April 19, 1932. L. A. DANCO 1,854,293

DISPLAY STAND

Filed May 19, 1930 2 Sheets-Sheet 1

Fig. 1

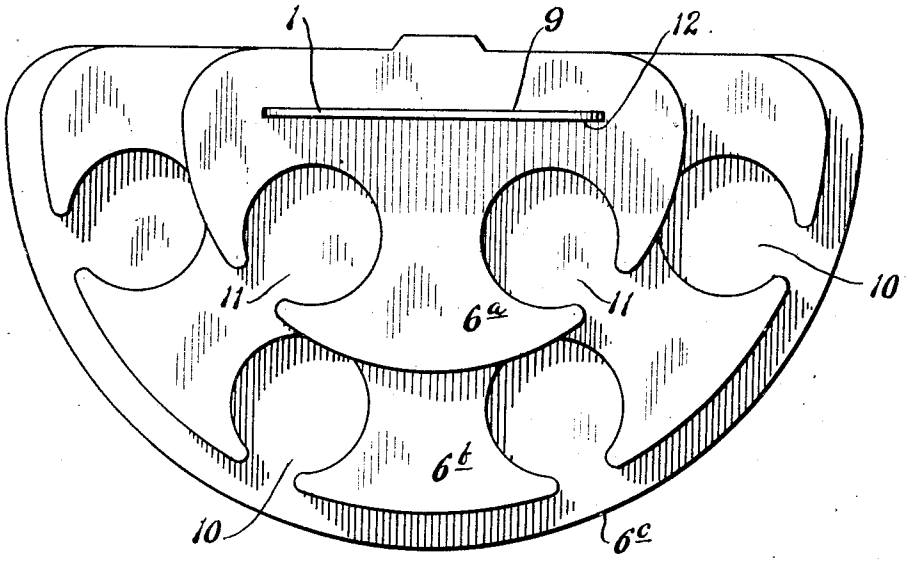
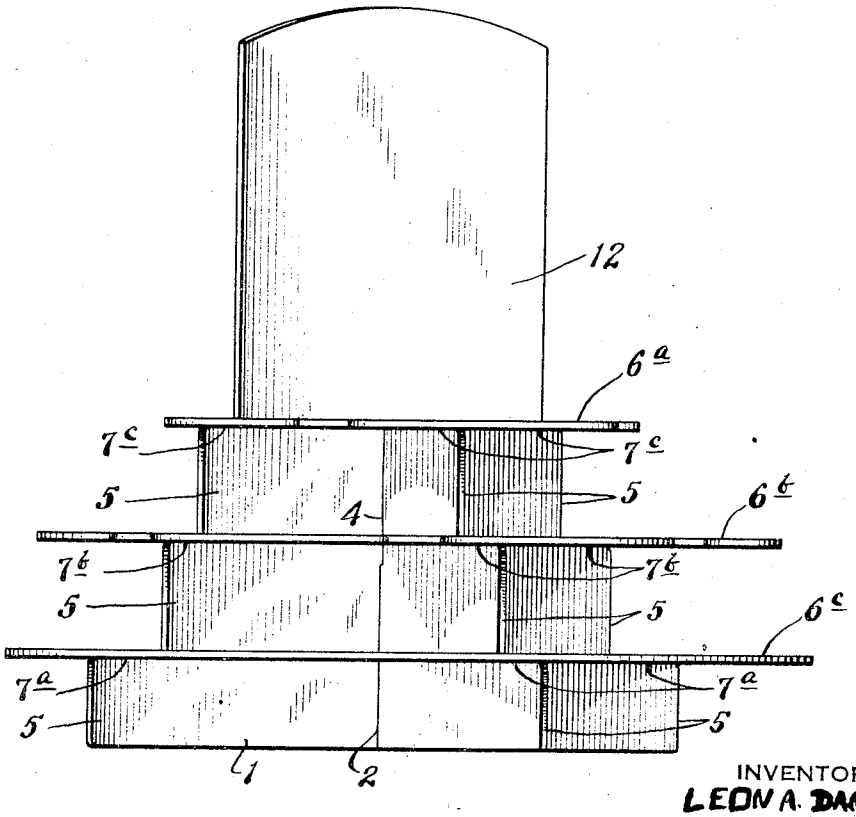


Fig. 2



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Filed May 19, 1930 2 Sheets-Sheet 2

Fig. 3

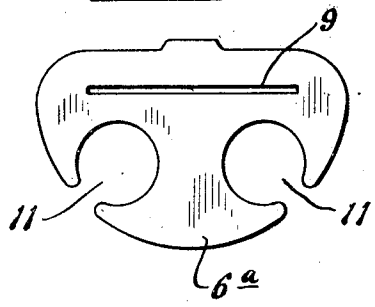


Fig. 4

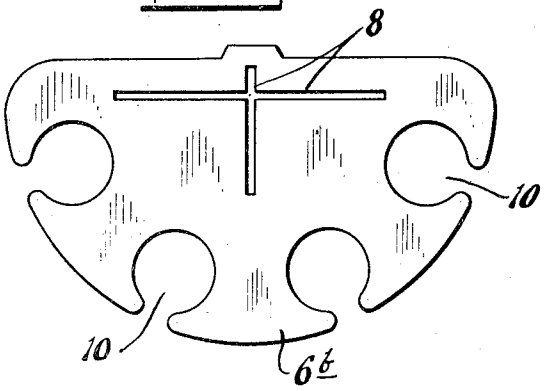


Fig. 7

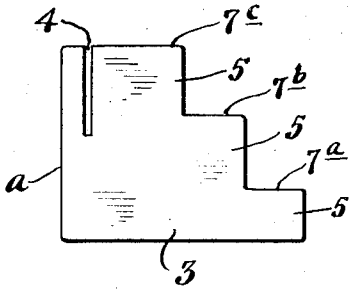


Fig. 6

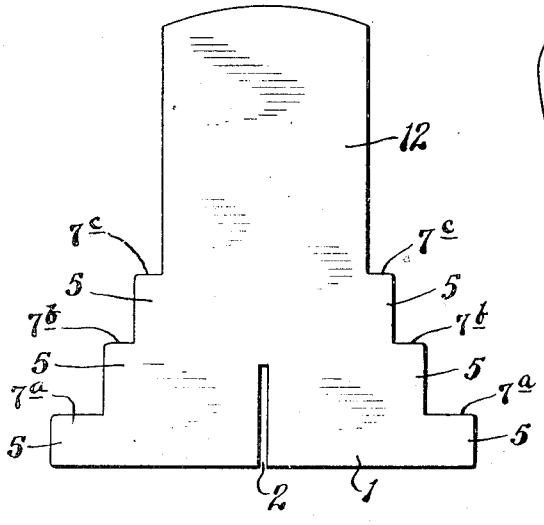
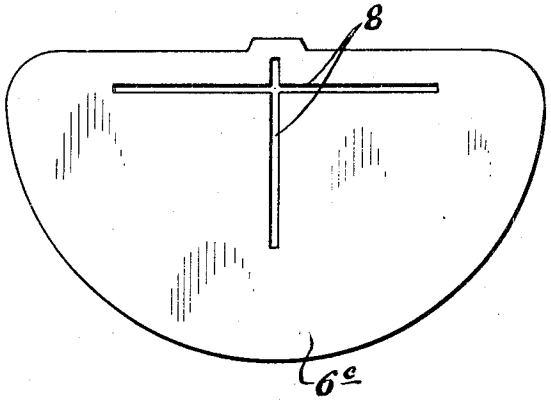


Fig. 5



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UNITED STATES PATENT OFFICE

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DISPLAY STAND

Application filed May 19, 1930. Serial No. 453,534.

This invention relates to stands of the collapsible type for display of merchandise.

One object of the invention is to provide a collapsible display stand of cardboard or other suitable material having a plurality of shelves at different vertical heights provided with recesses adapted to receive and engage bottles or other containers.

Another object of the invention is to provide a collapsible display stand which may be readily assembled and disassembled for convenience in storing and transporting same.

A further object of the invention is to provide a collapsible stand having as an integral part thereof means for displaying advertising or other matter.

A further object of the invention is to provide a stand for the display of containers for perfume or the like, provided with recesses for engaging said containers and adapted to display them all and permit the withdrawal of one or more containers without disturbing the equilibrium of the stand.

A further object of the invention resides in the construction of a support for shelves comprising vertically disposed front and back sections provided with means for centrally joining them at right angles to each other and a plurality of steps on each member for the support of shelves.

With the above and other objects in view, the invention will be hereinafter more fully described with reference to the accompanying drawings forming a part of this specification in which similar characters of reference indicate corresponding parts in all the views.

In the drawings:

Figure 1 is a top plan view of the stand,

Figure 2 is a front elevation, slightly in perspective of the stand assembled for display,

Figure 3 is a plan view of the top shelf,

Figure 4 is a plan view of an intermediate shelf,

Figure 5 is a plan view of the bottom shelf,

Figure 6 is a front elevation of the back support member, and

Figure 7 is a front elevation of the front support member.

Referring to the drawings, the reference character 1 indicates a back support member having a slot 2 extending centrally upwardly from the lower edge thereof. A second supporting member 3 is provided adjacent its rear edge (*a*) with a slot 4 extending downwardly from its upper edge, said slots 2 and 4 being adapted to cooperate to allow of the two members being assembled at right angles to each other. A plurality of rests or steps 5 are formed on the opposite edges of the support member 1 and along the front edge of the support member 3, the upper edges 7*a*, 7*b* and 7*c* of said steps being provided at corresponding levels and forming a plurality of rests for a plurality of shelves 6*a*, 6*b* and 6*c*. Each of the shelves with the exception of the uppermost shelf 6*a* is provided with a T-shaped slot 8 permitting of said shelves being slipped over the support members 1 and 3 until they rest on the supporting edges 7*a* and 7*b* respectively. The T-shaped slot 8 in each of said two shelves is adapted to fit snugly over the support members 1 and 3 so as to prevent rocking or distortion from a given horizontal plane when the goods are placed upon the shelves. The uppermost shelf is provided only with a longitudinal slot 9 since when in position the undersurface of this shelf rests upon the upper edge 7*c* of the outwardly extending support member 3.

In construction the surface areas of the shelves 6 successively diminish from the bottom to the top and the two shelves above the lowermost are respectively provided with recesses 10 and 11, the two sets of recesses 11 in the upper shelf being arranged in offset or staggered relation with respect to the recesses 10 in the shelf below, whereby a supporting surface is provided beneath each recess as clearly shown in Figure 1.

The arrangement of recesses as described will enable containers to be inserted and supported therein and any one of said containers may be readily removed without disturbing the equilibrium of the stand or the other containers supported thereby.

The back support member 1 is preferably extended above the top shelf so as to provide

a suitable space 12 for advertising the articles on display. Thus in my invention I have provided a display stand which embodies an advertising medium as an integral part of the device.

The assembly of the display stand according to my invention is very simple and involves merely interengaging the support members 1 and 3 and slipping over them the shelves 6 in their respective order. The stand may be disassembled by lifting the shelves from their rests and disengaging the supporting members. The various parts may be made of cardboard or thin metal as desired. While I have shown in the drawings a certain number of horizontal shelves in a terraced structure, no limitations are to be implied therefrom since obviously a greater or less number of shelves might be provided. Also the shelves may be of different shape from that illustrated such for instance as circular in which case the support member 3 will extend equi-distant from the front and rear of the support member 1 and the slots 8 will be cross shaped. Any other changes could be made which fairly fall within the scope of my invention as defined by the claims.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

1. A display stand comprising a back support having a plurality of horizontally aligned supporting faces on the opposite edges thereof, a second support extending outwardly from said back support, also provided with a plurality of supporting faces horizontally aligned with the supporting faces on the back support and forming therewith a plurality of series of supporting members, said supports having slots therein adapted to interengage, a shelf having a T-shaped slot therein adapted to be slipped over said supports and rest upon the lowermost series of said supporting members, a second shelf smaller than the first having a T-shaped slot therein adapted to be slipped over the supports and rest upon the series of supporting members above the first mentioned shelf, and another shelf smaller than the others having a longitudinal slot therein adapted to be slipped over the back support and rest upon the uppermost series of said supporting members, each of said shelves above the lowermost having means therein for engaging the necks of bottles or the like resting on the next lower shelf.

2. A display stand comprising a back support having a plurality of horizontally aligned supporting faces on the opposite edges thereof, a second support extending outwardly from said back support also provided with a plurality of supporting faces horizontally aligned with the supporting faces on the back support and forming therewith a plurality of series of supporting members, said supports having slots therein adapted to interengage a shelf having a T-shaped slot therein adapted to be slipped over said supports and rest upon the lowermost series of said supporting members, a second shelf smaller than the first having a T-shaped slot therein adapted to be slipped over the supports and rest upon the series of supporting members above the first mentioned shelf, and another shelf smaller than the others having a longitudinal slot therein adapted to be slipped over the back support and rest upon the uppermost series of said supporting members, each of said shelves above the lowermost, having recesses therein for engaging the necks of bottles or the like resting on the next lower shelf, the recesses in the upper shelf being arranged in offset relation with respect to the recesses in the shelf below whereby a supporting surface is provided beneath each recess for the object engaged therein.

3. A display stand comprising a back support having a plurality of steps at horizontally aligned levels on the opposite edges thereof and an upper portion projecting above the uppermost steps adapted to be used for advertising, a second support shorter than the back support extending outwardly therefrom and having a plurality of steps horizontally aligned with the steps on said back support, the upper edge of said second support being aligned with the uppermost steps of said back support, said supports having slots therein adapted to interengage and a plurality of shelves adapted to rest upon said steps.

4. A display stand comprising a back support having a plurality of steps at horizontally aligned levels on the opposite edges thereof and an upper portion projecting above the uppermost steps adapted to be used for advertising, a second support shorter than the back support extending outwardly therefrom and having a plurality of steps horizontally aligned with the steps on said back support, the upper edge of said second support being aligned with the uppermost steps of said back support, said supports having slots therein adapted to interengage and a plurality of shelves adapted to rest upon said steps, the uppermost shelf having a longitudinal slot therein permitting it to be passed over the upper portion of the back support to rest on the uppermost steps and the other shelves having T-shaped slots therein permitting them to be slipped over the two supports to rest on the steps.

LEON A. DANCO.