S. FULD, L. TRAUBE AND A. WOLFF.

DISPLAY STAND FOR VEILS.

APPLICATION FILED DEC. 26, 1919.

1,370,105. Patented Mar. 1, 1921.

Fig. 1.

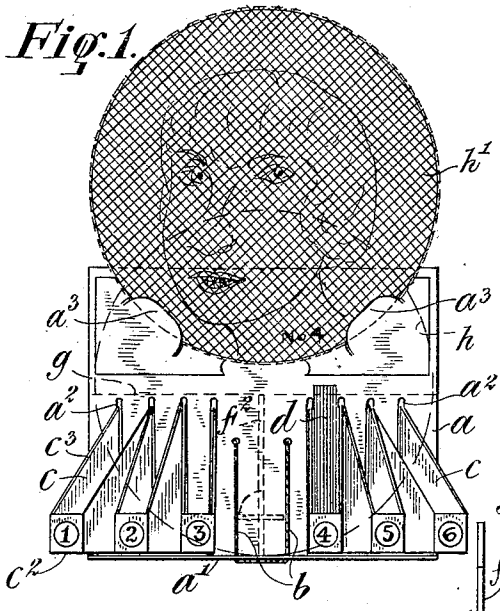
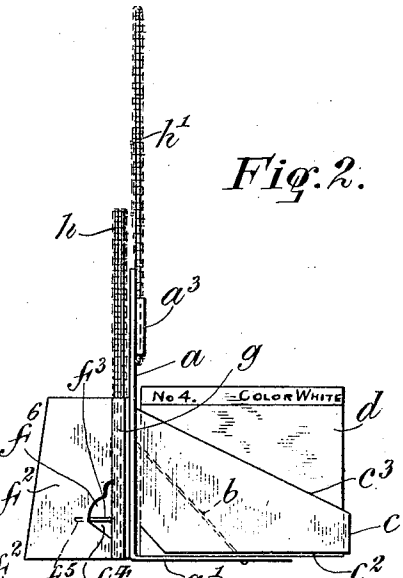


Fig. 2.



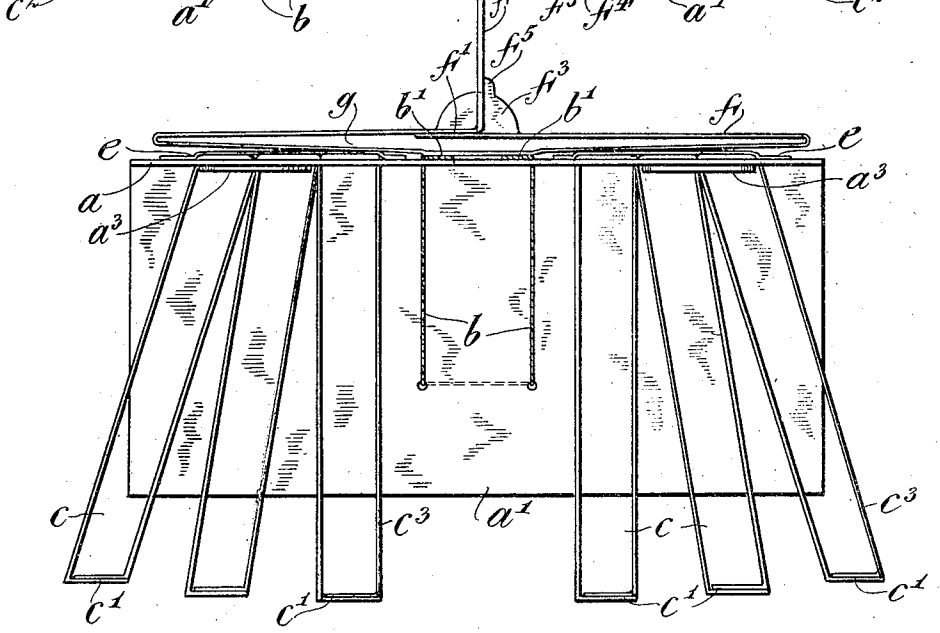


Fig. 3.

INVENTORS.
Siegfried Fuld
Lionel Traube and
BY Abraham Wolff
Redding & Ferguson
ATTORNEYS

UNITED STATES PATENT OFFICE.

SIEGFRIED FULD, OF NEW YORK, LIONEL TRAUBE, OF BROOKLYN, AND ABRAHAM WOLFF, OF NEW YORK, N. Y., ASSIGNORS TO FULD, TRAUBE & CO., INC., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY-STAND FOR VEILS.

1,370,105. Specification of Letters Patent. Patented Mar. 1, 1921.

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To all whom it may concern:

Be it known that we, SIEGFRIED FULD, LIONEL TRAUBE, and ABRAHAM WOLFF, citizens of the United States, residing, respectively, in the borough of Manhattan, borough of Brooklyn, and borough of the Bronx, of the city of New York, in the State of New York, have jointly invented certain new and useful Improvements in Display-Stands for Veils, of which the following is a specification, reference being had to the accompanying drawing, forming a part hereof.

This invention relates to an improved display stand for veils which is of simple construction, inexpensive to manufacture, readily manipulable by the user and effective in use for the purpose of displaying veils of different kinds in attractive manner without requiring the handling of the veils.

In a device of this character, it is necessary that the stand shall be of simple and inexpensive construction and may be folded into compact form for shipment while readily adjusted by an unskilled user in setting up without requiring the exercise of any particular skill in manipulating the parts by which the stand is placed in proper display condition. Aside from these practical considerations it becomes important to provide a display stand which shall permit the article, such as a veil, to be displayed in attractive form and which shall permit different specimens of the article to be shown to a customer in a convenient manner and without requiring the handling of the articles which are to be sold. For instance, it is now the common practice in selling veils for the customer to look over and handle a great number of veils in the effort to select the particular style desired with the result that a great number of veils are left on the counter out of proper envelops and in great disorder while soiling or damaging often results from the promiscuous handling. It is the object of this invention to meet all the conditions of a satisfactory display stand outlined above. The invention will be described in greater detail in connection with one suitable embodiment thereof such as is illustrated in the drawing, in which—

Figure 1 is a view in front elevation of the improved stand showing one display card mounted in position thereon.

Fig. 2 is a view in side elevation of the stand, shown in Fig. 1 and showing the supporting devices for the stand and the relation of the various display cards and envelops.

Fig. 3 is a plan view on a somewhat larger scale of the stand shown in Figs. 1 and 2.

The body of the improved stand which may be made of any suitable material, such as card-board, comprises generally a vertical portion a having a base portion a', preferably integral therewith, and bent at right angles thereto. The extent of the angular movement between the base portion a' and the vertical portion a may be conveniently limited by means of cords b or the like which pass through said two portions, and have their ends secured in any convenient manner to the reverse face of one of said portions a, the ends being indicated in the drawing at b'. To the vertical portion a of the body of the stand are secured a series of pockets c, which may be made up of any convenient cross sectional contour, as illustrated in Fig. 2, and may comprise each a single strip of somewhat flexible but stiff material, such as card-board. As shown clearly in Fig. 1, the portion a is provided with a series of vertical slots a^2 through which pass the strips of card-board constituting the pockets c and these strips after being passed through two such adjacent slots a^2 may be united, as by pasting, at the front wall of each pocket c, as indicated at c'. A convenient form of pocket is one having a horizontal lower edge, indicated at c^2 in Fig. 2, which extends just above the base portion a' of the stand, and an inclined upper edge, such as c^3, to permit convenient display and removal of the envelops d in which the veils or other articles to be sold are placed. The pockets c are all somewhat flexible at the points at which they enter the slots a^2 so that they may be swung outwardly and rearwardly until they assume positions in substantial parallelism to the vertical portion a of the stand. When the pockets are in this position it is evident that the base portion a' may be swung upwardly and pressed toward the vertical portion a, the result being a very compact package for shipment.

The pockets c may be held in proper re-

lation to the vertical portion a by strips e of suitable material, such as paper or cardboard, pasted over the sections of the pocket which pass rearwardly through the slots a^2, and joined with the rear face of the vertical portion a of the stand. On the rear face of the stand is also pasted a strip f of suitable material, such as paper or card-board, which may serve to secure the ends b' of the cords in position and is so formed by folds as to comprise a pocket, indicated generally at g, for a purpose which will be later described. The ends of the strip f are overlapped and united, as at f', one end being bent at right angles adjacent this line of union to form a folded prop f^2 for the stand. When the stand is folded up, as for shipment, the prop f^2 will lie snugly along the reverse face of the strip f. When the stand is set up, the prop f^2 will be swung rearwardly to the position shown in Fig. 3 and held there by means of a tongue f^3 which may be cut from the strip f, but be movable along a line of fold extending at right angles to the line of fold of the prop f^2. This tongue swings within an opening f^4 cut in the prop f^2 and has a finger f^5 cut on its periphery to move along the face of the prop f^2 and hold the prop against movement when the tongue is in a horizontal position. When the tongue f^3 is swung up into snug engagement with the rear face of the strip f, the finger f^5 registers with a curved portion f^6 cut in the opening f^4, thereby permitting the prop f^2 to swing about its line of fold into snug engagement with the reverse face of the strip. In forming the tongue f^3 it will be conveniently cut directly in the strip f adjacent the line of fold of the prop f^2 so that the opening f^4 in the prop will conform in exact outline to the tongue and the tongue will lie wholly within this opening when the prop is folded against the reverse face of the strip f.

The pocket g carried on the reverse side of the vertical portion a of the stand serves as a container for a series of display cards, indicated generally at h, and on each of these cards may be carried a veil, the style number of which is printed on the face of the card. In the vertical portion a are also cut out ears a^3 which are in such relationship as to receive and hold one such display card, as indicated at h' in Fig. 1. The pockets c on the front of the display card are numbered to correspond with the style numbers of the various veils which may be displayed and the envelops in each pocket contain veils corresponding in style to the veil which is displayed on the card supported in the lugs a^3 and bearing a corresponding number.

From the description given the advantages in structure and use of the improved stand will be appreciated. The parts are few in number and are securely and permanently fastened together. The initial cost of manufacture by reason of the simple relation of parts and the ease of securing them permanently in position is very little. When the stand is to be shipped the pockets c are pressed back against the front face of the vertical portion a and the base a' is folded up into snug engagement with the pockets and the vertical portion. The tongue f^3 is swung upwardly against the rear face of the strip f and the prop f^2 is folded against the rear face of the strip. The package in this knocked-down form is compact. When received by the user the proper method for setting it up is obvious and no special manipulation of separable parts is required. The base a' is swung downwardly and the pockets c swung forwardly to the positions shown in Fig. 3. The prop f^2 is moved to a position at right angles to the vertical portion a of the stand and the tongue f^3 is swung downwardly into horizontal position so as to lock the prop in fixed relation to the stand. Envelops containing the veils to be sold are placed in the various pockets according to the style number and a like number of display cards having veils secured thereon are placed in the pocket g at the rear of the stand, such cards in reserve being normally out of view. One card, such as h' may be supported on the lugs a^3 so as to afford an adequate display of a veil to a prospective customer. Different display cards h having different kinds of veils thereon may be readily interchanged with the card h' so as to show the customer quickly all of the styles in stock. After the customer has selected the style desired from observing the veils on the display cards h, h', an envelop containing a veil of the same style may be withdrawn from that pocket c which bears the same style number as the display card. This affords a quick and convenient means of selecting the veil and receiving one in good condition and properly packaged. It eliminates the usual disorder and confusion resulting from laying out a great number of veils on the counter and their possible soiling or injury. Further, it saves the time of the sales agent in returning such veils to proper place in stock.

The novel features have been pointed out in detail and the elements will be set out in the appended claims in such combination as to indicate the scope of the invention.

We claim as our invention:

1. A display stand comprising a vertical portion, a base portion hingedly adjoined thereto at its lower edge, and movable into a horizontal position, pockets secured hingedly to the vertical portion and adapted normally to overlie the base portion, a verti-

cal prop for the stand at the rear side thereof, means carried by the stand for supporting the prop hingedly, said prop being movable into a position at right angles to the stand, and a tongue carried on said prop supporting means to lock the prop releasably in said position at right angles to the stand.

2. A display stand comprising a vertical portion having a series of vertical slots therein, a base portion hingedly adjoined to the vertical portion at its lower edge and movable into a horizontal position, and a plurality of pockets secured to the vertical portion and comprising, respectively, strips of flexible but stiff material passing through two adjacent slots and united at their ends.

3. In combination a display stand comprising a vertical portion and a base portion on which the vertical portion is carried, a plurality of pockets carried on the vertical portion and overlying the base portion and adapted to receive in different pockets different kinds of the article to be sold, a pocket carried on the reverse face of the vertical portion and adapted to receive a plurality of display cards to carry the samples of different kinds of articles corresponding to those carried in the first named pockets, and means on the said vertical portion to support one of said display cards.

4. A display stand comprising a vertical portion having a base portion integral therewith, a plurality of pockets secured to the vertical portion and over-lying the base portion, a strip of flexible material secured to the stand at its back and having one end bent vertically to form a prop for the stand and a tongue for the prop cut from said strip and movable against the strip to permit the prop to be moved against the strip.

This specification signed this 17th day of December, A. D. 1919.

SIEGFRIED FULD.
LIONEL TRAUBE.
ABRAHAM WOLFF.