The present invention relates to an improved stand for the suitable display of lawn mowers whereby to more advantageously display the merchandise and thereby increase the sales thereof. Among the objects of this invention are to provide a display means such that a maximum number of machines may be displayed in a minimum amount of space: to provide a construction for the purpose indicated which will make it possible to easily bring before the customer a variety of lawn mowers for inspection; to provide a construction for the purpose indicated upon which a number of models of mowers may be conveniently mounted and displayed to advantage; to provide a structure for the purpose indicated which will be capable of being easily and economically fabricated; and such further objects, advantages, and capabilities as will hereafter appear and as are inherent in the construction disclosed herein. My invention further resides in the combination, construction, and arrangement of parts illustrated in the accompanying drawing and, while I have herein shown what is now regarded as the preferred embodiment of this invention, I desire the same to be understood as illustrative only and not to be interpreted in a limiting sense.

In the drawing annexed hereto and forming a part hereof—

Fig. 1 represents a side elevation of this stand with three lawn mowers shown in dotted outline as being supported upon one side of the stand; and

Fig. 2 represents a plan view, partly broken away, of the stand illustrated in Fig. 1.

Customarily, lawn mowers are exhibited for sale by being placed in tandem arrangement upon a floor of a store, several rows being arranged side by side. It is clear that this arrangement necessitates the utilization of a considerable amount of space for display of these mowers and makes it very inconvenient to show to the customer the machines not in the row next to said customer. It is obvious that, by displaying lawn mowers in an arrangement such as disclosed in this application, they can be effectively shown in a much smaller space. Also, arranged in the manner shown herein, it is possible for the salesman effectively to display a whole line of styles without the necessity of the customer moving from one place, since it is possible by means of this arrangement to turn the display stand about its vertical axis so as to bring rows of samples successively before the customer.

Reference will now be made in greater detail to the annexed drawing for a more complete description of this invention. In the drawing, there is shown a base 1 which is intended to hold the display stand in place at any selected spot upon the floor. As shown in Fig. 1, I prefer to place a sheet of rubber, felt, or the like, on the bottom of the base, as shown at 2, to assist in holding the stand in place and to furnish a cushion between the display stand and the floor. Into a socket 3 in the base 1 extends the lower end of a standard or backbone 4 to which the ribs of the stand are attached. A lower spider 5 and bolts 6 constitute the attaching means whereby the ribs 7 are connected to the standard 4. Preferably the lower spider 5 is normally secured to the standard 4 by means of a set screw 8a. As shown in Fig. 1, the ribs are bent into a more or less acute angle at 9 so that the upper portions of the ribs will come in toward the standard for connection thereto. Caster wheels 9 are located under the bent portions 8 to support these ribs and their loads.

At their upper ends, the ribs 7 are bent inwardly in the form of horizontal arms 10 which may be secured by means of bolts 11, or otherwise, to a spider 12, surrounding the standard. On top of the arms 10 is located a tray 14, intended for the display of advertising material and supplies sold with the lawn mowers, such as cans of oil and sharpening compound, by means of which the mowers can be sharpened.

Secured along the ribs 7 are troughs 15, each adapted to receive the gauge roller of a lawn mower and support the mower in position, as shown in Fig. 1. At the top of the standard 4 is a cap 16 having arms 17 adjacent its upper end, which arms are provided with holes for the reception of hooks 18 connected with the chains 13 which pass around the handles of the supported lawn mowers to draw them toward the standard 4 and cause the mowers to be supported by the troughs 15. As shown at 20, these chains are preferably covered for a portion of their length by means of rubber ateathing or other cushioning means which will prevent the lawn mower handles from being marred by the chains. It is obvious that the troughs 15 will not only support the lawn mowers but will prevent them from being tipped over laterally and falling to the floor. The cap 16 has a screw-threaded hole therein for the reception of a holding means 19a which serves as a support for a display card.

When it is desired to shift the display from one
location to another, a rib is raised by lifting its angle. This removes the lower end of standard from the socket in base which is then removed. The angle is then lowered and all casters will rest upon the floor and support the stand which can then be rolled upon its casters from one place to another. When it has been shifted to the desired location, the stand is again tilted to raise the end of standard so that the base can again be placed in position to hold the stand where located.

As this display stand is constructed, the framework comprising the ribs and troughs may be turned about its standard so as to bring any line of lawn mowers before the customer, the framework turning about the standard and having its angles supported on the caster wheels. It will be appreciated that when a considerable number of lawn mowers are displayed on a storefront floor and the customer desires to observe more closely a mower which is in the midst of the group, it is considerable trouble to move the mowers which are in the way so that it is possible to get at the desired one and get it out where the customer can see it. On the other hand, when the mowers are displayed on structures such as illustrated in the attached drawing, then a stand may be rotated to bring the desired mower out in front of the customer, without disturbing any others than those on the particular stand on which is displayed the mower which it is desired to bring before the customer.

When the mower handles are drawn toward the standard, the mowers are pivoted about the axes of the rollers in the troughs, the bodies of the mowers being raised. However, when the chains are released, the handles of the mowers move outwardly and the bodies downwardly until the crossbars of the mowers engage the ribs. The mowers are therefore sustained by the troughs and ribs.

In mounting mowers upon this stand, I prefer to place wide mowers in the lower positions and narrow ones in the upper positions. Also, the lower pair of troughs are farther apart than the upper pair, on each rib.

It will of course be understood that the specific description of structure set forth herein may be departed from without departing from the spirit of this invention as set forth in this specification and the appended claims.

Having now described my invention, I claim:
1. A display stand for lawn mowers comprising a base, a standard rising therefrom, a spider surrounding said standard and resting on said base, said spider being capable of turning on the base around the axis of the standard, a second spider on said standard above the first mentioned spider, a plurality of ribs, angularly positioned with relation to each other and secured at their ends to said spiders, the central portion of the ribs being inclined to a vertical, and troughs suitably spaced along the length of the body portion of the ribs and secured thereto to provide supporting members for the reception of the ground rollers of lawn mowers.
2. A display stand for lawn mowers comprising a standard having a base upon which it may be supported, spiders surrounding said standard and arranged for the attachment of ribs thereto, a plurality of ribs having approximately horizontal end portions, of which the lower is longer than the upper, and inclined central portions connecting the end portions, means connecting the spiders and the end portions of the ribs, supporting means under the outer ends of the lower end portions to sustain them upon a supporting medium, means on the ribs for supporting lawn mowers, and means connected with the standard for holding lawn mower handles and properly positioning lawn mowers on the stand.