March 7, 1933. W. H. MULLINS 1,900,610

ADJUSTABLE DISPLAY STAND

Filed Sept. 8, 1930 2 Sheets-Sheet 1

Fig. 1.

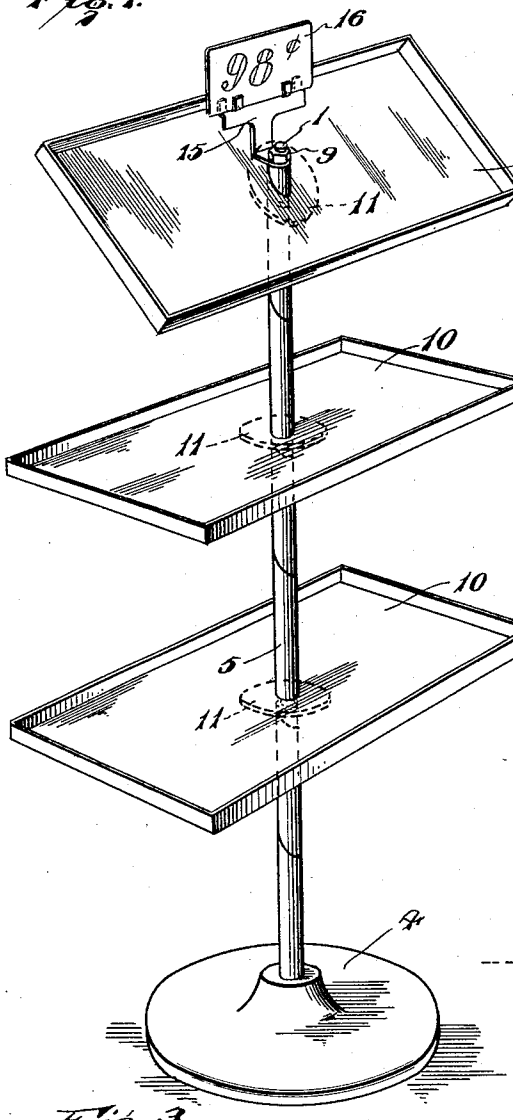


Fig. 2.

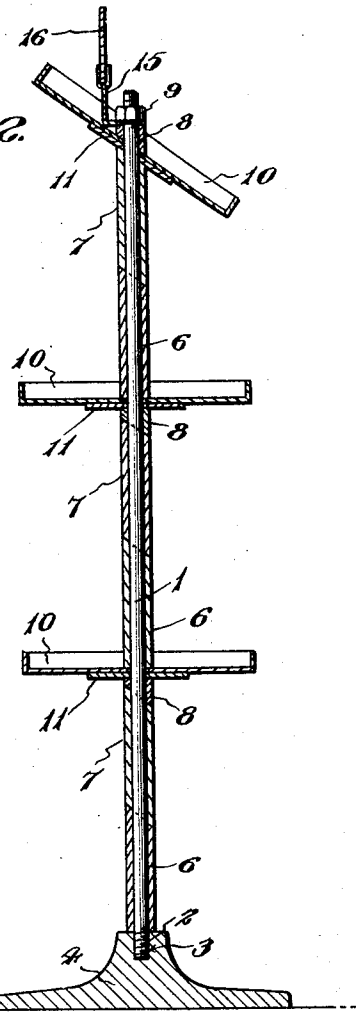


Fig. 3.

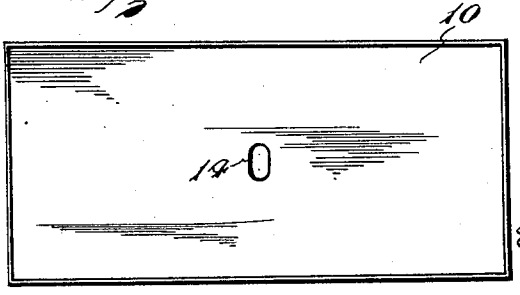
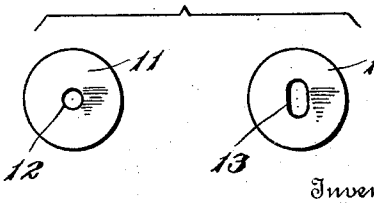


Fig. 4.



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March 7, 1933. W. H. MULLINS 1,900,610

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Filed Sept. 8, 1930 2 Sheets-Sheet 2

Fig. 5.

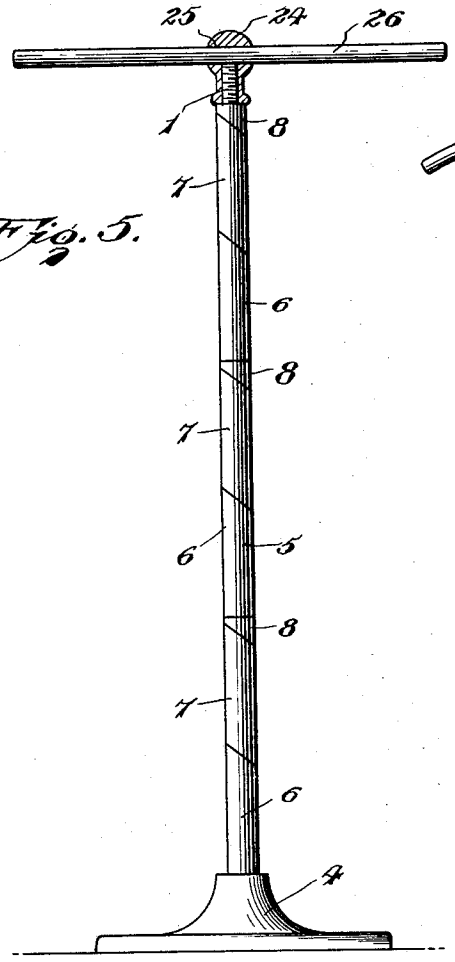


Fig. 6.

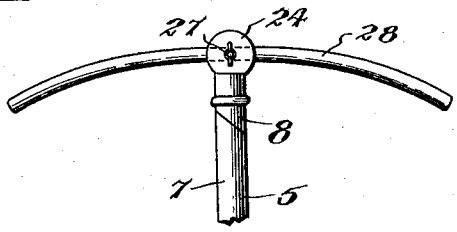


Fig. 8.

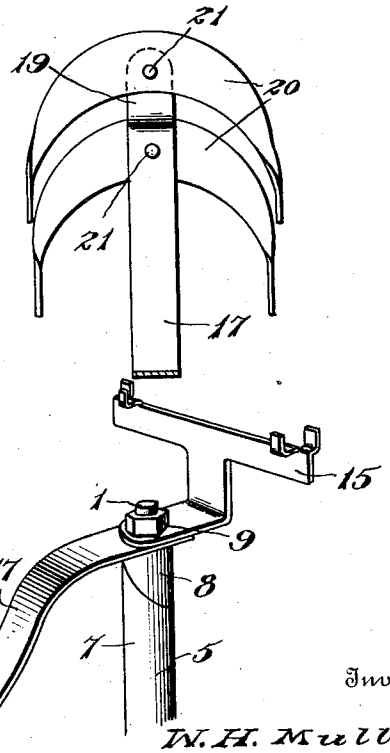
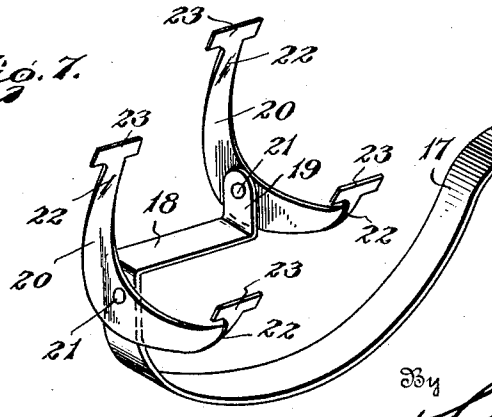


Fig. 7.



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Patented Mar. 7, 1933

1,900,610

UNITED STATES PATENT OFFICE

WILLIAM H. MULLINS, OF SOUTH BOSTON, VIRGINIA

ADJUSTABLE DISPLAY STAND

Application filed September 8, 1930. Serial No. 480,540.

This invention relates to store fixtures and more particularly to a display stand by means of which articles to be sold in a store may be very effectively displayed for inspection by customers passing through the store or looking into a show window.

One object of the invention is to provide a display stand of such construction that it may be used to display small articles upon trays or shelves mounted upon a standard and to permit the shelves or trays to be disposed either horizontally or at an incline according to the type of articles to be exhibited and the manner in which they may be most effectively displayed.

Another object of the invention is to permit the trays or shelves to be removed and the device used as a display stand for neckties or other articles which are supported upon a bar extending transversely of the standard at the upper end thereof.

Another object of the invention is to provide the device with brackets which may be applied to the standard in place of the trays and to so form these brackets that they may be used as supports for shoes, hats or other articles.

Another object of the invention is to so form the device that it may be taken apart and placed in a small receptacle for storage when not in use or for shipment.

The invention is illustrated in the accompanying drawings, wherein

Figure 1 is a perspective view illustrating one assemblage of the improved display device wherein trays or shelves are applied to the standard,

Fig. 2 is a vertical sectional view through the display device shown in Fig. 1,

Fig. 3 is a top plan view of one of the trays,

Fig. 4 is a view illustrating washers which are to be applied to the standard in engagement with the trays,

Fig. 5 is a view in elevation showing a necktie supporting bar applied to the upper end of the standard,

Fig. 6 is a fragmentary view of the upper portion of the standard with a curved bar applied thereto in place of the necktie supporting bar shown in Fig. 5,

Fig. 7 is a perspective view showing a hat and shoe supporting bracket applied to the standard, and

Fig. 8 is a sectional view through the bracket of Fig. 7 with the yokes turned from the shoe supporting position of Fig. 7 to a depending position for supporting a hat.

The improved device is intended for use as a display stand and may be placed in a show window, upon a counter or in any position desired where it may be seen and articles supported thereby inspected. The standard 1 consists of a rod which may be solid or tubular and may be of any length desired. This standard has its lower end threaded, as shown at 2, for engagement in a socket 3 formed in the base 4 by means of which the rod or standard is supported in an upright position. If so desired, a threaded socket may be secured in an opening formed in the floor of a show window or other support and the rod screwed into this socket when in use. A sleeve, indicated in general by the numeral 5, fits snugly about the standard 1 and consists of interchangeable primary and secondary sections of different lengths having end to end engagement with each other. The primary sections 6 have their lower ends cut straight across at right angles to the axis of the sleeve and their upper ends cut diagonally whereas the primary sections 7 have both ends cut diagonally. The secondary sections 8 are similar to the sections 6 except that they are very short and have their upper ends cut at right angles to the axis of the sleeve and their lower ends cut diagonally. These sleeves are applied to the rod or standard, as clearly shown in Figure 2, and by referring to this figure it will be seen that the sections form a sleeve which is slightly shorter than the standard thereby permitting a securing nut 9 to be applied to the threaded upper end of the standard and exert pressure which will bind the sleeve firmly in place. Trays or shelves 10 are applied to the standard between the sleeve forming sections and may be disposed either between the straight cut ends of the sections 8 and the adjacent ends

of adjoining sleeve sections or between the diagonally cut ends of the sections 8 and the correspondingly cut ends of adjoining sections. Therefore, the trays or shelves may be disposed horizontally or at an incline according to the type of goods to be displayed. In Figures 1 and 2, the upper shelf or tray has been shown disposed at an incline and the two lower trays horizontally but it is to be understood that all of the trays may be disposed horizontally or all at an incline. The trays may be formed of wood, metal, glass, a suitable composition or any other desired material and may be formed with marginal flanges to retain articles in place thereon or may be flat sheets if the articles to be displayed do not roll freely. Washers 11 are applied to the standard to bear against the shelves, and it should be noted that these washers may be formed with a round opening 12 to receive the rod or with an elongated opening 13 which approximately corresponds in shape and dimensions to the openings 14 formed in the shelves. By this arrangement the washers may have flat contacting engagement with the shelves and ends of the sleeve sections and greatly reinforce the shelves about the openings formed therein. It will be understood that the washers having the round openings will be used in connection with the shelves which are disposed horizontally and that the washers having the elongated openings will be used when the shelves are disposed at an incline. After the sleeve sections, washers and shelves have been applied a bracket 15 for supporting a price tag 16 may be applied to the upper end of the standard and the nut 9 then threaded upon the standard and tightened. When so tightened, the card holder will be firmly held in place and pressure will be applied to the sleeve sections which will cause the shelves or trays to be firmly gripped and held in their proper positions.

Instead of applying shelves or trays to the standard between the sleeve sections, brackets 17 shown in Figures 7 and 8 may be used. These brackets are preferably formed of sheet metal which may be resilient or rigid and each bracket is curved longitudinally throughout the greater portion of its length and has its outer free end portion bent to form an inwardly extending arm 18 terminating in an upstanding ear 19. Yokes 20 which are also preferably formed of sheet metal and are curved longitudinally are pivoted to the ear 19 and to the bracket adjacent the outer end of the arm 18 by rivets or other suitable fasteners 21. When the yokes are turned upwardly, as shown in Figure 7, they may serve to support a shoe to be displayed and when turned downwardly they may be engaged in the crown of a hat. End portions of the yokes are twisted, as shown at 22, and terminate in crossheads 23. By this arrangement the ends of the resilient yokes may have binding engagement with the interior of a hat crown without likelihood of tearing the hat or its lining. It will be understood that any desired number of the brackets 17 may be applied to the standard and that they may be disposed either between straight cut or diagonally cut ends of the sleeve section. In Figure 5, the trays 10 and brackets 17 have been omitted and a head 24 threaded upon the upper end of the standard in place of the securing nut 9. The head is formed with a transversely extending bore 25 through which is passed a rod 26. This rod serves as a support for neckties and other articles which may be effectively suspended thereon for display and is firmly secured with its end portions projecting approximately equal distances from opposite sides of the head by a set screw 27. Instead of using a straight rod the curved rod 28 shown in Figure 6 may be employed. This rod is curved longitudinally but is not bent to such an extent that it may not be passed through the bore 25 of the head. By having the standard and the sleeve of sufficient length the display stand when assembled as shown in Figure 6 could be used to support dresses, overcoats and other similar garments.

I have, therefore, provided a stand which by proper assemblage may be used for displaying various kinds of merchandise. I have further provided a stand which, when not in use, may be easily taken apart and stored in a small receptacle.

Having thus described the invention, I claim:

1. A display device comprising a base, a standard secured to the base and having its upper end threaded, primary and secondary tubular sections of different lengths slidably fitted upon the standard and provided with diagonally disposed contact faces, article supporting trays interposed between the primary and secondary sections, the secondary sections and certain of the primary sections being each provided at one end thereof with a flat horizontal contact face, washers disposed beneath the trays and bearing against the flat contacting faces of the secondary sections and against the bottoms of said trays, said sections being interchangeable to support the trays at different angular positions with respect to the standard, and a nut engaging the threaded upper end of the standard and bearing against the adjacent section to force all of said sections in engagement with each other and certain of said sections against the trays to hold said trays in adjusted position.

2. A display device comprising a standard, a plurality of primary tubular sections slidably mounted on the standard and disposed

one above the other in vertical alinement, certain of said sections having their opposite ends cut diagonally in the same direction and other of the sections each having one end thereof cut diagonally and its other end cut at right angles to the axis of the standard to provide a flat horizontal contact face, article supporting trays fitted upon the standard and bearing against the flat contact faces of adjacent sections, secondary tubular sections of less length than the primary sections disposed beneath the trays and each having a lower diagonal face and a flat upper horizontal contact face for cooperation with the flat contact face of the adjacent primary section to clamp a tray therebetween, and a fastening device upon the upper end of the standard for forcing the sections in engagement with each other and against the trays.

In testimony whereof I affix my signature.

WILLIAM H. MULLINS.