

April 16, 1935.

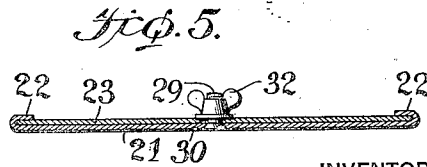
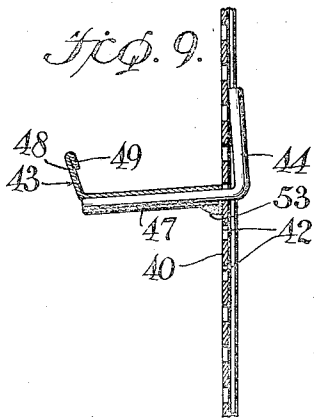
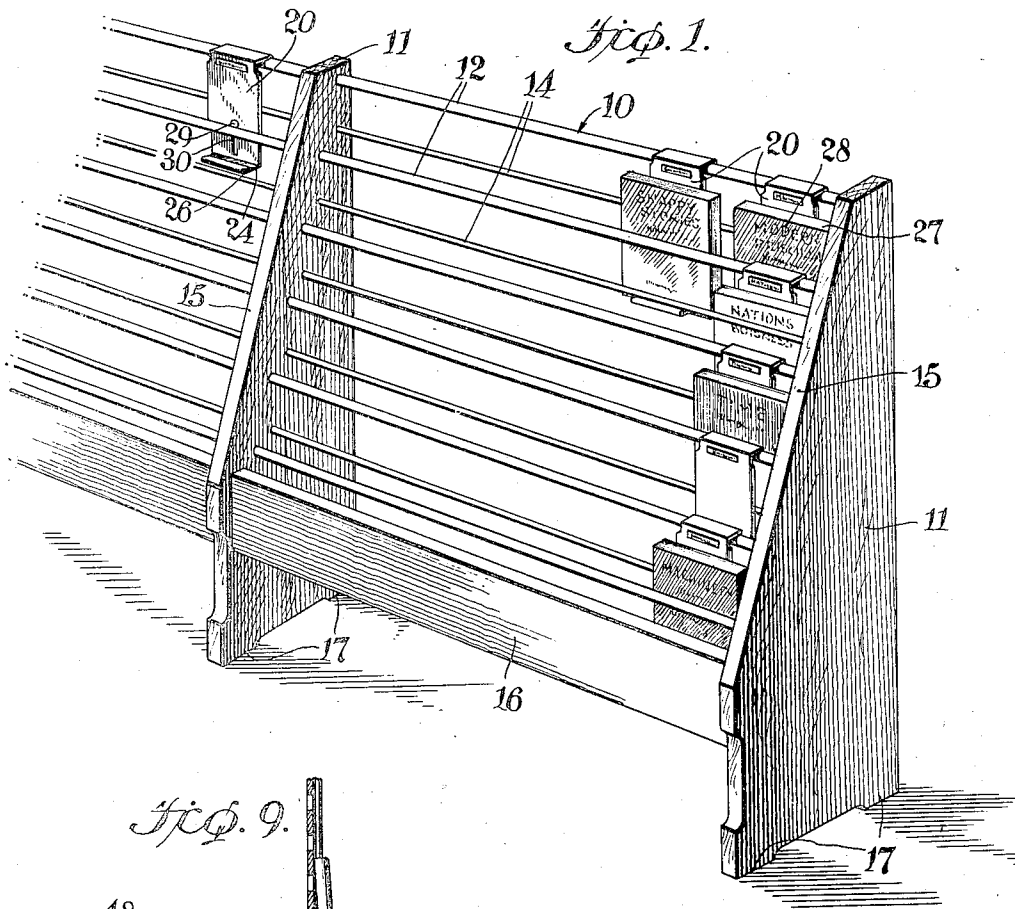
S. W. McKEE

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DISPLAY STAND

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3 Sheets-Sheet 1



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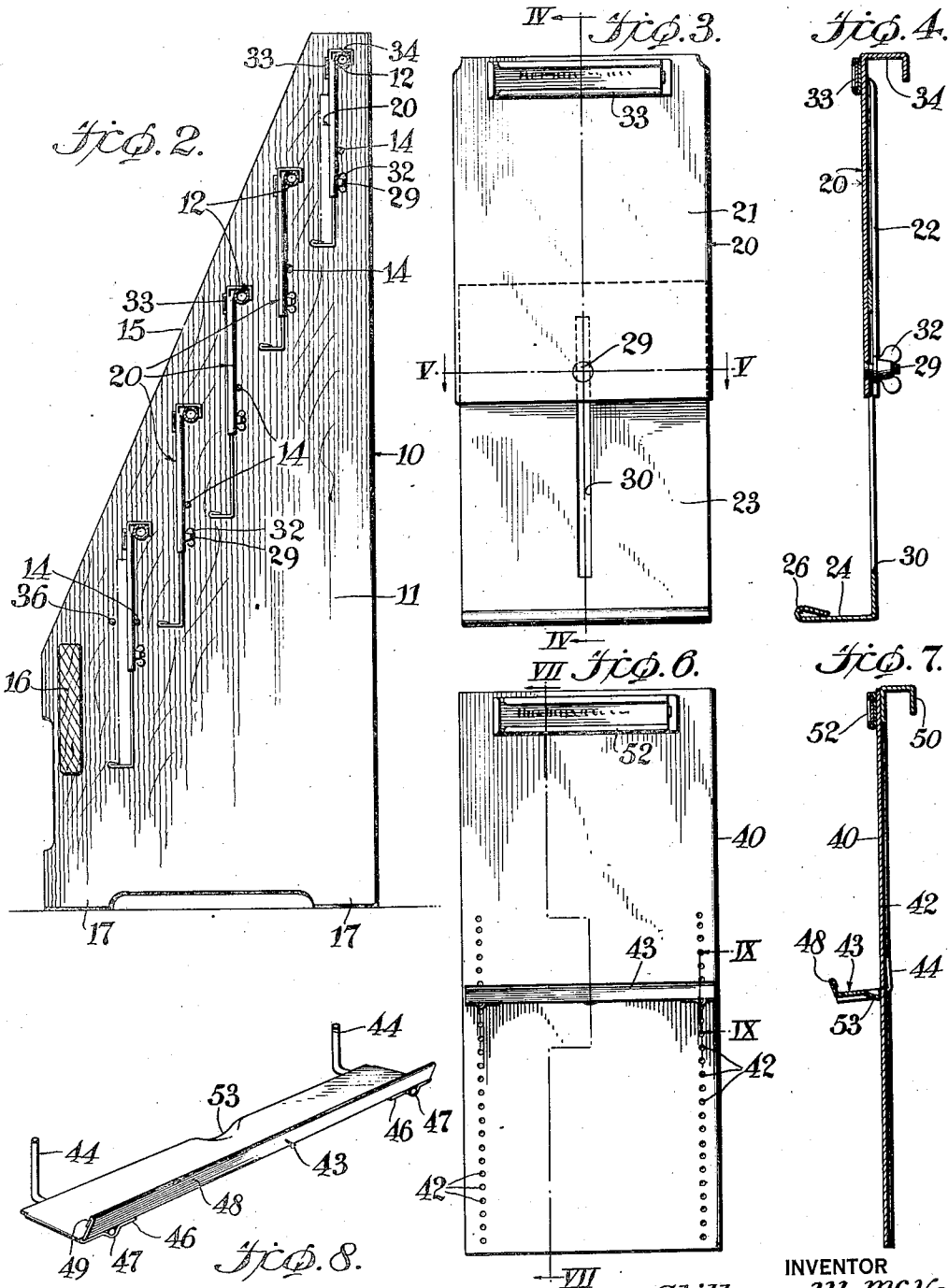
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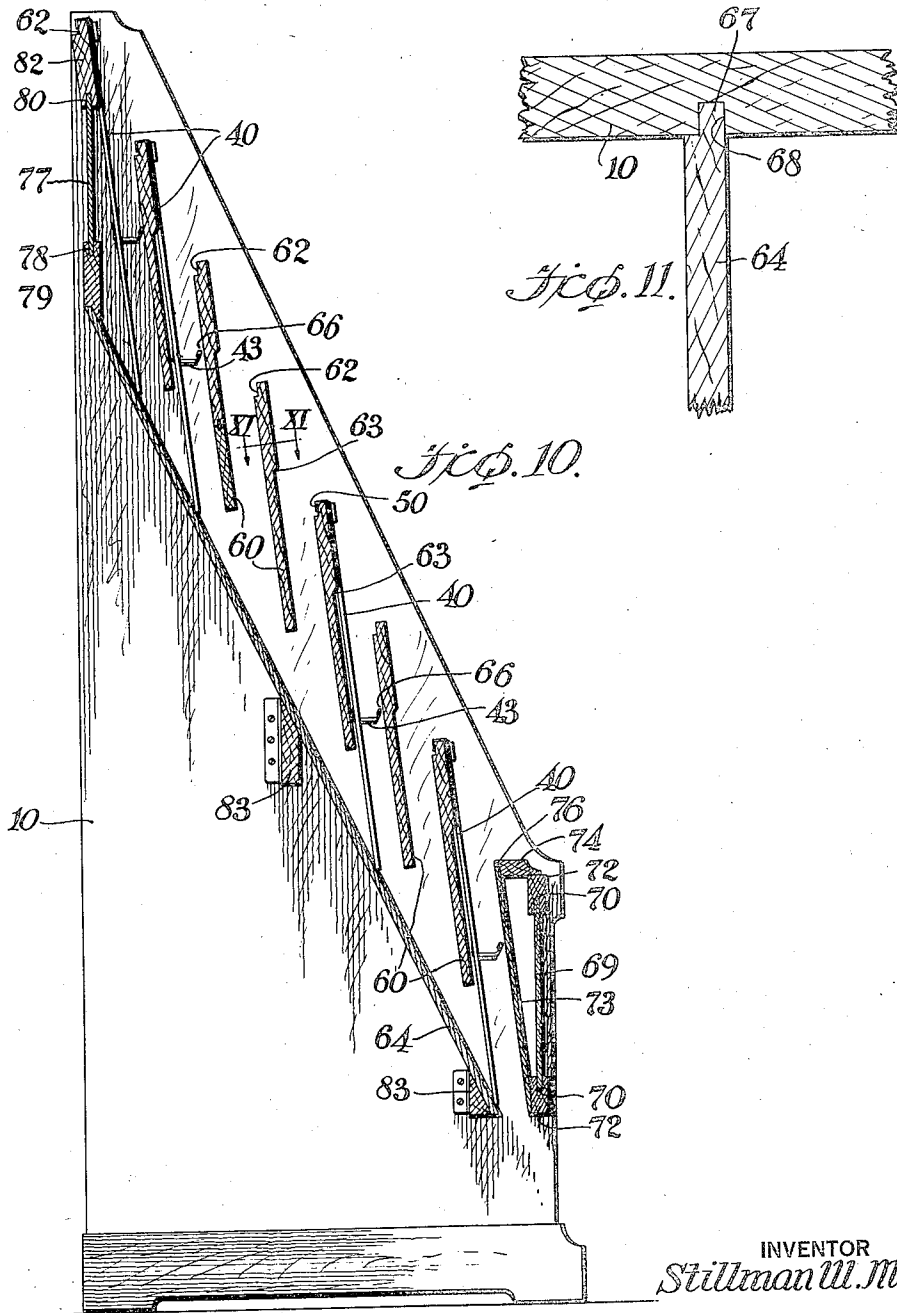
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UNITED STATES PATENT OFFICE

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DISPLAY STAND

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Application October 2, 1931, Serial No. 566,535

5 Claims. (Cl. 211—55)

This invention relates to display stands and it has particular relation to display stands adapted to serve as racks for supporting and displaying publications, periodicals, and the like.

5 In news stands, book stores, libraries, and the like, it is desirable to display magazines, pamphlets and other publications in as small space as possible and at the same time present an attractive array of publications, as well as one which
10 provides for convenience in locating any particular magazine or publication. Various kinds of display stands and racks have been provided, but, as a rule, they presented the publications in uneven arrangement; they were more or less unattractive, and a great deal of space was wasted.

15 According to this invention, various sizes of publications can be arranged without inconvenience in closely assembled relation with their exposed edges evenly disposed, and provision is
20 made for accommodating in alphabetical or other regular order, publications of various widths and lengths. Individual publication holders are provided which can be moved and adjusted at will in order that a partially filled rack can be
25 replenished in proper order and without materially affecting the attractiveness of the entire arrangement. These publication holders are removable and are provided with label holders which facilitate their return to their proper position upon the
30 display stand.

For a better understanding of the invention, reference may now be had to the accompanying drawings forming a part of this specification, of which:

35 Fig. 1 is a fragmentary perspective of a display stand constructed according to the invention;

Fig. 2 is a cross-section of the stand shown by Fig. 1;

40 Fig. 3 is an elevation, on a larger scale, of a publication holder constituting a part of the display stand.

Fig. 4 is a vertical section taken substantially along the line IV—IV of Fig. 3;

45 Fig. 5 is a cross-section taken substantially along the line V—V of Fig. 3.

Fig. 6 is an elevation of another form of publication holder;

50 Fig. 7 is a vertical section taken substantially along the line VII—VII of Fig. 6;

Fig. 8 is a perspective of an adjustable support constituting a part of the holder shown by Fig. 6;

Fig. 9 is a cross-section on a larger scale taken substantially along the line IX—IX of Fig. 6;

55 Fig. 10 is a cross-section of a construction embodying a form of the invention in which partitions are included; and

Fig. 11 is a fragmentary cross-section on a larger scale, taken substantially along the line XI—XI of Fig. 10, and showing a groove and tenon connection between a partition and end of the display stand.

In practicing the invention a display stand 10 is provided which comprises upright frame members 11 and a plurality of parallel rods 12 and 14 secured to the frame members in such manner as to brace them, and at the same time, to provide rows of supports and guides. The rods 12 are disposed substantially in a plane that slopes downwardly from the rear portion of the display stand toward the front portion thereof. Each rod 14 is spaced vertically directly below or slightly to the front of one of the rods 12. The front edges of the frame members 11 are sloped or beveled, as indicated at 15, to correspond to the sloping of the plane of rods 12, and the lower portion of the base of the display stand is provided with a base board 16 rigidly secured thereto and extending along the entire length of the stand. Suitable legs 17 formed upon the lower portion of the frame member 11 support the display stand.

Each of the rods 12 supports a publication holder 20 which comprises an upper section 21 having re-entrant guide flanges 22 along its opposite vertical edges, and also a section 23 having its edge portion slidably secured within the guides constituting the flanges 22. A flange 24 extending integrally at right angles from the lower edge portion of the section 23 is provided with the beaded extremity 26 by turning the edge of the flange inwardly. This flange 24 serves as a support for a publication 27 which, as a rule, has its title 28 printed across the upper portion of its cover.

A screw-threaded pin 29 rigidly secured through the lower central portion of the section 21 has its one end flush with the front side of the section and its screw-threaded end extending rearwardly therefrom. This pin is disposed in a slot 30 extending vertically in the central portion of the section 23. A suitable wing nut 32 screwed upon the pin 29, secures the sections 21 and 23 firmly together at any relative position within the length of the slot 30, and according to the size of the publication 27 supported in the holder 20. That is, the sections 21 and 23 are so adjusted with respect to the publication they support, that the top of the publication is disposed slightly below the label holder 33 at the upper edge of the section 21.

A re-entrant flange 34 bent rearwardly from the upper edge portion of the section 21 serves as a hook for suspending each publication holder 20 from one of the rods 12. It will be observed that the holders 20 are thus slidably mounted upon the rods 12 and that they are maintained in proper upright position because of the fact that their rear surfaces contact with the rods 14. If desired, the rod 14 may be positioned slightly forwardly, in order that the holder will be tilted rearwardly slightly for the purpose of insuring proper seating of the publication in the holder. Also an additional rod 36 can be employed adjacent the lower rod 14 to prevent displacement of the front row of publications.

In the construction shown by Figs. 6 to 9 a publication holder 40 is provided which includes a single plate without utilizing cooperating slidable sections. A row of openings is disposed vertically adjacent each edge of the holder 40, and an adjustable removable shelf 43, constituting the second section thereof, is supported thereon by means of stiff wire fingers 44 extending at right angles from the shelf. Each end portion 46 of the shelf is folded over upon itself and ribbed, as indicated at 47, to receive one of the wire fingers 44 which is soldered in rigid relation in the ribbed portion underneath the folded end portion of the shelf. The forward end of the shelf 43 is bent upwardly to form a flange 48 that is further turned inwardly to form a beaded portion 49. Thus the shelf is so constructed as to support various sizes of publications by inserting the fingers 44 in the proper openings 42 at various locations along the edges of the holder 40. A suitable flange 50 in the shape of a hook in cross-section is provided for suspending the holders 40 upon any of the rods 12 in the same manner as the holders 20 are suspended. Likewise, suitable label holders 52 are provided at the upper portions of the holders 40. A small bead 53 is pressed outwardly from the edge of the shelf 43 and it serves to brace the shelf against the plate 40 in conjunction with the fingers 44. From the foregoing description it will be apparent that the holders are movable along, or removable from, the rod 12 to accommodate publications of various widths, and because of the vertical adjustment provided by the wing nut 32, or by the shelf 43, publications of various sizes can be conveniently aligned in such manner as to have their upper edges in a common line. This improved display stand facilitates orderly and pleasing arrangement of the publications of various lengths and widths and provides for the convenient locating of any particular publication when it is desired to remove it from the stand.

In the form of the invention illustrated by Figs. 10 and 11 the frame members 10 are similar to those described with reference to Figs. 1 and 2, and are therefore designated by like reference characters. However, instead of rods serving as supports for publication holders, a plurality of backwardly tilted partitions 60 mounted in the frame members 10 are provided with rabbeted portions 62 along their upper rear portions. Each partition 60 has a tapered portion 63 directed toward the lower edge thereof. This form of construction is adapted to support the holders 40 because the rear faces of these holders can lie flush against upper front surfaces of the partitions 60 and the pins 44 are disposed below the tapered portion 63 in such manner that they do not interfere with the smooth fitting of the holders. Likewise, by employing the holders 20 in

this arrangement there is sufficient offsetting provided by the tapered portion 63 to accommodate the length of the short pin 29 and the wing nut 32. This type of construction in the partitions also insures close fitting of the hooks 34 or 50 against the upright seat formed by the rabbeted portion 63, because the weight of each holder alone, or with one of the publications thereon, tends to tilt the upper end of the holder forwardly, and the lower end backwardly into the offset seat provided by the tapered portion 63 until the lower end of each holder rests against an inclined wall 64 that joins the frame members 10.

In order to prevent thin publications from slipping from the shelf 24 or 43 and falling between the latter and the partitions 60, the partitions are so spaced as to provide, beyond the outer edge of the shelf, a gap 66 too narrow to receive a publication. Moreover, the re-entrant flanges 50 are disposed in the rabbeted portions 62, in countersunk relation with respect to the rear surface of the partitions, thus avoiding interference by the shelf with an adjacent holder that may be removed from the stand. The lower part of the holder rests against the lower part of partition from which it is suspended, thus insuring the provision of the proper narrow spacing gap 66 and stabilizing the holder.

The inclined wall 64 slopes forwardly from the upper rear portion of the frame members 10 to the lower front portions thereof and it is rigidly mounted on these frames by means of tenon and groove connections 67 and 68. The lower edges of the partitions are arranged in stepped relation and are spaced evenly from the inclined wall 64. The lower front portions of the frames are provided with a vertical front wall 69 mounted in grooves 70 of transverse bars 72 that are rigidly mounted in the frames. Likewise, a tilted wall 73, the lower portion of which rests against the lower bar 72, is disposed rigidly in the frames and parallel to the lower partition 60. A transverse bar 74 receives the upper edge of the wall 73 in a groove 76 and overlaps the upper bar 72. An upper rear wall 77 extends vertically from a groove 78 in a bar 79 that is mounted upon the frames 10 and upon the upper edge of the sloping wall 64. Likewise the upper edge of the wall 77 is disposed in a groove 80 of a bar 82 rigidly joining the upper extremities of the frames 10.

The upper bar 82, although not as wide as the partitions 60, nevertheless serves as a supporting partition for holders 40 at the upper rear portion of the stand and is provided with the rabbeted upper edge portion 62 for receiving the hook 50 in the manner previously described. Since the bar 82 is thicker than the relatively thin wall 77 the latter is offset similarly to the offsetting provided by the tapered portion 63 for receiving the pins 44 or wing nuts 32. The rear of the tilted wall 73 corresponds to the rear of the partitions 60 and cooperates with the latter in supporting publications in the holders in the same manner as the partitions cooperate with each other. Suitable brackets 83 secured to the frames 10 and wall 64 insure further rigid assembly of these elements.

In using the display stand as above described it will be noted that the publication holders in either of the forms shown in Fig. 3 or Fig. 6 are suspended from the supporting structure therefor provided in the stand 10. In this suspension of the publication holders it will be noted that the holders will tend to pivot or rotate about the

upper end due to the free suspension of the holders on the horizontal supporting portion of the stand. In order to control this swinging movement of the holders in their loose suspension in the stand in the support of magazines and in order to properly support the magazines in the stand, it is necessary to control the position of the holders which is obtained in the stand structure shown in Figs. 1 and 2 by the rods 14. These rods 14 of the stand shown in Fig. 1 and the lower portions of partitions 60 of the stand structure shown in Fig. 10 cooperate with the publication holders in order to support them in a somewhat rearwardly inclined position so that magazines may have their center portion placed on the supporting ledge of the holder with the side edges projecting beyond either side of the holder, while the back face of the magazines will lean against the front face of the holder, the return bend portion on each holder at the upper end serving to support the weight of the holder in suspended relation from the upper edge of partitions 60 or from rods 12. In this way any size of magazine may be supported on the publication holder without regard to its width because the opposite edges extend beyond the edges of the holder and by reason of the magazines inclining slightly rearwardly and lying against the front face of the holders, it is not necessary that the holders be provided with parts overlying the front face of the magazine to any extent.

In placing magazines on the holders for position in the stand the holders are removed from the bars 12 or partition 60 if empty holders are supported in the stand, or an empty holder is secured and the magazine placed on the front of the holder whereupon the flange 24 with its associated parts or the shelf 43 may be adjusted to engage the bottom of the magazine when it is so positioned on the holder that the upper edge of the magazine is just below the label holder 33 or 52 carried by the publication holder at the upper end. In this way by gauging the distance between the upper edge of the magazine and the label holder or the upper end of the publication holder, the holder may be adjusted to support any size magazine within the limits of the adjustment of the holder, and when positioned in the stand with the upper edge of the magazine on each holder arranged the same distance from the label holder, the upper edges of the magazines will all be supported at the same position in the stand and lie in the same horizontal plane so that the titles will be uniform and uniformly displayed in the stand. This provides an efficient way for adjusting the holders and positioning magazines in the stand without regard to their length from top to bottom with the upper edges in alignment, although magazines supported in adjacent holders may differ materially in length as well as width. Where they vary in width the holders may be adjusted horizontally along the supporting rods 12 or partition 60 so that magazines supported on adjacent holders can be spaced apart a uniform distance, although the holder will have an unequal spacing along rods 12 or partition 60 which will vary according to the width of the respective magazines supported thereby.

By using the form of stand 10 as shown in Figs. 1 or 10, a cooperation is obtained with the holders, whereby they are supported in such a manner that the holders may be constructed in a simple manner with a shelf or ledge adjacent the bottom thereof for supporting the magazine and without the necessity of providing sides or other

portions projecting in front of the magazine in order to hold such magazine in place on the holder. This provides for the use of a highly simplified form of construction at the same time sufficiently supporting the magazine in a convenient arrangement for ready inspection and removal from the rack or stand.

Although only the preferred forms of the invention have been shown and described in detail it will be apparent to those skilled in the art that the invention is not so limited but that various changes may be made therein without departing from the spirit of the invention or from the scope of the appended claims.

What I claim is:

1. A publication holder for display stands comprising a pair of sections, one of said sections being formed of an elongated flat rectangular sheet metal plate having a lateral rearwardly directed extension on the upper end terminating in a depending flange and forming a supporting hook, the other section being formed of a sheet metal plate providing a supporting shelf projecting laterally and forwardly from the plane of the plate forming said first mentioned section, said other section having upwardly directed portions at the rear edge thereof for engaging the rear face of said first-mentioned plate in assembled relation to support said shelf in laterally projecting relation from said first mentioned plate, said upwardly directed portions cooperating at the rear of said shelf with the first-mentioned section in complementary relation for supporting said shelf at varying distances below the upper end of said first-mentioned section, whereby said holder sections cooperate to support a publication by having the central portion of the lower edge of the publication seated on said shelf and the rear face of said publication overlying the front face of said holder with the upper edge of the publication terminating adjacent the upper end of the holder, the binding and free edges of the publication extending beyond the side edges of said holder, said publication being otherwise unsupported.

2. A publication holder for display stands comprising a pair of sections, one of said sections being formed of an elongated flat sheet metal plate having a lateral rearwardly directed extension on the upper end terminating in a depending lip and forming a supporting hook, a frame member mounted on the upper end portion of said sheet metal plate, extending transversely thereof and projecting forwardly from the face of said section to form a positioning gauge, the other section of said holder having a supporting shelf projecting laterally and forwardly from the plane of the plate forming said first mentioned section, and cooperating parts on each of said sections interengaging in adjustable relation for supporting said shelf at varying distances below the upper end of said first mentioned section and said frame member, whereby said holder sections cooperate to support a publication with the central lower edge portion engaging said shelf, the side edge portions extending beyond the side edges of said holder and shelf and the position of the upper edge portion being determined and gauged by said frame member to terminate in adjacent spaced relation below said frame member, said publication overlying and engaging the front face of said plate.

3. A publication holder for display stands comprising a pair of sections, one of said sections being formed of an elongated flat sheet metal

plate having a lateral rearwardly directed extension on the upper end terminating in a depending lip forming a supporting hook for suspending said holder, said plate having the lower portion thereof formed to provide a plurality of shelf supporting parts, the other of said sections comprising a shelf extending laterally forward from said first section, said shelf extending transversely across the front of said first section and having cooperating parts for engaging the parts on said first section in detachable relation for adjustably supporting said shelf at varying distances below the upper end of said first mentioned plate, whereby said holder is adapted to support a publication with the lower central edge portion seated on the shelf, the upper edge portion terminating adjacent the upper end of the holder and the side edges extending beyond the holder and unsupported, said publication overlying the front portion of said holder and plate.

4. A publication holder for display stands, comprising an elongated flat sheet metal plate having the upper end provided with a lateral extending portion terminating in a depending lip forming a supporting hook for suspending said holder, the lower portion of said plate being provided with spaced parallel rows of openings extending vertically thereof, a shelf member formed of a plate projecting laterally forward from said first-mentioned plate in transversely arranged relation thereon, and upwardly extending fingers on the rear edge of said shelf plate detachably engaged in the openings of the first mentioned plate and cooperating therewith to detachably support said shelf plate in a desired adjusted position below the upper end of said first mentioned plate, whereby a publication may be supported on said holder with the lower central edge portion seated on said shelf plate, the side portions thereof extending beyond said plate to either side of said holder, and the upper edge thereof terminating in adjacent relation to the upper end of said first mentioned plate, said publication overlying said first mentioned plate above said shelf plate.

5. A publication display stand comprising a pair of spaced parallel upright frame members

having inclined front upper edge portions, a plurality of horizontally arranged spaced parallel supporting members extending between said frame members and arranged in relative inclined relation to each other in substantially uniform spaced relation from said inclined upper edge portion of the frame member, a plurality of publication holders comprising elongated flat plate portions formed with rearwardly extending lateral flanges at the upper ends terminating in depending lips forming supporting hooks engaged over said supporting members for freely suspending said publication holders from said supporting members, said publication holders being freely movable along said supporting members and each publication holder having a shelf projecting forwardly from the plane of said plate member and adjustably carried by said plate member for support thereby in any desired position of adjustment below the upper end of said plate member at varying distances from the upper ends of said plate member, and said supporting members having cooperating parts for engaging said publication holders below said upper ends and supporting said publication holders with the lower ends in forwardly projecting relation with respect to said supporting members and the remaining portions of said holders, whereby magazines and other similar publications may be supported with the central lower edge portion of a publication seated on the shelf of one of said holders with the side edges thereof extending beyond the side edges of the holder and the upper edge terminating in predetermined spaced relation below the upper end of said holder, said publication substantially overlying the front face of said holder, the slidable mounting of said holders on said supporting members providing for uniform spacing of publications in supported relation adjacent to each other on each supporting member and said supporting shelves on each holder cooperating to support said publications so that the upper edges of all of the publications on the holders carried by any one supporting member are in horizontally aligned relation.

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