

April 24, 1934.

J. W. BRENNAN

1,956,115

DISPLAY STAND

Filed Nov. 23, 1931

3 Sheets-Sheet 1

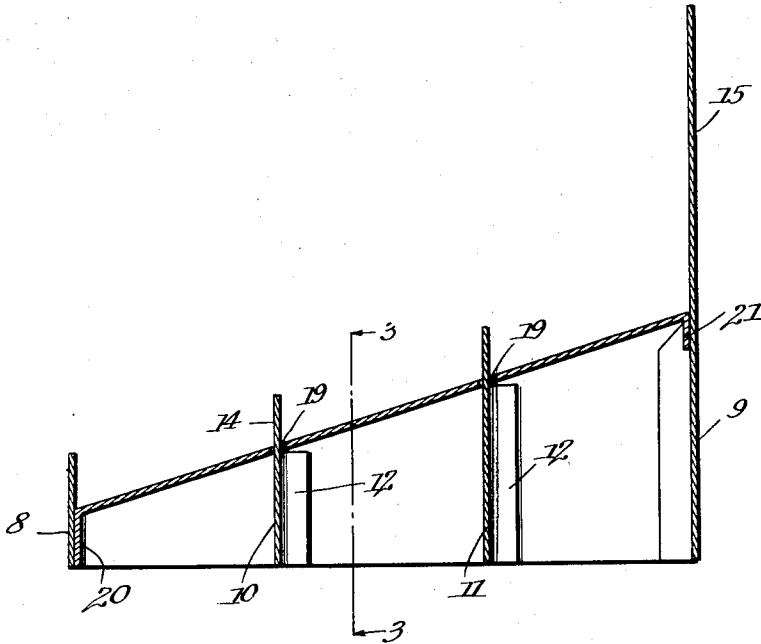
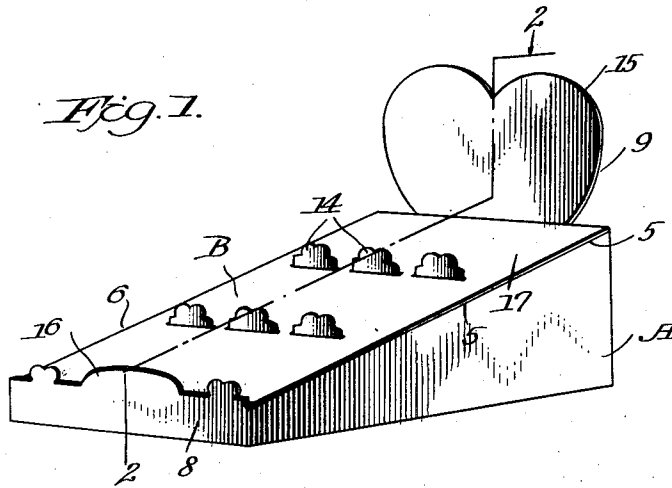


Fig. 2.

Inventor

John W. Brennan,

By *Cushman Bryant Bailey Kishman.*

Attorneys

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Fig. 3.

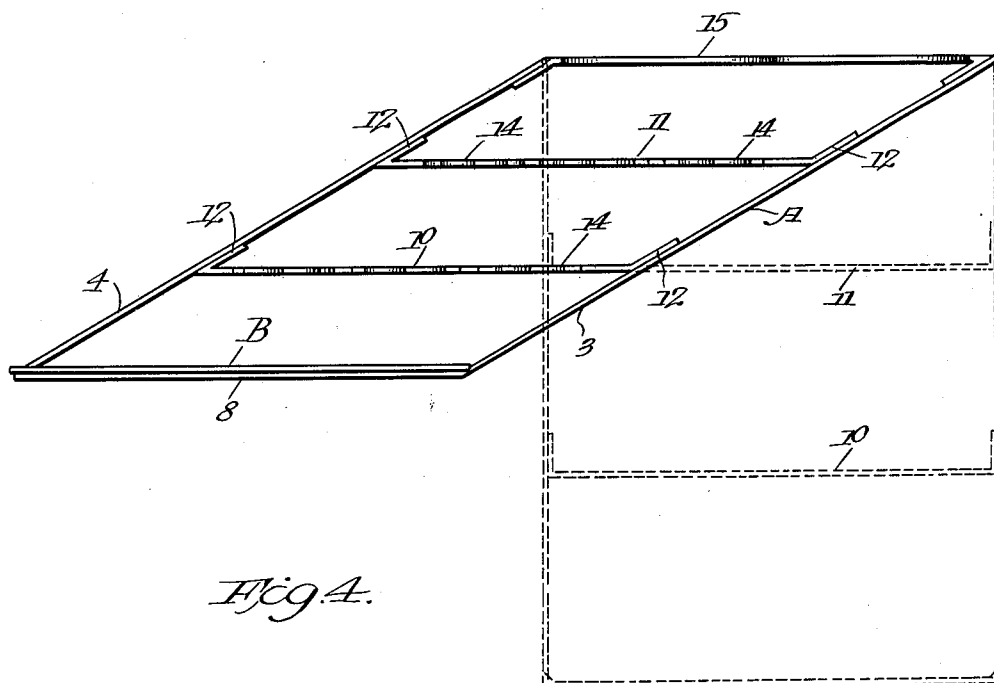
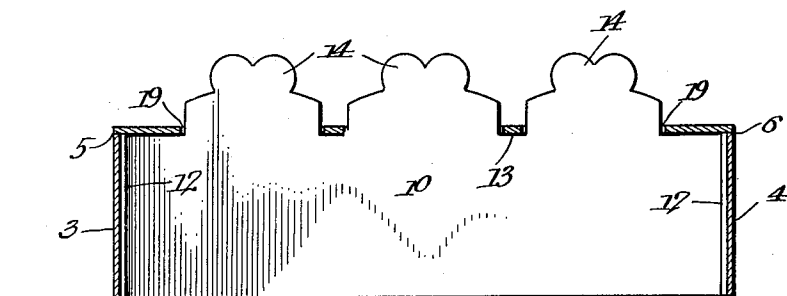


Fig. 4.

Inventor

John W. Brennan,

By Ashmun Bryant Hay, husband.

Attorneys

April 24, 1934.

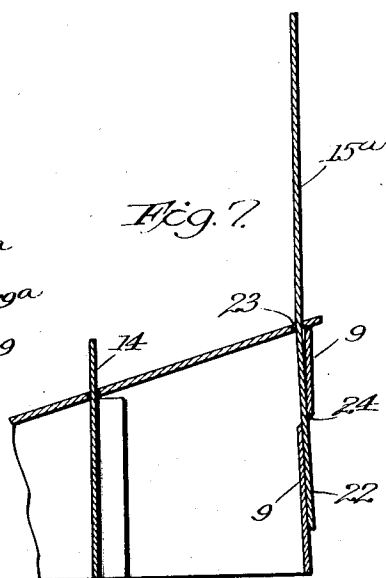
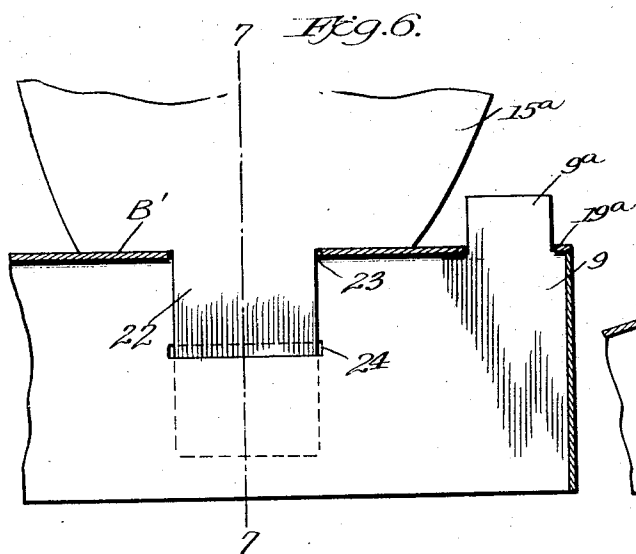
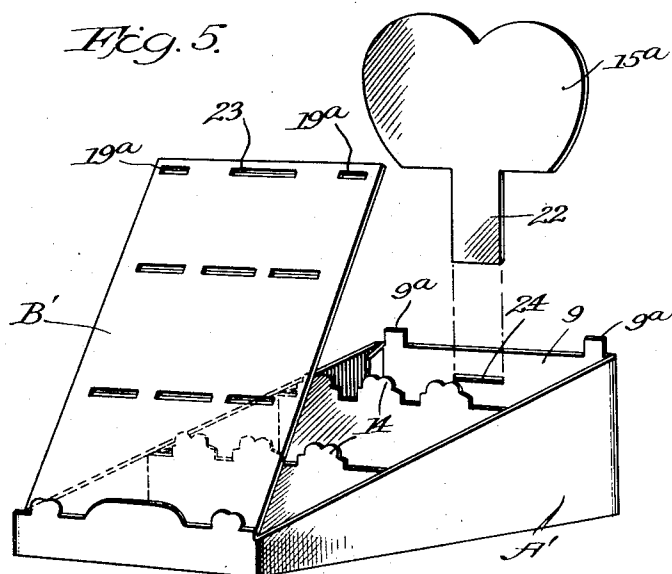
J. W. BRENNAN

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DISPLAY STAND

Filed Nov. 23, 1931

3 Sheets-Sheet 3



Inventor

John W. Brennan.

By *Lushman, Bryant, Vail & Lushman*
attorneys

UNITED STATES PATENT OFFICE

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DISPLAY STAND

John W. Brennan, Bloomfield, N. J., assignor to
Bakeries Service Corporation, New York, N. Y.
a corporation of Delaware

Application November 23, 1931, Serial No. 576,825

8 Claims. (Cl. 211-156)

This invention relates to collapsible display stands, and more particularly, it relates to display stands such as are commonly used in retail stores for bread and cake.

5 It is an object of the invention to provide a device of this general character which can be readily collapsed so that the various parts thereof lie in a flat, compact body, and a relatively small amount of space is required for shipment.

10 It is a further object of the invention to provide a strong and rigid display stand which can be readily set up by the merchant without the necessity of gluing or otherwise permanently securing any of its parts.

15 It is a further object of the invention to provide a device of the class described having a sloping or inclined merchandise display top section. As will be readily appreciated by one skilled in the art, an inclined supporting surface for the
20 merchandise is advantageous because it permits a ready inspection of the goods. When such a surface is used, however, it is necessary to provide means for preventing the articles being displayed from sliding down the inclined surface, and it is an important object of my invention to provide article holding abutments above the surface of the inclined display tray. Furthermore, I propose to utilize these abutments as an interlocking means between the base of the stand and
30 the top section to prevent collapse of the stand.

It is a further object of the invention to provide a collapsible display stand of the class described, having an advertising display card associated therewith in such relation that the card
35 forms a part of the stand and assists in securing the various parts together. Furthermore, the card, in certain cases, may be removed from the display stand and another substituted, for the purpose showing different advertising matter.

40 Other objects and advantages of the invention will become apparent as the specification proceeds.

In the accompanying drawings, in which like reference characters refer to like parts throughout the several views, an embodiment of my invention is shown, in which,

Figure 1 is a perspective view of the display stand when set up and ready for use;

Figure 2 is a vertical longitudinal section of the device shown in Figure 1 and is taken on section line 2-2 thereof;

Figure 3 is a transverse vertical section of the same taken on line 3-3 of Figure 2;

Figure 4 is a perspective view of my display
55 stand in partially collapsed position;

Figure 5 is a perspective view of a modified form of my display stand and shows a removable advertising display card in position to be mounted on the stand;

Figure 6 is a transverse vertical section of said
60 modified form showing the card in position, and

Figure 7 is a vertical longitudinal section taken on line 7-7 of Figure 6.

The display stand of my invention is made up of two principal sections, namely a base section
65 indicated generally by reference character A and an article holding top section B. Proceeding first with a description of the base section A, it will be noted that it comprises parallel side walls 3, 4 having inclined upper edges 5, 6 which slope
70 downwardly from the rear toward the front. I provide front and rear end walls 8, 9 respectively and these walls and the side walls are hinged together on vertical lines at the four corners. It will thus be seen that a four-sided parallelogram
75 base has been provided which may be readily collapsed by moving one side and either adjacent end toward the other side and end walls.

For purposes which will presently become apparent, I use one or more intermediate transverse supporting elements as part of my base section. These elements are shown at 10, 11 and constitute vertical strips hingedly secured to the side walls 3, 4 by bent over portions 12. Although I have shown two such elements, more or less
85 may be used. It will be noted that the connections between the transverse supporting elements and the side walls are in vertical hinge lines, so that they do not in any way interfere with the easy collapse of the base section. The base disclosed comprises three adjacent parallelograms, and, as will be readily appreciated, this construction permit the parts to be collapsed into a flat compact body.

The upper edges 13 of the transverse supporting elements lie in the same plane as the upper inclined edges of the side walls 3, 4. The transverse supporting elements are provided with one or more upwardly extending projecting portions
100 14 which extend upwardly a substantial distance above the plane defined by the edges 5, 6 of the side walls and the edges 13 of the supporting elements.

It will be noted that the supporting elements are of progressively increasing height and that
105 their lower edges lie in the same plane as the lower edges of the side and end walls, so that when the stand is supported upon a horizontal counter or shelf in a store, the above defined plane is inclined to the horizontal.
110

The head end wall 9 is preferably provided with an upwardly extending portion 15 upon which advertising matter may be conveniently displayed. The foot end section 8 is provided with extensions 16 which act as article holding abutments, as will be described below.

The top section of my display stand comprises a sheet of cardboard or the like material 17 having a plurality of perforations 19 therein. As shown in the drawings, the top member has a downwardly extending flange 20 at its lower or forward end secured to the end member 8 of the base structure. Furthermore, the upper or rear end of the top section may be provided with a downwardly bent flange 21 which may be tucked inside of the base structure adjacent the rear end wall. It will be obvious, however, that instead of utilizing the specific structure shown in my drawings, I might use a single sheet of material unattached to the base section and not provided with the downwardly extending flanges. In any case, the upwardly extending portions of the two end walls will cooperate with edges at the front and the rear of the top section to increase the rigidity of the display stand.

The perforations 19 perform an important function in that they permit the upwardly extending portions 14 of the cross members to extend through the top section, in interlocked relation thereto, for the purpose of preventing the base from collapsing. It will be apparent that the projection of these members through the relatively rigid top member will prevent the collapsing movement of the side and cross members toward each other. Furthermore, these projections perform an equally important, though secondary, function of acting as article holding abutments above the top section. That is, when cake and bread or other articles to be displayed are placed upon the top section 17, they will tend to slide forwardly down the inclined surface. The projection of the members 14 through the inclined surface restrain this tendency, and the goods rest securely against them. The extensions 16 on the end wall 8 perform a similar function and prevent the downward movement of articles placed thereabove on the top section.

In the modified form of the invention shown in Figures 5, 6 and 7, the upwardly extending portion 15a of the rear end wall 9 is made of a separate piece of cardboard, and is removable from the end wall. This is an advantageous construction because, with the use of a plurality of end pieces 15a, a great variety of advertising matter may be displayed, and the cards changed from time to time. In this form of the invention, I provide the end wall 9 with one or more upwardly extending ears 9a which cooperate with the top section B' in a similar manner to the members 14 in the form of the invention previously described. These ears 9a project through perforations 19a located near the rear edge of the top section B'. In this form of the invention, the top section B' extends rearwardly over the upper edge of the rear end wall 9 and is supported thereby in substantially the same manner as the section B is supported by the upper edges of the transverse supporting elements 10-11 in the previously described form of the invention.

The advertising display card 15a is removably secured to the stand by means of the projection of a downwardly extending tongue 22 through a slot 23 at the rear of the top section B', and through another slot 24 in the rear end wall 9. In assembling this device, the top section B' is

swung downwardly cover the base section A' and the upwardly extending ears 14-9a are projected through corresponding slots in the top section. The tongue 22 of the advertising card 15a is then inserted through the slot 23 and the lower end thereof is then tucked through the slot 24 and the card forced downwardly as far as it will go.

It will be apparent that the interlocking relation of the ears 9a with the slots 19a, and of the tongue 22 with the slots 23, 24 will result in an extremely rigid construction. Furthermore, this form of the invention has the advantage mentioned above, namely that a plurality of different display cards may be used with the stand for the purpose of showing different advertising matter.

It will be apparent from an inspection of Figure 4 that the display stand of my invention may be readily collapsed by merely removing the top section 17 and pushing the side wall 3 and the end wall 8 toward the side wall 4 and the other end wall 9. When the device has been collapsed, all of the parts lie in closely related juxtaposed planes, and a relatively small amount of space is required for shipment.

It will thus be seen that I have provided a construction in which all of the objects of the invention are accomplished. The stand may be readily collapsed, but when it is set up, the article supporting tray cooperates with the base structure in such a manner that an extremely rigid display stand is provided.

I claim:—

1. A collapsible display stand comprising a base section and an inclined article holding top section, said base section comprising vertical side and end walls having their upper edges lying in an inclined plane, said walls being hinged together on vertical lines, and a plurality of transverse supporting elements hinged to said side walls on lines spaced from the hinge lines of said end walls to form a collapsible parallelogram base structure, said supporting elements having portions of their upper edges lying in substantially the inclined plane of the upper edges of said side walls, said elements having projecting portions extending above said plane, said top section comprising a perforated sheet lying in said inclined plane of said edges and supported by said edges, said projecting portions of said supporting members extending through the perforations in said sheet, whereby said top section is interlocked with said base section to prevent collapse of said parallelogram structure.

2. A collapsible display stand comprising a base section and an inclined article holding top section, said base section comprising vertical side and end walls hinged together on vertical lines and a plurality of transverse supporting elements hinged to said side walls and lying in planes parallel to said end walls to form a collapsible parallelogram base structure, said side and end walls and said supporting elements having portions of their upper edges lying in substantially a common inclined plane, said elements and said end walls having projecting portions extending above said inclined plane, said top section comprising a perforated sheet lying in said inclined plane and supported by said edges, said projecting portions of said supporting members extending through the perforations in said sheet and the projecting portions of said end walls contacting the front and rear edges of said sheet, to form an interlock between the top and base sections and to prevent collapse of the latter, said projecting portions also acting

as article holding abutments for the inclined top section.

3. A collapsible display stand comprising a base section and an inclined article holding top section, said base section comprising vertical side and end walls hinged together on vertical lines, and a transverse supporting element, said element comprising a vertical strip hingedly secured at its ends to said side walls on lines spaced from the hinge lines between said side and end walls and having a portion of its upper edge lying in the plane of the upper edges of said side walls, said supporting element having a projecting portion extending substantially above said plane, said top section comprising a perforated sheet lying in said plane and supported by said edges, said projecting portion of said supporting element being projected upwardly through a perforation in said sheet to a point substantially above said sheet to form an interlock between said base section and said inclined top section and to prevent an article placed thereon from sliding therefrom.

4. A collapsible display stand comprising a base section and an inclined article holding top section, said base section comprising vertical side and end walls hinged together on vertical lines, and a plurality of transverse supporting elements hinged to said side walls and having portions of their upper edges lying in the plane of the upper edges of said side wall, said plane being inclined forwardly to the plane of the lower edges of said walls, said supporting elements each having a projecting portion extending substantially above said inclined plane, said top section comprising a perforated sheet lying in said plane and supported by said edges, said projected portions of said supporting elements extending through said perforations in said sheet to form article holding abutments on said inclined top section, and to interlock said base section with said top section.

5. A collapsible display stand comprising a base section and an inclined article holding display section, said base section comprising vertical side walls and vertical front and rear end walls hinged together on vertical lines, and a plurality of transverse supporting elements hinged to said side walls in parallel relation to said end walls, said supporting elements having portions of their upper edges lying in the plane of the upper edges of said side walls, said plane being inclined forwardly toward said vertical front wall, each of said supporting elements having a projecting portion extending substantially above said inclined plane, said front end wall having a projecting portion extending above said inclined plane, said top section comprising a perforated sheet lying in said inclined plane of said edges and supported by said edges, said projecting portions of said supporting elements being extended

through said perforations in said sheet to interlock said base section with said top, and constituting article holding abutments on said inclined top section, said projecting portion of said front wall constituting an additional article holding abutment for said inclined top section.

6. A collapsible display stand comprising a base section and an inclined article holding top section, said base section comprising vertical side and front and rear end walls and a plurality of transverse supporting elements hinged to said side walls to form a collapsible structure, said supporting elements and said rear end wall having portions of their upper edges lying in substantially the plane of the upper edges of said side walls and having other portions constituting ears projecting above said plane, said top section comprising a perforated sheet hinged to the upper edge of said front end wall and lying in said plane of said edges and supported thereby, said ears being extended through said perforations in said sheet to act as abutments adapted to prevent sliding of articles placed on said top, and to form an interlock between the base section and the inclined top section, and prevent collapse of the former.

7. A collapsible display stand comprising a base section, an article holding top section, and a removable upwardly extending locking element, said base section comprising vertical side and end walls having portions of their upper edges lying in a common plane, said top section comprising a perforated sheet lying in said plane, interlocking means on said top section and said base section to prevent accidental relative movement between said sections, said locking element having a portion projected downwardly through one of said perforations in said top section into contact with a portion of one of said end walls of said base to hold said element in upright position and to interlock said sections together.

8. A collapsible display stand comprising a base section, an article holding top section, and a removable upwardly extending locking element, said base section comprising vertical side and end walls having portions of their upper edges lying in a common plane, one of said end walls having a perforation therein, said top section comprising a perforated sheet lying in said plane, interlocking means on said top section and said base section to prevent accidental relative movement between said sections, said locking element having a portion projected downwardly through one of said perforations in said top section, and through said perforation in said end wall whereby said element is supported in upright position and forms an interlock between said base section and said top section.

JOHN W. BRENNAN.

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