

Nov. 12, 1929.

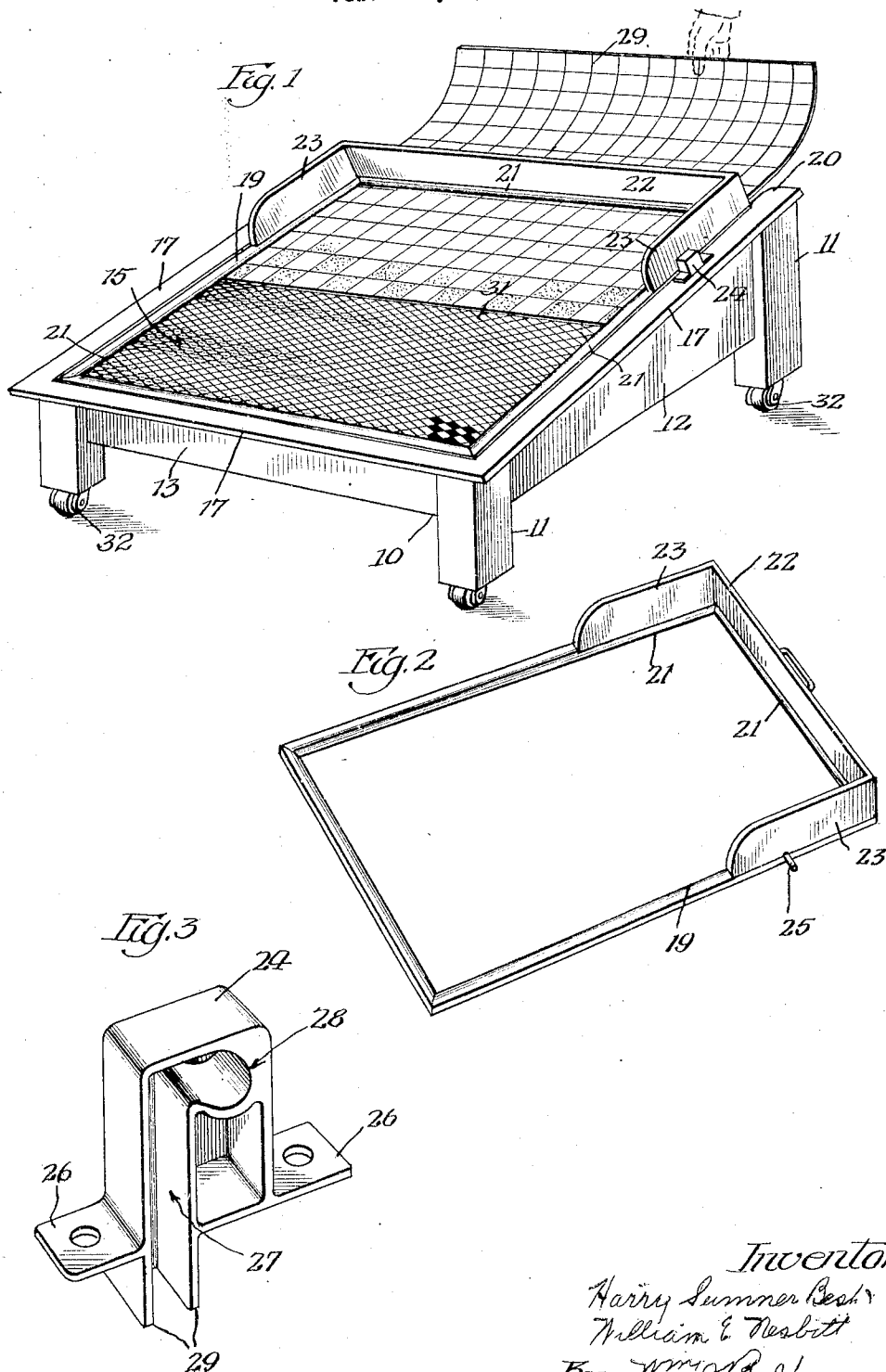
H. S. BEST ET AL

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DISPLAY STAND

Filed July 9, 1927

2 Sheets-Sheet 1



Inventors
Harry Sumner Best
William E. Nesbitt
By Wm. G. Best, Atty.

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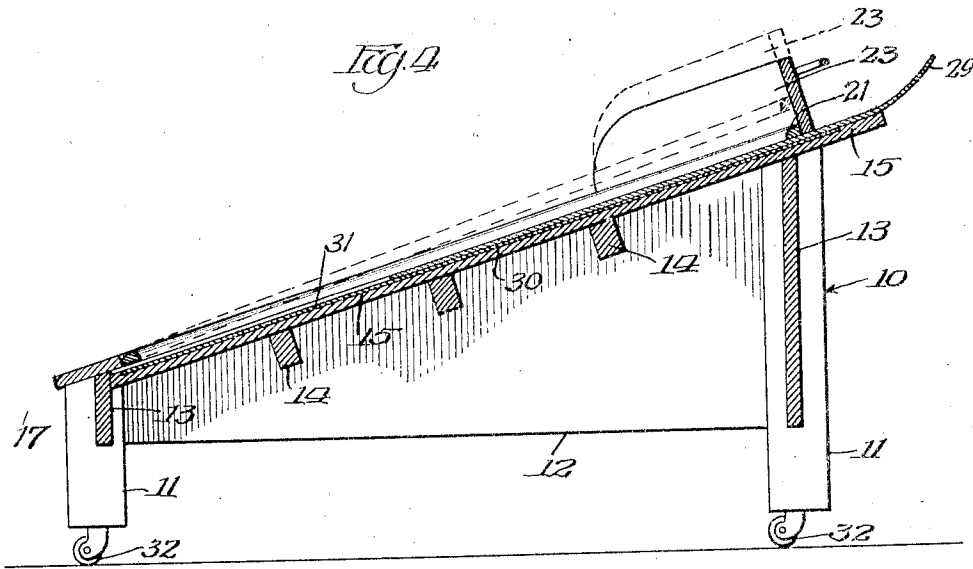
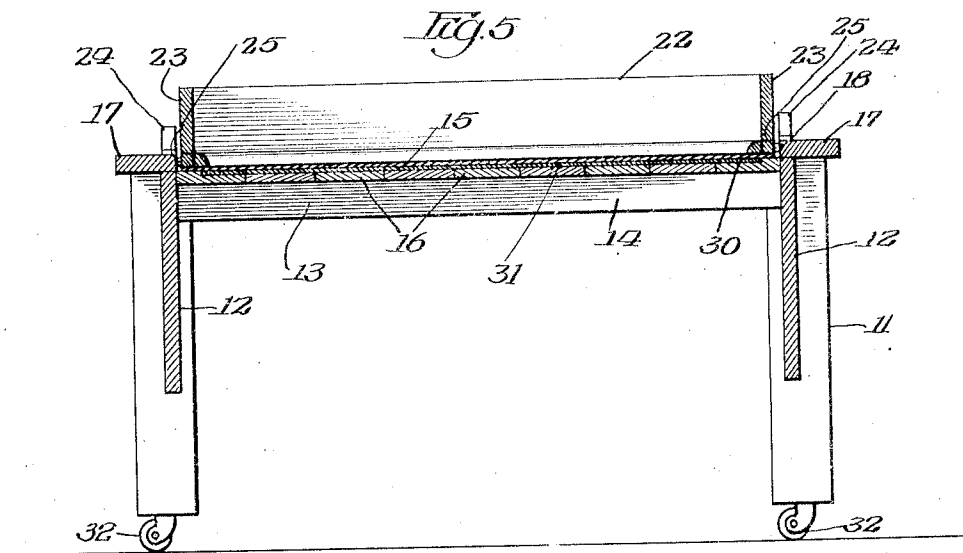
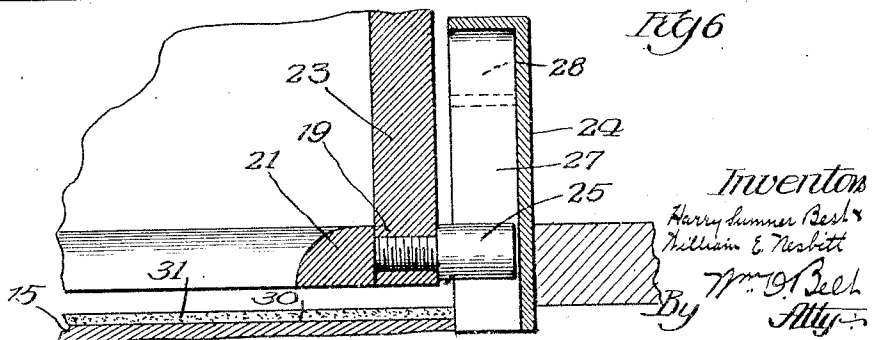
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UNITED STATES PATENT OFFICE

HARRY SUMNER BEST, OF GALVA, AND WILLIAM E. NESBITT, OF EVANSTON, ILLINOIS,
ASSIGNORS TO JOHN H. BEST & SONS, OF GALVA, ILLINOIS, A FIRM COMPOSED OF
CHARLOTTE SUMNER BEST, DON JEWELL BEST, LEON HENSON BEST, AND HARRY
SUMNER BEST

DISPLAY STAND

Application filed July 9, 1927. Serial No. 204,520.

This invention relates to display stands for displaying merchandise in general, but it more particularly relates to stands for displaying flat articles such as linoleum, matting and the like.

In displaying linoleum it has been customary to tack sheets of the material on frames and fasten the frames in vertical racks and turn them much like one turns a page in a book. Customers look at these samples in their upright position, and make their selections and order accordingly. But when the linoleum is laid on the floor of a house or business establishment it often presents an appearance quite different from the suspended sample.

Another method of displaying linoleum has been to tack samples thereof on the floor, but this has been unsatisfactory because the samples would be walked upon and soiled or, due to the large number of samples laid adjacent each other, customers would become confused as to which sample was best suited for the purpose and would often select something that would be unsatisfactory when laid.

The present invention provides means whereby customers may see how the linoleum will look on the floor, and which will also prevent confusion by attractively showing only one sample at a time. The dealer is also benefited in that large samples are not cut for show purposes only and worn or destroyed, and he may show his goods in an attractive and pleasing manner, using only the minimum amount of space for display.

The object of the invention is to provide a display stand which will attractively show only one sample of linoleum at a time and in a manner to give the appearance of being already laid on a floor.

Another object is to provide a display stand upon which one small sample of linoleum may be shown at a time and which will eliminate using large and unattractively displayed samples.

Another object is to provide a display rack which will give the appearance of having the linoleum placed permanently on the floor and have the edges thereof covered by the moulding.

Another object is to provide a display rack which occupies very little space, which can quickly and easily display many samples individually, which can be readily and economically manufactured, and which is economical by displaying only small samples in an attractive manner.

Other objects and advantages will appear during the progress of the description.

In the accompanying drawings illustrating the invention:

Fig. 1 is a perspective view showing a sample of linoleum being inserted in the display stand.

Fig. 2 is a perspective view of the frame.

Fig. 3 is a perspective view of the bracket.

Fig. 4 is a sectional view taken longitudinally through the stand.

Fig. 5 is a sectional view taken transversely through the stand.

Fig. 6 is a detail sectional view taken through the bracket.

Referring to the drawings 10 is a base and includes the legs 11, the sides 12 and the ends 13. The front legs are shorter than the rear legs and the sides are inclined to slant the top, Figs. 1 and 4.

Cross members 14 are rigidly secured to the sides and help support the top 15 which is also supported by the ends. The top may be of any material desired but is illustrated herein as being made up of boards 16. Suitable moulding 17 is fastened on the base and projects outwardly from the sides and the front end to strengthen the stand and to improve its appearance and forms a recess or guide 18 to receive the frame 19. The side moulding is cut away and rounded at the rear end thereof as at 20 so that the samples may be readily inserted.

The frame is square in shape and has a moulding or quarter round 21 fastened to the inside edges thereof, Figs. 2, 5 and 6. An upright or baseboard 22 is fastened across the rear end of the frame and is fastened to other uprights or baseboards 23—23 which extend forwardly therefrom a suitable distance, as shown in Figs. 1, 2 and 4.

Suitable brackets 24 fixed to the side moulding and located between the center and the

rear end of the stand are adapted to receive the outwardly projecting pins 25 which are fastened to the uprights 23, Figs. 2 and 6. These brackets are provided with flanges 26 for fastening the same to the frame. A slot 27 is provided in the bracket which is in the shape of a bayonet slot and has its rear end extending downwardly as at 28 and legs 29 project downwardly into the moulding 17 to make the slot a sufficient length to allow sufficient room to raise the frame and still keep the brackets as small as practicable.

When the frame is in position on the top and the pins are in the slots, the frame is free to be raised upwardly a suitable distance until the pin strikes the top of the slot. The frame can then be moved rearwardly until the pin 25 enters the end 28 of the slot to hold the frame above the top so that a sample of linoleum 29 can be inserted as shown in Fig. 1. After the sample is in place the frame is returned to normal position and the linoleum is held in position between the top and the frame.

The top being inclined, causes the sample to be in the proper plane with the eye of the customer and as the frame is small and movable many samples may be presented in a very short time.

Instead of placing the samples directly on the top, which would require a special and attractive finish thereon, the top may be recessed as at 30, Fig. 5, to receive a piece of linoleum 31 which may be temporarily tacked onto the top. This provides a smooth base for the following samples, provides an attractive appearance, and keeps the stand from appearing bare. Another advantage in tacking a piece of linoleum on the top is to promote the sale of a "slow seller". The merchant or dealer will find it advantageous to tack a piece of linoleum on the top which is not in great demand or of which he has a large supply as the piece will always remain before the customer and is always in view when other samples are being interchanged.

The stand may be of any size desired, even for displaying very large samples, but it has been found preferable to make the stand of a size to accommodate samples of about three feet square. Samples of this size are very economical and may be stacked in piles adjacent the stand for immediate access. The stand is small and convenient and takes up very little room. Castors 32 may be fastened on the legs so that the rack may be easily moved about.

By providing a display stand of the character described the customer may have an idea as to how the linoleum will look on his own floor as the baseboard and the quarter round give an impression that the linoleum is permanently laid in a miniature room.

While the stand has been designed primarily

for displaying linoleum it is to be understood that the stand may be used for displaying rugs, matting and any other kind of material for which the stand may be adapted.

Changes may be made in the form, construction and arrangement of the invention, as set forth in the selected embodiment herein, without departing from the scope, or sacrificing any of its material advantages, and therefore the right is reserved to make all such changes as fairly fall within the scope of the following claims:

We claim:

1. A display stand comprising a base having an inclined display surface, an open frame on said display surface, and means connecting said frame and base arranged to permit bodily and pivotal movement of said frame relative to said surface.
2. A display stand comprising an inclined base having a top display surface, a frame on said top, and means at the sides of said frame connecting the frame and body and arranged to permit the frame to be bodily moved into spaced relation to said surface.
3. A display stand comprising an inclined base having a top display surface, a bracket secured to each side of said base, a frame, and a pin secured to each side of said frame and movable in said bracket to allow vertical and lateral bodily movement of the frame relative to said top display surface.
4. A display stand comprising a base, a top on said base, moulding on said base, slotted brackets secured to said moulding, a frame, and means arranged on said frame and engaging said slotted brackets to allow vertical and lateral bodily movement of the frame relative to said top and base.
5. A display stand comprising a base, a top on said base, moulding on said base and forming a guide, brackets secured to said moulding, a frame adapted to fit in said guide, and means arranged on said frame and engaging said brackets to allow vertical and lateral movement of the frame relative to said top and base.
6. A display stand comprising an inclined base, a top fixed to said base, moulding fixed to said base and forming a guide, slotted brackets fastened to said moulding on each side of the base and opposite to each other, a frame adapted to be received in the guide, and pins on said frame and engaging said slots for allowing movement of the frame relative to said top.
7. A display stand comprising an inclined base, a top fixed to said base, moulding fixed to said base and forming a guide, slotted brackets fastened to said moulding on each side of the base and opposite to each other, a frame adapted to be received in the guide, a baseboard on said frame, other moulding fastened to the inside of said frame, and pins on said frame and engaging said slots for al-

lowing movement of the frame relative to said top.

8. As an improved article of manufacture, a bracket for use in a display rack, said bracket being provided with a groove for receiving the pin of a frame for allowing vertical and lateral movement of the pin and for keeping the pin in place in the bracket when a piece of linoleum is being placed on the rack, and flanges on said bracket for fastening the same to the rack.

9. A display rack for linoleum and the like comprising an inclined base, a top on said base, a bracket on said base, a frame, baseboards on said frame, moulding fastened to said frame, and a pin projecting from said frame and adapted to engage said bracket to allow movement of the frame relative to the top so that sheets of linoleum may be inserted under the frame.

10. A display rack for linoleum and the like comprising an inclined base, a top on said base, slotted brackets on said base, a frame, baseboards on said frame, moulding fastened to said frame, and pins projecting from said frame and adapted to engage the slots in said brackets to permit vertical and lateral movement of said frame.

11. A display rack for linoleum and the like comprising an inclined base, a recessed top on said base, linoleum fastened to said top and within said recess, a frame, moulding on said base and forming a guide for said frame, a slotted bracket fastened to said moulding on both sides of the base and intermediate the center and the end of said base, a baseboard on said frame, quarter round moulding fastened to the inside edges of said frame, and pins on said frame adapted to engage the slot in said bracket to allow movement of the frame relative to the top for allowing pieces of linoleum to be inserted on top of said first piece of linoleum and under said frame.

12. A display stand comprising a base member having a top display surface representing a floor, a raised edge portion on said base forming guide members, an open frame movably positioned within the guides, and having upstanding side members representing the base board of a room, and brackets connecting the frame with the base and arranged to enable the frame to be bodily raised into spaced relation to the display surface.

HARRY SUMNER BEST.
WILLIAM E. NESBITT.