

G. M. FRANKS.
 COLLAPSIBLE DISPLAY STAND.
 APPLICATION FILED JAN. 26, 1921.

1,425,846.

Patented Aug. 15, 1922.

2 SHEETS—SHEET 1.

Fig. 1

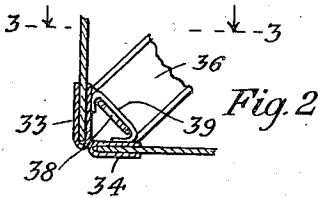
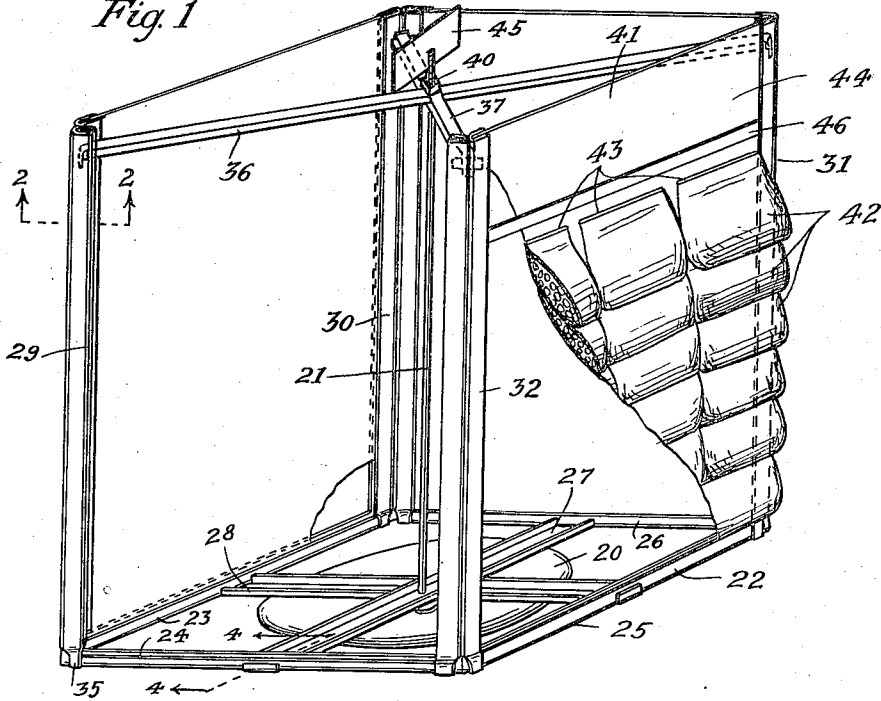


Fig. 2

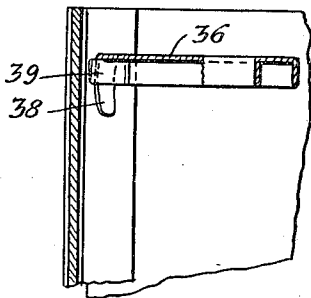


Fig. 3

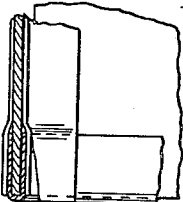


Fig. 6

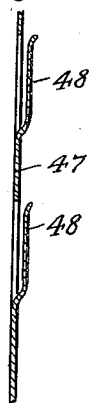
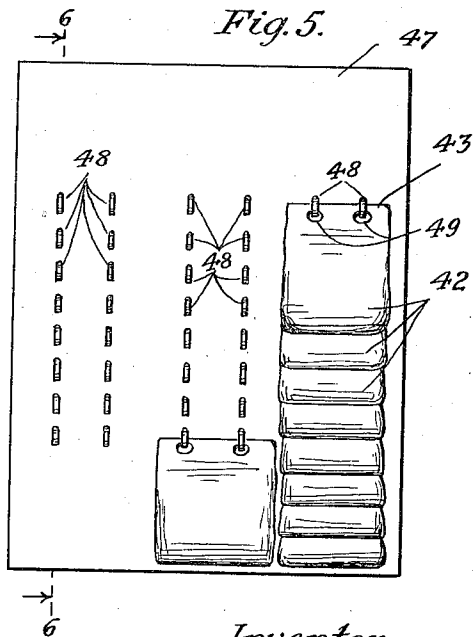


Fig. 5.



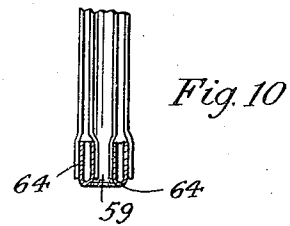
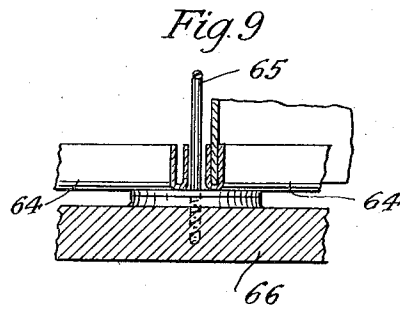
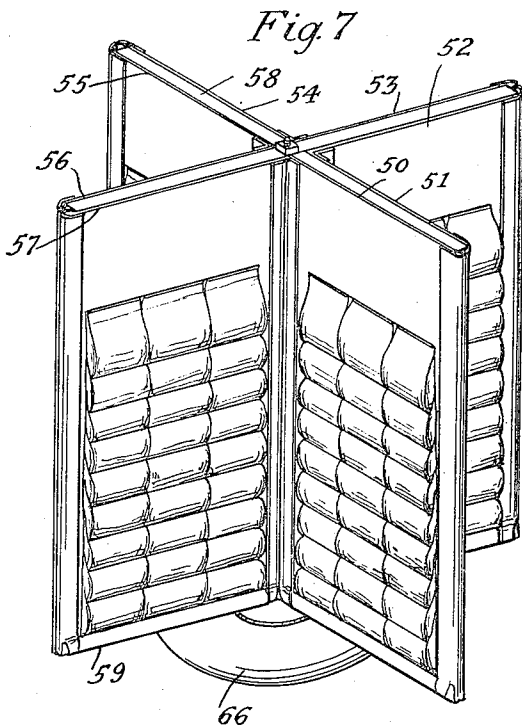
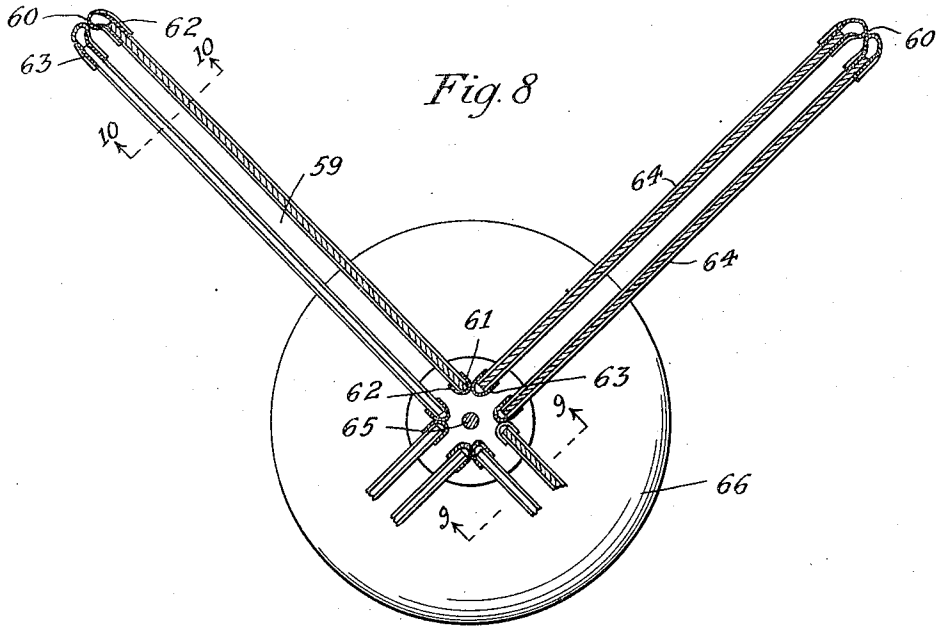
Inventor:
 George M. Franks.
 By *Howard Dick*
 his Attorney.

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2 SHEETS—SHEET 2.



Inventor:
 George M. Franks
 By *Howard F. Fitch*
 his Attorney.

UNITED STATES PATENT OFFICE.

GEORGE M. FRANKS, OF ST. PAUL, MINNESOTA.

COLLAPSIBLE DISPLAY STAND.

1,425,846.

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Application filed January 26, 1921. Serial No. 440,030.

To all whom it may concern:

Be it known that I, GEORGE M. FRANKS, a citizen of the United States, residing at St. Paul, in the county of Ramsey and State of Minnesota, have invented a new and useful Improvement in Collapsible Display Stands, of which the following is a specification.

My invention relates to display devices for exhibiting merchandise put up in bags and comprises a stand which is adapted to receive a number of cards on which the bags or sacks of merchandise are mounted.

Another object of the invention is to construct the stand so that the same may readily be taken apart and packed in a limited space for shipping purposes. In carrying out these objects I provide a base and an upper and lower frame section held together with detachable uprights all supported on this base, said uprights and lower frame section being adapted to receive and hold the cards carrying the merchandise to be sold.

One of the features of the invention is to arrange the merchandise on the cards so that a great number of parcels may be mounted on a card having a relatively small surface exposed.

Another feature of the invention is to arrange the parts so that the merchandise and cards carrying the same, together with the advertising matter associated with the merchandise, may be advantageously displayed without showing up the stand, which may be cheaply constructed.

In the drawings which form a part of this specification:

Fig. 1 is a perspective view of my invention with portions of the cards carrying the merchandise cut away to show the construction of the stand.

Fig. 2 is a horizontal sectional view of a portion of the stand shown in Fig. 1 taken on line 2—2 of Fig. 1.

Fig. 3 is a vertical sectional detail view of a portion of the invention taken on line 3—3 of Fig. 2.

Fig. 4 is a sectional detail view taken on line 4—4 of Fig. 1.

Fig. 5 is a view of an alternative form of device for holding the merchandise.

Fig. 6 is a section taken on line 6—6 of Fig. 5.

Fig. 7 is a perspective view of another form of the invention.

Fig. 8 is a plan sectional view of a portion of the modification of the invention shown in Fig. 7 drawn to a larger scale.

Fig. 9 is a fragmental vertical sectional view taken on line 9—9 of Fig. 8.

Fig. 10 is a fragmentary vertical sectional view taken on line 10—10 of Fig. 9.

My invention primarily consists of a base 20 preferably constructed of cast iron, or some other similar material, which will give it sufficient weight to hold the other parts from tipping over. In the center of this base is screwed a vertical rod 21 which carries at its lower portion a rectangular frame 22 through which said rod passes at its center. Frame 22 comprises four outer members 23, 24, 25 and 26 which are formed U-shaped in cross section as shown in Figs. 3 and 4 and which are soldered together at the corners. These members have attached to them cross bars 27 and 28 which are preferably formed in the shape of channels to give stiffness and rigidity to the device and which cross each other at the center where the rod 21 passes through the frame 22. Mounted on the four corners of frame 22 are four uprights, 29, 30, 31 and 32, each of which comprises two U-shaped members 33 and 34 having forked portions at the ends thereof which straddle the U-shaped members of the frames 22, 23, 24, 25 and 26 at their corners causing said uprights to remain supported on the same as best shown in Fig. 1. A pair of diagonal cross bars 36 and 37 is provided which cross each other at the middle and which are drilled at their inner section to permit rod 21 to pass through the same. These bars are soldered together at the center so as to form a rigid cross, and are preferably made of channel cross section. At each end of each of the two bars 36 and 37 is formed a depending tongue 38 which is adapted to drop in behind a brace 39 soldered across the members 33 and 34 of each of the uprights 29, 30, 31 and 32 near the upper portions thereof. The entire device is held intact by a nut 40 screwed upon the end of the rod 21 for clamping the diagonal bars 36 and 37 down upon the standards 29, 30, 31 and 32 causing said standards to bear upon the frame 22 which in turn is seated on the base 20. When nut 40 has been sufficiently tightened up the entire stand becomes a rigid structure capable of supporting the merchandise to be displayed and

sold in a manner to be presently described. Inasmuch as all of the parts are relatively flat the entire stand may be demounted and placed in a small parcel for shipping.

5 In Fig. 1, I have shown a part of the device on which the merchandise to be displayed and sold is attached. A card 41
formed of stiff cardboard or other suitable
10 material has pasted to it a number of bags or sacks 42 containing the merchandise to be displayed and sold. These bags are glued
to the cardboard at their flaps 43 so that the
same may be readily torn off from the card
15 without injuring the bag proper. These parcels are arranged to overlap each other so
as to be able to mount a considerable number of parcels on a small card. Card 41 is
of such a size as to slide in the grooves
20 formed in the U shaped members 33 and 34 of the uprights 29, 30, 31 and 32 and U
shaped members 23, 24, 25 and 26 of the frame 22. It will be noted that this form
of the invention is adapted to receive four
cards similar to the card 41. To prevent
25 the card 41 from bulging, due to the weight of the parcels of merchandise 42 and pulling
out of the grooved members 33 and 34, I employ a strip of metal 46 which slides in the
members 33 and 34 together with the card-
30 board 41. This strip is held in place by friction and is so positioned as to not cover
the printed matter on the upper portion 44 of the card. Due to the mounting of the stand
on base 20 the entire device may be rotated
35 so as to expose any of the four cards bearing the merchandise to the view of the observer. As soon as the merchandise on one
of the cards 41 has been sold, the card is removed and thrown away and a new card
40 having a full set of bags or sacks on it replaced.

In conjunction with the displaying of the merchandise on the cards 41 the bags 42 are
arranged so as to leave a space 44 at the top
45 of the card in which advertising matter relative to the merchandise may be placed. In addition to this I make arrangements for
placing a card 45 at the top of the stand
which may contain advertising matter relative
50 to the manufacturer and the entire line of goods displayed on the various cards. Card 45 may be slipped into a groove cut
in the top of rod 31 or secured to the same
in any other suitable manner.

55 In place of the card 41 on which the bags of merchandise are mounted, I have indicated a device which is shown in Figs. 5 and 6. The body 47 of this device is constructed
out of sheet metal and is of the same size as
60 the card board 41 and operates in the members 33 and 34 similar to the other form of the invention. Instead of pasting or gluing
the bags to the body portion 47 a number of
hooks 48 are pressed out of the metal which
65 lie parallel to the plane of the metal pro-

truding a short distance above the surface of the same. Each bag is formed with
holes 49 punched in the flaps 43 thereof. The bags may be placed over these hooks, as
indicated in Fig. 5, and supported on member 47 as indicated. This form of the in-
70 vention has the advantage of not requiring new cards every time the merchandise has
been sold out and also in the fact that the hooks 48 may be filled from time to time so
75 that the display is always complete.

Although my invention is best adapted to a rectangular form of stand, still the same
may be made hexagonal or octagonal if desired. In Fig. 8 I show another embodiment
80 of my invention in the shape of a cross with eight cards 50, 51, 52, 53, 54, 55, 56, and 57,
mounted as shown in Fig. 8, with their backs towards each other. This construction
of the device is clearly indicated in Fig. 9. At the top and bottom are formed bars or
85 cross members 58 and 59 which are adapted to receive standards 60 at the ends of said
bars. The said cross members are further adapted to receive other standards 61 which
90 are positioned at the interior corners thereof. The standards 60 are formed of two
members 62 and 63, soldered together in the same manner as in the other form of the
invention with the exception that said mem-
95 bers are curved to bring the parts in the relation indicated in Fig. 8. At the bottom
the cards rest in grooved strips 64 which are soldered to the crossed members 59 as best
shown in Fig. 10. The entire device is held
100 together by a rod 65 screwed to a base 66 in a manner identical with the form of the
invention shown in Fig. 1.

The advantages of my invention are manifest. The device can be constructed at a
105 trivial cost and may serve the combined purpose of displaying the goods sold and
also forming a suitable means for containing the merchandise. When the form of the
invention employing the cards is used the
110 substitution of inferior merchandise on the cards is rendered impractical and the manufacturer is protected to a certain extent
against the selling of goods other than his
own under his name. The device can be
115 made cheaply enough so that it may be given away and also may be constructed
with enough space for advertising purposes. The nature of the device and the
appearance make it such that the vender of
120 the merchandise will place it where the public can most readily see it, as the top of a
show case. In addition to these advantages, compactability of the entire invention as
well as the cards containing the merchandise
125 attached thereto when the same is demounted make it suitable for shipping purposes.

It will be noted that by securing the sacks
or bags of merchandise to the cards at their
130

flaps that a great number of such parcels may be mounted on a card of relatively small area by having the bags overlapped.

In accordance with the patent statutes I have described the principles of operation of my invention, together with the apparatus which I now consider to represent the best embodiment thereof, but I desire to have it understood that the construction shown is only illustrative and that the invention can be carried out by other means and applied to uses other than those above set forth within the scope of the following claims.

I claim:

1. A display device comprising a base, a lower frame member having a rectangular grooved portion extending around the same and a pair of cross bars connected to said grooved portions, four uprights demountably positioned at the corners of said lower frame member, an upper frame member having a pair of cross bars engaging said uprights at their corners and a rod adapted to pass through said upper and lower frame members at their centers and screw into said base member to hold the device together.

2. A display device comprising a base, a lower frame member of rectangular shape, an upper frame member superimposed above said lower frame member, a plurality of uprights secured to said upper and lower frame members at the four corners thereof, card holding means secured to said uprights, means formed on said uprights and frame members for detachably mounting said uprights to said frame members and means cooperating between said frame members for holding said frame members and uprights in position upon said base.

3. A display device comprising a lower frame member having grooves extending around the same, standards each formed with two grooved members extending outwardly at right angles from each other and forked legs formed on the end of said standards adapted to straddle the grooved

portions of said frame member at its corners.

4. A display device comprising a support, standards mounted on said support having two grooved portions extending outwardly at right angles from each other, a brace extending diagonally across each of the grooved portions of said standards and tongues formed on said support adapted to engage said brace between said brace and said grooved portions of the upright.

5. A display device comprising a lower rectangular frame member having grooves following the perimeter of the same, standards comprising a pair of metal strips folded over to form interior grooves and soldered together at their corners, legs formed on the ends of said members adapted to straddle the grooved portions of said frame at its corners and a seat formed at the end of said standards for engaging the upper surface of said frame member at its extreme corner.

6. A display device comprising a base, a lower frame member having card supporting means extending around the same, four uprights demountably positioned at the corners of said lower frame member, card guiding means mounted on said uprights, an upper frame member adapted to engage said uprights at their upper corners and a rod adapted to pass through said upper and lower frame members at their centers and screw into said base member to hold the device together.

7. A display device comprising a base, a hollow card supporting member consisting of a lower frame member, an upper frame member spaced from the same, a plurality of card supporting uprights, independently spaced from one another for holding said upper and lower frame members apart, and a single clamping device for forcing said upper and lower frame members towards each other to clamp said frame members upon said uprights.

GEORGE M. FRANKS.