

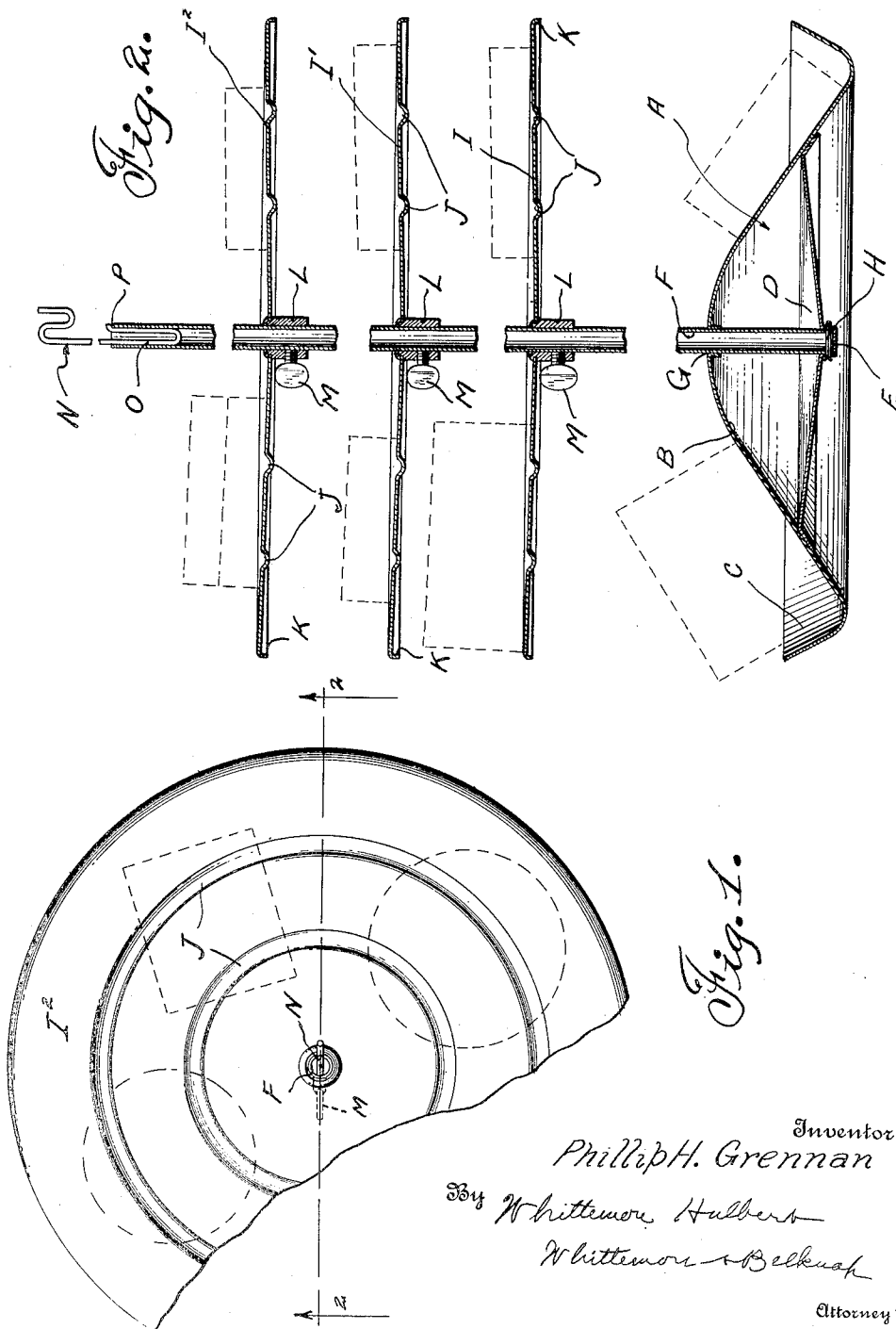
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DISPLAY STAND

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UNITED STATES PATENT OFFICE.

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DISPLAY STAND.

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The invention relates to display stands and has for its object the obtaining of a construction particularly adapted for use in displaying bakery products. In many retail stores in which said products are sold the space is very limited and there is not sufficient area on the counter or within the show case for holding the days' supply of baked goods. Furthermore there is no other available space within the store for storage of such goods. I have therefore devised a construction of stand which occupies a small area on the counter and which is capable of both holding and effectively displaying the goods. These stands are designed to be furnished by the baking company delivering the goods and consequently must be inexpensive in construction and capable of being compactly stored during transportation.

The invention consists in the peculiar construction for accomplishing such results as hereinafter set forth.

In the drawings:

Figure 1 is a plan view of the construction.

Figure 2 is a vertical central section thereof.

My improved stand comprises a base portion A preferably formed of pressed sheet metal with a central upwardly dished portion B and a return bent upwardly and outwardly inclined peripheral flange C. Within the portion B is a reinforcing slightly downward dished disk D which is marginally flanged and secured to the member A by spot welding or any suitable way. At the center of the member D is a cup or socket E for receiving the lower end of a tubular standard F. This standard may be inserted through a downwardly flanged central aperture G in the member A and engaged with the cup E being secured in the latter by a cotter pin H. Thus the base and standard may be quickly assembled or detached from each other and in assembled position are securely fastened to each other.

Above the base A are arranged a series of circular shelves I, I' etc., which also are preferably formed of pressed sheet metal ribbed or beaded at J to strengthen and stiffen the same, having a down-turned outer flange K and being preferably slightly upwardly dished. These shelves are secured to hub portions L which are provided with thumb screws M for adjustably securing the same in different positions on the standard F. At the upper end of the tubular standard is a hook N having a return bent resilient shank portion O for insertion in the tube with the outwardly turned portion P for limiting the depth of insertion. This hook N may be used for holding a card calling attention to the goods on the stand.

With the construction as described the distributor can carry a quantity of these stands in knocked down condition and can rent or loan them to the retailer buying his goods. Each stand is capable of compactly holding a large quantity of cakes and other goods and in a position easily accessible and interfering little with counter space. The goods are not only held upon the shelves I but may also be arranged on the base A, the flange C holding them from sliding off. Thus all of the space is advantageously utilized.

What I claim as my invention is:

A display stand including a merchandise carrying base, a reinforcing member for the base, and a shelf supporting standard carried by said base and reinforcing member, said base comprising a disc having a central upwardly dished portion provided with an aperture receiving said standard, and said reinforcing member comprising a downwardly dished disc located in and marginally secured to the centrally dished portion of said base and having a pocket in substantial alignment with the aperture aforesaid receiving and supporting the lower end of the said standard.

In testimony whereof I affix my signature.
PHILLIP H. GRENNAN.