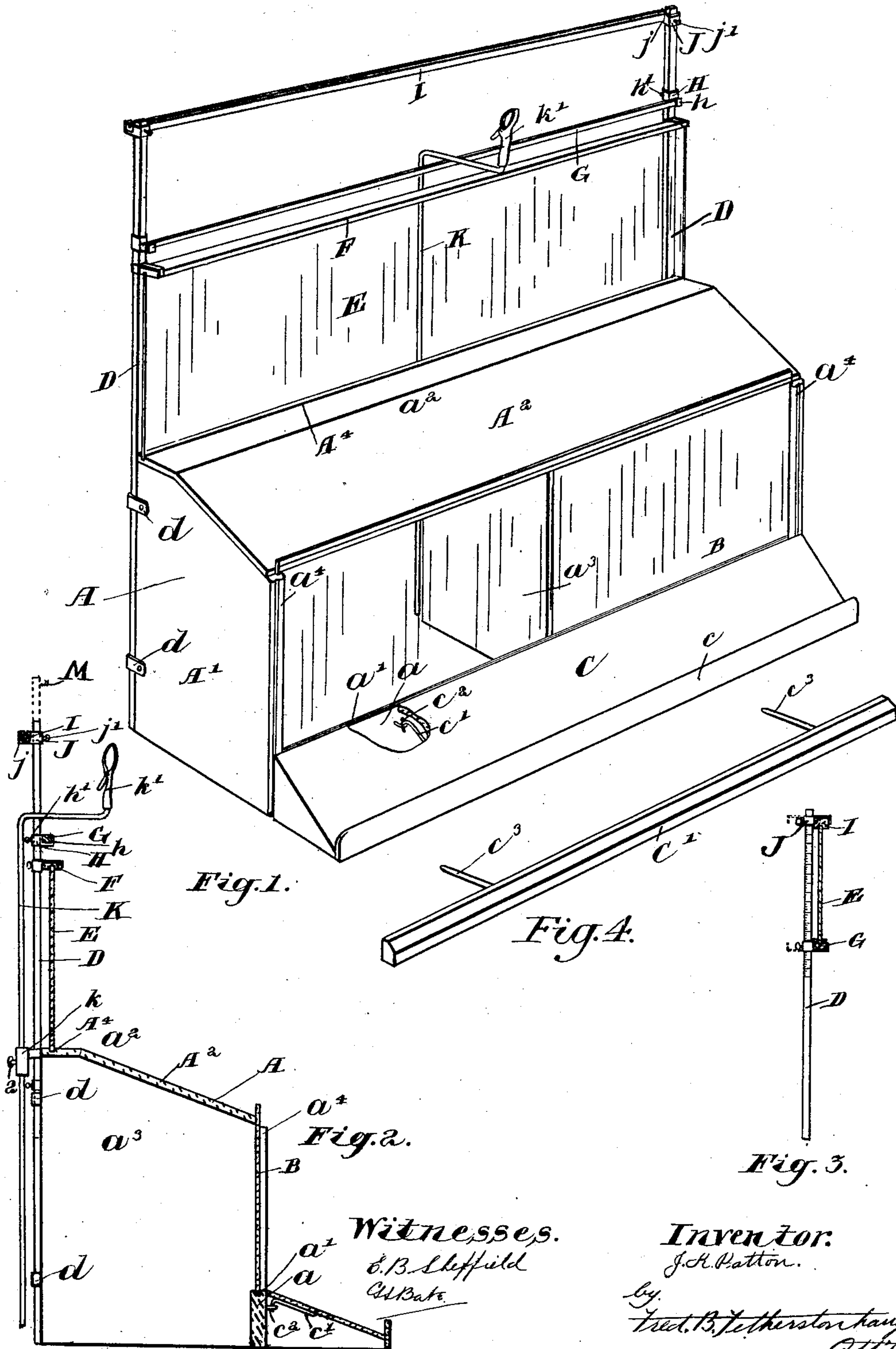


No. 758,682.

PATENTED MAY 3, 1904.

J. K. PATTON.
COMBINED DISPLAY AND ADVERTISING STAND.
APPLICATION FILED JUNE 26, 1903.

NO MODEL.



Witnesses.

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UNITED STATES PATENT OFFICE.

JOHN KILLIPS PATTON, OF TORONTO, CANADA.

COMBINED DISPLAY AND ADVERTISING STAND.

SPECIFICATION forming part of Letters Patent No. 758,682, dated May 3, 1904.

Application filed June 26, 1903. Serial No. 163,262. (No model.)

To all whom it may concern:

Be it known that I, JOHN KILLIPS PATTON, of the city of Toronto, in the county of York, in the Province of Ontario, Canada, have invented certain new and useful Improvements in a Combined Display and Advertising Stand, of which the following is the specification.

My invention relates to improvements in combined display and advertising stands; and the object of the invention is to devise a simple and cheaply-constructed portable stand by which small wares particularly may be advantageously displayed and advertised and which may be adaptable either to be placed on a show-case, counter, or in a window; and it consists, essentially, of a casing provided with a suitable upper inclined shelf, a transparent front, and a lower shelf detachably connected to the casing, a top mirror supported in suitable standards, and a top supplemental shelf and advertising-card holder, all arranged and constructed in detail, as hereinafter more particularly explained.

Figure 1 is a view of my display and advertising stand complete. Fig. 2 is a cross-section. Fig. 3 is a detail of one of the standards. Fig. 4 is a view of a modified form of shelf.

In the drawings like characters of reference indicate corresponding parts in each figure.

A is the casing, and A' the end boards of same, and A² the shelf, and a² the flat top of the shelf.

a is the bottom front board of the casing, which is provided with a groove a'. The casing is provided with a central partition a³ and side grooves a⁴, into which grooves and the bottom groove a' fits the plate of glass B, which may have any suitable sign painted thereon, preferably in transparent colors, so that not only in the day but at night the light from a shop will shine therethrough and exhibit the advertisement. The top edge of the glass forms a stop for the bottom of the shelf A², against which the articles may rest.

C is the bottom shelf, which is provided with a bottom ledge c and bottom hooks c', which fit into eyes c², which project outwardly from the front board a of the casing.

Instead of the shelf C a shelf C' of slightly-

different form may be used, which is provided with pins c³, which will fit into eyes, and such shelf will be used to hold very narrow articles, such as bottles and the like, as, if desirable, both these shelves may be dispensed with.

D represents standards which are secured to the back of the end boards A' of the casing A, being held in suitable brackets d.

E is a mirror which extends upwardly from the top of the casing A, such mirror fitting at the bottom in a groove A⁴ in the flat portion of the top of the casing.

F is a shelf which is provided with an undercut groove, such shelf resting on the back of the mirror E and the groove fitting over the top edge of the mirror.

G is a cross-bar which at the end rests in the recesses h of the brackets H, which are adjustably held to the standards D by the set-screws h'.

I is a grooved cross-bar which fits in recesses j in the end of the brackets J, which are adjustably held near the back of the standards D by the set-screws j'.

K is a rod vertically disposed and held by set-screws 2 in the bracket k, secured to the back of the casing at the top and immediately behind the central partition a³. The upper end of the rod K is bent forwardly and is provided with a bent spring-grip k' of any suitable construction, such spring-grip being designed to hold the price ticket or card.

The mirror E is designed to reflect the backs of small articles placed before it, so that the beauty of the design or form of such article may be readily ascertained.

The shelf F is designed to hold small articles, such as bottles, and the bar G may be utilized for hanging small articles on, or the space between the bar G and the bar I may be utilized for a display advertisement. The grooved bar I may be also utilized to receive display-cards.

In Fig. 1 I have shown the bar C' as placed in front of the casing, and this is so arranged in order that small articles may be placed against the same, so as to make the display complete and exhibited one above the other obliquely, and thereby advantageously show the goods.

In Fig. 3 one of the standards, D, is shown with the bracket J reversed. If desirable, the shelf F could be supported in the lower bracket, and the grooved cross-bar I could be held by
 5 the upper bracket with the groove downward, and a transparent advertisement of glass could be held between them, as shown in Fig. 3, and this glass could be held either at the front or
 10 at the back of the standards, as it will readily be seen that the brackets may be reversed to extend rearwardly, if desirable.

Instead of the rod K and the clip or grip K', I may provide one of the cross-rods, such as I, suitably secured to the back of the device and
 15 a bracket, such as shown, supporting the rod K, and a hook M could be used with this rod to support any desirable advertisement or price card.

It will be seen that the invention is susceptible of having its parts changed as to their relative position in a large variety of ways; but these changes already described will be sufficient to indicate the idea of the invention, which is to provide a display apparatus in
 20 which the general design of the display may be varied in a very convenient and simple manner from time to time.

What I claim as my invention is—

1. In a display-stand the combination with
 30 the casing the ends and inclined top, grooved ways in the ends, a bottom front board, of a transparent sign-glass fitting into the end guideways or grooves and projecting above the bottom front edge of the inclined top as
 35 and for the purpose specified.

2. In a display-stand the combination with the casing the ends and inclined top, grooved ways in the ends a bottom front board, of a transparent sign-glass fitting into the end
 40 guideways or grooves and projecting above the bottom front edge of the incline top, and an inclined shelf detachably connected to the front of the bottom front board and having a front retaining-ledge as and for the purpose
 45 specified.

3. In a display-stand the combination with the casing the ends and inclined top thereof,

grooved ways in the ends a bottom front board, of a transparent sign-glass fitting into the end
 50 guideways or grooves and projecting above the bottom front edge of the inclined top, a shelf located above the top of the main portion of the display-stand and a mirror fitting into a groove in the top of the main portion
 55 and a groove in the bottom of the shelf designed to support the latter as and for the purpose specified.

4. In a display-stand the combination with the casing the ends and inclined top thereof, grooved ways in the ends, and a bottom front
 60 board, of a transparent sign-glass fitting into the end guideways or grooves and projecting above the bottom front edge of the inclined top, standards extending up from the brackets of the ends and brackets holding the same
 65 in place as and for the purpose specified.

5. In combination in a display-stand, the ends and an inclined top, said ends having grooved ways therein, a bottom front board, a transparent sign-glass fitting into the guide-
 70 ways or grooves and projecting above the bottom front edge of the inclined top, standards extending upwardly, brackets adjustably held on the standards and having retaining-recesses and cross-bars fitting in said recesses, substan-
 75 tially as described.

6. In a display-stand the combination with the casing the ends and inclined top thereof, of grooved ways in the ends and bottom front board, of a transparent sign-glass fitting into
 80 the end guideways or grooves and projecting above the bottom forward edge of the inclined top, an inclined shelf detachably connected to the front of the bottom front board and having a forward retaining-ledge, a socket-bracket
 85 secured to the back of the main portion, a rod extending therethrough and a spring-grip at the top of the rod, said rod being adjustably held in the bracket as and for the purpose specified.

JOHN KILLIPS PATTON.

Witnesses:

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