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CLOTH DISPLAY STAND

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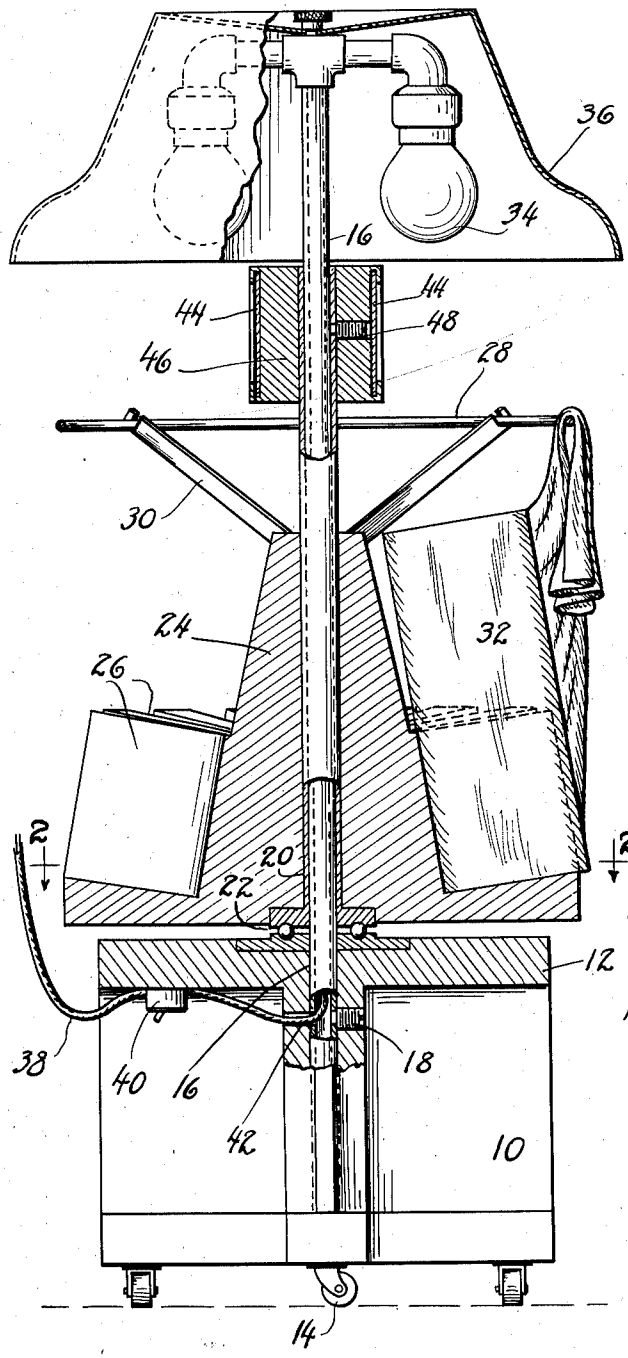
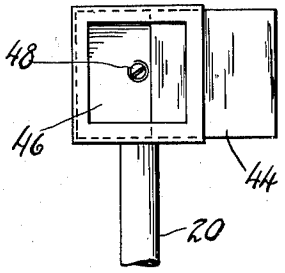


Fig. 1

Fig. 3



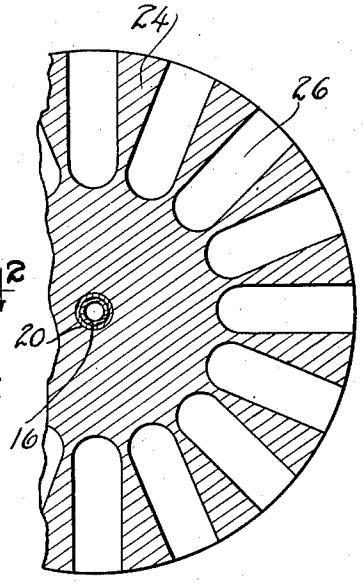


Fig. 2

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CLOTH DISPLAY STAND

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8 Claims. (Cl. 211—44)

This invention relates to an improved stand for displaying merchandise and more particularly to a rotatable stand for displaying bolts of cloth.

It has been the habit in the past to display bolts of cloth or similar merchandise by merely laying them in a pile upon a counter. This necessitates the sorting and handling of the bolts of cloth in order to secure a desired kind of material from the pile and as a consequence resulted in a considerable soiling of the cloths. Furthermore, this position of the bolts of cloth not only occupied a large space of the counter but also was not such as to create an advertising appeal to the public.

It is the object of this invention to obviate these difficulties by providing a stand occupying a small portion of the floor space and displaying the bolts of cloth or similar formed merchandise in a conspicious and a pleasing manner. The bolts of cloth are mounted vertically in a circular manner on a rotatable stand. An important feature of the display stand is the manner of draping a portion of the cloth on the bolts in order to attractively exhibit to the public the various kinds of materials for sale and to enable the prospective customer to have ready access to the material.

Another object of the invention is to provide a cloth display stand which readily permits the placing and the removal of bolts of cloth and which provides that the bolts of cloth are self-supporting on the stand.

A further object of this invention is to provide a source of light on a cloth display stand which effectively illuminates the exterior portions of draped cloth to produce a colorful and inviting exhibit.

These and other objects are attained in the structure hereinafter described, reference being made to the accompanying drawing wherein:

Figure 1 is a side view, partly in section, of the whole display stand showing the manner of mounting the various portions of the stand and the manner of draping the cloth,

Figure 2 is a cross-section through line 2—2 of Figure 1, and

Figure 3 is a detailed view of one manner of mounting price indications on the stand.

In Figure 1 reference 10 represents the base portion of the stand having a circular top portion 12 and provided with castors 14 for rendering the stand portable. Secured in the base 10 is a hollow vertically extending support 16 fixed against rotation by the lateral extending screw 18.

Rotatably mounted about the support 16 is a sleeve 20 and between the sleeve and the top portion 12 there is provided a bearing 22 enabling the sleeve to freely rotate with respect to the base 10. Secured to the sleeve 20 in any suitable manner is a relatively conical shaped member 24 having a larger radial extending bottom portion. In this bottom portion there are provided radial slots 26 as probably best shown in Figure 2. The bottoms of the slots as indicated in Figure 1 slope downwardly as they approach the center of member 24 and the rear walls of the slots are perpendicular with respect to the bottoms of the slots for the purpose to be hereinafter described.

Arranged spacedly above the outer extremities of the slots is a ring 28 carried by means of supporting arms 30 on the member 24. The slots as shown in Figure 1 provide a structure for supporting bolts of cloth or similarly formed material 32 therein. A portion of the cloth on the bolts within the slots is effectively draped over the ring as shown and when all the bolts are so draped provides a pleasing curtain effect. The slots are sloped downwardly for the purpose of seating the bolts of cloth in inclined position thereby preventing them from accidentally falling out, at the same time, however, permitting ready removal.

Disposed at the top of the support 16 is an illuminating device in the form of electric light 34. A reflector 36 is shaped to direct the light rays downwardly upon the exterior portions of the cloth draped over the ring. Current is supplied to the electric lights by means of lead wires 38 extending through a switch 40 and into the hollow interior of the support 16 by means of an aperture 42. The wires are lead through the support to the top thereof and suitable connections are made with the light bulbs.

At the top portion of the sleeve 20 a price indicating card, which may carry other advertising matter, is mounted. This indicating card 44 is slidably carried in slots on the member 46 which is fixed to rotate with the sleeve by means of the screw 48. Figure 3 shows the manner of inserting and removing the price indicating cards.

The operation of the display stand is readily apparent. Bolts of cloth may be easily inserted in the slots and removed either by the clerk or the customer. The draping of the cloth is adjacent to the bolt upon which it is wound and indicates to the clerk and customer where the bolts having such material are positioned on the stand. The directed light forms not only an at-

tractive display for the stand but also enables the prospective customer to carefully inspect the goods with a minimum of effort on his part.

Having illustrated a preferred embodiment of my invention various other modifications will be apparent to those skilled in the art and I intend to limit myself only within the scope of the appended claims.

What I claim is:

1. A stand for displaying bolts of cloth comprising, in combination, a rotatably mounted frame provided with bolt receiving slots opening upwardly and outwardly, and a draping ring secured to said frame in spaced relationship above said slots and adapted to drapingly support portions of the cloth on the bolts received within said slots.

2. A display stand comprising, in combination, a base, a member rotatably mounted on said base about a vertical axis having a general conical shape tapering toward said axis at its upper end, radial slots formed in said member each provided with an inclined bottom and rear wall conforming with the general conical shape of said member whereby lengthy objects may be inclinedly supported therein, and a ring carried by said member in spaced relationship above said slots.

3. A stand for displaying bolts of cloth comprising, in combination, a base, a member rotatably mounted on said base, radial slots in said member adjacent the bottom thereof adapted to support bolts of cloth in inclined position, and a ring secured to said member above said slots for draping the cloth on the bolts positioned in said slots.

4. A stand for displaying cloth comprising, in combination, a base, a member rotatably mounted on said base, radially extended slots formed in said member for supporting bolts of cloth in a substantially vertical position, and a draping ring carried by said member disposed above said slots for enabling the cloth on the bolts positioned within said slots to be draped thereover.

5. A stand for displaying bolts of cloth comprising, in combination, a base, a member rotatably mounted on said base about a vertical axis, radial slots adjacent the bottom of said member adapted to support bolts of cloth, and a ring connectedly secured to said member disposed spacedly above said slots and adapted to allow the draping thereover of the cloth on the bolts in said slots.

6. A stand for displaying bolts of cloth comprising, in combination, a base structure, a member rotatably mounted on said base structure provided with a laterally extending enlarged portion adjacent the base, said enlarged portion of the member having pockets opening outwardly and upwardly, the bottom and inner wall of each of said pockets being inclined so as to support bolts of cloth in inclined position, and radial arms extending from said member to support a ring in spaced relationship above said pockets, said ring adapted to permit the draping of the cloth by the bolts supported within said pockets.

7. A stand for displaying cloth goods comprising in combination, a frame provided with radial slots opening upwardly and outwardly for supporting cloth goods therein, and a draping ring secured to said frame in spaced relationship above said slots and adapted to drapingly support portions of the cloth goods received within said slots.

8. A stand for displaying cloth goods comprising, in combination, a frame member provided with radially extending pockets each provided with an inclined bottom and rear wall so as to support cloth goods placed therein in inclined position, and a ring carried by said frame member above said pockets over which cloth from the cloth goods placed in said pockets may be draped.

THEODORE R. CHISOLM.