July 18, 1933. J. GORE 1,918,329

DISPLAY STAND

Filed Jan. 21, 1932

FIG. 1.

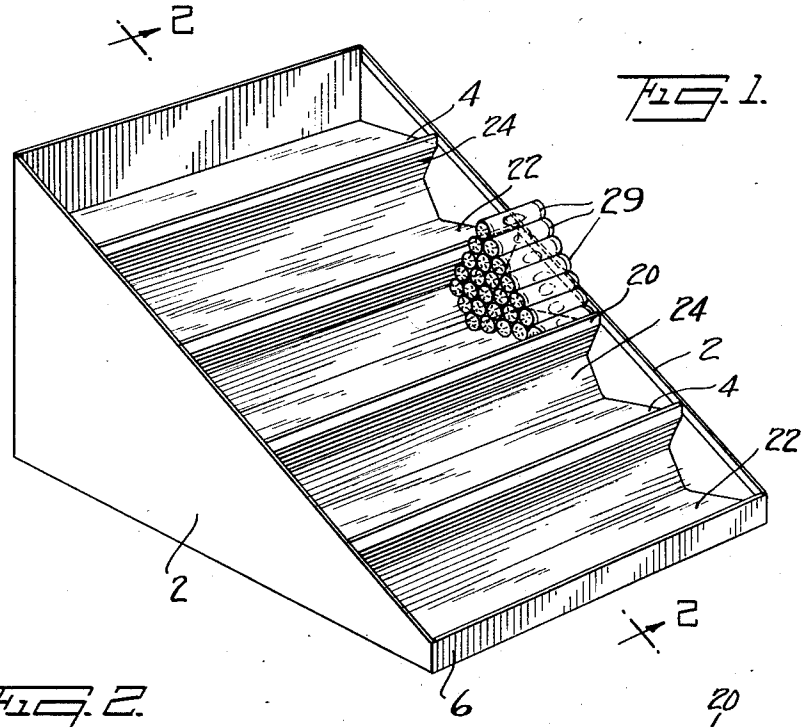


FIG. 2.

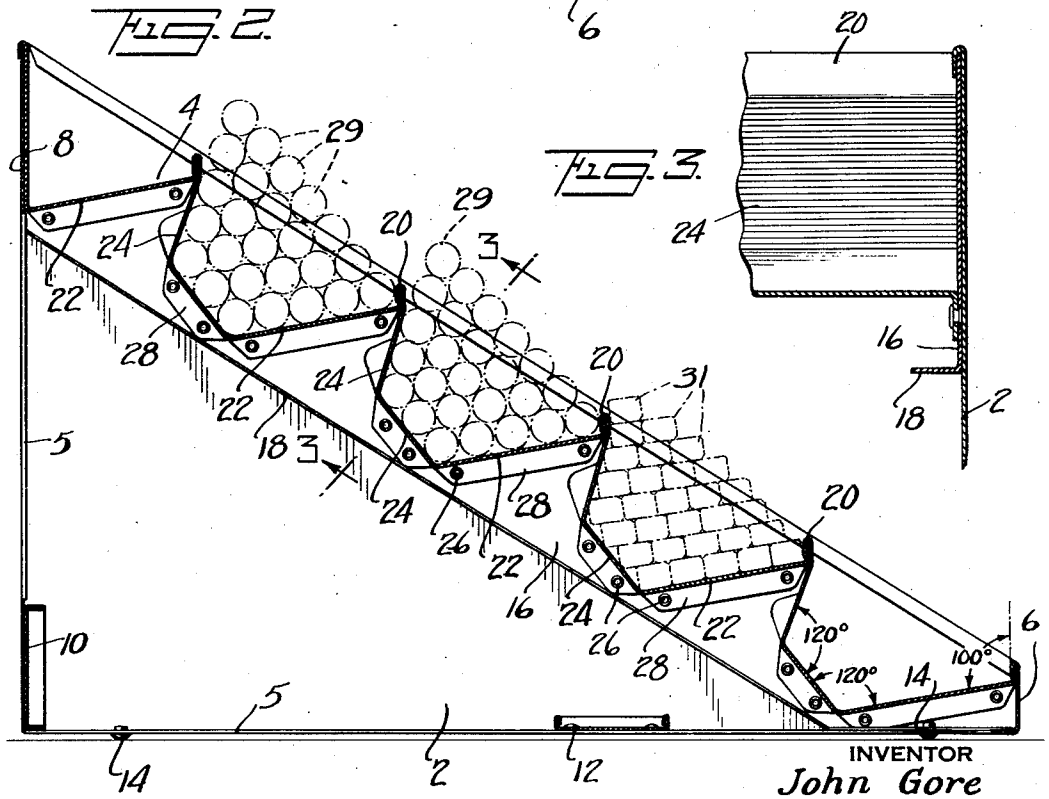


FIG. 3.

INVENTOR
John Gore
BY
Bartlett Eyre Scott & Kerr
ATTORNEYS

Patented July 18, 1933 1,918,329

UNITED STATES PATENT OFFICE

JOHN GORE, OF CANAJOHARIE, NEW YORK, ASSIGNOR TO BEECH-NUT PACKING COMPANY, OF CANAJOHARIE, NEW YORK, A CORPORATION OF NEW YORK

DISPLAY STAND

Application filed January 21, 1932. Serial No. 587,840.

My invention relates to display stands, and has special reference to such stands that are particularly adapted for displaying packages of fruit drops, chewing gum and other confections.

The principal object of my invention is to provide a stand of the character indicated which is of simple, strong and durable construction, and which is capable of displaying a large number of articles to the best advantage, and in such manner that they may be conveniently selected and removed by the purchaser.

Referring to the drawing:

Figure 1 is a view in perspective of my improved display stand in its preferred form;

Figure 2 is a longitudinal sectional view taken on the line 2—2 of Fig. 1; and

Figure 3 is a detail sectional view, on an enlarged scale, taken on the line 3—3 of Fig. 2.

My improved display stand as illustrated in the drawing is provided with triangular side walls 2 and shelves 4, the side walls and shelves and other parts of the stand being made of sheet metal. The upper edges of the side walls are inclined upwardly and rearwardly at an angle of approximately 30°.

The bottom and rear edges of the side walls are provided with inwardly turned flanges 5. The front edges of the side walls are connected by an angular strip 6 of sheet metal, and the upper and lower portions of the rear edges of the side walls are connected by sheet metal strips 8 and 10 that may be riveted to the vertical flanges 5. A sheet metal strip 12 of channel form may be secured to the side walls by riveting its ends to the horizontal flanges 5. The stand may sit on rubber supporting buttons 14 on the horizontal flanges 5 of the side walls.

Reinforcing strips 16 are secured to the upper portions of the side walls 2, these strips being provided with inwardly turned flanges one of which is shown at 18. The upper inclined edges of the side walls are bent over the upper edges of the strips 16.

Each of the shelves 4 is made of a single piece of sheet metal having a front rail 20, a bottom wall 22, and a rear wall 24. The front wall 6 has its upper edge bent over the front rail 20 of the lowermost shelf, the rear wall of the uppermost shelf has its upper edge bent over the upper edge of the strip 8, and the rear wall of each of the shelves other than said top shelf has its upper edge bent over the rail of the next shelf above. The several shelves are secured to the strips 16 by rivets 26 extending through flanges 28 on the bottom and rear walls of the several shelves.

As shown, the bottom 22 of each shelf is inclined downwardly and rearwardly at an angle of 10° to the horizontal, the upper and lower portions of the rear wall are inclined to each other at an angle of 120° from a longitudinally central line of division, and said lower portion of the rear wall is at an angle of 120° to the bottom wall.

In displaying the packages on the stand, they are arranged in piles or stacks of twenty-five, the packages in each stack being arranged horizontally one upon the other, and the packages in the several stacks on each shelf being arranged end to end, each shelf being of such length as to permit six such stacks to be closely positioned together between the side walls.

Owing to the relative angular arrangement of the bottom wall and the upper and lower portions of the rear wall of each shelf as above described, and the width of these parts, in arranging the several stacks, the cylindrical packages are uniformly nested in the shelves in such a manner as to insure maximum stability and to permit the purchasers to conveniently remove the packages without danger of the stacks falling or becoming deranged, the several packages in each stack being in uniform supporting contact with each other. The pyramid-like stacks provided with uniformly straight front sides that are arranged in more or less overlapping arrangement, attractively display a maximum number of the packages, and when the stand is full, the shelves are hidden from view and the contents thereof have the appearance of one complete mass of packages uniformly arranged.

In addition to the stand containing cylindrical packages of candies, packages of chewing gum 31 may also be similarly stacked on the shelves as shown, the packages of gum being of a width corresponding substantially to the diameter of the packages of candies.

As the back of the stand is open, a convenient storage space is provided for extra packages and other articles.

As will be evident to those skilled in the art, my invention permits various modifications without departing from the spirit thereof or the scope of the appended claims.

What I claim is:

1. A display stand of the class described comprising vertical side walls having their upper edges inclined upwardly and rearwardly, shelves extending between the side walls arranged one in front of the other in an inclined plane substantially parallel to the plane of said inclined edges, each shelf having a front rail, a bottom wall inclined downwardly and rearwardly from said rail at an angle of approximately 10° to the horizontal, and a rear wall having upper and lower portions inclined forwardly from a longitudinally central dividing line, said upper and lower portions of the rear wall being arranged at an angle of approximately 120° to each other and said lower portion being arranged at an angle of approximately 120° to the bottom wall, said shelves being made of sheet metal and the upper edge of the rear wall of each shelf being secured over the rail of the shelf at the rear thereof.

2. A display stand of the class described comprising vertical side walls, and shelves extending between the side walls one in front of the other in an upwardly and rearwardly inclined plane, each shelf having a front rail, a bottom wall and a rear wall having upper and lower portions inclined forwardly, said upper and lower portions of the rear wall being arranged at an angle of approximately 120° to each other and said lower portion being arranged at an angle of approximately 120° to the bottom wall.

3. A display stand of the class described comprising vertical side walls and shelves extending between the side walls one in front of the other in an upwardly and rearwardly inclined plane, each shelf having a front rail, a bottom wall inclined slightly downwardly from the front rail, and a rear wall having upper and lower portions inclined forwardly at an obtuse angle to each other.

JOHN GORE.