July 3, 1928.

1,676,216

F. W. GIBSON

DISPLAY STAND

Filed July 21, 1926

2 Sheets-Sheet 1

Fig. 1

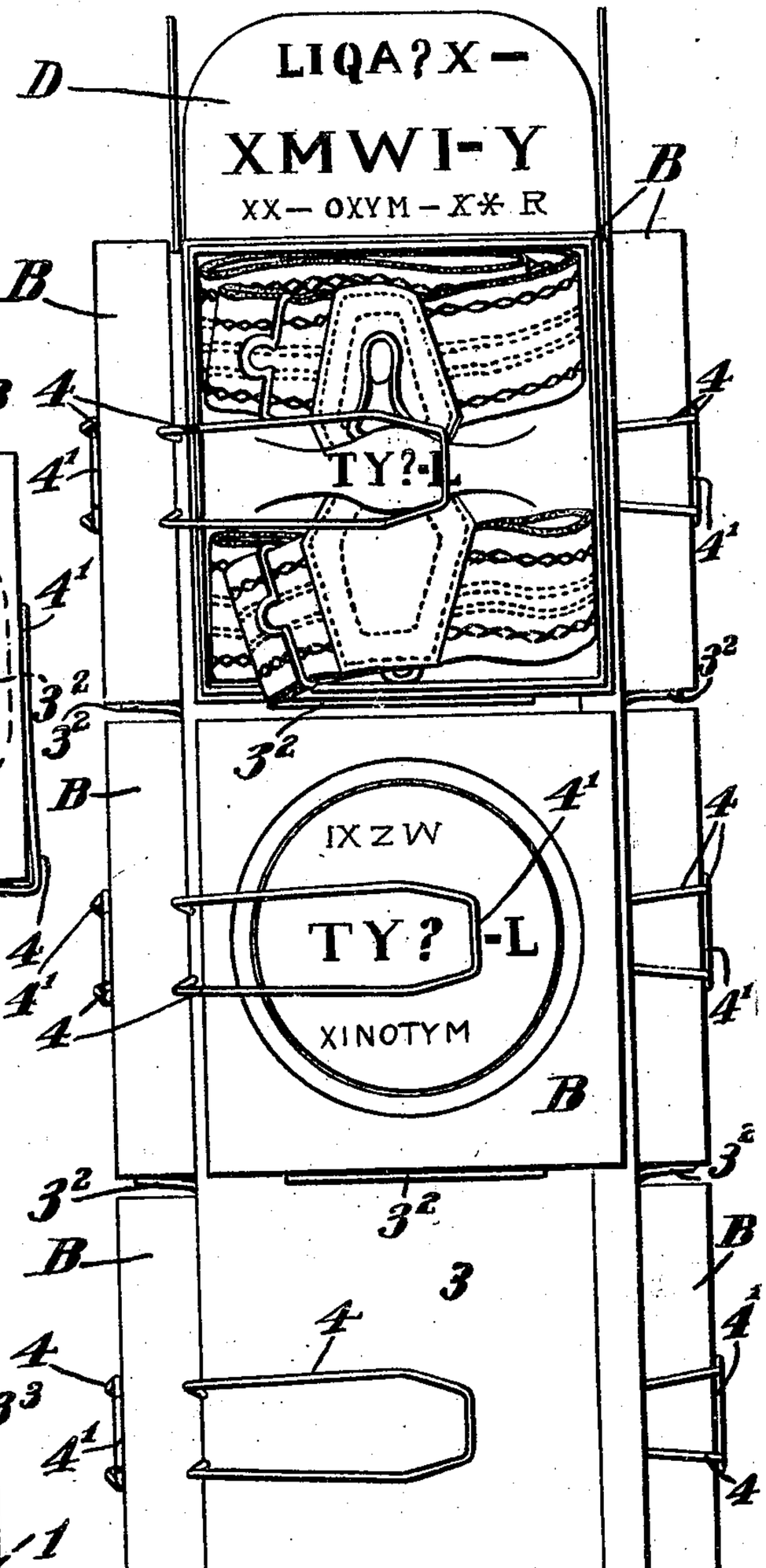


Fig. 3

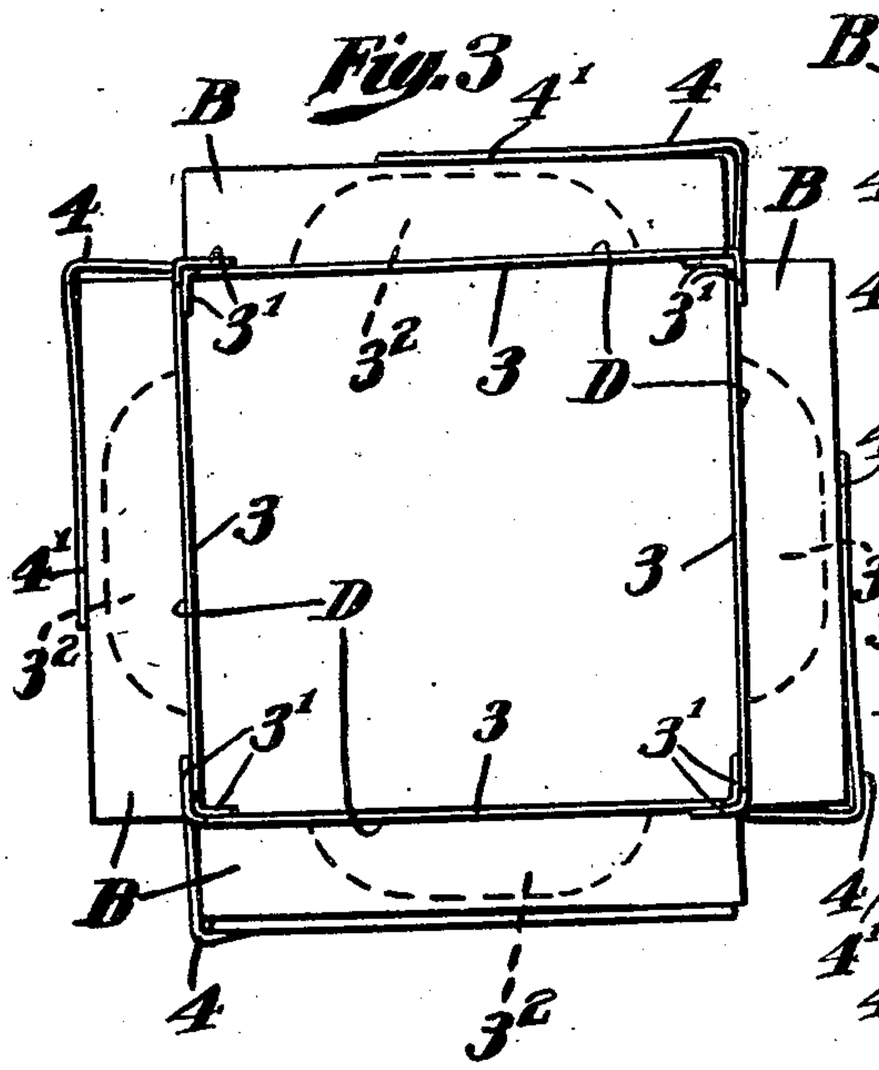
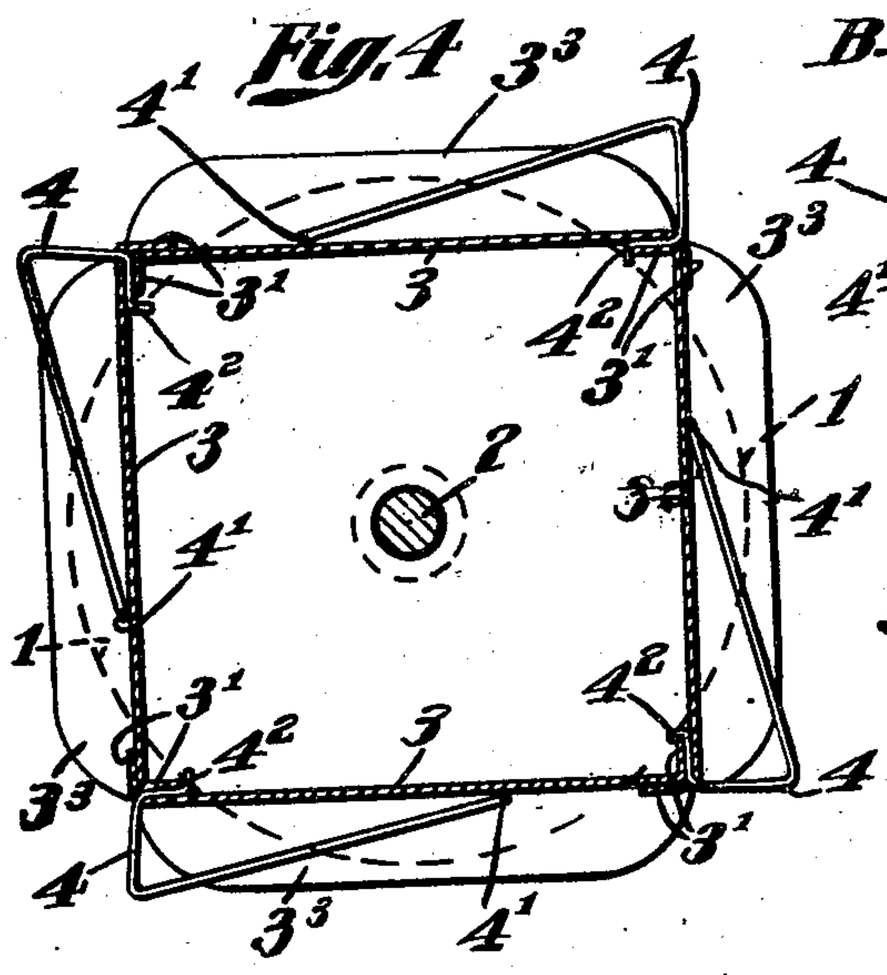


Fig. 4



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DISPLAY STAND

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Fig. 2

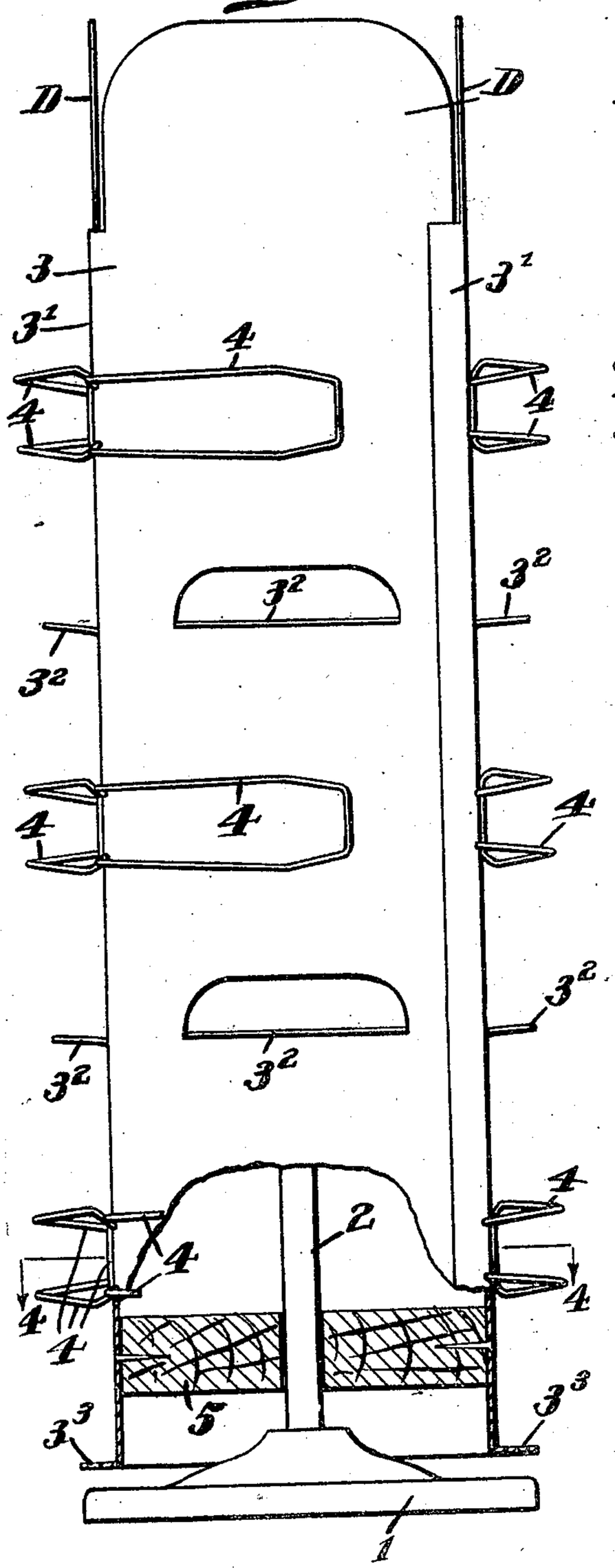


Fig. 5

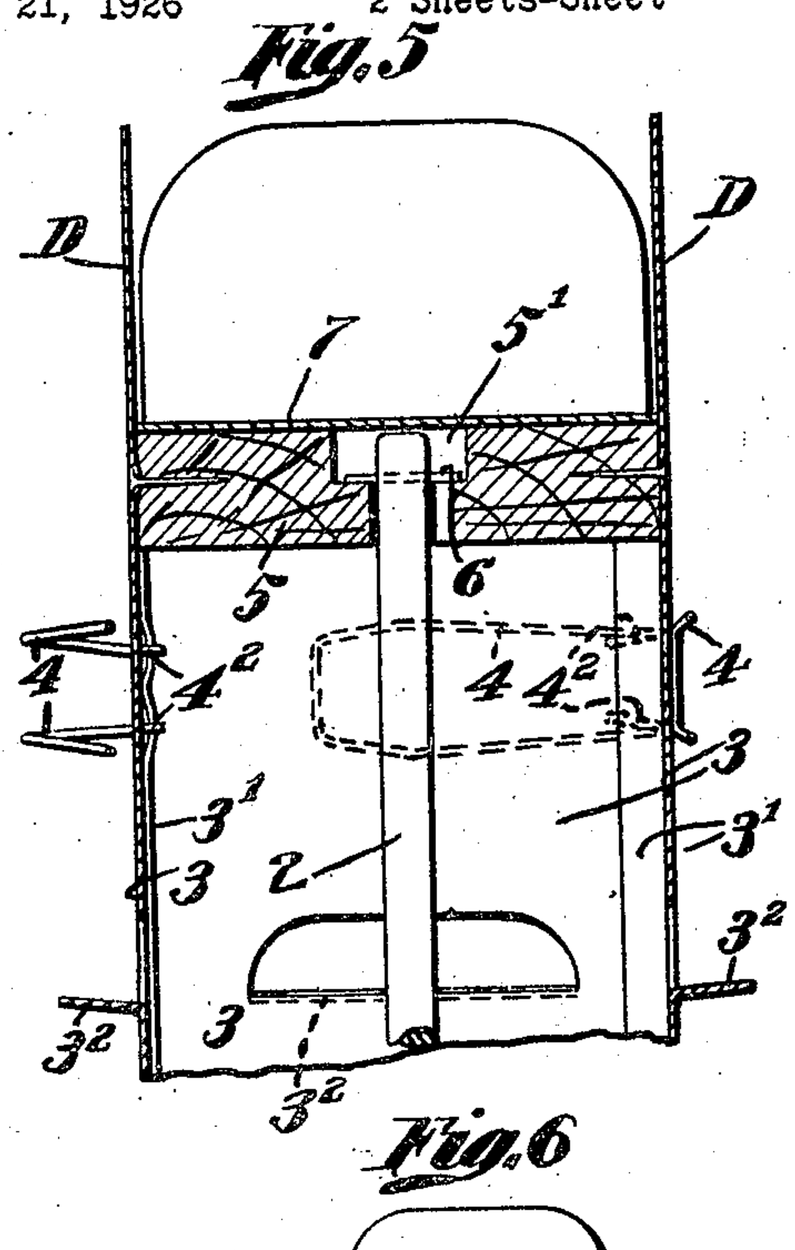
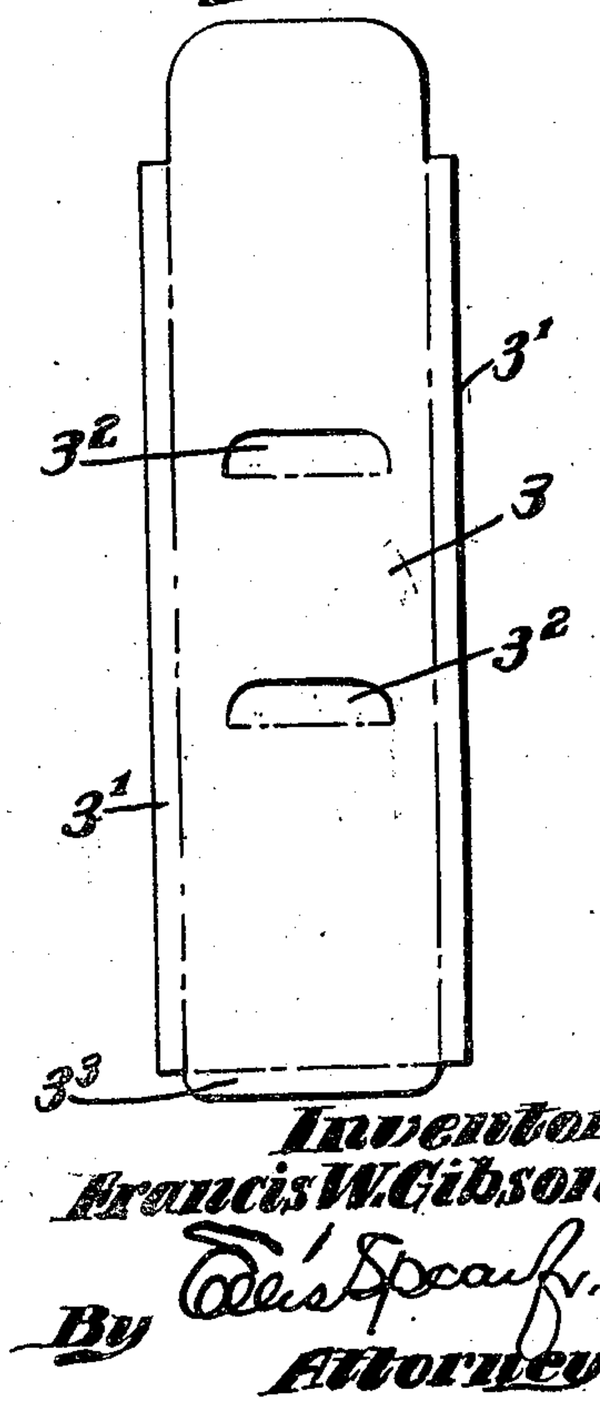


Fig. 6



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Patented July 3, 1928. 1,676,216

UNITED STATES PATENT OFFICE.

FRANCIS W. GIBSON, OF WEST ROXBURY, MASSACHUSETTS, ASSIGNOR TO THE H. D. BEACH COMPANY, OF COSHOCTON, OHIO, A CORPORATION OF OHIO.

DISPLAY STAND.

Application filed July 21, 1926. Serial No. 123,868.

In my present invention I am again dealing with the display of merchandise and particularly with the problem of mass presentation for the double purpose of sales psychology and customers' convenience.

Such effects are sought but are difficult to attain in ordinary local display where show case or counter dressing has to be entrusted often to unskilled and inexperienced help. My solution lies in a simple rack type of display stand on which the packaged goods can be set up with display continuity and with ready accessibility to the customer.

As illustrative of my invention I have shown in the accompanying drawing a specific embodiment in the form of an upright rotatable display stand well adapted to sales ends and itself capable of low cost production to advertising purposes.

Throughout the specification and drawings like reference characters are employed to indicate corresponding parts and in the drawings.

Fig. 1 is a side elevation of a display stand in accordance with my invention with display indicated.

Fig. 2 is a similar view partly in section with packages removed.

Fig. 3 is a plan view of Fig. 1.

Fig. 4 is a sectional view on the line 4—4 of Fig. 2.

Fig. 5 is a sectional detail of the top bearing, and

Fig. 6 is a plan view of one of the side plates flat before bending.

In the embodiment of my invention shown in the drawings, I have provided a base 1 in which is set a vertical spindle 2. On this is rotatably mounted a display member which has a plurality of sides or display faces. In the form shown there are four in number.

The display member is made up of plates 3 each having lateral flanges $3'$ which in assembly are overlapped with those of the plate next adjacent to form a rigid corner.

These plates 3 are preferably made of a width equal to that of the box unit or pack to be displayed. In the instance shown the merchandise is a square garter box B.

In practice further I make the sides of a length equal to some multiple of the other box dimension and provide lips 3^2 struck out from the sheet metal of which the side is formed. These lips 3^2 are in reality shelves on which the boxes B rest so as to be supported in an apparently continuous tier. The lower shelves or brackets are formed by turning out a lip 3^3 at the bottom edge of the side 3.

At one side of each box space, that is to say, above each shelf or bracket 3^2, I dispose a spring 4. This is preferably formed of wire but may be variously constructed. It is anchored in the edge seam at one end 4^2 and has its free end $4'$ bent to bear centrally of the box B when in place.

The sides are supported by bearing blocks 5 to which they are fastened and the spindle 2 passes through both upper and lower blocks so that the display is rotatable for inspection by the customer and the ready removal of any selected box. The upper block 5 is recessed as at $5'$ and the end of the spindle 2 is perforated to receive the pin 6. The top block is covered by a plate 7. The sides are preferably extended somewhat above the space for the upper box to form a projecting edge on which advertising or merchandising data D can be applied.

As will be apparent to those skilled in this art such a display device has many advantages as a so called "silent salesman" and is so inexpensive to manufacture that it can be furnished to the retailer with even small orders of goods which it is well adapted to move rapidly for repeat orders.

Various modifications may be resorted to along the lines suggested by this illustrative construction which may be adapted to a great variety of merchandise and made up in various forms.

What I therefore claim and desire to secure by Letters Patent is:

1. In a display structure a spindle member and multi-faced rack rotatably mounted thereon and comprising a plurality of face plates each having angularly bent marginal flanges interengaged with the flanges of the adjacent plates to form the corners, and each having a plurality of spaced bracket lips struck out therefrom, and resilient clip members anchored in said corners and having their free ends disposed in retaining rotation above said bracket lips.

2. A display structure for packaged units, comprising a multi-faced member having overlapping faces each of substantially the width of the unit displayed and of a length

substantially equal to some multiple of the length of the unit displayed whereby the units are supported on the faces in apparently continuous tiers, supporting means carried by said faces for supporting the units in the relation specified, and resilient unit clamps each anchored at one end in the seam overlap of a pair of adjacent faces and each bent at its free end to bear substantially centrally on a display unit.

3. A display structure for packaged units comprising a multi-faced rack consisting of a plurality of face plates overlapped upon one another at their longitudinal edges, each plate of substantially the width of the unit displayed and of a length substantially equal to some multiple of the length of the unit displayed whereby the units are supported on the face plates in apparently continuous tiers, supporting means carried by said face plates for supporting the units in the relation specified, and resilient clamps each anchored at one end in the seam overlap of a pair of adjacent plates and each bent at its free end to bear substantially centrally on a display unit.

In testimony whereof I affix my signature.

FRANCIS W. GIBSON.