March 5, 1940. W. A. ROGERS 2,192,243

MAGAZINE STAND

Filed April 26, 1938

Fig. 3.

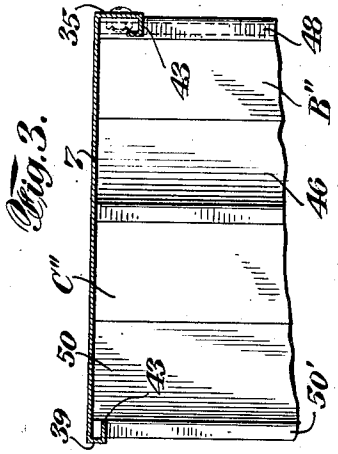


Fig. 4.

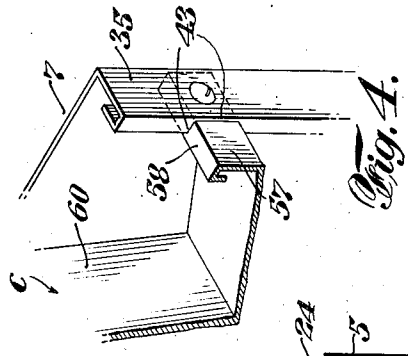


Fig. 2.

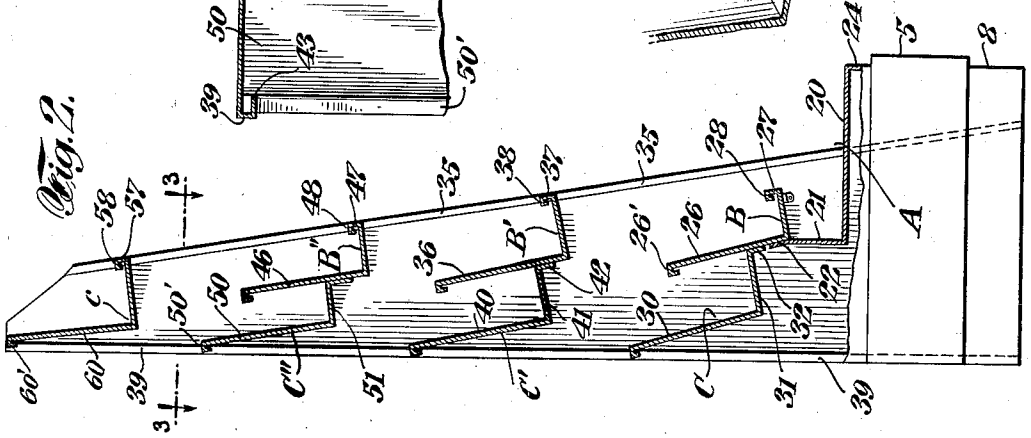
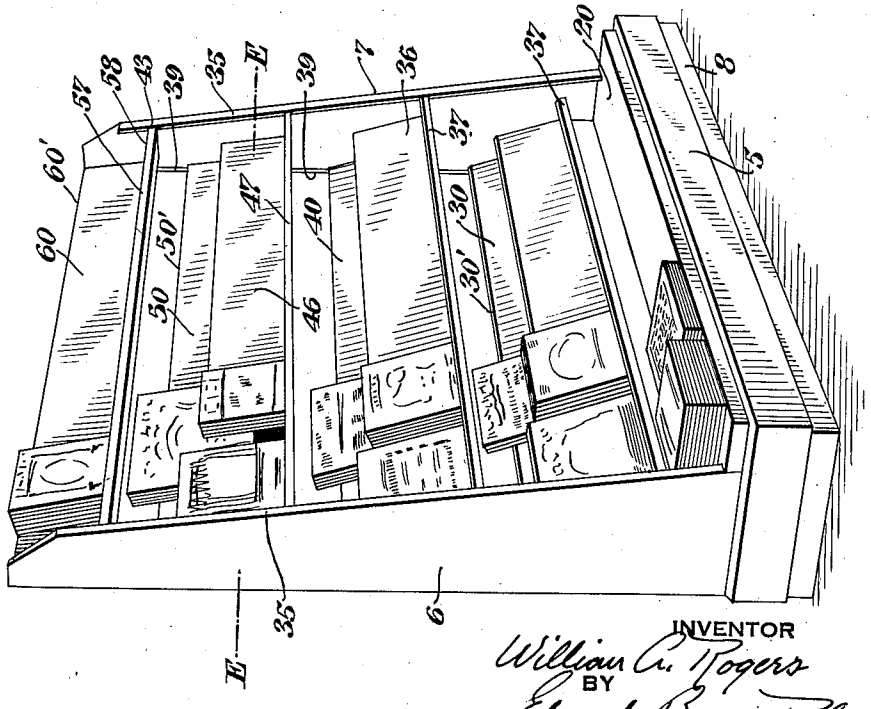


Fig. 1.



INVENTOR
William A. Rogers
BY
Edwards, Brown & Todd
ATTORNEYS

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MAGAZINE STAND

William Albert Rogers, Merrick, N. Y., assignor to S-M News Company Inc., a corporation of New York

Application April 26, 1938, Serial No. 204,256

1 Claim. (Cl. 211—55)

This invention relates to display stands and particularly to the display of magazines and the like.

The object of the invention is to provide a stand which, while simple and inexpensive in structure, will support all the various magazines arranged in rows or groups easily visible for identification and readily accessible for removal.

Further objects of the invention particularly in the grouping of the rows of magazines will appear from the following description taken in connection with the accompanying drawing in which

Fig. 1 is a perspective view illustrating one embodiment of the invention with a partial loading of magazines to show the relation between the magazines and the shelf construction;

Fig. 2 is an end view partly in section and on enlarged scale illustrating the form of stand shown in Fig. 1;

Fig. 3 is a partial sectional plan view on enlarged scale taken on the line 3—3 of Fig. 2; and

Fig. 4 is a perspective view of a detail.

In the accompanying drawing illustrating the invention the stand comprises the base 5 and side members 6, 7 supported from the base, which may either rest on the floor or be provided if desired with a sub-base 8.

Extending across between the side members 6, 7 are a series of groups of shelves of inclined channel formation adapted to support the magazines in inclined overlap relation for display and easy insertion and removal.

The lower group of shelves comprises a front ledge A having a horizontal table portion 20 and a rear vertical wall 21 flanged as indicated at 22 for attachment to the shelf B if desired and supported at its front edge by the portion 24 extending upward from the base 5. The middle shelf B of the lower group comprises a vertical inclined back piece 26 and a forward ledge portion 27 at substantially right angles thereto with the flange 28 formed at its front end. This middle shelf is engaged at its under surface by the flange 22 of the front shelf. The back shelf C of the lower group comprises a vertical inclined piece 30 with top flange 30' and a front portion 31 at right angles flanged downwardly at 32 to bear against the rear surface of the middle shelf B.

The immediate group of shelves B', C' and the upper group B'', C'' are generally similar in construction to the lower group B, C and the uppermost shelf *c* is formed single without any cooperating front shelf. These other groups have their parts similarly numbered with each group ten figures higher.

The stand may be formed of bent sheet metal, as shown, suitably decorated and with the parts neatly cut and flanged and fitted together to form a compact rigid structure. Preferably, the end standards 6, 7 are flanged reentrantly along each edge as shown at 35, 39, and the front flanges 35 are notched as indicated at 43 (Fig. 4) to receive and fit the front edge of each group of shelves. Similarly the rear flanges 39 are notched as indicated at 43 to receive and fit the rearmost flanges 30', 40', 50', 60' of the shelves. Angle pieces and brackets may also be used to secure the various parts of the structure together in rigid formation.

Respective shelves of each group are offset vertically with respect to each other as shown, the shelf C, for instance, being at a higher level than the shelf B, while the shelf B is at a higher level than the shelf A in front of it. This inclined overlap permits the shelves of each group to be fastened together into a rigid connecting channel between the side frames 6, 7, and at the same time gives a most desirable positioning of the magazines. The front layer of magazines in each instance is positioned lower than the next layer to the rear so that the top portions of the rear magazines are clearly visible and both the front and rear rows are easily accessible for inspection, removal and return. These front and rear rows, however, are quite independently supported so that the handling of the magazines of one row does not in any way disturb or disarrange the adjacent magazines of the other row. Preferably, the lower shelves will have slightly greater inclination than the immediate and upper shelves and these again slightly more than the uppermost shelves *c* so as to tend to present the magazines flatwise to the eye of the customer positioned in front of the stand.

In use the stand will be loaded with the magazines in any desired grouping and an approaching customer will have the entire outlay before him for easy inspection without disturbing the set-up at any point. He may readily remove the front magazine of any pack on any shelf and restore it without removing or disarranging any of the other magazines, and the place to which it is returned will be indicated by the clearly displayed part of the front cover of the same magazine on the stand. In the specific example shown the total height of the stand including the base 5 and the sub-base 8 is just short of seven feet.

The back pieces of the shelves are about 10" in height and the depth of the front ledge or table is slightly over 14" to take the larger sizes of magazines, such as the Saturday Evening Post, Collier's, etc. The eye level of the average customer is not much over five feet as indicated by the line E—E (Fig. 1). As the customer approaches the stand, the magazines appear as illustrated in connection with the partial display in Fig. 1. When the customer arrives in front and substantially within reach of the magazines he still has a partial view of the magazines in the shelf C, his line of vision passing under the front ledge 38 of the shelf B' and over the upper edge 26' of the shelf B, and he has a still wider range of vision of all of the other magazines.

In removing one of the rear magazines it may either be tipped forward and drawn outward and upward top-edge formost over the corresponding front shelf or it may be lifted upward and tipped rearward in a counter-clockwise direction (Fig. 2) until its lower edge clears the front magazines whereupon it may be tipped still further and drawn out with the lower edge in front.

This type of display invites the customer to approach the stand and look over the magazines for those of particular interest. Each magazine is easily visible for identification and may be conveniently reached, removed, inspected and replaced, and the stand thus becomes an inviting and serviceable salesman for the wares it carries.

While this invention has been described in connection with this specific embodiment, in bent and stamped sheet metal parts, it is not limited to this particular disclosure and may be constructed from other materials, such as wood. The shelving may also be modified to suit different types of displays, and in particular the front ledge A of the lower group may be a shelf of inclined L-shape corresponding to shelves B and C instead of the horizontal table formation shown at 20. Other modifications may be resorted to within the principle of the invention, which are not confined to the specific structure shown.

I claim:

A display stand for magazines and the like comprising a base adapted to rest on the floor, rigid uprights supported by said base and fixed thereto in alinement therewith at the rear, a plurality of pairs of shelves extending between said uprights, said pairs forming a vertical column with their rear edges substantially in vertical alinement with the rear of said base, each of said pairs including vertically inclined back pieces, one for each of its shelves, and with the back piece of each rear shelf extending upward from a level intermediate the ends of the back piece of the corresponding front shelf so as to display pairs of rows of magazines with the magazines of each front row fully exhibited and the magazines of each rear row having their top edges just below the level of the shelves immediately above them so that the rear magazines are visible for a substantial distance below their upper edges.

WILLIAM ALBERT ROGERS.