M. JERSEMANN.

DISPLAY STAND.

APPLICATION FILED AUG. 3, 1911.

1,067,816.

Patented July 22, 1913.

2 SHEETS—SHEET 1.

Fig. 1.

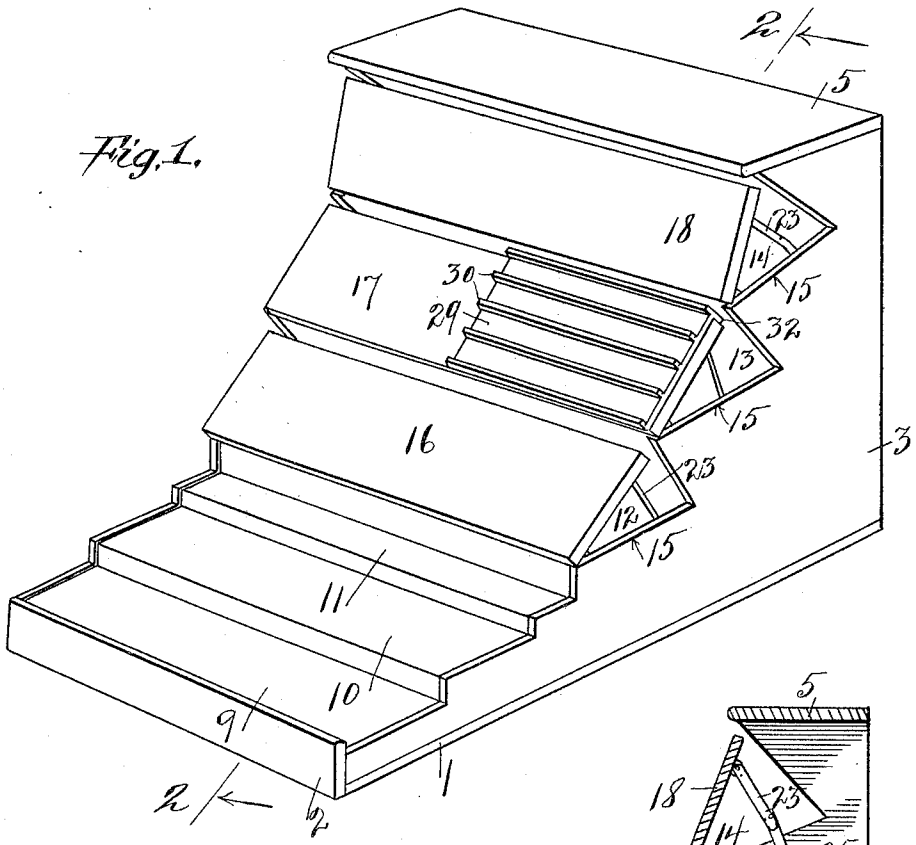
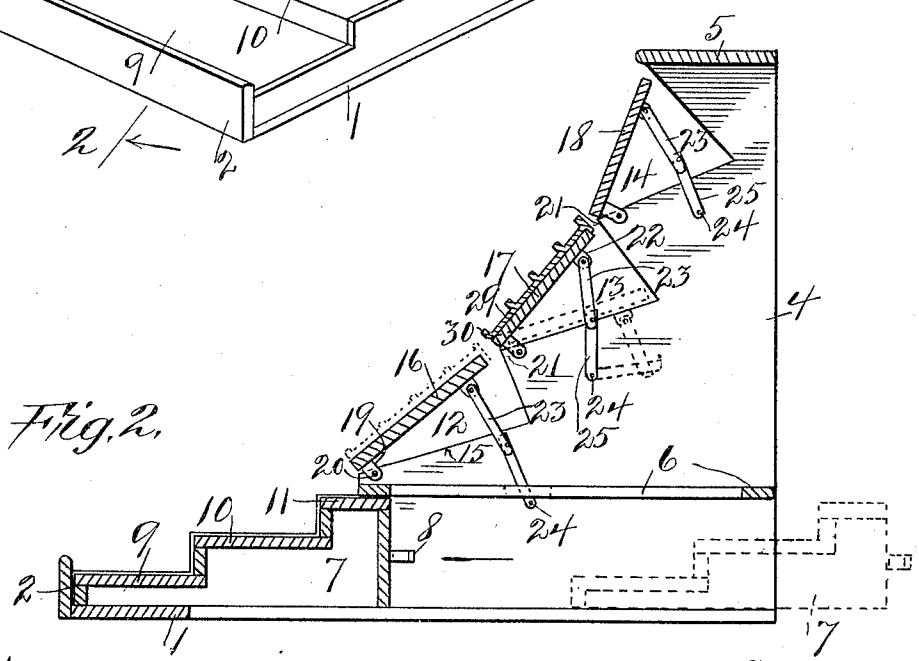


Fig. 2.



Witnesses:

W. Benjamin

Anna L. Bauer.

Inventor

Max Jersemann

By his Attorney

Charles A. Hensley.

COLUMBIA PLANOGRAPH CO., WASHINGTON, D. C.

M. JERSEMANN.

DISPLAY STAND.

APPLICATION FILED AUG. 3, 1911.

1,067,816.

Patented July 22, 1913.

2 SHEETS—SHEET 2.

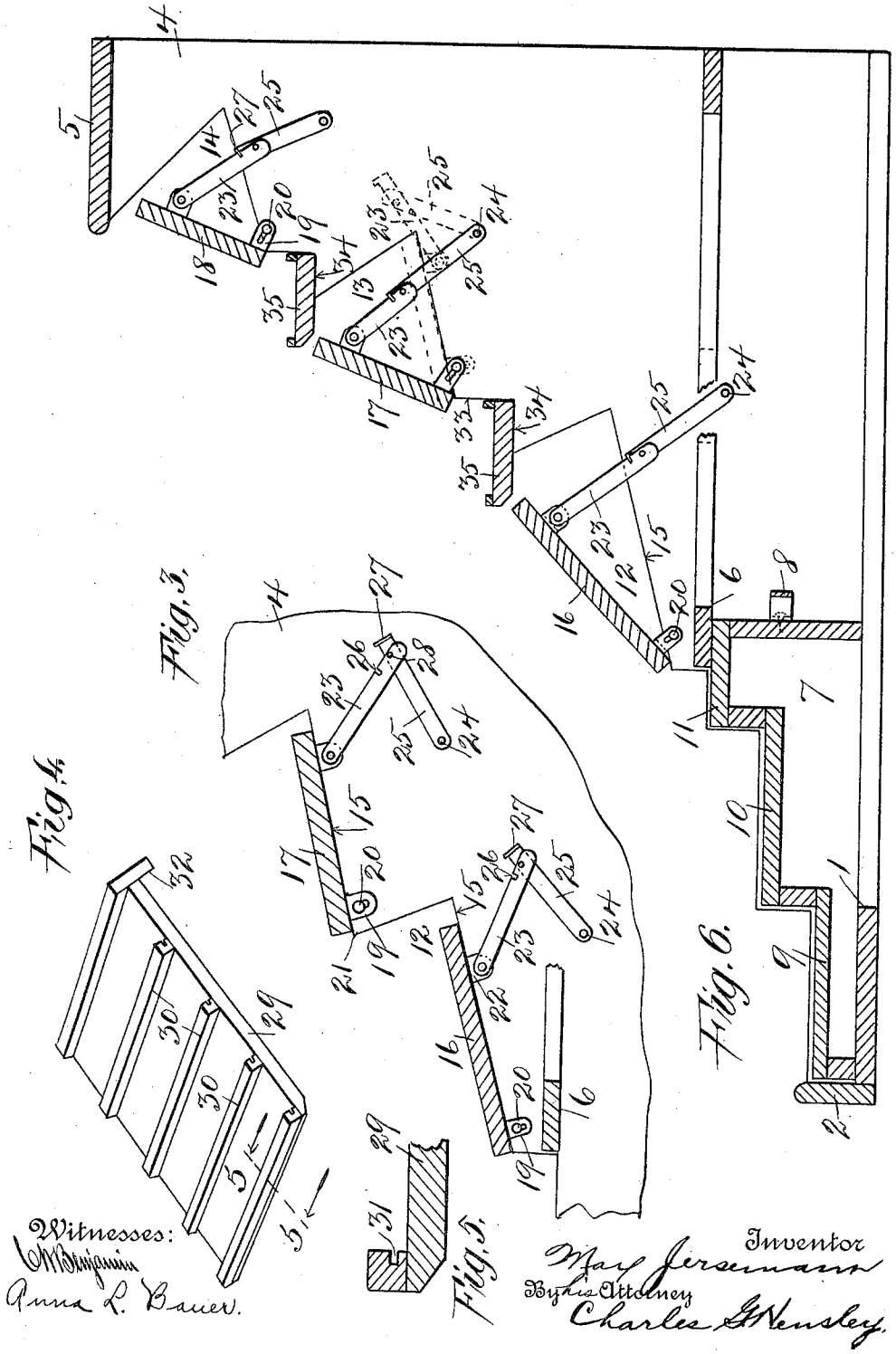


Fig. 3.

Fig. 4.

Fig. 5.

Fig. 6.

Witnesses:
W. Benjamin
Anna L. Bauer.

Inventor
Mary Jersemann
By his Attorney
Charles G. Wensley.

COLUMBIA PLANOGRAPH CO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

MAX JERSEMANN, OF NEW YORK, N. Y.

DISPLAY-STAND.

1,067,816. Specification of Letters Patent. Patented July 22, 1913.

Application filed August 3, 1911. Serial No. 642,065.

To all whom it may concern:

Be it known that I, MAX JERSEMANN, a citizen of the United States, and a resident of the borough of Brooklyn, in the city of New York, county of Kings, and State of New York, have invented certain new and useful Display-Stands, of which the following is a specification.

My invention relates to display stands and though adapted for other uses, it is specially adapted for displaying jewelry and other wares in store windows.

The object of my invention is to provide a display stand for exhibiting articles for sale, especially articles of jewelry, which may be placed in store windows and by which not only the greatest advantage may be had as to space but the stand is so constructed that the articles will be displayed to the best advantage and the articles may be readily removed from the stand without upsetting the entire window dressing.

Heretofore stands for windows have been constructed in various forms and where stands have been used for displaying small wares, such as jewelry, in store windows, the rear of the stand has usually been elevated, in order that the articles might all be clearly seen from the exterior of the store window. These stands have usually been fixed structures and in the case of jewelry stands it is customary to trim the stand every morning by arranging the articles in suitable order thereon; and to remove the articles each night in order to deposit them in a safe or vault for safe keeping. The work of trimming the stand each morning consumes considerable time, very often several hours, and in stores having a large display this is a matter of no small consequence.

It is often the case that a customer desires to examine or purchase an article which is on display upon the stand and in such cases the storekeeper is obliged to remove the articles as best he can. Heretofore it has been customary to provide a small door in the rear part of the stand in order to provide access to the articles on the stand, and from the door opening the storekeeper is obliged to reach for the articles. The objection to this arrangement is not only that part of the display space is often taken up by the door and made useless and the whole effect of the display upset, but it is very inconvenient to remove the articles from the stand without disarranging others. The practice is very annoying where there is a large call for the articles displayed in the window. In other cases the stands have been low enough or narrow enough to permit the storekeeper to reach over, or across, the stand to remove any article therefrom. But the disadvantages of this structure is, that not only is some of the window space sacrificed, but it is equally as unhandy to reach over the whole stand to remove the desired articles without displacing others.

The object of my present invention is to provide a stand which will make it possible to utilize the whole window space and in the most advantageous manner, and to remove any number of articles from any part of the stand without disturbing others, and to do so quickly.

Under the full embodiment of my invention it is easy to remove the whole contents of the stand quickly, for storage in a safe, and to preserve them in the same arrangement on their trays, ready to be replaced to the stand when desired. I accomplish this by arranging a number of swinging shelves or platforms which may be swung on their horizontal axes to alter their relative planes, whereby a space will be formed between such members, through which the contents of any of them are made accessible from the rear.

In the drawings forming a part of this application, Figure 1, is a perspective view of a stand embodying my invention in the preferred form, showing the parts in position to exhibit articles for sale, Fig. 2, is a cross section thereof taken on the line 2—2 of Fig. 1, looking in the direction of the arrows, Fig. 3, is an enlarged sectional view showing the supporting members swung down to give access to the articles on them, Fig. 4, is a perspective view of one of the trays preferably used to hold the articles, Fig. 5, is a sectional view, taken on the line 5—5 of Fig. 4, and Fig. 6, is a cross section showing my invention in a modified form.

I will first describe my invention in the form shown in Figs. 1 to 5. Herein I have shown a structure consisting of a base 1, with a low front board 2, and ends 3 and 4, the structure preferably being left open at the rear. I have also provided a top 5, and the structure as a whole can be made of a size to utilize all the available space. Above

the bottom I have arranged a rectangular frame 6, which is secured between the sides 3, and 4, and this serves to guide a sliding tray 7, which forms the lower or primary display element, which I prefer to use in connection with the other parts of the structure though this feature may be omitted if desired. The tray 7, is slidable along the bottom 1 and a handle 8, is provided thereon, by which the tray may be drawn to the dotted line position of Fig. 2, for the purpose of obtaining access thereto from the rear. I have shown this tray as provided with several platforms 9, 10, 11, at different heights, for the purpose of elevating the articles toward the rear of the stand. The sides 3, and 4, are preferably cut out at 12, 13, and 14, the cut outs on each of the sides being preferably on a horizontal line with those of the other; and the cut outs 12, 13, and 14 are arranged at different heights and one behind the other. They furnish a free space for the swinging of the supporting devices, while the edges 15, preferably form supports therefor, when the supporting devices are swung down to give access to the articles thereon, as shown in Fig. 3.

I have arranged a number of movable supporting platforms which are adapted to be disposed to form a substantially continuous support, but which may be swung so as to provide an intermediate space by which access may be had from the rear of the stand. I have arranged in the present showing of my invention, three such supporting platforms 16, 17 and 18, each of which is provided near its lower or forward corners with ears 19, which are arranged to swing on a hinge rod 20, disposed longitudinally, and extending into the sides 3, and 4, I have arranged these hinges near the extensions 21, of the side members. I have also provided the swinging platforms with means for supporting them in the positions shown in Fig. 1, and for this purpose I have used a break joint arm. To the rear of each end of the platforms I have attached ears 22, to which is fulcrumed an arm 23. To the studs 24, on the stand I have fulcrumed another arm 25, and this is also fulcrumed to the lower end of the arm 23. The arm 23, has a slot 26, in which a lateral projection 27, on the arm 25, engages to make the joint rigid at the desired positions. When the platforms are in the full line position shown in Fig. 2, they are supported in the front by their hinge connections, and in the rear by the arms 23, 25, in which position the projections 27, engage in the notches 26. To swing the platforms on their hinges to the dotted line position of Fig. 2, it is only necessary to press back on the arms 23, 25, near their fulcrum 28, when the platform will be swung downwardly at the back.

I prefer to employ removable trays for retaining the articles upon the platforms, so that the articles may be readily removed for inspection, or for the purpose of placing them in a safe. These trays may be of any contour, but I have here shown trays formed with a rectangular base 29, having a number of longitudinal ribs 30, for holding the articles when the trays are inclined. I have provided grooves 31, in the upper faces of the ribs so that jewelry cards may be inserted therein if desired. The trays are provided with depending flanges 32, on their upper edge, which engage the top edges of the platforms and prevent the trays from sliding down. Two or more trays are preferably arranged on each platform, to extend the full length of the latter.

When the stand is in use the platforms will be in the position shown in Fig. 1, when they will form a substantially contiguous supporting structure for the articles of merchandise, inclining upwardly toward the rear of the stand. The various articles on every part of the stand will be entirely visible from the exterior of the window in which the stand is used. Whenever the storekeeper desires to remove any article or articles from any part or all, of one or more of the platforms, he only has to break the joints of the arms 23, 25, and swing the platform or platforms downwardly at the rear. This will leave a space between the platform swung, and the one above it, sufficient for him to reach in and remove any article from the tilted platform, or he can remove the several trays from the platform, for storage in a safe, without disturbing the positions of the articles on the several trays. Thus in storing the articles in a safe over night the merchant can remove the trays without disturbing their contents, store the trays, which are compact, in a safe and restore them thereafter to their positions on the stand, thus avoiding the necessity of trimming the window each morning by arranging each article individually. If desired, stationary intermediate shelves may be employed in conjunction with the movable platforms for special purposes, and in that case the movable platforms give access to the stationary shelves. I have shown such a modified form in Fig. 6. Herein the former construction is modified to the extent that cut outs 33, are preferably provided in the side members in addition to, and between, the cut outs 12, 13, and 14. Upon the edges 34, are arranged horizontal shelves 35, adapted to display various articles between the several swinging platforms. In this case the movable platforms at their rear edge come near to the forward edges of the stationary shelves while their forward edges are above the rear edges of the stationary shelves. The swinging of

the movable platforms allows access to the stationary shelves as well as the articles on the platforms.

From the above it will be apparent that I have provided a stand which will utilize the entire space of a show window to the best advantage, display all articles thereon in the most advantageous manner, and allow of free access to the articles displayed, from the rear of the stand.

Modifications may be made in the construction, to suit the various requirements, and within the scope of the appended claims.

Having described my invention what I claim is:—

1. A stand for exhibiting merchandise embodying end supports having cut outs extending rearwardly from the forward part thereof, forming overhanging portions, a plurality of supporting platforms extending over the edges of the end supports, hinged to said overhanging portions and arranged to swing downwardly on horizontal axes near their forward edges, and moving in said cut outs, said platforms being arranged to provide spaces between them when swung downwardly for the purpose of giving access to the contents thereof from the rear of the stand, and means for supporting said platforms in their higher positions.

2. A stand for exhibiting merchandise embodying end supports having cut outs extending rearwardly from the forward part thereof, forming rearwardly extending supporting edges, and overhanging portions, a plurality of supporting platforms extending over the edges of the end supports and arranged to swing on horizontal axes near their forward edges and hinged to said projecting portions, said platforms being adapted to rest on said rearwardly extending supporting edges and to provide spaces between them when so resting for the purpose of giving access to the contents thereof, and to be swung upwardly to form a substantially continuous supporting structure, and means for supporting said platforms in their higher positions.

3. A stand for exhibiting merchandise, embodying end supports having cut outs extending inwardly from their front edges, a plurality of swinging supporting members or platforms adapted to be placed in inclined positions for the purpose set forth, said platforms extending over the edges of said end supports and movable in said cut outs, and horizontal shelves intermediate said platforms, said platforms being arranged to be swung downwardly to give access to the said shelves and platforms from the rear of the stand through intermediate spaces caused by the swinging of the platforms.

Signed at the city, county, and State of New York this first day of August 1911.

MAX JERSEMANN.

Witnesses:

EDWARD D. C. SPERRY,

ANNA L. BAUER.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."