

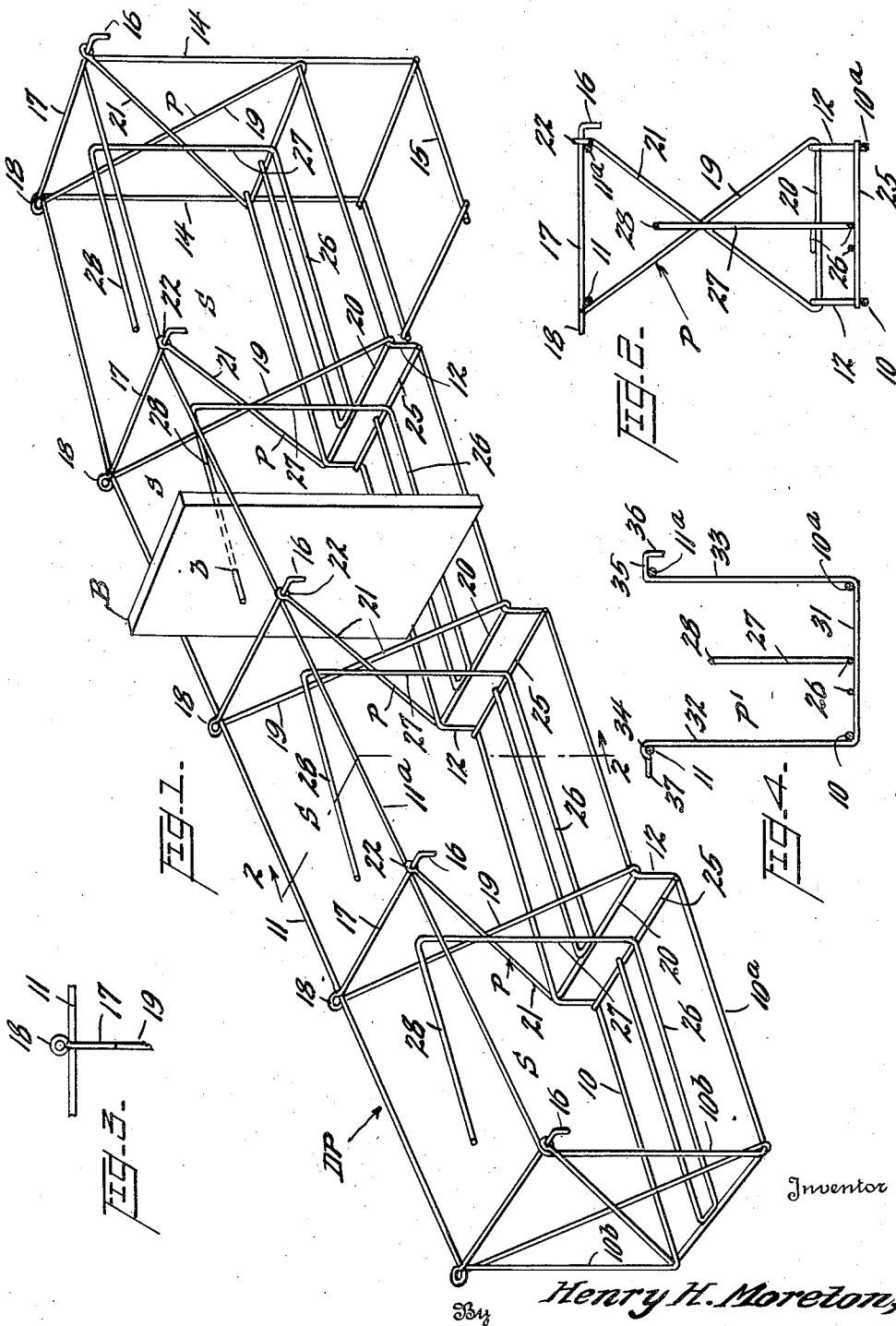
March 4, 1947.

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2,416,879

DISPLAY STAND

Filed July 18, 1945



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UNITED STATES PATENT OFFICE

2,416,879

DISPLAY STAND

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Refiled for application Serial No. 512,495, November 30, 1943. This application July 18, 1945, Serial No. 605,699

4 Claims. (Cl. 211—181)

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This invention is a rack for supporting and displaying merchandise, and is particularly adapted for the commercial display of magazines and other types of books, although not limited to this particular use.

One of the objects of the invention is to provide a display stand having a plurality of open storage sections so constructed and arranged that the contents of all of the sections are at all times exposed to view. A further object is to provide a skeleton unit structure formed of wire and having means whereby several units may be supported side by side. A further object is to provide a display stand for books or magazines, or either of them, in such manner that they will be conveniently and effectively displayed, and at the same time will be removably secured in their display positions.

The invention will be hereinafter fully set forth and particularly pointed out in the claims.

In the accompanying drawing:

Figure 1 is a perspective view illustrating a display stand constructed in accordance with the invention.

Figure 2 is a transverse sectional view on the line 2—2, Figure 1.

Figure 3 is a detail view illustrating the junction of a cross wire with one of the top wires.

Figure 4 is a sectional view illustrating a slight modification.

Referring to the drawings, DP designates a display stand comprising a pair of frame members each consisting of base wires 10, 10^a, and a pair of top wires 11, 11^a. The base wires are provided with downwardly bent portions 12, arranged in gradually descending step-like relation. At their higher ends the wires 11 and 11^a are bent downwardly as indicated at 14, and then horizontally to form a standard 15 which is at approximately the same level, i. e. in approximately the same horizontal plane as the lowest portions of said wires 10, 10^a. The lower ends of each pair of wires 10—11 and 10^a—11^a are joined by integral wires 10^b. The ends of wires 10, 10^a are engaged with the wires 14. The wires 10, 10^a, 11 and 11^a are engaged by a plurality of spaced apart loop-like partitions P which serve to divide the stand into a plurality of storage sections S.

In the form of the invention illustrated in Figures 1 and 2, each partition P consists of a single wire having one terminal bent to provide a hook 16. From said hook a portion 17 of the partition wire is extended transversely across the stand, over and in engagement with both top wires 11^a and 11, being bent to form a loop 18 beyond wire

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11. Leading downwardly from said loop is a portion 19 of the partition wire, which is carried across the stand, and passed beneath and around the base wire 10^a. From this point the portion 20 of the partition wire is extended directly across the stand, and under and around the base wire 10. From this point the portion 21 of said partition wire is carried diagonally upward and across the stand, and its terminal bent around the portion 17, at a position adjacent the top wire 11^a, indicated at 22. All contact points of any of the wires are preferably welded so as to add stiffness to the structure. From the foregoing, it will be observed that the partitions are provided with loop-like portions passed beneath the base wires and that they are cross-braced by the portions 19 and 21 of the partition wire. It is to be understood that the highest section S is provided with similar partition members P at each end thereof. Similar partition members are provided for each of the sections S, as shown in Figure 1. If desired, the bottom of each of the depending step portions 12 may be reinforced by a transverse wire 23. If desired, the wires 10, 10^a, 11 and 11^a may consist of separate strands, but it is preferred to make each pair of base and top wires of a single piece of wire, with vertical connecting portions 10^b at the lower end of the stand. The terminals of the base wires 10 and 10^a are connected with wires 14.

To provide a support for books or other similar articles, such as the book B, each section S is provided with a supporting member of any desired form, but preferably in the form of a loop 26 welded to the bottom wire portion 20 of a partition P, and to the next adjacent wire 25. On July 13, 1943 Letters Patent No. 2,324,413 were issued for a Book, magazine, pamphlet or the like, in which is disclosed a magazine or pamphlet so constructed and arranged that it will be destroyed by the reader, as the pages of the book are progressively exposed to view. One form disclosed in said patent is to provide one or more incisions extending entirely through the cover and all of the pages of the book, the walls of the incisions being coated with adhesive. A similar book is conventionally indicated in Figure 1, supra, a single perforation b being shown. Advantage is herein taken of said perforation to provide a simple means for retaining the books in place while on display. For instance, as shown in Figure 1, the support member 26 is provided with an upwardly extended arm 27, having a longitudinally extended impalement member 28, so positioned

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that it will register with the opening *b* of the book B.

In practice, the impalement member 28 does not extend the full length of any of the sections S of the display stand, because sufficient room must be left to allow a book to be inserted between the end of the impalement member and the next adjacent partition member P. The books are individually and successively inserted downwardly into the desired compartment and then pushed over the impalement member 28. This is done until any desired number of books within the capacity of the compartment is placed in position. Of course, each book may be withdrawn from the stand by moving it out of engagement with the member 28, after which it may be vertically lifted out of the stand. Preferably, the stand DP rests upon the floor. If desired other similar stands may be supported thereby by engaging the hook members 16 of the additional stand with the loops 13 of the first stand.

In lieu of the partition members P formed with the cross braces, the latter may be omitted and the form illustrated in Figure 4 may be substituted therefor. In this form, loop-like partitions P' are formed by a single wire bent into approximately U-form. The support portion 26 and the impalement member 28 are the same as before described. As shown, said wire is provided with a bottom portion 31 engaging the base wires 10 and 10^a, and having vertical side portions 32, 33 which are bent laterally at 34 and 35 to extend over wires 11, 11^a. The portion 35 is provided with a hook 36 and the portion 34 is provided with a loop 37.

The advantages of the invention will be readily apparent to those skilled in the art to which it belongs. It will be particularly noted that a very simple and inexpensive form of display stand is provided, and being constructed of wire it will be light in weight and yet sufficiently robust to withstand all essential handling. It will also be readily understood that by the step arrangement, it is possible to display magazines and other articles in vertically staggered relation, so that all titles may be readily deciphered without the need of disturbing any of the books until the selected book is to be removed. Another important advantage is that by utilizing the perforated portion of the book in conjunction with an impalement anchoring member, the books will not readily fall out during any necessary movement of the stand, and theft thereof will be discouraged by the necessity of disengaging it from its impalement member before it can be removed.

This application is a substitute for application Serial Number 512,495.

Having thus explained the nature of the invention and described an operative manner of constructing and using the same, although without attempting to set forth all of the forms in which it may be made, or all of the forms of its use, what is claimed is:

1. A display stand comprising a pair of base wires bent into descending stepped relation, top wires arranged above the base wires and in approximately the same vertical planes as said base wires, partitions having loop-like portions se-

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cured to each of the base wires and each of the top wires, each of said partitions having means for cross bracing the same, said partitions being so positioned as to provide a plurality of display sections, and article supporting means within each display section.

2. A display stand comprising a pair of base wires bent into descending stepped relation, top wires arranged above the base wires and in approximately the same vertical planes as said base wires, wire partitions each having a transverse portion engaging said base wires and a transverse portion engaging said top wires, and reenforcing cross braces integral therewith connecting said transverse portions, said partitions being positioned to provide a plurality of storage sections, and article supporting means within said sections.

3. A display stand comprising a pair of base wires bent into descending stepped relation, top wires arranged above the base wires and in approximately the same vertical planes as said base wires, partitions having transverse portions secured to each of the base wires and other transverse portions secured to each of the top wires, each of said partitions being formed of a single wire including said transverse portions, and other portions extending diagonally from each top wire to the base wire on the opposite side of the stand, so as to provide integral cross braces, said partitions being so located as to provide a plurality of storage sections, and article supporting means located in each of said storage sections.

4. A display stand comprising a pair of base wires bent into descending stepped relation, top wires arranged above the base wires and in approximately the same vertical planes as said base wires, partitions positioned to provide a plurality of display sections, each partition member consisting of a single wire having a hook at one end, said wire having a portion extended transversely across the top wires and engaging each of them, and then bent to provide a loop, and from there a portion extended downwardly and across the stand and around the base wire on the other side of the stand, and then diametrically across and around the other base wire of the stand, and then diagonally upward to the top of the first mentioned transverse portion and having its terminal engaged with the latter, said partitions being positioned to provide a plurality of display sections, and article supporting means for each display section.

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