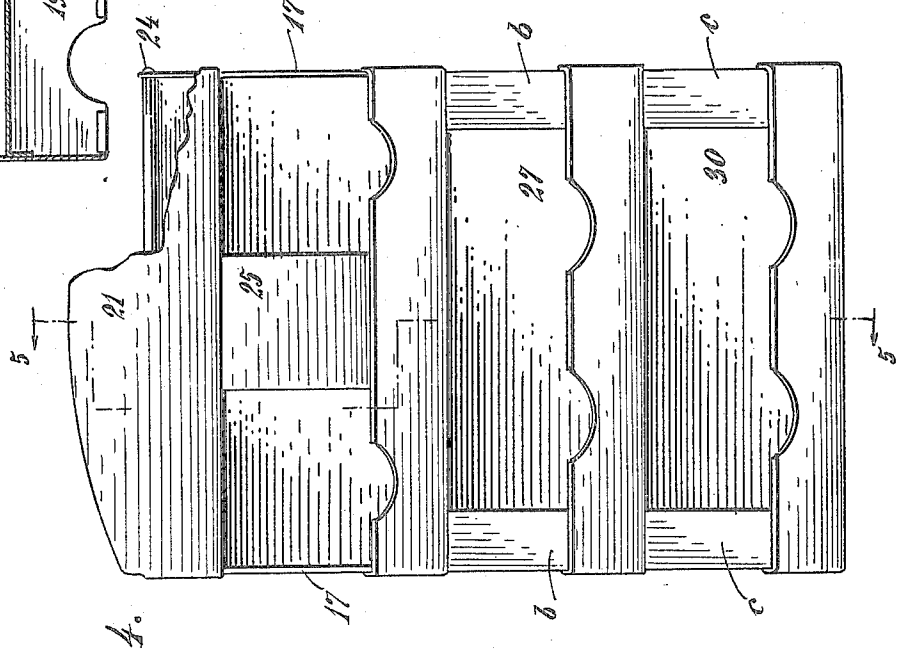



Fig. 6.




Fig. 4.




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# UNITED STATES PATENT OFFICE.

HENRY A. FEHN, OF NEW YORK, N. Y., ASSIGNOR TO THE SWEETS COMPANY OF AMERICA, INC., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

## SHEET-METAL DISPLAY STAND.

Application filed October 4, 1927. Serial No. 223,882.

The object of the invention is to provide a light, simple and strongly made sectional display rack so arranged that the individual sections are complete units and may be employed independently of one another, the arrangement being such that the top of a lower section may be fitted into the base of an upper section so that the connection is substantial and yet none of the effective space of either section is sacrificed. Further objects and advantages of the invention will be hereinafter set forth.

The invention will be described with reference to the accompanying drawing, in which

Figure 1 is a front elevation of a lower display section;

Figure 2 is a vertical section thereof on the line 2—2, Figure 1;

Figure 3 is an enlarged fragmentary section on the line 3—3, Figure 2;

Figure 4 is a front elevation of an upper display section;

Figure 5 is a section elevation thereof taken on the line 5—5, Figure 4;

Figure 6 is a sectional plan view on the line 6—6, Figure 5.

The base section comprises parallel side walls 1 which are rigidly connected by inclined tray members 2 and 3, each tray member being formed with a flange *a*, which is riveted to its appropriate side wall member. Tray 3 is bent upwardly at its base to form a stop, the latter being in line with a stop flange 4 formed as a continuation of base plate 6. Base plate 6 at each end is bent over upon the side wall and is formed with tongues 7 entering slots formed in the wall and bent over upon the reverse face thereof. Tray member 2 likewise is bent upwardly to form a stop flange $2^{x}$, the flange lying adjacent a base plate 8 at each end is bent over upon the appropriate side wall 1 and is formed with spaced tongues 9 which enter slots formed in said wall and are bent over upon the reverse face thereof.

A cap plate 10 may extend across the section at its top and it may have its side margins bent over upon side walls 1 and secured thereto by means of tongues 11 integral with the plate and entering slots formed in the side walls, being thence bent over to secure the cap plate in position.

The base and cap plates co-act with the trays 2 and 3 in firmly holding the side walls in spaced relationship and adding rigidity to the structure as a whole.

In view of the adequate connections afforded by the base plates and trays, I am able to leave the back of the device entirely open except that a cross plate 12 is preferably employed, said plate being secured to side walls 1 by end flanges which lap over upon said walls and have tongues 13 which enter slots in the walls, the tongues being bent over to secure the cross plate in position. In the present embodiment of the device, I provide a cover 14 which is pivoted by means of pins or a rod 15 held by the side walls 1.

The cap plate is useful not only in adding rigidity to the device but as affording a member upon which the trade mark or other identifying character or characters may be displayed to indicate the nature or origin of the goods. The lower base plate 6 also is placed at an angle equivalent to the angle of the cap plate 10 so that it may be effectively used for display wording.

In the present embodiment I divide tray 2 into two longitudinal sections of different widths by means of a central division bar 16 riveted or otherwise secured in position and a side stop member 17. These dividing members may be eliminated, if desired.

The top section of the device comprises parallel side walls 17 which are rigidly connected by means of tray and base plates as follows: Near the top of the device extending from side wall to side wall is the tray 18 which is riveted to the side walls. At its base tray 18 is formed with the upwardly extending flange $18^{x}$ in contact with a base plate 19, the latter having each end bent over upon the appropriate side wall and formed with tongues 20 which enter slots formed in the wall and are bent over thereupon. A cap plate 21 extends across the top of the device and has its margins bent down upon the side walls and secured thereto by tongues 22. A cover plate 23 may be pivoted to the side walls 24 in any suitable manner. A division box 25 may separate the tray 18 into two parallel sections, the box being formed as a three wall member, the side walls having tongues 26 entering slots formed in the tray 18 and bent over thereupon. The device is provided with a central tray 27 formed with side flanges $27^{x}$ which are riveted to the side walls. Tray 27 is provided

with base plate 28, the ends of which are secured to the side wall members 17 by tongues 29. The lowermost tray 30 is formed with side flanges 31 riveted to the side walls 17 and said tray member 31 is provided with base plate 32, having its ends secured to the side wall member 17 by tongues 33.

Intermediate the base members 19 and 28 the side walls 17 are bent over angularly to form the front walls *b*, and intermediate to the base plates 28 and 32 the said side walls 17 are bent over to form the inclined front walls *c*. These walls may serve to bear advertising matter. At the rear of the side walls 17 and near the base thereof, a crossbar 34 is provided which bar serves the double function of reinforcing the device and also serving as a holding member in the interlocking of the two sections as now to be described.

By comparison of Figures 2 and 5 it will be seen that the upper part of the lower display section is shaped to correspond with that portion of the upper section, shown in Figure 5, lying below tray 30. Now referring to Figure 5, it will be seen that the lower section is delineated by the dotted lines. It will be seen that the rear edges of the side wall members 1 come into contact with cross bar 34. The cap plate 10 affords a broad contact surface for engagement with the base of tray 30, and inasmuch as the rear edges of side walls 1 are vertically disposed and the cap plate 10 and front edges of the walls are inclined, there is a positive wedging contact between the two sections of the device whereby they are firmly held together without use of any applied latching means. At the same time the two sections may be readily removed and used separately if desired.

The trays of the device are designed particularly for handling rolls or rectangular packages of confectionery or the like, and the arrangement of the trays exposes the lowermost packages. The base plates are cut away at suitable points to permit free passage of the fingers so the lowermost package in each case may be readily removed, thus permitting the remaining packages to slide downward into position. On tray 18 intermediate division box 25 the units may be held without the use of boxes, whereas the units may be placed on trays 3, 27 and 30 in boxes, two boxes for each tray.

Having described my invention, what I claim and desire to secure by Letters Patent is as follows:

1. A display stand for packages and the like comprising substantially vertical side walls, means rigidly connecting said side walls comprising a plurality of inclined trays having side flanges fixed to the walls, a base plate for each tray extending at right angles to the latter and having end flanges turned over upon the side walls and secured thereto by tongue and slot connections, a cap plate having substantially the same inclination as the trays, as and for the purpose described and a hinged cover member extending rearwardly of the cap plate and at right angles thereto.

2. A sectional sheet metal display stand for packages and the like comprising an upper section and a lower section each having substantially vertical side walls, means rigidly connecting said walls comprising a plurality of inclined trays sharply inclined toward the base of the side walls and base plates for said trays held at right angles to the latter, the upper section having an open back and providing for the top of the lower section, a contact surface comprising the lowermost tray and having a second contact surface at an angle different from that of the tray, the base of said section being open, the top of the lower section being adapted to enter said upper section base and having two bearing surfaces one for the said lowermost tray and one for the said second contact surface, for the purpose described, the top of the lower section being accessible through the open back of the upper section.

In testimony whereof, I have signed my name to this specification.

HENRY A. FEHN.