Dec. 8, 1936. P. D. McIVER 2,063,393

DISPLAY STAND

Filed June 15, 1935

Fig. 1.

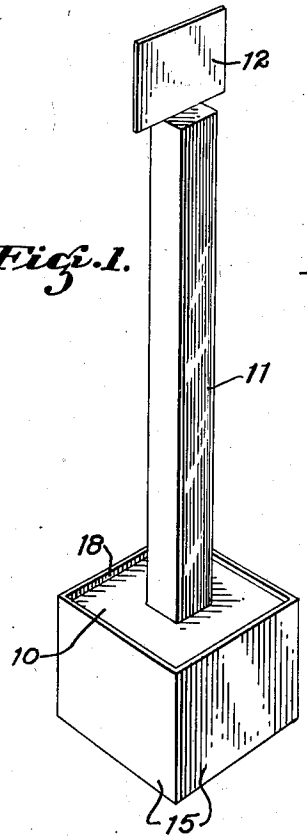


Fig. 2.

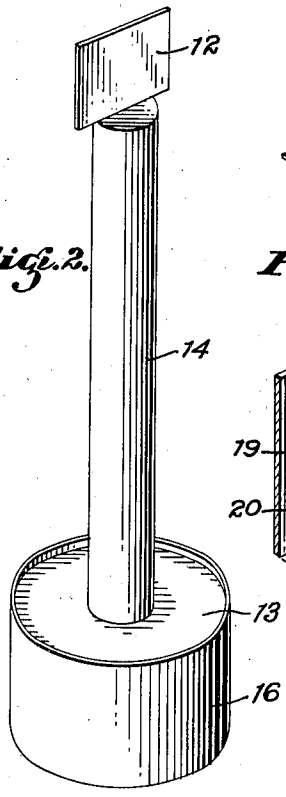


Fig. 3.

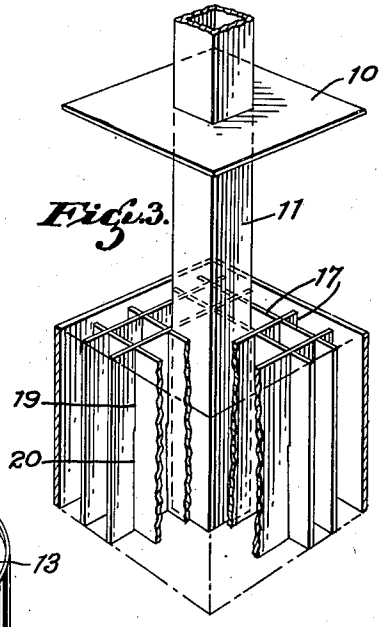


Fig. 4.

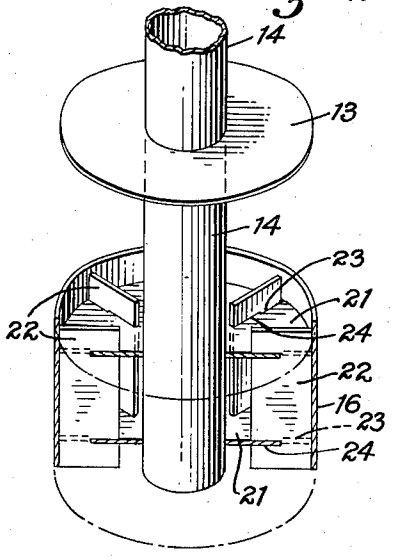
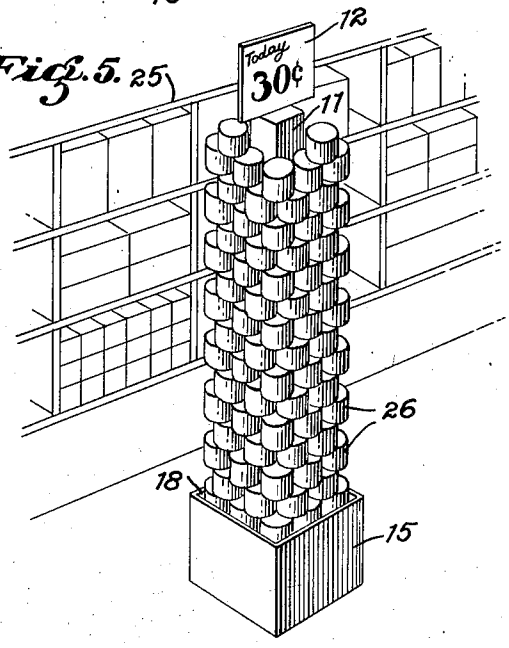


Fig. 5.



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DISPLAY STAND

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2 Claims. (Cl. 211—49)

This invention relates to display stands, and more particularly to devices on which articles or packaged merchandise may be stacked for purposes of display and easy removal.

An object of the invention is to provide a stand which may rest on the floor or other convenient place, on which merchandise may be stacked.

Another object of the invention is to provide a device of the kind referred to whereby there is less liability of disturbing or upsetting the stacked merchandise.

Another object of the invention is to provide means of the kind described which will carry an advertisement of, or information about, the merchandise.

Another object of the invention is to provide a device of the kind described which will attract the customer.

Other objects of the invention will become apparent on reading the appended specification.

In the accompanying drawing, which forms a part of this specification, I illustrate several embodiments of my invention. On such drawing—

Fig. 1 is a perspective view of my invention;

Fig. 2 is a similar view of a modification thereof;

Fig. 3 is a partly exploded view of a portion of the modification shown on Fig. 1;

Fig. 4 is a similar view of the modification shown on Fig. 2; and

Fig. 5 is a perspective view showing how the invention can be used.

I provide a table-like member 10 and an upright member 11, which latter may carry a display card 12. The table-like member 10 is shown as square on Fig. 1, as is the upright member; while on Fig. 2, the table-like member 13 and the upright member 14 are both shown as round. Any desired shape may be given to either the table-like member or the upright member, and they need not have the same shape, in a display device made according to my invention.

The table-like members 10 and 13 may be supported in any suitable manner. One simple method is to make the table-like members 10 and 13 each part of a box-like member having sides, respectively, 15 and 16. The lower ends of the upright members are supported in any suitable manner, a simple construction being for the upright members to extend through the table-like members 10 and 13 to the plane comprising the lower edges of the sides 15 and 16, respectively, so that the upright members may rest on the same support as do the sides 15 and 16.

I preferably provide means to prevent tilting of the upright members, and for the modification of Fig. 1 I may have within the box-like member, comprised of the parts 10 and 15, crossed sheets or plates 17 forming cells, within one of which, preferably the centermost, the upright member 11 fits. I prefer to have the height of the sheets or plates 17 somewhat less than the height of the sides 15 so that the table-like member 10 may rest thereon somewhat below the tops of the sides 15, thus leaving a ledge 18.

For the device of Fig. 1, the members 17 mutually support each other, and with this in view, I provide alternate slots 19, 20, for the purpose of coordinating the members in the usual manner to form the cells.

For the device of Fig. 2, I may provide one or more circular members 21 having registering openings therein, through which the upright member 14 projects, the bottom thereof being in the plane of the lower edge of the side 16. Radially located pieces 22 may be provided to prevent slipping of the members 21; and for interfitting the members 21 and 22 with each other, the members 21 are provided with slots 23 and the members 22 are provided with slots 24.

It is desired to place my display stands in stores where the customers may see them and where the customers serve themselves with the articles they desire to purchase and/or where they are served by store attendants. On Fig. 5, I show my invention in use on the floor of a store. This store may, if desired, be provided with the usual counters 25, on which any desired merchandise may be placed, and my display device may be located at any convenient point. The merchandise articles 26, which are to be sold by my device, are stacked on the table-like member and about the upright member and within the confines of the ledge thereon, which is preferably used although it is understood that it may be omitted.

People within the store and especially customers at times accidentally brush or bump against the stack of articles and there is thus some chance of upsetting the stack, but this is minimized to a great degree by the upstanding member 11, which acts as a support or stop in case the articles are pushed and this is also helped to some extent by the ledge 18.

My invention may be built of any desired material, but with a view to economical production, I prefer to make it of cardboard. My invention attracts the eye of the purchaser by its unusual features and/or position within the store, and is thus particularly adapted for increasing sales.

While I have shown and described various details, yet it is understood that these may be varied without departing from the spirit of the invention the scope of which is defined in the appended claims.

Having described my invention, what I claim and desire to secure by Letters Patent is—

1. A display stand comprising a box-like base and an upright column, said base having an interior reinforcing member of cellular structure and said column being supported by said reinforcing member to retain it in a vertical position, said reinforcing member supporting a top for the base upon which articles to be displayed may be arranged in superposed horizontal rows encircling said column.

2. A display stand comprising a box-like base and an upright column, said base having an interior reinforcing member of cellular structure and said column being supported by said reinforcing member to retain it in a vertical position, said reinforcing member terminating short of the top edge of the box-like base, and a top member for the base resting on the reinforcing member whereby a horizontal row of articles to be displayed will be retained on the top by the upper edges of the box-like base in a position encircling the column and with sufficient rigidity to support similar rows of articles superimposed.

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