Oct. 9, 1928. 1,686,954

E. BRUNHOFF

DISPLAY STAND

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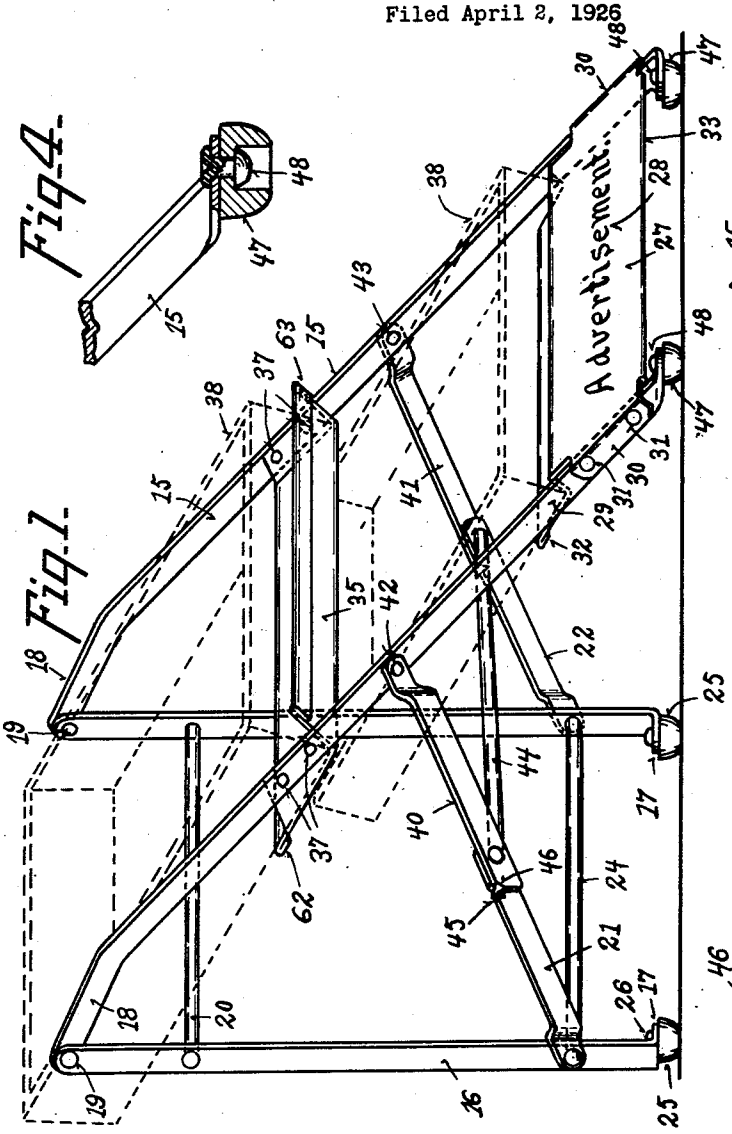

Fig. 1.

Fig. 4.

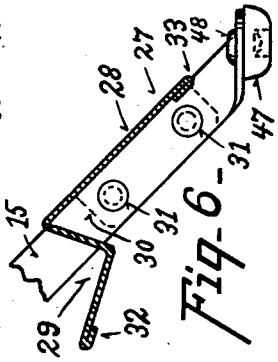

Fig. 6.

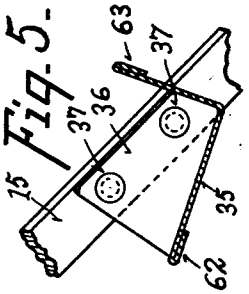

Fig. 5.

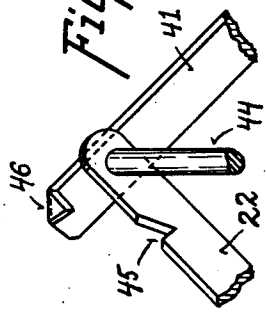

Fig. 3.

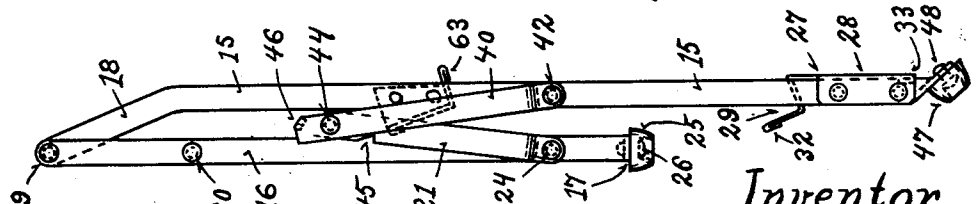

Fig. 2.

Inventor
Edward Brunhoff,
By C. W. Miles.
Attorney.

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UNITED STATES PATENT OFFICE.

EDWARD BRUNHOFF, OF WYOMING, OHIO.

DISPLAY STAND.

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My invention relates to improvements in display apparatus. One of its objects is to provide an improved collapsible stand adapted when extended to support articles and packages in advantageous position for the display and vending thereof, and when collapsed to occupy a relatively small space for shipment or storage. Another object is to provide an improved type of display stand adapted to display two or more original packages one above another. Another object is to provide an improved display stand of light weight and relatively great strength and arranged so as to be rigid, firm, and not readily upset. Another object is to provide improved, simple and reliable means to support the containers or articles to be displayed in position to display the same to best advantage. My invention also comprises certain details of form and arrangement, and combination of components, all of which will be fully set forth in the description of the accompanying drawings, in which:

Fig. 1 is a perspective view of my improved supporting stand in extended position.

Fig. 2 is a side elevation of the same in folded position.

Fig. 3 is a perspective detail of the interlocking joint of one of the folding cross braces.

Fig. 4 is a detail partly in section of one of the cushioned feet.

Fig. 5 is a detail partly in vertical section of the upper front display supporting cross bracket.

Fig. 6 is a view similar to Fig. 5 of the lower front display supporting cross bracket.

The accompanying drawings illustrate the preferred embodiment of my invention in which 15 represent the front side rails, preferably of strap sheet metal stock, and 16 are the rear side rails of similar material. The side rails 16 are straight except for short feet sections 17 at their lower ends turned inwardly at substantially right angles thereto. The side rails 15 have short sections 18 bent to an obtuse angle near their upper ends. The front and rear side rails are pivotally connected together in pairs at 19 by means of rivets or bolts. The two rear side rails are connected together and spaced a prescribed distance apart by means of a cross bar 20. Rear brace links or members 21 and 22 are pivotally attached to the rear side rails near the lower ends thereof by means of a cross rod 24 the opposite ends of which rod are of reduced cross section respectively passing through perforations in the rear side rails and perforations in the rear ends of the brace members 21 and 22 with their outer ends headed over outside of the members 21 and 22. The cross rod 24 serves to space the rear side rails a predetermined distance apart at their lower ends. Soft rubber feet 25 are attached by rivets 26 to the lower end of the rear side rails.

The front side rails are connected together near their lower ends by means of a stamped sheet metal member 27 which preferably provides an advertising space 28 across the lower front of the display stand, and also a channel or angular bend 29 to receive and support the front end of the lower original package 38 or the lower tier of articles to be displayed. The edges 30 of member 27 are folded over upon and rigidly attached to the lower ends of the front cross rails by rivets 31 for instance. The raw edges of the member 27 are bent over upon themselves at 32 and 33 to provide smooth and finished surfaces or edges and to reinforce and strengthen the structure. The member 27 serves to space and hold the front side rails a predetermined distance apart.

About midway of the front side rails is located a cross member 35 of stamped sheet metal bent to channel shape with its ends 36 turned at right angles and rigidly attached to the inner faces of the front cross rails, as for instance by means of rivets 37. The channel shaped member 35 serves as a support for the front edge of the upper original package or upper tier of articles to be displayed 38 indicated in dotted line in Fig. 1. The member 35 also serves to hold the front cross rails rigidly a predetermined distance apart. The edges 62 and 63 are folded upon themselves to provide smooth and finished edges for the member 35, and increase its strength.

A pair of brace links or members 40 and 41 are respectively pivotally attached by bolts or rivets 42 and 43 to the respective front side rails, and at their rear ends are pivotally attached to the respective brace members 21 and 22 by means of a cross rod 44 the ends of which are of reduced cross section where they pass through perforations in said brace members, and are headed over at their outer ends to lock the respective members together. The brace members 21 and 22 are provided with notches 45, and the ends of the brace mem-

bers 40 and 41 are provided with projections 46 formed by bending over one corner thereof. The members 45 and 46 interengage to limit the pivotal movement of the rear brace members relative to the front brace members to thereby hold the rear side rails and front side rails braced rigidly a predetermined distance apart when the stand is in extended position, as shown in Fig. 1, and to fold together as shown in Fig. 2 when the stand is collapsed. The rear side rails are shorter than the front side rails, which causes the stand to support the articles to be vended in an inclined position best adapted to be observed from in front of the stand. The lower ends of the front side rails are partly turned or twisted and are provided with soft rubber feet 47 attached thereto by means of rivets 48. These soft rubber feet enable the stand to be mounted upon a show case or counter without injury to the show case or counter.

The lower original package or article to be displayed 38 indicated in dotted line in Fig. 1 rests at its front edge upon and against the channel section of the cross member 27. At the rear end the lower original package 38 is supported upon the cross rod 44. The upper original package 38 is supported at its front edge upon the channel cross member 35, and at its rear upon the cross bar 20.

The apparatus herein shown and described is capable of considerable modification within the scope of the claims without departing from the spirit of my invention.

What I claim is:

1. A display stand comprising a relatively long front frame having a short section near its upper end bent to an obtuse angle relative to the main section of said front frame and a plate spanning the lower front of said front frame, and adapted to display advertising matter, said front frame being composed of front side rails and a plurality of channeled cross bars serving to space apart the front side rails and to form supports for the front of the bottoms and front ends of the downwardly inclined articles to be displayed, a relatively short rear frame pivotally attached at its upper end to the upper end of said front frame and composed of rear side rails and cross rods serving to space apart said rear side rails, front brace links and rear brace links respectively pivotally connected together near one end thereof upon a cross-bar and respectively pivotally attached at their opposite ends to intermediate positions on said front side rails and rear side rails, said brace rods serving when in their extended positions to rigidly support the front frame and rear frame relatively in their extended position and when folded one upon the other to permit said front and rear frames to assume a collapsed position side by side and substantially parallel one to the other, and means carried by said frames to support the rear ends of the articles to be displayed independently of the support for the front end of said articles to be displayed.

2. A display stand comprising a relatively long front frame having a short section at its upper end bent to an obtuse angle relative to the main section of said front frame, said front frame being composed of front side rails and a plurality of channeled cross bars serving to space apart the front side rails and to form supports for the bottoms and front ends of the downwardly inclined articles to be displayed, a relatively short rear frame pivotally attached at its upper end to the upper bent end of said front frame and composed of rear side rails and upper and lower cross-rods serving to space apart said rear side rails, front brace links and rear brace links respectively pivotally connected together at the meeting ends thereof and respectively attached at their opposite ends to intermediate positions on said front side rails and said rear side rails, said brace rods serving when in their extended positions to rigidly support the front frame and rear frame relatively in their extended position and when folded one upon the other to permit said front and rear frames to assume a collapsed position side by side and substantially parallel one to the other, said rear cross-rods serving to support the rear ends of the articles to be displayed independently of the channeled supports for the front ends of the articles to be displayed.

In testimony whereof I have affixed my signature.

EDWARD BRUNHOFF.