July 30, 1957 P. P. CLARE 2,801,066

DISPLAY STANDS

Filed Sept. 29, 1954

Fig. 2.

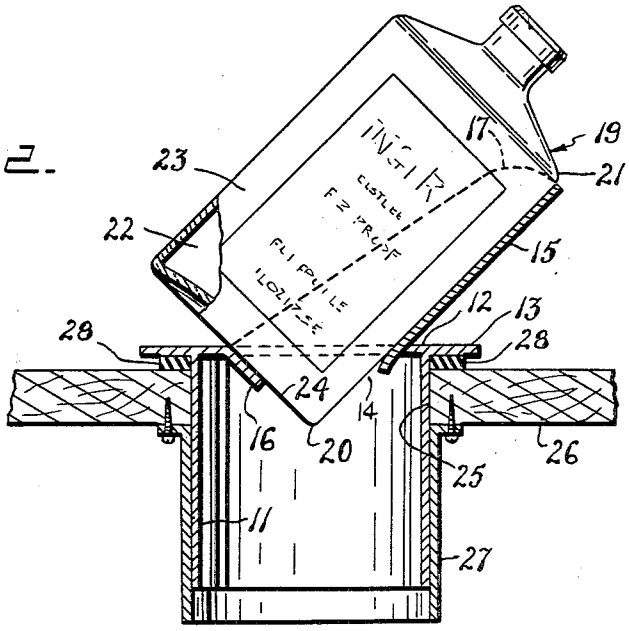


Fig. 1.

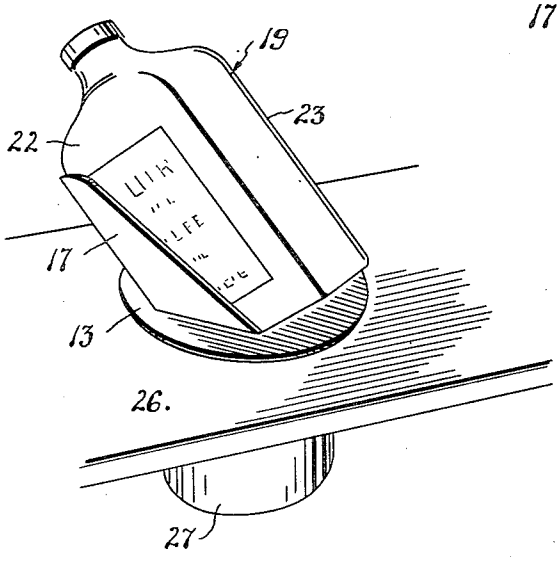
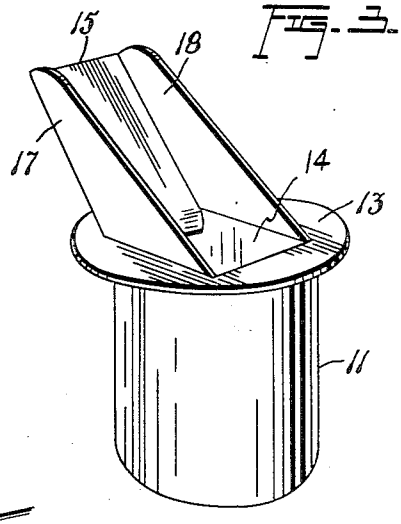


Fig. 3.



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DISPLAY STANDS

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Application September 29, 1954, Serial No. 459,035

1 Claim. (Cl. 248—311)

This invention relates to display stands and is more particularly concerned with stands for supporting merchandise of various kinds and exposing them to public view.

One of the objects of this invention is the provision of a display stand which supports the object displayed in an inclined position.

Another object of the invention is the provision of such a display stand which is particularly suited for supporting bottles, such as whiskey, wine, beer, and other alcoholic or non-alcoholic products.

A further object of the invention is the provision of such a display stand which is supported on a horizontal surface and which can be made an integral part of a table, bar, shelf, or other similar object, particularly as to those which are ordinarily used to support a display of items of merchandise or which can be used for that purpose.

These and other objects and advantages of the invention will appear more fully hereinafter from the following description, considered together with the accompanying drawing.

In the drawing:

Fig. 1 is a perspective view of an embodiment of the invention mounted on a horizontal support and showing a bottle displayed therein.

Fig. 2 is a sectional view along the lines 2—2 of Fig. 1.

Fig. 3 is a perspective view of the rotatable unit alone.

Referring with more particularity to the drawing in which like numerals designate like parts, the embodiment illustrated comprises a hollow cylindrical member **11** surmounted by a horizontal plate **12**, which projects radially beyond the edge of the member **11** to form a supporting flange **13**. The plate and cylinder are rigidly secured together, such as by welding or by any other suitable means.

The plate **12** is provided with an aperture or opening **14** of a size and shape to fit a portion of the object to be displayed in a manner hereinafter more fully explained. For illustrative purposes the aperture is shown in the drawing as being of a rectangular shape to fit the lowermost corner of a tilted bottle.

Projecting upwardly and outwardly from one side of the aperture **14** is an inclined support **15** and against which the downwardly facing side of the object to be displayed is adapted to rest. On the opposite side of the aperture **14**, a downwardly and inwardly projecting lip **16** is provided to abut the bottom side of the object to be displayed.

The inclined support **15** is provided with vertical side

members **17** and **18** to contact the sides of the object to be displayed, adjacent the side which is placed in contact with the support **15**.

The form of the embodiment illustrated is especially adapted to support a tilted rectangular object, such as a rectangular bottle **19**, that is, a bottle or object having a rectangular cross section. A bottom corner **20** of the tilted bottle is set in the aperture **14** with one of the narrower sides **21** resting on the inclined support **15** and with the broader adjacent sides **22** and **23** against the side members **17** and **18**, respectively. A portion of the bottom **24** of the bottle rests against the lip **16**. It is obvious, however, that the form, shape, and size of the various parts may be changed to fit any given object which is desired to be displayed. For example, in the case of a round bottle, the inclined support **15** would, preferably have a concave curvature as viewed from the top and the side members **17** and **18** could, if desired, also be curved to fit adjacent parts of the bottle.

The entire device as a unit is adapted to be disposed in a circular aperture **25** of a support, such as a table, shelf, bar, or other horizontal support **26** and is rotatable therein so that the position of the displayed object can be changed as desired by simply turning the device while firmly carried by the support **26**. However, in cases where a fixed position of the device is desired in relation to the horizontal support **26**, the member **11** and the aperture may be of corresponding non-circular cross section, such as square, triangular, oval, etc.

A firmer support may also be provided by a sleeve **27** fixed to the horizontal support **26** at the bottom of and coaxially with the aperture **25**. Also, a cushion ring **28** of rubber, plastic, cork, or other suitable material may be provided about the member **11** between the flange **13** and the horizontal supporting surface **26**.

I claim:

In combination with a horizontal support member having a vertical aperture therethrough, a display stand for a bottle in a tilted position comprising a hollow cylinder rotatably disposed in said aperture, a horizontal plate secured to the top of said cylinder, said plate extending radially outwardly beyond the cylinder and overlying a portion of the supporting member adjacent said aperture, said plate having an opening therethrough for the reception of the lowermost corner portion of the tilted bottle, an inclined support attached to said plate for contacting a downwardly facing side wall of the tilted bottle, said support extending upwardly and outwardly from one side of the opening, said opening having an abutment edge opposite said inclined support for contacting the bottom wall of the tilted bottle, and side members carried by the inclined support and projecting outwardly therefrom.

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