Oct. 28, 1958 I. D. ABRAMS 2,857,694

DISPLAY STAND FOR SELLING NOTIONS

Filed May 24, 1955 4 Sheets-Sheet 1

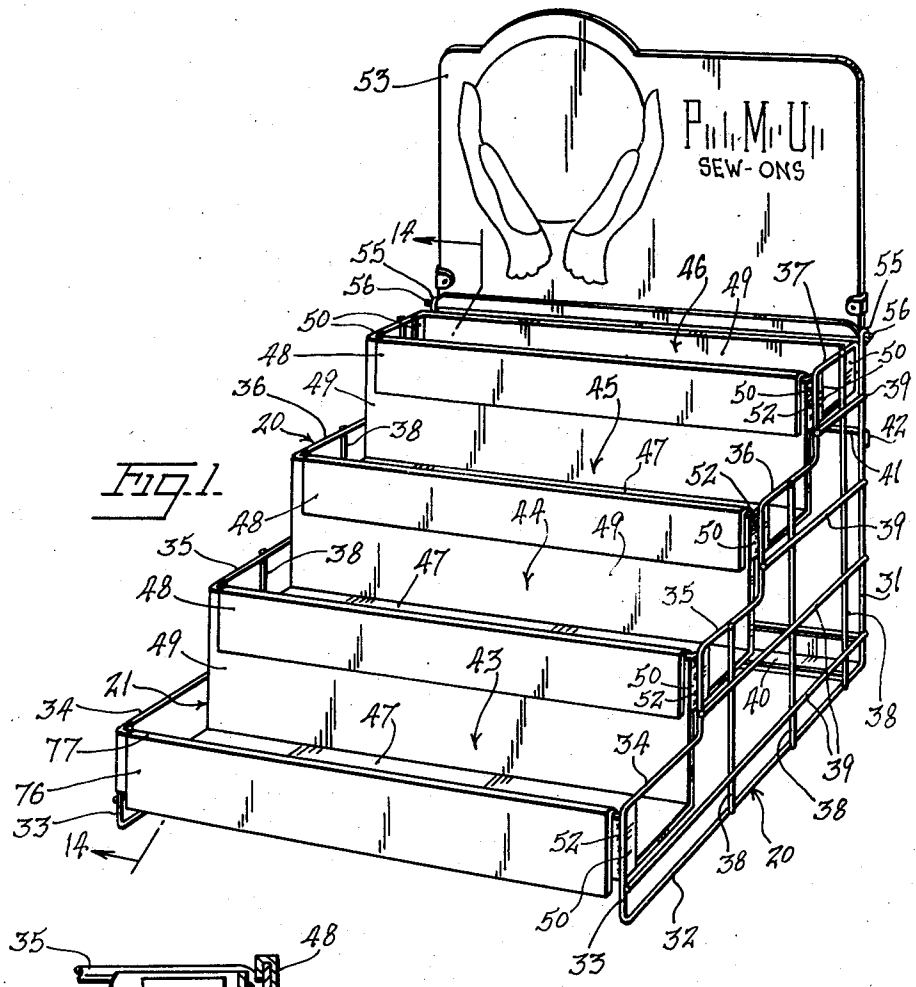

Fig. 1.

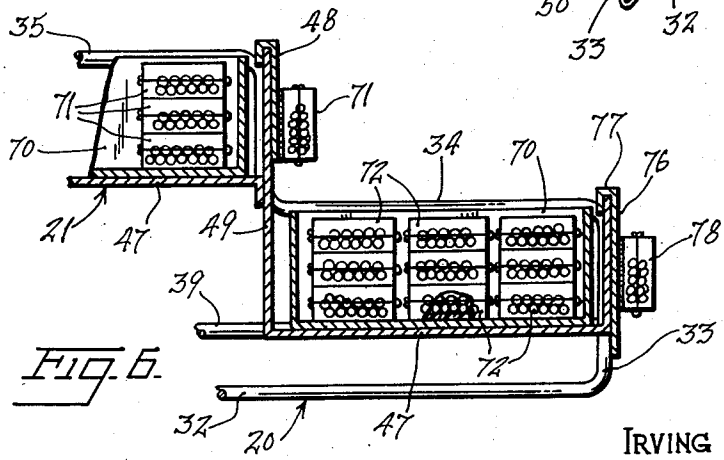

Fig. 6.

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DISPLAY STAND FOR SELLING NOTIONS

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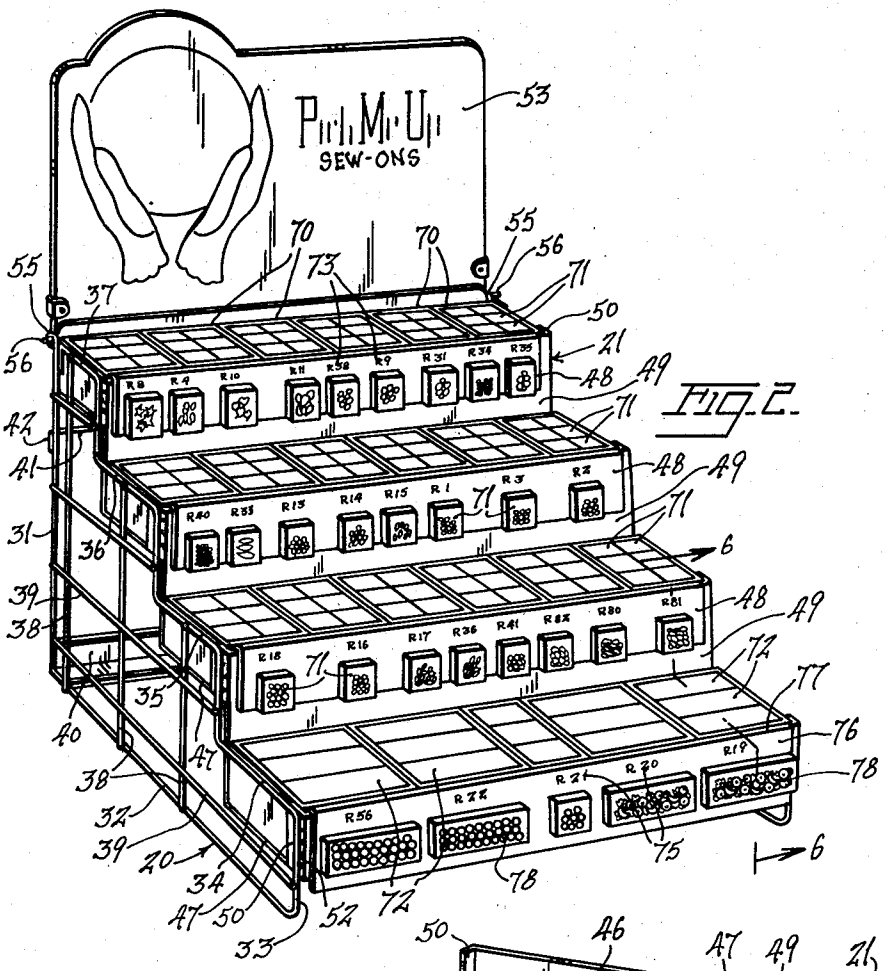

FIG. 2.

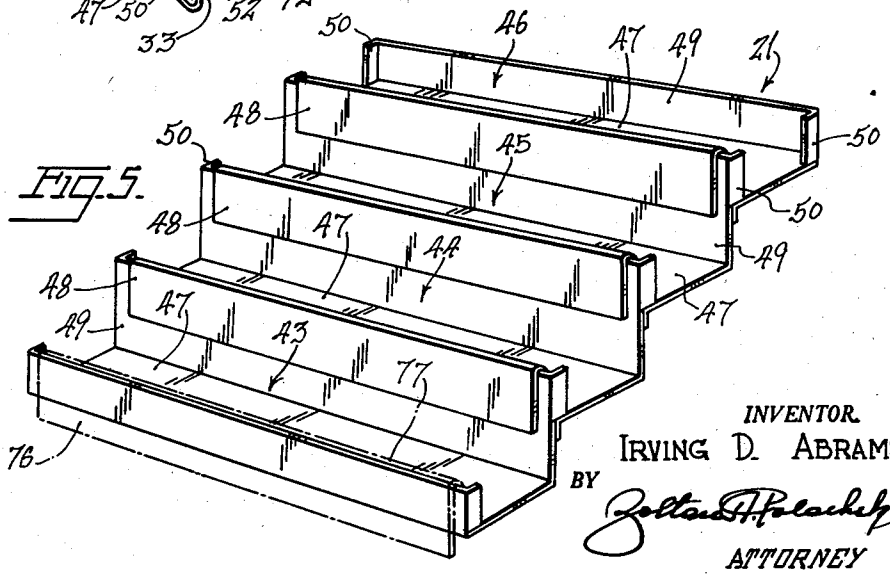

FIG. 5.

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DISPLAY STAND FOR SELLING NOTIONS

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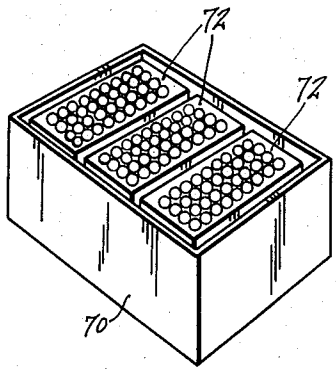

FIG. 7

FIG. 8

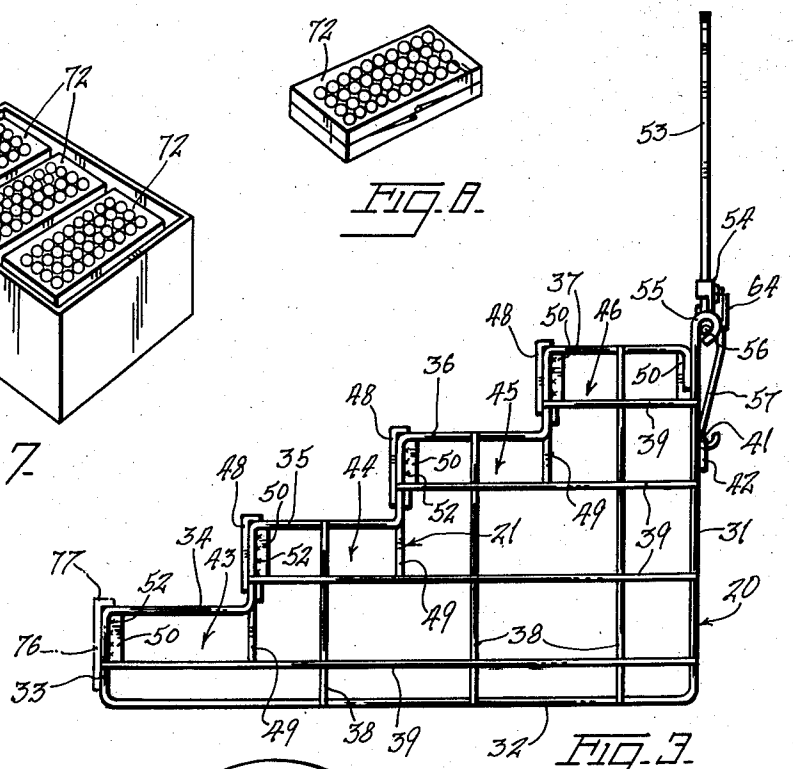

FIG. 3

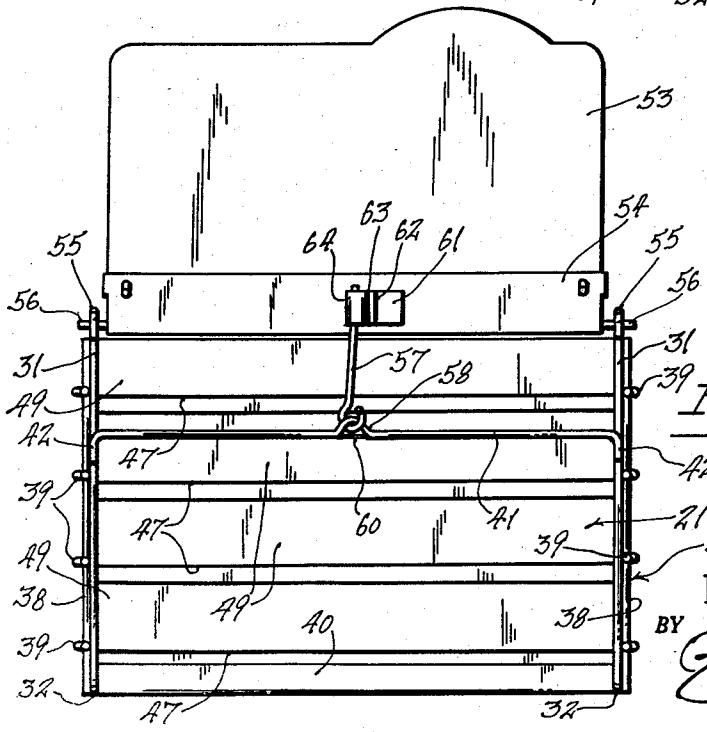

FIG. 4

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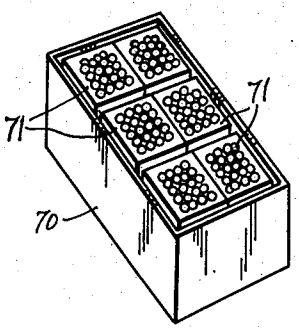

FIG. 9.

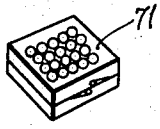

FIG. 10.

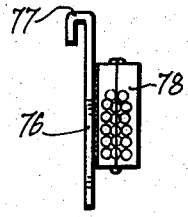

FIG. 13.

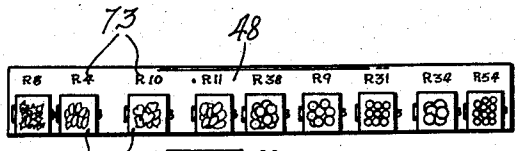

FIG. 11.

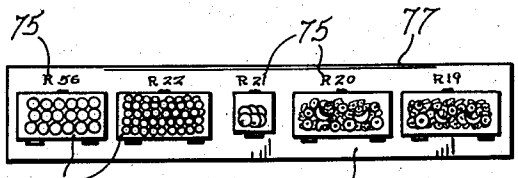

FIG. 12.

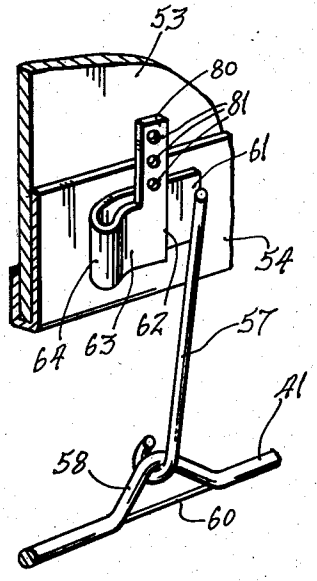

FIG. 15.

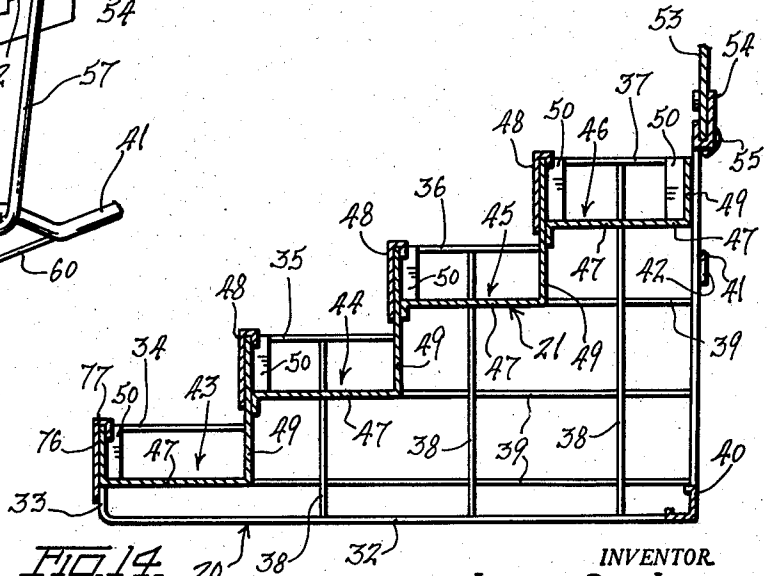

FIG. 14.

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2,857,694

DISPLAY STAND FOR SELLING NOTIONS

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Application May 24, 1955, Serial No. 510,799

2 Claims. (Cl. 40—7)

This invention relates generally to display stands and, more particularly, to new and useful improvements in a display stand that can be placed on the counter for displaying and merchandising small goods.

A principal object of the present invention is to provide a display stand for displaying small goods in an attractive manner and at the same time support such goods in bulk, in an orderly fashion, without crowding, so that the goods can be extracted from the display stand in box form in making sales, thereby eliminating sales of the goods in loose condition.

Another object of the invention is to provide a display stand wherein the goods are displayed at various angles so that all sides of the goods are displayed at a glance.

Still another object of the invention is to provide a display stand of this character in which identifying indicia, price marks and other indicia are displayed at a glance in contiguous parallel positions.

A further object of the invention is to provide a display stand of this character formed of metal parts welded to one another to form a unitary stand of rugged construction.

A specific object of the invention is to provide a display stand having stepped walled compartments with open tops capable of supporting a plurality of boxes in each compartment, each box being capable of supporting a plurality of shallow boxes or trays containing small goods, the outer surfaces of the front walls of the compartments supporting samples of the goods in the compartments and containing identifying indicia relative to the goods in the particular compartment.

It is further proposed to produce a display stand for small goods that is simple in construction, effective for the intended purpose and that can be manufactured and sold at a reasonable cost.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawings, and to the appended claims in which the various novel features of the invention are more particularly set forth.

In the accompanying drawings forming a material part of this disclosure:

Fig. 1 is a perspective view of a display stand embodying my invention, without any goods being shown on display.

Fig. 2 is a perspective view of the display stand of Fig. 1 with goods shown in display thereon.

Fig. 3 is a view looking from the right side of Fig. 1.

Fig. 4 is a rear elevational view thereof.

Fig. 5 is a detail perspective view of the stepped compartmented structure of the stand.

Fig. 6 is an enlarged sectional view taken on the plane of the line 6—6 of Fig. 2.

Fig. 7 is a perspective view of a relatively deep box used in the lowermost compartment showing shallow boxes containing goods supported therein.

Fig. 8 is a perspective view of one of the shallow boxes shown in Fig. 7.

Figs. 9 and 10 are views similar to Figs. 7 and 8, respectively, showing a box and shallow boxes used in the other compartments.

Fig. 11 is a front view of one of the front wall portions of the upper compartments showing the arrangement of supported sample boxes of goods on display and identifying indicia.

Fig. 12 is a similar view of a detachable plate on the front wall portion of the lowermost compartment.

Fig. 13 is an end edge view thereof.

Fig. 14 is a view taken on line 14—14 of Fig. 1.

Fig. 15 is an enlarged fragmentary view of a modified means for supporting the display card of the stand in adjusted raised position.

The display stand made in accordance with the present invention is illustrated as comprising a wire frame 20 supporting a stepped compartmented goods supporting structure 21. Each side of the frame is composed of a wire having a vertical portion 31 at the rear and a forwardly directed horizontal portion 32, a short vertical portion 33 at the front continuing into a rearwardly directed portion formed with steps 34, 35, 36 and 37. Step portion 37 terminates in a short downwardly extending portion. The side frame wires are braced by criss-crossed vertical and horizontal wires 38 and 39, respectively, welded thereto. An angle bar 40 connects the sides of the frame at their rear bottom ends, and a wire 41 braces the sides intermediate their top and bottom ends, the wire 41 having downwardly bent ends 42 welded to the vertical wire portions 31.

The stepped compartmented structure 21 is shown in detail in Fig. 5 and slopes from front to rear of the frame and is supported between the sides of the frame. This stepped structure is preferably formed of a plurality of elongated sheet metal angle plates arranged and secured together to form channel-shaped compartments 43, 44, 45 and 46 from front to rear of the frame. Each compartment includes a bottom wall portion 47 and a rear wall portion 49. The rear wall portions 49 of compartments 43, 44 and 45 are extended upwardly to form the front wall portions of compartments 44 and 45 whereas the front wall portion of compartment 43 is formed integrally with its bottom wall portion 47. A plate 48 is hung over the top edge of the front wall portion of each compartment and covers the front surface of said front wall portion. The extreme ends of the front wall portions and the rear wall portions 49 of compartments 46 are formed with end wings 50 spot welded to the vertical wire portion of the sides of the frame as indicated at 52 for rigidly fastening the frame and stepped structure together to form a unitary construction.

A display card or board 53 for displaying advertising or other indicia is supported above the stand by a plate 54 pivotally connected to the rear top end of the frame. This pivotal connection includes loops 55 formed on the top ends of the vertical portions 31 of the sides of the frame loosely receiving trunnions 56 secured to the plate at its bottom ends.

Means is provided for releasably holding the display stand or card 53 in upright vertical position as shown in Fig. 4 including a wire rod 57 looped around an upwardly directed bend 58 formed in the bracing wire 41 midway its ends for pivotal and swinging movement thereof. A thin wire 60 is secured across the open end of the bent portion to hold the looped end of the wire rod 57 in the bend and against movement along the bracing wire 41. A strip of spring metal or plate 61 is welded at one end to the rear surface of the card supporting plate 54 midway its ends and is turned upon itself at its free

end to form a spring clip portion having an outwardly flaring entrance end **62** and a restricted neck portion **63** leading to a looped end **64**. The wire rod **57** is adapted to be swung upwardly and laterally through the entrance end **62** of the clip portion and sprung through the neck portion **63** into the looped end **64** to hold the plate **54** and supported card **53** in upright position as shown in Fig. 2.

For purpose of exemplification only, a plurality of open top stock boxes **70** of pasteboard or other suitable material and of various sizes are shown as containing a number of smaller shallow boxes or closed trays **71** preferably formed of transparent plastic material. The shallow boxes **71** shown in the upper compartments **44**, **45** and **46** are square in plan, while in the lowermost compartment **43** similar shallow boxes **72** of rectangular shape in plan are shown as well as square boxes **71**. A shallow box **71** is illustrated in Fig. 10 and a shallow box **72** in Fig. 8. Each of the shallow boxes **71** and **72** contains small goods, such as rhinestones, pearls and drops, jewels, pearl buttons, and novelties of various sorts, shapes and colors.

The shallow boxes **71** in compartments **44**, **45** and **46** are shown arranged in two rows of three boxes each, lengthwise of the boxes **70** and printed or otherwise suitably marked on the outer surface of the front wall plate **48** of said compartments is the designation or marking, as indicated at **73**, of the stock number, quality, or other indicia, identifying the particular item of goods on display in the boxes **71** in the box **70** therebehind. For example, the designation "R–8" may appear on the front wall plate **48** in front of one row of shallow boxes **71** and the designation "R–4" in front of the other row of shallow boxes in the same box **70**, or the designation "R–31" may appear on the front wall plate in front of the box **70**, at its center, to indicate that both rows of boxes **71** in said box **70** contain the same item of goods.

One of the shallow boxes **71** in each row in the box **70** may be pasted on the front wall plate **48** in front of said row and underneath the designation **73** to serve as a sample box or one of the shallow boxes **71** may be pasted on the front wall portion, centrally of the box **70**, underneath the designation, to serve as a sample box, when both rows in the box contain the same item.

The designation or markings **75** for identifying the items or goods in the shallow boxes **72** in boxes **70** in the lowermost compartment **43** are printed or marked on a removable plate **76** hung on the top edge of the front wall portion of said compartment by means of a loop **77** formed on the top edge of the plate by turning over the top edge thereof. These designations may appear on the front wall portion at the centers of the boxes **70** as each box **70** contains the same item of goods. These boxes **70** are shown as having the rectangular shallow boxes **72** extending crosswise thereof. Sample boxes **78** for the goods shown in the shallow boxes **72** in the lowermost compartment **43** are pasted on the plate **76** below their respective designations.

The sample boxes together with the designations thereabove serve to identify the goods on display at a glance. Furthermore, the arrangement of the shallow transparent boxes containing the goods ensures that the goods will be seen at various angles to the best advantage.

The display stand may be placed on a counter and the sale of the goods made by extracting the shallow boxes from the boxes **70**. A replacement of the shallow boxes containing the goods may be readily effected without disturbing the stand.

It is essential in the construction of a display stand that the displayed items shall not appear to be crowded, for such crowding would destroy its attractive appearance, but it is no less necessary that the largest possible stock should be accommodated in the limited space which the retailer can give to it. By my improved construction and arrangement I produce a display stand in which every portion of the interior is utilized to receive and display the goods.

In the modification shown in Fig. 15, means is shown for holding the display card or board **53** in various adjusted angular positions. In this form, the flaring entrance end **62** of the clip on the plate **54** is extended upwardly as seen in Fig. 15 to form an extension **80** in which are formed a number of holes **81** spaced therealong. By reason of this construction, the plate **54** with the supported display card or board **53** may be swung to various angles relative to the vertical and held in such swung adjusted position by the engagement of the top edge of the wire rod **57** with the edge walls of the holes, as will be understood.

While I have illustrated and described the preferred embodiments of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and that various changes and modifications may be made within the scope of the invention as defined in the appended claims.

Having thus described my invention, what I claim as new, and desire to secure by United States Letters Patent is:

1. In a display stand, a frame, a plate pivotally mounted on the top of the frame at its rear, a display card carried by said plate, and means for holding said plate with supported card in a vertical position including a spring clip on the rear surface of said pivoted plate, and a wire rod pivotally mounted on the frame having a plane free end edge adapted to engage the spring clip for holding the pivoted plate in swung vertical position.

2. In a display stand having a compartmented frame, a plate pivotally mounted on the top of the frame at its rear for supporting a display card, a spring clip on the rear surface of said plate having an open flaring side entrance end, a restricted neck portion and a closed looped end, and a wire rod pivotally and swingably mounted on the frame adapted to be pressed through the entrance end of said clip to the looped end thereof for holding the plate in upright position.

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