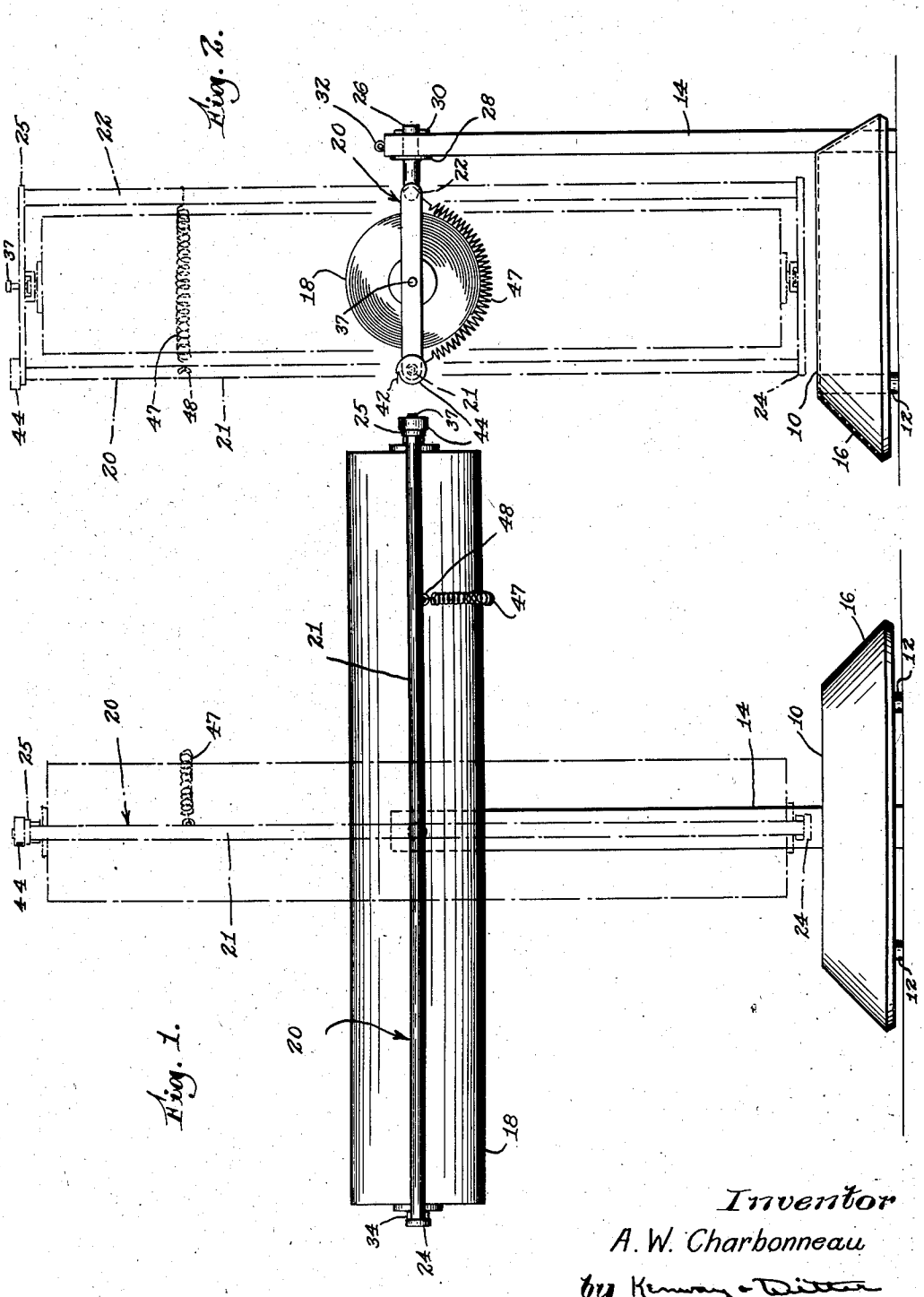
Jan. 1, 1935. A. W. CHARBONNEAU 1,986,500

DISPLAY AND SERVING STAND

Filed June 17, 1933 2 Sheets-Sheet 1



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DISPLAY AND SERVING STAND

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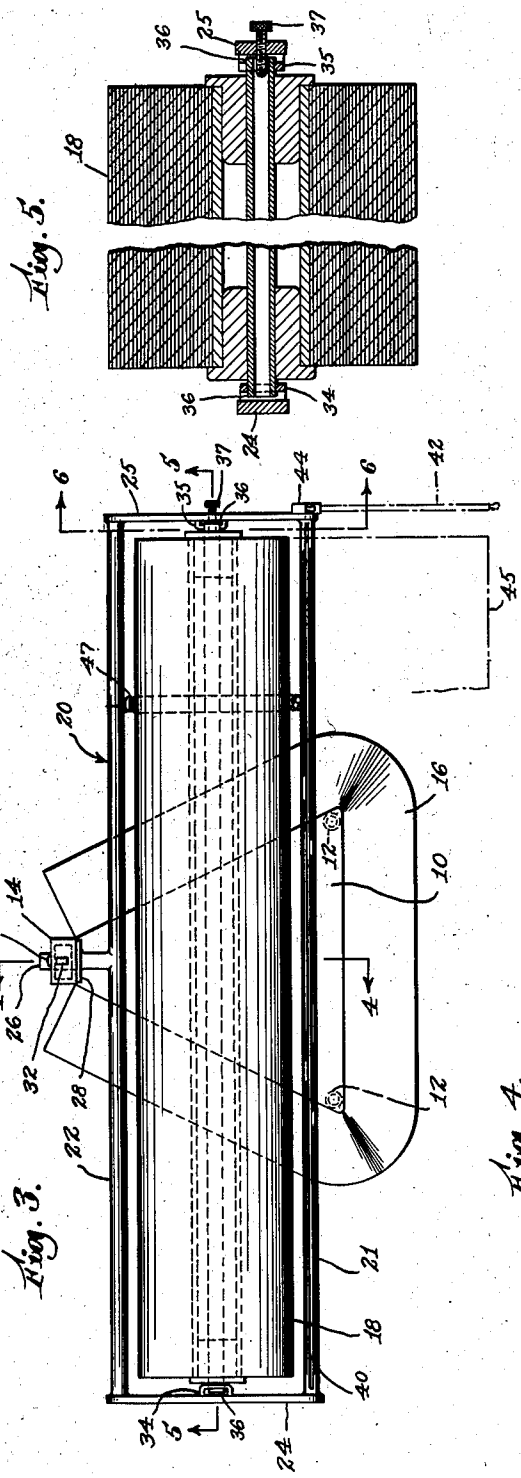


Fig. 3.

Fig. 5.

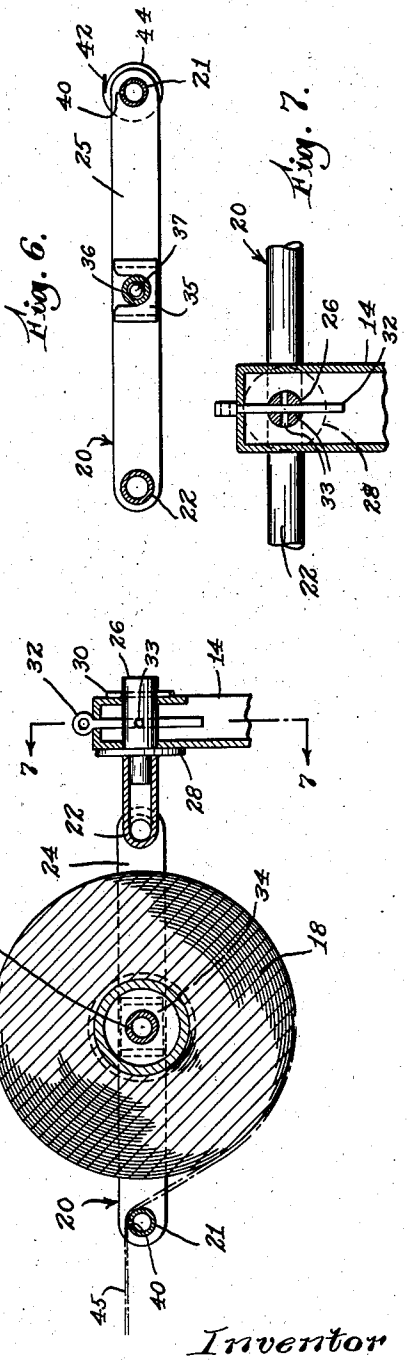


Fig. 6.

Fig. 7.

Fig. 4.

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DISPLAY AND SERVING STAND

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3 Claims. (Cl. 242—55.5)

This invention relates to display and serving stands for rolled goods, and more especially for heavy and unwieldy rolls. Goods of this nature are most commonly kept in the background, usually some storage space or corner, where they are not ordinarily seen by prospective customers. Ordinarily the rolls are stored on end on the floor and when a portion is to be measured and cut therefrom for sale, the roll is placed horizontally on the floor and rolled along to release the length desired and this length is usually cut off along a very uneven line by shears or the like. Obviously, by this method of procedure, the goods are sold only when specifically requested by the customer and a considerable amount of work is required to dispense the measured amount thereof, it being furthermore apparent that the placing and rolling of the goods on the floor is likely to damage the goods and is altogether a cumbersome and unsanitary operation. The primary object of my invention is the production of a novel display and serving stand adapted to eliminate these objections.

It is well known that one of the best and most economical methods of selling goods is to place the goods on attractive display, and furthermore it is well known that a customer usually desires to be served from the identical goods which are on display. Such displaying and serving of heavy rolled goods has heretofore presented a considerable problem and one object of my invention is the solution of this problem.

The stand comprising the invention is adapted conveniently to receive a roll of goods and normally to support the roll in vertical position above a base carrying advertising of the goods, the stand being sufficiently attractive to warrant locating it in conspicuous places about the store or shop. When an order is to be served, the roll holding portion of the stand can be conveniently brought to horizontal position and the desired portion of the goods withdrawn and cut therefrom, the roll being freely rotatable for this purpose. Thus the stand serves to both display and dispense the goods and to support the roll clearly of the floor at all times.

Other novel features of the invention reside in a spring or the like carried by the stand and normally engaging the roll to prevent unwinding of the goods, a roll measuring tape also carried by the stand and adapted to be drawn out along with the goods whereby conveniently to measure off the desired length, and a straight edge adjacent to and extending along the roll and over which the goods can be drawn from the roll and along which the goods can be severed from the roll.

The production of a novel display and serving stand embodying the above-mentioned features comprises a further object of the invention.

These and other features of the invention will be best understood and appreciated from the following description of a preferred embodiment thereof, selected for purposes of illustration and shown in the accompanying drawings, in which

Fig. 1 is a front elevation of a display and serving stand embodying my invention.

Fig. 2 is a side elevation thereof.

Fig. 3 is a plan view.

Fig. 4 is a cross-section taken on line 4—4 of Fig. 3.

Fig. 5 is a fragmentary longitudinal section of the roll on line 5—5 of Fig. 3.

Fig. 6 is a detail section taken on line 6—6 of Fig. 3.

Fig. 7 is a fragmentary section taken on line 7—7 of Fig. 4.

The displaying and serving stand which I have illustrated in the drawings comprises a substantially triangular base or platform 10 supported on two front legs 12 and an upright 14 at the rear thereof. A relatively wide and substantially triangular shield 16 is mounted on the front and sides of the base 10 and is adapted to carry advertising or information concerning the goods displayed, this shield providing the base with an obliquely disposed advertising surface along its edge. The goods are supported on the upright over the base as hereinafter described.

The roll 18 of goods to be displayed and dispensed is carried by a rectangular frame 20 comprising front and rear pipes 21 and 22 connected by end bars 24 and 25. The frame is mounted for pivotal movement on the upright 14 by means of a stud 26 projecting rearwardly from the pipe 22 and extending through a hole in the upright, a flange 28 on the stud and a pin 30 extending through the stud being adapted to keep the stud firmly in place. The frame is adapted to be moved to the vertical and horizontal positions illustrated, and a locking pin 32, for engaging through relatively right angle holes 33, is provided for locking the frame in either of these positions. The bars 24 and 25 carry perforated plates 34 and 35 for receiving the end studs 36 of the roll, the top plate 35 being cut away at one side to permit lateral insertion of the stud 36, and a screw 37 being threaded through the bar 35 for engaging within the stud.

The frame is also preferably equipped with

means cooperating therewith for conveniently dispensing the goods. This means is illustrated as comprising a slot 40 extending along and through the top side of the front pipe 21 and providing a straight edge for receiving a knife to sever the goods from the roll, and a measuring tape 42 within a housing 44 at one end of this pipe, the tape being normally wound up within the housing.

The advantages of my invention are believed to be obvious. A roll of goods is placed in the frame 20 with the frame in the vertical position, the stud at the bottom end of the roll being first inserted into the plate 34 and the roll then being swung into place, the top stud passing freely into the plate 35. The roll is then secured in place by turning the screw 37 inwardly to the position shown in Fig. 5. The roll is normally in the vertical position, in which position it is directly over the base 10 and occupies the least amount of floor space. In this position the roll and stand, particularly with pleasing advertising on the shield 16, provides an attractive display for the goods.

When it is desired to dispense an order of the goods, the pin 32 is withdrawn and the roll rotated to the horizontal position. The goods 45 may then be freely drawn from the roll over the bar 21. The measuring tape 42—44 is mounted in alignment with the slot 40 in the bar whereby the tape may be drawn out with the goods and thus conveniently measure off the desired length. This length can then be cleanly cut from the roll along a straight line merely by inserting a knife through and running it along the slot 40.

A spring or other equivalent means is preferably provided on the frame for engaging the roll and preventing unwinding of the goods. The coiled spring 47 illustrated in the drawings is provided with hooks at the ends which engage over the pipe 22 and within an eye 48 on the pipe 21, and the spring is preferably located at the upper portion of the roll when in the vertical position.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. A display and serving stand for rolled goods, comprising the combination of a base, a frame for supporting a roll of said goods, cooperating means carried by the base and frame for supporting the frame and roll in vertical and horizontal positions on the base, and means carried by and movable to vertical and horizontal positions with the frame and providing a straight cutting edge extending along the roll and over which the goods can be drawn from the roll and along which edge the goods can be severed.

2. A display and serving stand for rolled goods, comprising the combination of a base, a frame for supporting a roll of said goods, and a horizontal stud carried by the frame and supported on the base, the frame and roll being pivotally movable to vertical and horizontal positions about the axis of the stud and said frame including a pipe extending along the roll on the side thereof opposite to said stud and having a slot longitudinally therethrough for receiving a blade to sever goods drawn over the pipe from the roll.

3. A display and serving stand for rolled goods, comprising the combination of a base, an upright on the base, a frame mounted for pivotal movement to vertical and horizontal positions on the upright and adapted to support a roll of said goods, the frame comprising two relatively long and relatively spaced pipes and plates connecting the pipes at the opposite ends thereof, means carried by the plates and disposed substantially in the central longitudinal axis of the frame for receiving and supporting the end studs of a roll of said goods, the said pipes being disposed at diametrically opposite sides of said axis, and a releasable latch for holding one of said studs in said centrally disposed position relative to the adjacent plate.

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