Dec. 17, 1935. F. W. THOM 2,024,550

DISPLAY STAND

Filed May 4, 1932 2 Sheets-Sheet 1

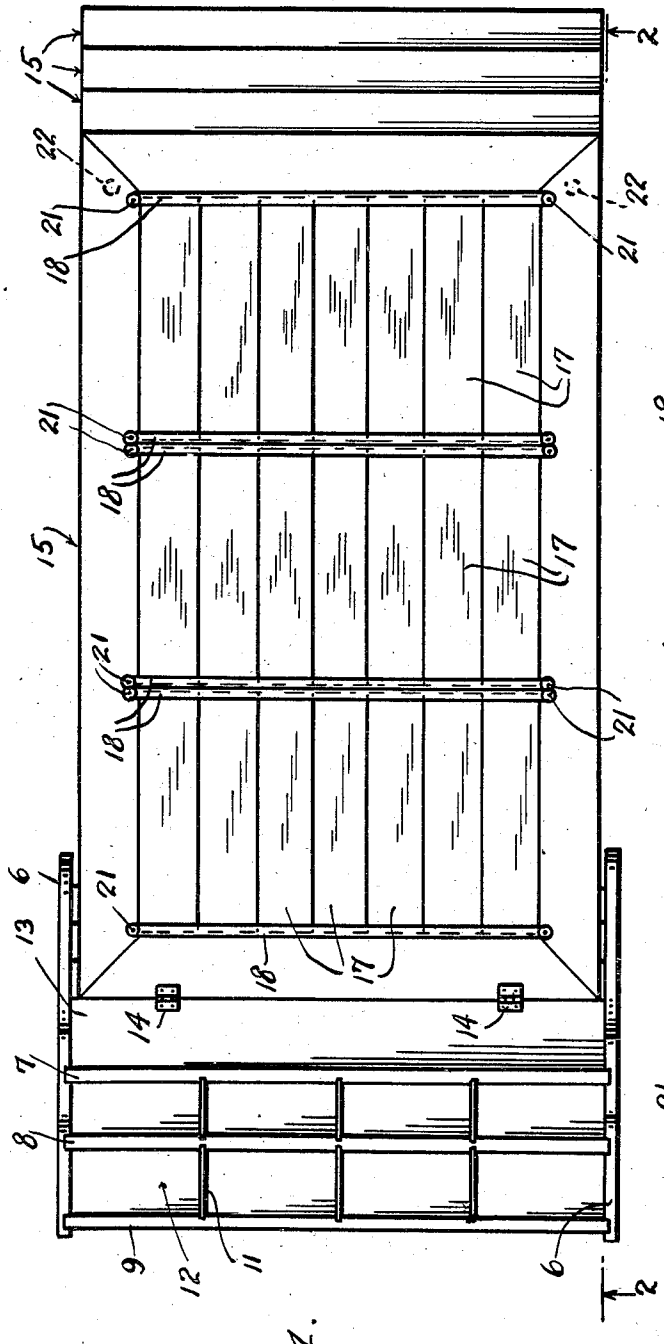


Fig. 1.

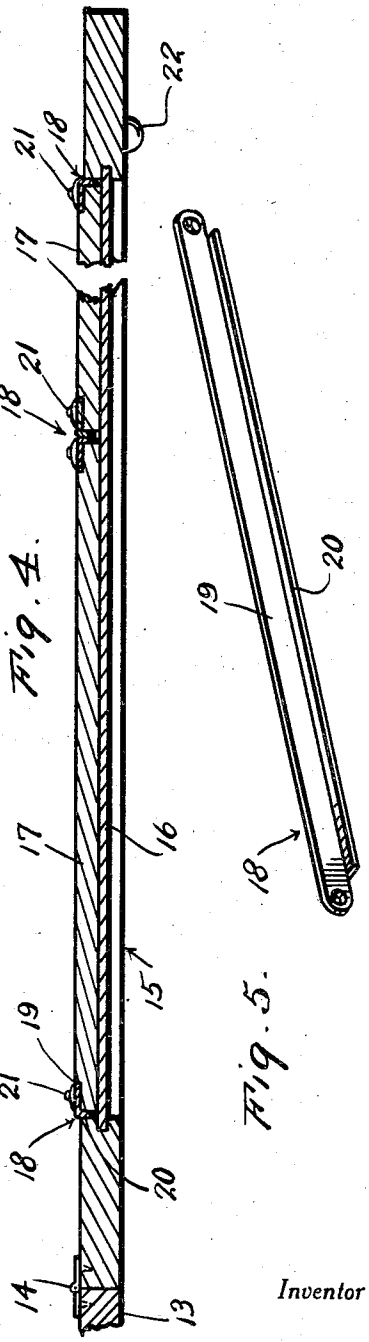


Fig. 4.

Fig. 5.

Inventor

F. W. Thom

By Clarence A. O'Brien

Attorney

Dec. 17, 1935. F. W. THOM 2,024,550

DISPLAY STAND

Filed May 4, 1932 2 Sheets-Sheet 2

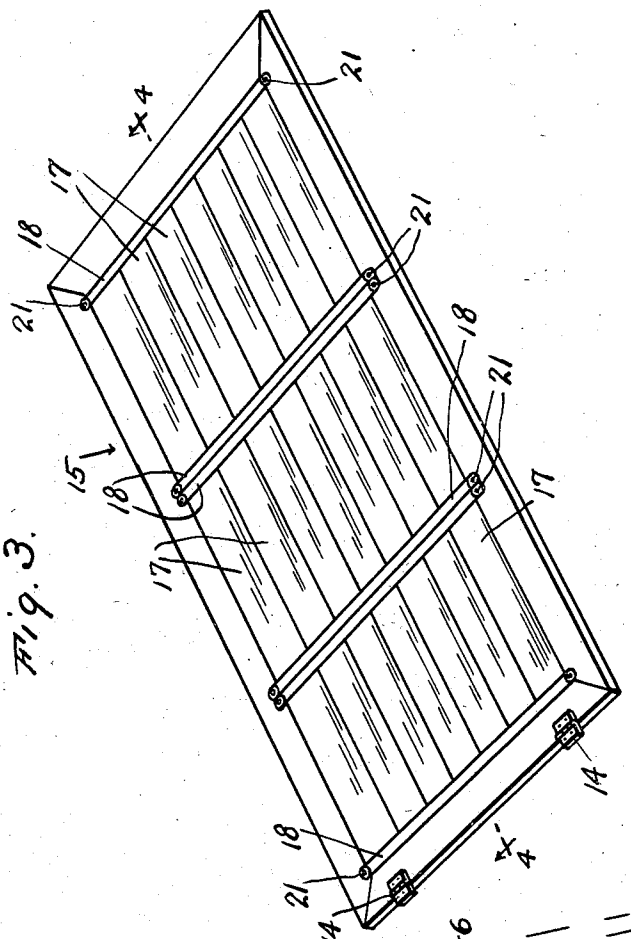


Fig. 3.

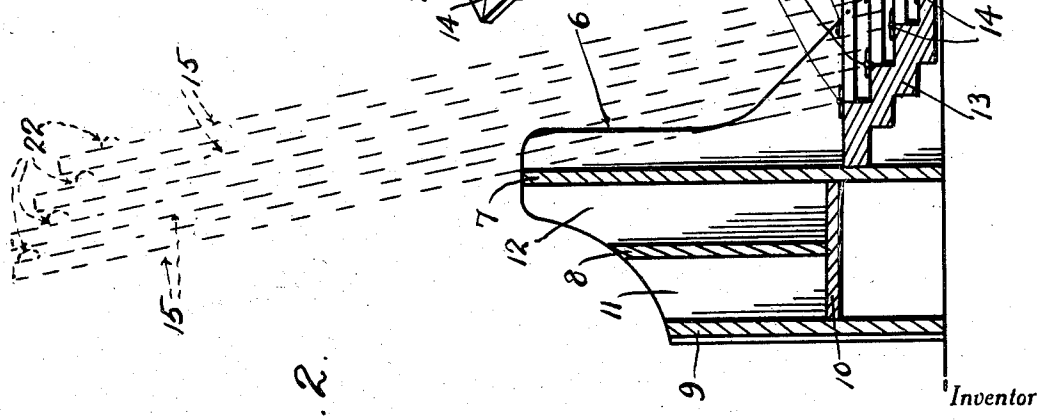


Fig. 2.

Inventor

F. W. Thom

By Clarence A. O'Brien

Attorney

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UNITED STATES PATENT OFFICE

2,024,550

DISPLAY STAND

Fred W. Thom, Janesville, Wis.

Application May 4, 1932, Serial No. 609,201

1 Claim. (Cl. 206—45)

This invention relates to a novel and improved display stand of a portable type primarily adapted for show counter usage, and specifically adapted for conveniently and selectively displaying color panels.

Stated otherwise, the invention comprehends the provision of a unique attractive stand for systematic accommodation of advertising literature equipped with hinged panels provided with a plurality of interchangeable painted paddles disclosing the various color combinations of paint, varnishes, enamels, lacquers and the like.

As a general rule, the painted paddles are simply apertured and hung on suspension hooks and frequently not grouped or conveniently arranged for effective display purposes. The paddles are readily detachable from the hooks and are frequently removed and accidently displaced.

It is therefore the purpose of the present invention to provide multiple paddle panels compactly arranged in concentrated formation with the panels hinged on a base in overlapping relationship so that they may be swung to vertical display position by simply turning the panels over one-by-one, somewhat in the nature of a book.

In the accompanying drawings, wherein like numerals are employed to designate like parts throughout the same:

Figure 1 is a top plan view of a structure designed in accordance with the present invention.

Figure 2 is a longitudinal sectional view taken approximately on the plane of the line 2—2 of Figure 1.

Figure 3 is a perspective view of one of the panels.

Figure 4 is a longitudinal sectional view taken approximately on the plane of the line 4—4 of Figure 3.

Figure 5 is a perspective view of one of the paddle retaining cleats.

Referring now to the illustrative drawings disclosing the preferred embodiment of the invention, it will be seen that the entire unit or stand is of a portable nature, and adapted to be placed on a show counter at a convenient point to permit effective display of the color paddles under natural daylight or properly focused artificial light. One of the important parts is the base which comprises a pair of spaced parallel end walls 6 of appropriate outline and configuration. Arranged between the end walls is a centrally disposed main longitudinal wall or divider 7.

To the left of the wall 7 as seen in Figure 2 are additional spaced parallel walls 8 and 9, the wall 8 being associated with an elevated bottom 10 arranged between the intermediate portions of the walls 7 and 8. The numerals 11 designate transverse dividers which define pockets 12 to accommodate pamphlets, folders and other advertising literature and paraphernalia, generally of such nature as is employed in art establishments, paint stores and the like.

Arranged between the end walls 6 and to the right of the wall 7 is an appropriately stepped auxiliary base 13 to which the various display panels are hingedly connected in progressive order as indicated at 14. The hinged points are so located with respect to the wall 7 as to permit said wall to serve as a support for the panels when they are swung to inclined self-sustaining positions as seen in dotted lines in Figure 2.

The panels are of uniform rectangular configuration, and each one comprises a frame 15 carrying a backing board 16 for the color paddles 17. The paddles are painted, varnished or lacquered as is customary in this line of endeavor and appropriately grouped for effective shade display purposes. The panels are removably and interchangeably maintained in place through the medium of cleats 18.

As seen in Figure 5, each cleat comprises a metal bar of appropriate dimension having a flange 19 to overlie the adjacent end portions of the paddles and the complemental flange 20 to fit between the abutting ends of the paddles. Any suitable fasteners 21 are provided for detachably maintaining the cleats in place. Moreover, as seen in Figure 4, the numeral 22 designates a rubber bumper.

The gist of the invention is in the provision of a portable base of appropriate proportions and dimensions to be placed firmly on a show counter or convenient place in a paint store or the like. The base is probably of ornamental and appealing configuration and so made that one-half thereof serves as a circular or advertising folder rack and the other half as supporting and adaptation means.

To this end the latter half of the base is of such stepped formation as to permit the panels to be successively hinged in proper overlapping relationship so that they may be lifted up one-by-one to an inclined display position whereby to permit the various color-paddles to be demonstrated or explained to the prospective customer.

It is thought that the description taken in connection with the drawings will enable a clear understanding of the invention to be had. Therefore, a more lengthy description is thought

unnecessary. While the preferred embodiment of the invention has been shown and described, it is to be understood that minor changes coming within the field of invention claimed may be resorted to if desired.

I claim:

A display stand, comprising an upright casing including a back wall, a pair of end walls, each end wall having a wide lower end part, a stepped base at the lower part of the casing and extending between the wide lower parts of the end walls and having its top part engaging the back wall with the top step spaced a considerable distance from the back wall, an article carrying panel hinged to each step with the hinge contacting the front part of each step and the top face of one end of the panel, when the panel is in lowered position, each panel being of less thickness than the height of a step, whereby the panels are spaced apart and when in raised position the top-most panel will rest against the upper edge of the back wall and a part of the panel will extend through the space between the ends of the walls, and a bumper connected to the lower face of each panel adjacent the free end of the panel.

FRED W. THOM.