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 [73] Assignee **Ebsco Industries, Inc.**

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[54] **MERCHANDISE DISPLAY STAND**
1 Claim, 8 Drawing Figs.

[52] U.S. Cl. **211/149,**

108/64, 312/108

[51] Int. Cl. **A47f 5/00**

[50] Field of Search **211/149,**

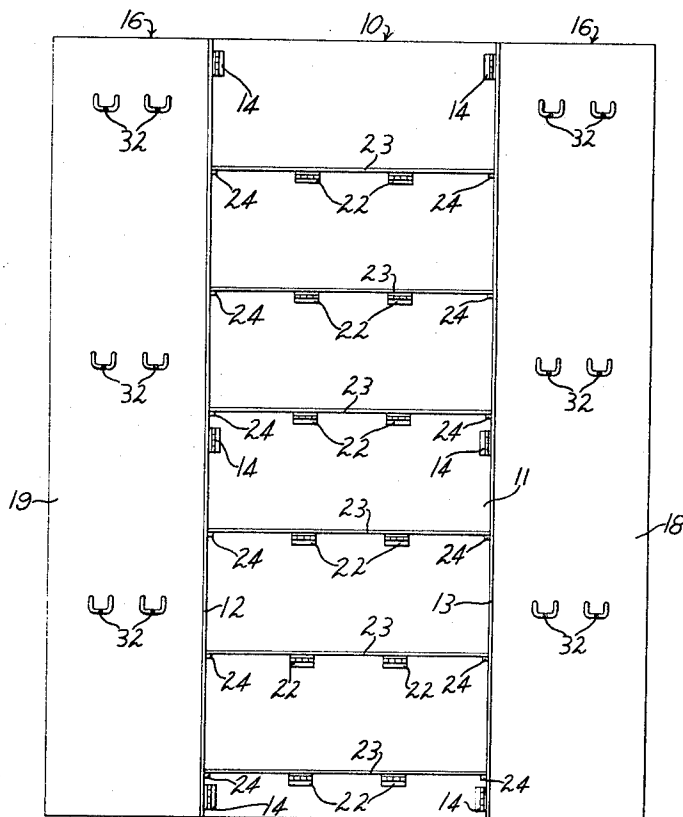
150, 172, 132; 312/111, 108, 201, 200; 108/64

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ABSTRACT: Merchandise display stand having first upstanding frame U-shaped in cross section connected to other upstanding frames U-shaped in cross section with base of each said other frames overlapping portion of and terminating intermediate ends of adjacent sides of first upstanding frame. Each end of base of first upstanding frame terminates at point intermediate ends of base of other upstanding frame adjacent thereto.



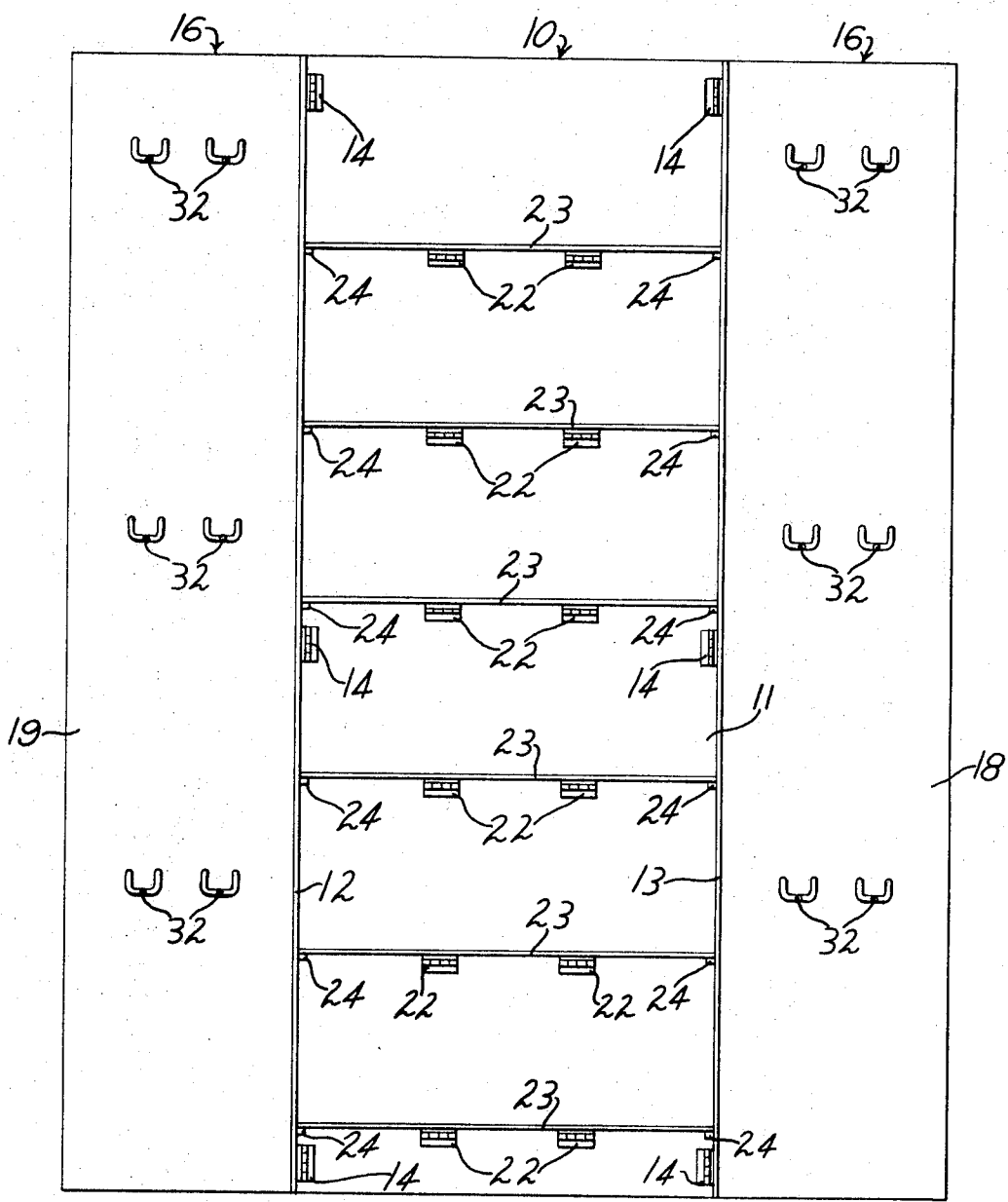


FIG 1

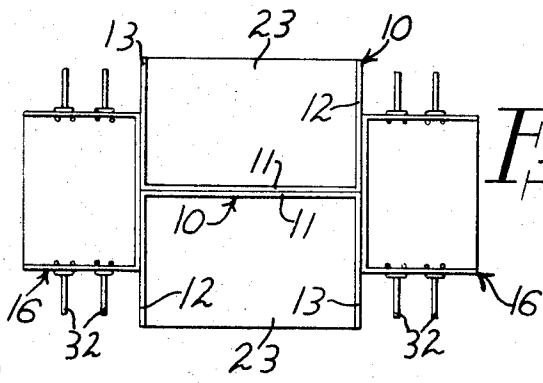


FIG 8

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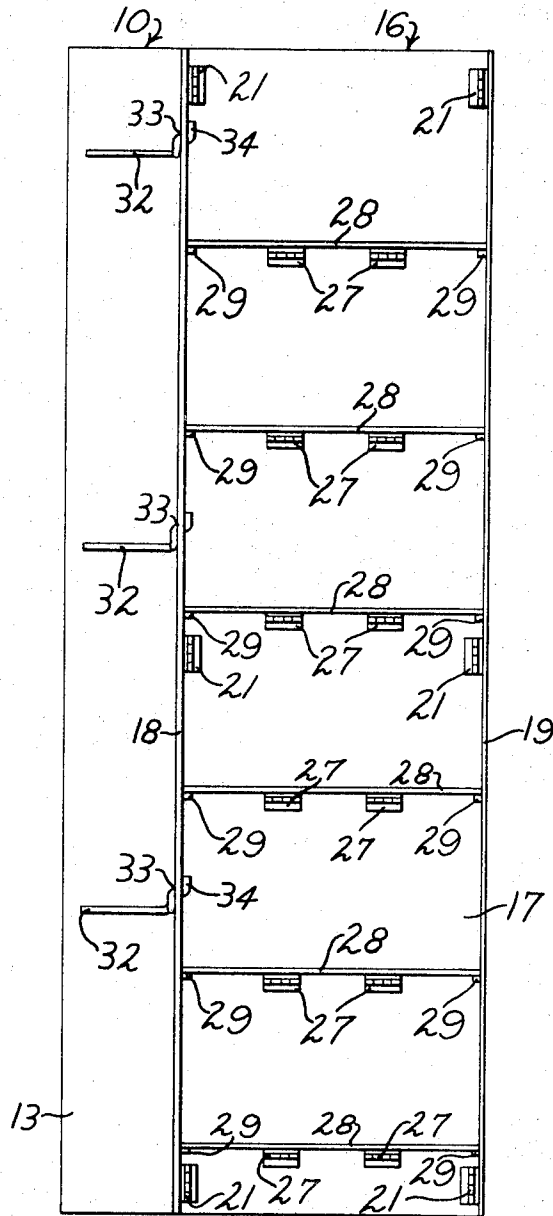


Fig 2

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FIG 7

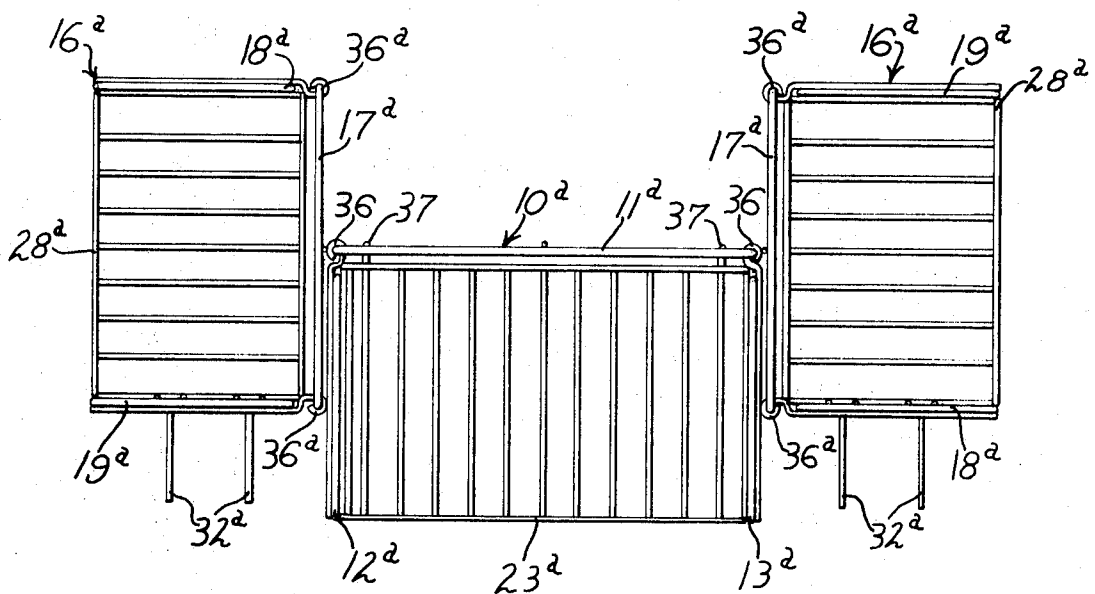
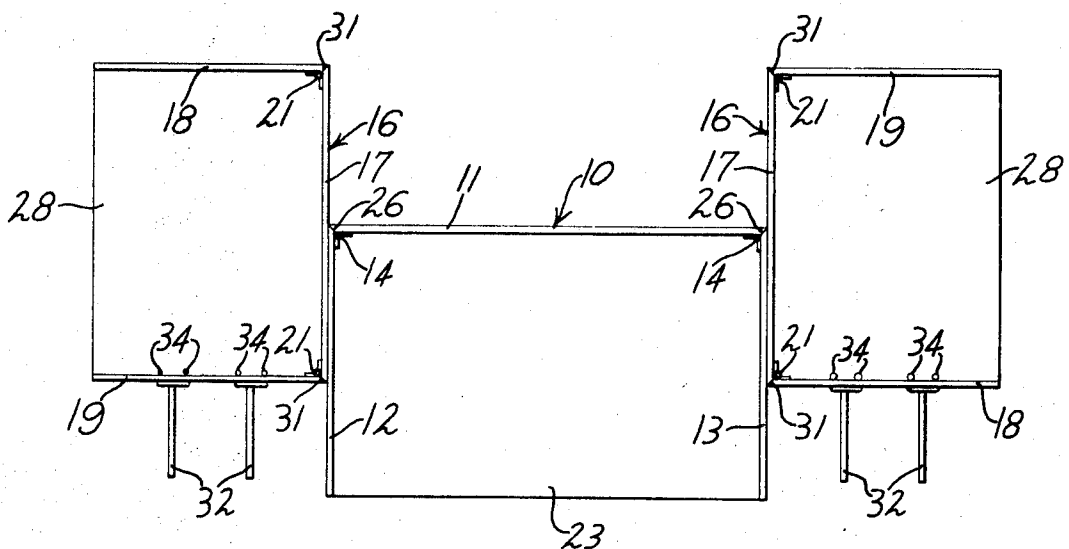


FIG 3

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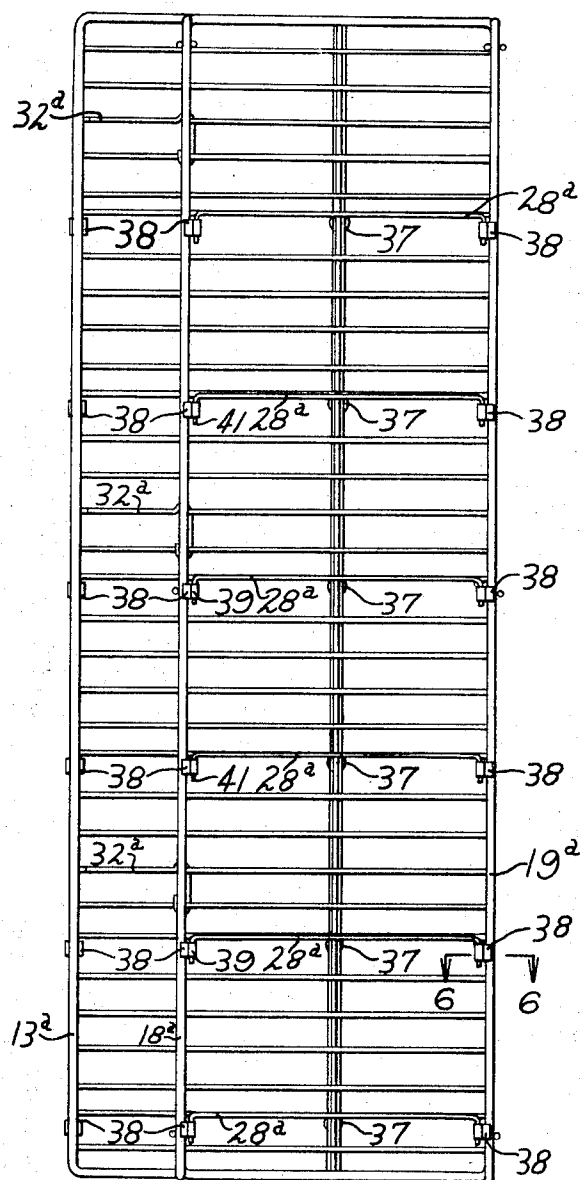


Fig 5

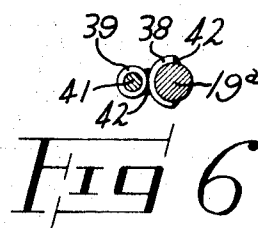


Fig 6

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MERCHANDISE DISPLAY STAND

BACKGROUND OF THE INVENTION

This invention relates to a merchandise display stand and more particularly to such a display stand which may be manufactured in identical sections and then subsequently assembled into a composite unit.

Heretofore in the art to which my invention relates, difficulties have been encountered in manufacturing and assembling merchandise display stands for the reason that such stands are usually bulky and are assembled from many different parts which require labeling, instructions and a considerable amount of time to erect where the display stand is shipped in knockdown condition. On the other hand, where such display stands are shipped in assembled condition, they require a considerable amount of storage and shipping space.

BRIEF SUMMARY OF THE INVENTION

In accordance with my present invention, I overcome the above and other difficulties by providing a merchandise display stand which consists of one basic unit which is detachably connected to other basic units to form a composite display stand, thus particularly adapting my improved display stand for mass production. Each basic unit is of a U-shape having outwardly projecting sides which may be collapsible to a position parallel to the base of the U-shaped member. Means is provided for detachably connecting article support members to the upstanding sides and base of each U-shaped member whereby the display stand is adapted for supporting merchandise of various types and sizes.

Merchandise display stands are illustrated in the accompanying drawings, forming a part of this invention, in which:

FIG. 1 is a front elevational view showing one form of my merchandise display stand;

FIG. 2 is a side elevational view as viewed from the right side of the display stand shown in FIG. 1;

FIG. 3 is a top plan view of the display stand shown in FIGS. 1 and 2;

FIG. 4 is a front elevational view showing a modified form of display stand;

FIG. 5 is a side elevational view as viewed from the right side of the display stand shown in FIG. 4;

FIG. 6 is an enlarged, sectional view taken generally along the line 6-6 of FIG. 5;

FIG. 7 is a top plan view of the display stand shown in FIGS. 4 through 6; and

FIG. 8 is a top plan view showing a further modified form of my invention.

Referring now to the drawings for a better understanding of my invention, I show in FIGS. 1 through 3 a display stand which is formed of sheetlike material, such as sheet metal. As clearly shown in FIG. 3, the display stand comprises a first upstanding frame 10 which is generally U-shaped, as viewed in transverse cross section or top plan. The frame 10 is provided with an upstanding base member 11 which is connected to upstanding side members 12 and 13 which extend outwardly from opposite ends of the base member 11. The side members 12 and 13 are shown as being hingedly connected to the base member 11 by hinges 14 whereby the side members 12 and 13 may be moved inwardly generally parallel to the base member 11 whereby the frame 10 may be stored and shipped in collapsed position.

Other upstanding frames 16 are mounted adjacent opposite ends of the upstanding base member 11 of frame 10, as shown in FIG. 3. Each frame 16 is also generally U-shaped, as viewed in transverse cross section to provide an upstanding base member 17 having upstanding side members 18 and 19 extending outwardly from opposite ends of the base member 17. The side members 18 and 19 are shown as being hingedly connected to the base member 17 by hinges 21 whereby the sides 18 and 19 may be moved inwardly into generally parallel relationship to their associated base members 17. The base members 17 may be detachably connected to the side members 12

and 13 by a suitable means, such as screws, bolts, catches and the like.

Hingedly connected to the base member 11 by hinges 22 are shelflike members 23 which are adapted to move from a position parallel to the base member 11 to an outwardly extending position, as shown in FIGS. 1 and 3. Inwardly projecting detents 24 are carried by the inner surface of the side members 12 and 13, as shown in FIG. 1, in position to engage the under-surface of the shelflike members 23 whereby they are retained in a horizontal position for supporting merchandise. As shown in FIG. 3, the base member 11 and the side members 12 and 13 are beveled as at 26 at the point of juncture thereof whereby outward movement of the side members 12 and 13 is limited. Accordingly, with the shelflike members 23 in the outwardly extending horizontal position, the sides of the shelflike members 23 prevent inward movement of the side members 12 and 13.

Hingedly connected to the base member 17 by hinges 27 are shelflike members 28 which are adapted to move from a position generally parallel to the base members 17 to an outward, horizontal position, as shown in FIGS. 2 and 3. Inwardly projecting detents 29 are carried by the inner surface of side members 18 and 19 in position to serve as stop members to limit downward movement of the free ends of shelflike members 28. The ends of the base members 17 and the adjacent ends of the side members 18 and 19 are beveled as at 31 to limit outward movement of the side members 18 and 19 relative to the shelflike members 28. The sides of the shelflike members 28 limit inward movement of the side members 18 and 19 whereby upon movement of the shelves 28 to the horizontal position, the side members 18 and 19 are retained in fixed positions relative to their associated base members 17.

As shown in FIGS. 1, 2 and 3, the outer surface of the side members 18 and 19 carry support brackets 32 for supporting articles of merchandise in a manner well understood in the art to which my invention relates. The support brackets 32 are secured to the side members 18 and 19 by providing a horizontally extending portion 33 on each bracket 32 which is adapted to engage a suitable opening through the side members 18 and 19 while an upstanding portion 34 of the hook member 32 engages the opposite side of the upstanding side members 18 and 19, as clearly shown in FIGS. 2 and 3. It will be apparent that other type support brackets 32 may be attached in the upstanding side members 18 and 19.

In FIG. 8 of the drawings, I show a modified form of my invention in which a pair of frame members 10 are mounted with their base members 11 adjacent each other and the side members 12 and 13 projecting outwardly away from each other in position to support shelflike members 23 which extends in opposite directions. Frame members 16 identical to the frame member 16 described hereinabove are attached to the side members 12 and 13, as shown in FIG. 8, whereby the merchandise display stand is adapted to support articles of merchandise for display all the way around the display stand. This display stand is particularly adapted for use in areas where customers can walk all the way around the display stand. On the other hand, the display stand shown in FIGS. 1 through 3 are particularly adapted for use adjacent walls or other background areas.

Referring now to FIGS. 4 through 7, I show another form of my invention in which a first upstanding frame 10a is formed of a plurality of wirelike members which provide an upstanding base member 11a which is connected to outwardly extending side members 12a and 13a. Preferably, the base member 11a and the side members 12a and 13a are formed of generally rectangular wire members which are connected by a plurality of parallel, spaced-apart wire members, as shown. As clearly shown in FIG. 7, the side members 12a and 13a carry hooklike members 36 which are adapted to engage the upstanding wire members at the sides of the base member 11a whereby the side members 12a and 13a are hingedly connected to the base member 11a. Shelflike members 23a are hingedly connected to horizontal wirelike members carried by

the base member 11a by suitable wire hook members 37 whereby the shelflike members 23a are adapted to move from a position generally parallel to the base member 11a to the outwardly extending horizontal position shown in the drawings. The shelflike members 23a also are formed of parallel, spaced-apart wirelike members.

Upstanding wire frames 16a are provided at each end of the base member 11a, as clearly shown in FIG. 7 with each frame 16a comprising a base member 17a having outwardly projecting side members 18a and 19a pivotally connected thereto by hooklike members 36a which engage vertically extending wire members carried by the base member 17a in a manner similar to the connection between hook members 36 and the wire members carried by base member 11a. Hingedly connected to the base members 17a are a plurality of vertically spaced shelflike members 28a which comprises a plurality of spaced-apart wire members, as shown. Each shelflike member 28a carries an inwardly extending hooklike member 37a which engages a transverse wire member carried by the adjacent base member 17a whereby the shelflike member 28a is adapted to move from a position parallel to the base member 17a to an outwardly extending horizontal position as shown.

The outer ends of the side members 12a, 13a, 18a and 19a each carry vertically spaced brackets 38 which in turn carry short sleeve-like members 39 which are in position to receive depending wirelike members 41 carried by the forward ends of the shelflike members 23a and 28a whereby the shelflike members are attached to the side members and held against pivotal movement relative to their base members. The brackets 38 are secured to the side members and to the sleeve-like members 39 by suitable means, such as by welding at 42, as shown in FIG. 6.

The side members 18a and 19a carry suitable support brackets 32a which support articles of merchandise from the side members. The support brackets 32a may be of the type which passes over one transverse wire member and then extends downwardly around a subjacent wire member to thus lock the support member 32a to the side members, as shown in FIG. 5.

From the foregoing, the erection and use of my improved display stand will be readily understood. The frame 10 or 10a, as the case may be, is assembled by moving the side members thereof outwardly at right angles to the base member, as shown in FIGS. 3 and 7. The outer ends of the shelves 23 or 23a, as the case may be, is then retained in the horizontal position by the detents 24 and the sleeve-like members 39, respectively. The frame 16 or 16a, as the case may be, is assembled by moving the side members thereof outwardly relative to the base members and then locking the shelflike members 28 and 28a in the horizontal position as described hereinabove. The support brackets 32 and 32a are attached to the side members of the frames 16 and 16a, as the case may be, whereby articles of merchandise may be supported therefrom while other articles of merchandise are supported from the shelflike members 23 or 23a, as the case may be.

From the foregoing, it will be seen that I have devised an improved display stand for merchandise. By providing generally U-shaped frames which may be detachably connected to each other, the frames may be assembled in a minimum of time. Also, by providing side members for the U-shaped frames which may be moved from a collapsed position to a position at right angles to the base members thereof, the display stand may be shipped in a knockdown or collapsed position whereby a minimum of storage and shipping space is required. Also, by providing shelflike members which retain the side members in assembled relation to their base members, a minimum of structure is required to secure the upstanding frames in their proper display position. Furthermore, by providing frame members which comprise a plurality of identical or substantially identical components, the frames are particularly adapted for mass production, thus further reducing the cost of the display stand.

While I have shown hingelike elements and hook members for pivotally connecting the side members to the base members, it will be apparent that other suitable means may be employed for hingedly or detachably connecting the side members to the base members. Also, while I have shown the side members as being hinged to the base members, it will be apparent that the side members may be rigidly connected to the base members.

While I have shown my invention in several forms, it will be obvious to those skilled in the art that it is not so limited, but is susceptible of various other changes and modifications without departing from the spirit thereof.

I claim:

1. A merchandise display stand comprising:

- a. a first upstanding frame generally U-shaped as viewed in transverse cross section defining an upstanding base member with upstanding side members extending outwardly from opposite ends thereof;
- b. other upstanding frames adjacent opposite ends of said upstanding base member with each of said other upstanding frames being generally U-shaped as viewed in transverse cross section defining an upstanding base member with upstanding side members extending outwardly from opposite ends thereof;
- c. means attaching said other upstanding frames to said first upstanding frame with the base member of each said other upstanding frame overlapping a portion of and terminating intermediate the ends of the adjacent side member of said first upstanding frame and with each end of the base member of said first upstanding frame terminating at a point intermediate the ends of the base member of said other upstanding frame adjacent thereto;
- d. shelflike members mounted within the confines of each base member and its side members with the inner side of each shelflike member connected hingedly to a base member; and
- e. stop means interposed between the outer sides of each shelflike member and the side members adjacent thereto.

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