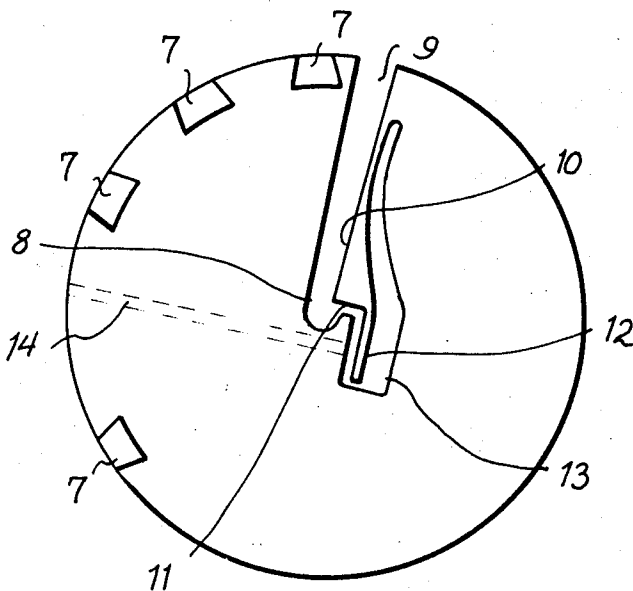


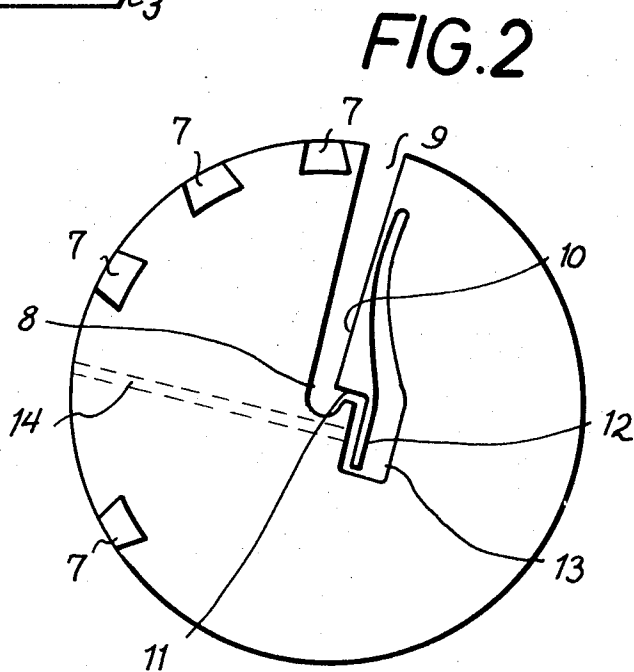
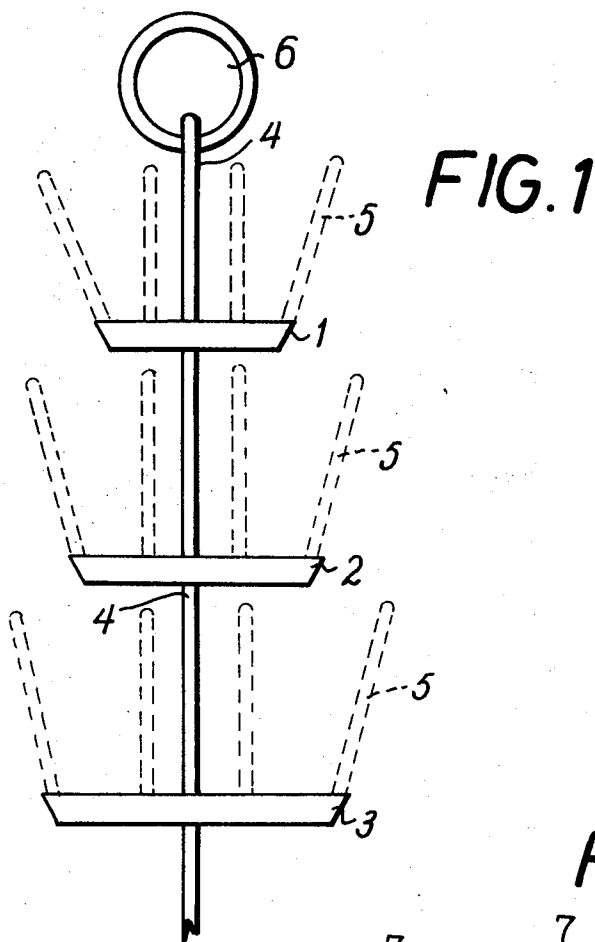
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[33] **Norway**
[31] **3233/69**

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[54] **DISPLAY STAND**
1 Claim, 2 Drawing Figs.
[52] **U.S. Cl.**..... **211/176,**
211/126
[51] **Int. Cl.**..... **A47f 3/14,**
A47f 5/10
[50] **Field of Search**..... **211/176,**
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157, 161; 24/121; 287/110, 20; 108/151, 152;
85/8.8, 51, 36

ABSTRACT: A display stand for tooth brushes which are arranged on the rims of a plurality of discs placed on a common control rod, the discs being easy to replace by sliding them off the rod after release of a locking device.





DISPLAY STAND

The present invention relates to an improvement in display stands of the type comprising a plurality of disc-shaped trays mounted on a central rod. The trays are in spaced relationship in accordance with the height of the articles to be displayed on and supported by the disc-shaped trays, the rod being provided with a foot, a holding clamp or the like for disposing the display stand in upright position so that the goods are displayed to their best advantage. Lightweight consumer goods are usually exhibited on display stands of this type, tooth brushes in particular, positioned decoratively in grooves around the edges of the tray.

When these or similar goods are sold, they are taken successively from the tray until it is empty and, as the refilling of the trays at the place of sale has proved to be time consuming, the trays frequently remain empty so that not only does the sale of the goods decline but the display stand has an empty and unattractive appearance which may damage the name for which the stand is intended to be a good advertisement.

The object of the present invention is therefore to provide an arrangement which facilitates rapid refilling of the trays of the display stand. This is done by means of replaceable trays which are filled beforehand or are filled and made ready by the manufacturer, so that an empty tray may be replaced at the place of sale by means of a simple manual operation.

In accordance with the invention this is achieved by providing the trays with a slot leading from the edge of the tray to the aperture provided for receiving the vertical rod of the display stand. The slot must fit the portion of the rod upon which the tray is to rest as tightly as possible, so that there is no possibility of the tray slipping during display. It is also advantageous, however, to provide a simple locking means which may be formed as a resilient part of the sidewall of the slot.

The invention thus relates to an improvement in a display stand comprising a rod with one or more disc-shaped trays for the articles to be displayed, the said rod passing through apertures in the trays and retaining the said trays at various heights, and it is substantially characterized in that at least one of the trays is provided with a slot extending from the aperture for the rod to the periphery of the tray, for replacement of the tray or trays.

An advantageous embodiment example is characterized in that one of the slot walls is resiliently formed to lock the rod to the inner end of the slot, and it is expedient, moreover, to provide the resilient wall with a projection or an extension to depress the wall out of the slot on release from the rod.

Further features and details of the invention are described hereinbelow with reference to the drawing, where:

FIG. 1 viewed from the side, shows an embodiment of the display stand of the type for which the invention is particularly intended.

FIG. 2 shows a tray formed in accordance with the invention, viewed from above.

In the shown example, the display stand of FIG. 1 is provided with a plurality of trays 1, 2, 3 mounted on a central rod 4. The trays may be circular and, around the periphery

thereof, hold the articles to be displayed and sold, and which are indicated as elongate articles 5 in broken lines. An emblem or trademark 6 may be attached to the top of the rod 4.

The dovetail groove 7 are distributed around the periphery adapted to receive the articles to be displayed.

The central aperture for the rod 4 is indicated at 8 and, in accordance with the invention, a slot 9 extends from the said aperture to the periphery of the tray 1. One sidewall 10 of the slot in the selected example is made resilient so that the wall and the end portion 11 thereof extend into the aperture 8 when the wall 10 is in unloaded state. The diameter of the rod naturally corresponds to the diameter of the aperture 8 and the width of the slot 9. When the tray is threaded onto the rod 4, the rod 4 forces the wall 10 out of the slot 9 so that the rod may be passed radially with respect to the tray until the rod is in position in the aperture 8. The wall 10 will then return to the position indicated on FIG. 2, whereby the end 11 of the wall 10 forms a locking lug which will prevent the tray 1 from being displaced on the rod 4. The tray may thus be snapped into place by a simple manual operation and is secured to the rod.

The removal of an empty tray should also be a simple operation moreover, and, to this purpose, the wall 10 in the shown example is provided with an extension 12 which projects into a cavity and the cavity allows space for the movement necessary for the end 11 of the resilient wall 10 to be released, and this is carried out by inserting a simple elongate tool through a slot or bore 14 in the tray 1 to the extension 12. The tool may be an elongated needle of thin plate, or even a thin screwdriver or awl, the trays being also released in a simple manner by this means.

Having described my invention, I claim:

1. Improvement in a display stand comprising a rod with one or more disc-shaped trays for the articles to be displayed, said rod being passed through apertures in the trays to maintain said trays at various heights, the improvement comprising; at least one of said trays being provided with a slot extending from the aperture for the rod to the periphery of the tray, for replacement of said tray or trays, the diameter of the aperture and the width of the slot corresponding to the diameter of the rod at which said tray is positioned; one of the walls of said slot being made resilient throughout a portion thereof and formed with a shoulder extending generally at right angles to the slot, the resilient wall normally being biased toward the opposing wall of the slot to a diameter less than that of the rod, whereby the shoulder engages the rod so as to lock the rod to the inner end of the slot; said resilient wall being provided with a projection or an extension extending generally parallel to the slot for pressing the wall out of the slot for release of the rod; said extension of the resilient wall being located in an opening in the tray spaced from the slot; and said tray being provided with a transverse bore extending at substantially right angles to the extension of the resilient wall through which an elongate tool may be inserted to the extension of the resilient wall to depress said wall for release of the tray.