July 22, 1930. C. H. KELSEA 1,771,126

DISPLAY STAND

Filed Oct. 19, 1928

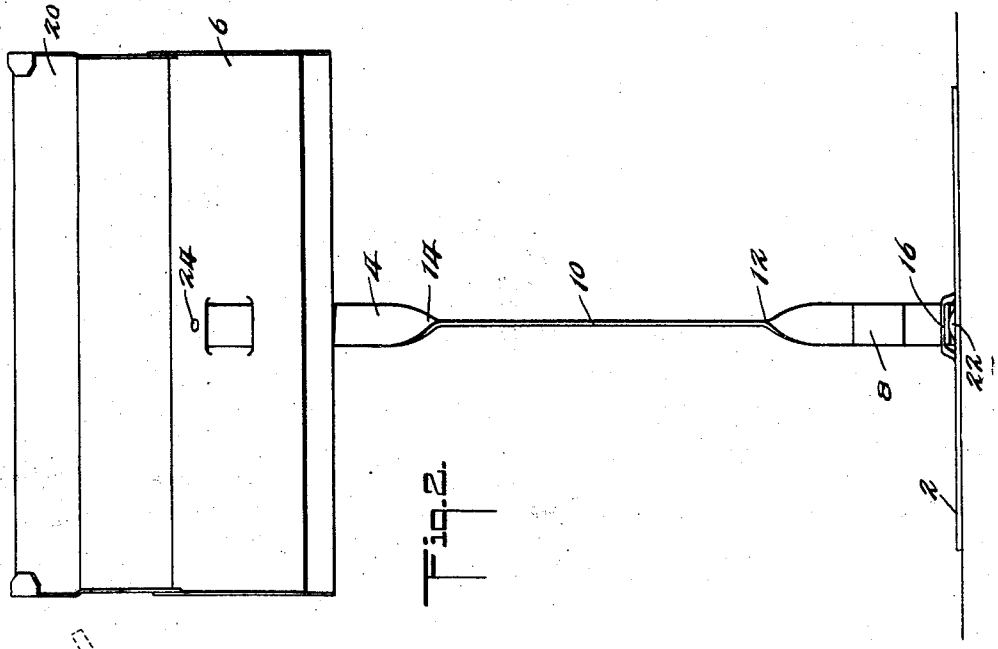


Fig. 2.

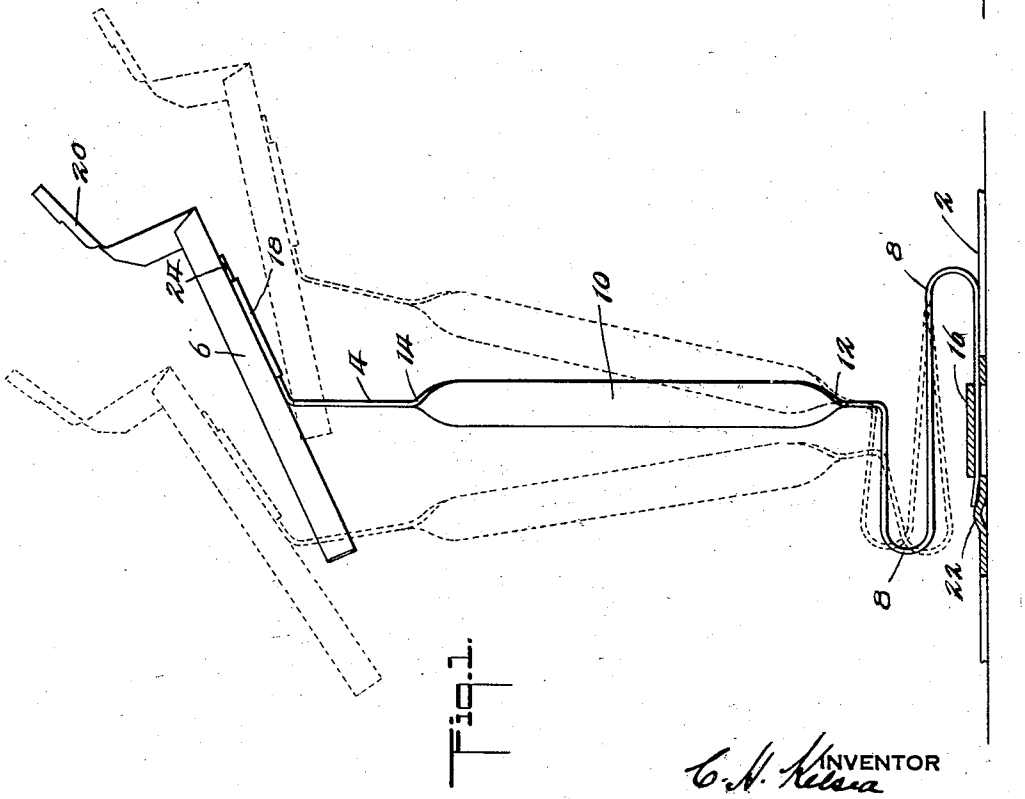


Fig. 1.

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UNITED STATES PATENT OFFICE

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DISPLAY STAND

Application filed October 19, 1928. Serial No. 313,399.

My invention relates to display stands and has for its object to make an oscillating display stand having a holder for candy, chewing gum and the like, such that when the holder is slightly moved, as would ordinarily be the case when a package of gum or candy is removed by a purchaser, an oscillating motion will be started which will continue for a considerable length of time so as to attract attention. The following is a description of an embodiment of my invention reference being had to the accompanying drawing, in which:

Figure 1 shows a side elevation of a stand embodying my invention; and

Fig. 2 is a front elevation of the same.

Referring more particularly to the drawings, 2 is a base of sheet metal of sufficient weight to make a firm support. Secured thereto is an upright 4 formed from a resilient flat strip of metal which at its upper end carries an inclined holder 6. The upright has one or more hairpin turns 8 adjacent to its lower end and is made of resilient material so that when the holder 6 is moved from its normal position in Fig. 1, it will oscillate backwards and forwards as indicated in dotted lines or sidewise, as the case may be, thus attracting attention to the display stand and its contents for a considerable time. The central portion of the upright is preferably provided with a portion 10 at right angles to the axes of the hair-bends so as to stiffen the portion above against bending in a plane at right angles to those axes. The portion 10 is formed by twisting a flat strip at the points 12 and 14.

Preferably the stand is a knock-down stand, the base being provided with a loop 16 for receiving the lower end of the strip and the holder being provided with a loop 18 for receiving the upper end of the strip which end is bent so that the holder lies in inclined position.

The holder may be of any desired form, but preferably is a tray with upturned sides and may be provided with a rack 20 for a display card.

The base is preferably provided with an indentation forming a hump 22 against which the end of the upright, embraced by the loop 16, wedges so as to hold the ends of the strip securely thereto and prevent any wabbling of the upright or movement other than that due to its resilient character. The holder is provided wth a similar indentation 24 for producing a similar secure connection between the holder and the upright.

With the construction described, the holder when moved out of its normal position will continue to oscillate for a considerable time so as to secure the desired effect.

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 comprising a base, an upright connected thereto, a holder secured to the upper end of said upright, said upright consisting of a resilient flat strip having a hairpin bend adjacent to said base.

2. A display stand comprising a base, an upright connected thereto, a holder secured to the upper end of said upright, said upright consisting of a resilient flat strip having a plurality of oppositely extending hairpin bends adjacent to said base.

3. A display stand comprising a base, an upright connected thereto, a holder secured to the upper end of said upright, said upright consisting of a resilient flat strip having a hairpin bend adjacent to said base and having a vertical portion, above said bend, disposed at right angles to the axis of said bend.

4. A display stand comprising a base, an upright connected thereto, a holder secured to the upper end of said upright, said upright consisting of a resilient flat strip having hairpin bend adjacent to said base, said

base having a loop embracing the lower end of said strip and a hump against which said end is wedged.

5. A display stand comprising a base, an upright having its lower end secured to said base, a holder secured to the upper end of said upright, said upright consisting of a resilient flat strip having a hair pin bend adjacent to said base and with the portion between its upper end and said bend twisted so as to add to the stiffness of said portion.

In testimony whereof, I have signed my name to this specification this 16th day of October, 1928.

CLARENCE H. KELSEA.