

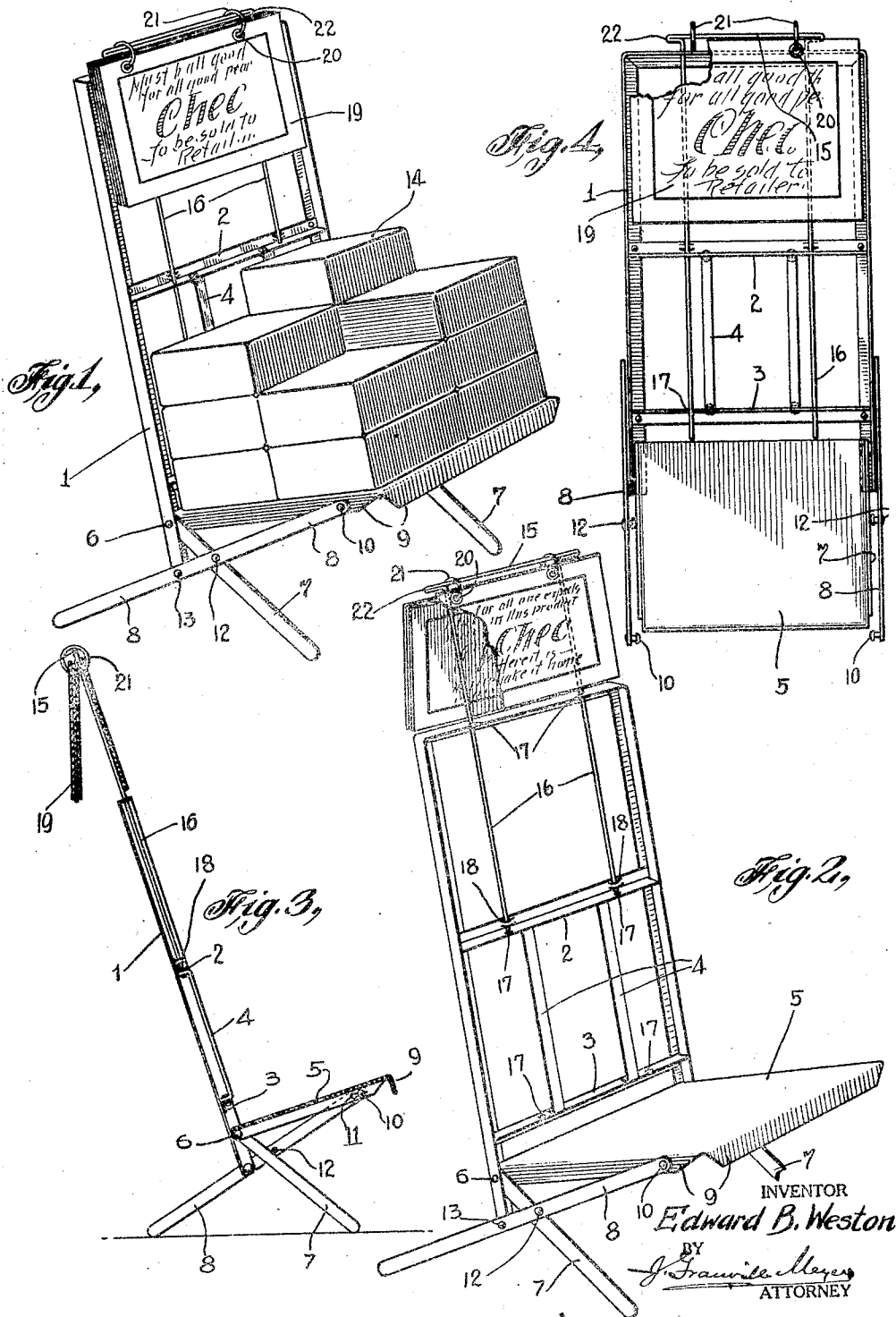
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DISPLAY STAND

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UNITED STATES PATENT OFFICE.

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DISPLAY STAND.

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To all whom it may concern:

Be it known that I, EDWARD B. WESTON, a citizen of the United States, and resident of Dayton, in the county of Montgomery and State of Ohio, have invented certain new and useful Improvements in Display Stands, of which the following is a specification.

This invention is an improvement in display stands, and more specifically in stands of the knock down or foldable type.

Stands of the character in question are usually supplied to the retailer with selected quantities of a particular merchandise, and are intended for the display of the said merchandise. They are usually shipped with the merchandise, and for convenience in shipping they are preferably of the knock down or foldable type, and so proportioned that each will hold a definite quantity of the merchandise, which is usually in package form.

Since the stand is used partly at least for the benefit of the manufacturer, in order that the goods may be displayed to the best advantage, it is obviously desirable that the stands should be furnished, if not free of charge, at least at a price not exceeding the cost thereof.

One of the objects of the present invention is the provision of a stand of the character specified, which may be manufactured at a low cost, folded into a compact formation for shipment, to be easily set up when ready for use, which will display the goods in an attractive manner, and which is capable of some adjustment to hold variable quantities of the goods.

With this and other objects in view, the invention consists in the construction and novel combination of parts fully described hereinafter, illustrated in the accompanying drawings, and pointed out in the claims appended hereto, it being understood that various changes in the form, proportion, size and minor details of construction, within the scope of the claims, may be resorted to without departing from the spirit of the invention.

In the drawings:

Fig. 1 is a perspective view of the improved stand and with the extensible back contracted.

Fig. 2 is a similar view with the back extended and the goods removed.

Fig. 3 is a vertical section.

Fig. 4 is a front view of the stand folded.

In the present embodiment of the invention, the stand is composed of a main or back frame comprising a substantially inverted U-shape body portion 1, having cross bars 2 and 3, and vertical braces 4. The body and cross bars are of angle material as shown, and the braces of strap material, and the braces 4 are arranged between the cross bars 2 and 3.

The body portion of the frame is as before stated substantially inverted U-shape, and the frame is arranged with the body portion thereof at the top, the cross bars 2 and 3 being between the legs, and secured thereto. The cross bar 2 is intermediate the ends of the body portion of the frame, while the cross bar 3 is near the free ends of the legs, and a shelf 5 which in the present instance is of sheet material is pivoted between the legs, below the cross bar 3, the pivotal connection indicated at 6.

A pair of legs 7 is connected to the back frame, and to the shelf, by the pivotal connections 6, and a second pair 8 is pivoted to the back frame at the lower ends of the legs. The shelf is flanged downwardly at its front and side edges, as indicated at 9, and the pivotal connections 6 engage the side flanges.

The legs 7 are pivoted at their ends, while the legs 8 are pivoted intermediate their ends, and mechanism is provided for releasably connecting the forward ends of the legs 8 with the side flanges of the shelf. The said mechanism includes headed pins 10 on the inner faces of the legs, and keyhole slots 11 in the side flanges. The large ends of the slots are toward the back frame, so that by lifting the free edge of the shelf 5 the pins may be disengaged from the slots.

The adjacent legs of the pairs 7 and 8

are crossed when the stand is unfolded, and each leg 8 is provided with a headed pin 12 on its inner face, near its pivotal connection 13 with the back frame, and these pins 12 are adapted to engage the forward edges of the legs 7 to limit the swinging movement of the legs with respect to each other, to the position shown in Figure 3.

In order to fold the improved stand the shelf is moved upwardly at its free edge, until the headed pins 10 are in the large ends of the slots 11. A slight outward movement of the legs will now disengage the pins, after which the shelf may be swung into the plane of the back frame, as shown in Figure 4. When the legs 8 are swung outwardly away from the shelf, the headed pins 12 are disengaged from the legs 7, and the legs 7 and 8 at each side may move into parallelism, with each other, and into the plane of the back frame and shelf, the position being indicated at Figure 4. To unfold the stand, the shelf is swung toward the position of Figure 3, and the legs 8 are swung to engage the pins 10 with the slots 11. The free ends of the legs 7 may now be swung upward into engagement with the headed pins 12, and the stand is ready for use. The goods, usually in the form of packages 14 of equal size are stacked upon the shelf, the proportions of the parts of the stand and their relation one to the other, being such that when set up or unfolded, the back frame and shelf extend at a right angle, but the shelf inclines downwardly toward the back frame. The arrangement is such that the display fronts of the packages are inclined upwardly and forwardly to be easily appreciated without stooping or straining of the eyes.

Preferably the area of the shelf is a multiple of the area of a package, so that a selected number of packages will completely cover the shelf.

The back frame is made extensible, to provide for varying quantities of goods. The extension is substantially yoke shaped comprising a body 15 and substantially parallel arms 16. These arms slidably engage pairs of aligned openings 17 in the body portion 15 of the back frame and in the cross bars 2 and 3, and the legs are of such length that when the back is retracted, the legs will engage all of the openings of the body and cross bars while the body 15 of the extension will rest upon the top of the back frame.

That portion of the cross bar 2 which is parallel with the plane of the back frame has struck-up loops 18, behind with the opening 17, and these loops form with the portion of the cross bar perpendicular to the plane of the back frame, sockets for receiving the free ends of the arms 16, to prevent downward movement of the arms, and

to space the body 15 of the extension above the top of the back frame.

A plurality of advertising cards 19 is supported by the body of the extension, the advertising matter on the cards relating to the goods the stand is designed to support. Each of these cards has eyeletted openings 20 near its ends, and at its upper edge, and these openings are engaged by rings 21 encircling the body of the extension thus to swingably support the cards.

The rings 21 are near the ends of the body of the extension, and in order to prevent the rings from dropping over the ends of the body, the extension has outwardly offset portions 22 at the junction of the body and arms. The extension is formed of wire or rod as shown, and the portions 22 are formed by bending the rod back upon the body for a short distance before bending it away from the body. The opening 17 of the cross bar 2 are in advance of the loops 18, so that the arms 16 may be free from the loops when engaged with the opening 17.

When the stand is filled with goods the back extension may be moved into the position of Figure 2, and as the merchandise is sold, and the pile decreases in height the extension may be moved into the position of Figure 1. In either case the cards may be swung from the front to the back of the frame, or from the back to the front, so that either side of any selected card may be displayed, it being understood that both faces of each card is provided with display matter.

I claim:

1. A display stand comprising a back or main frame, and supports for holding the back and shelf spaced above the floor with the shelf extended, including a pair of legs pivoted to the back frame at each side thereof, the pivotal connection of the members of the pairs in spaced relation, and a pair of stops on one leg of each pair for engaging the other leg and the shelf respectively to hold the parts in extended position.

2. A display stand including a back and a shelf hinged together to fold into the same plane or at right angles to each other, and means foldable into the plane of the main frame for supporting the stand with the shelf extended above the floor, including pairs of legs, the members of each pair pivoted to one side of the main frame in vertically spaced relation, the lowermost leg of each pair pivoted intermediate its ends, and having stops to engage the other leg, and for engagement by the shelf respectively.

3. A display stand comprising a main or back frame composed of a body, and arms extending substantially parallel from the body, cross bars connecting the arms and spaced apart from the free ends thereof, a

shelf pivoted between the arms near the
free ends thereof to swing between said
arms, in substantial parallelism therewith,
or at an angle thereto, a pair of legs hinged
5 to each arm, one at the connection of the
shelf, and the other at the free end of the
arm, said last named leg having a releasable

connection with the shelf near its outer
edge, and a stop to engage above the other
leg.

Signed at Dayton, Ohio, in the county of
Montgomery and State of Ohio this 21st
day of October A. D. 1924.

EDWARD B. WESTON.