June 14, 1938. E. H. HOWARD 2,120,610

COUNTER DISPLAY STAND

Filed July 3, 1936

Fig. 1

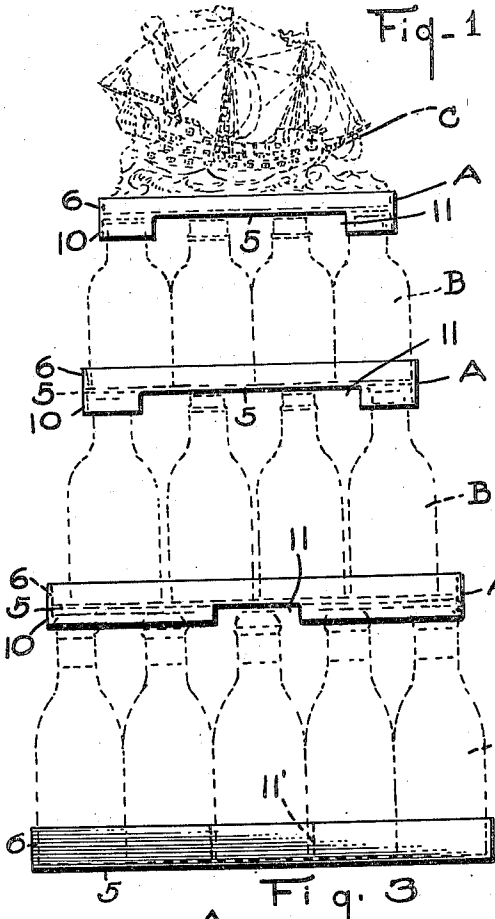


Fig. 2

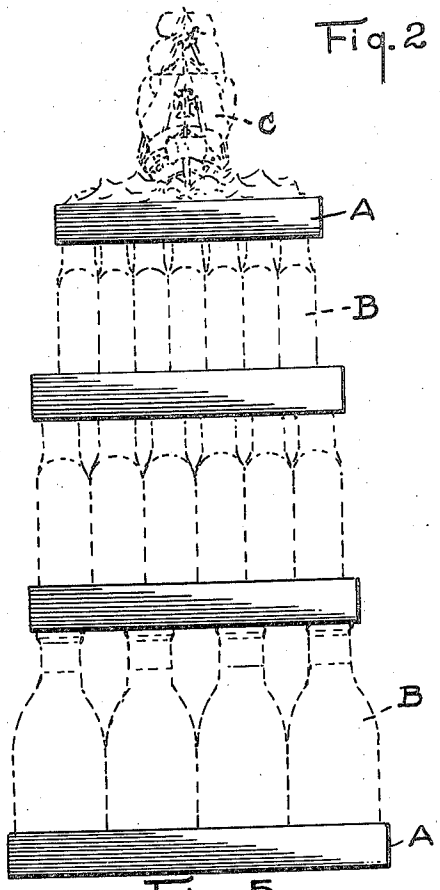


Fig. 3

Fig. 5

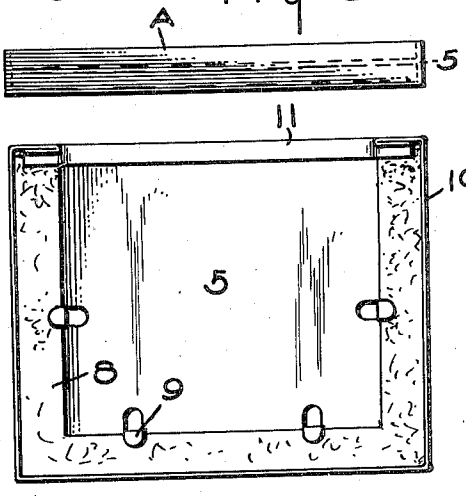


Fig. 4

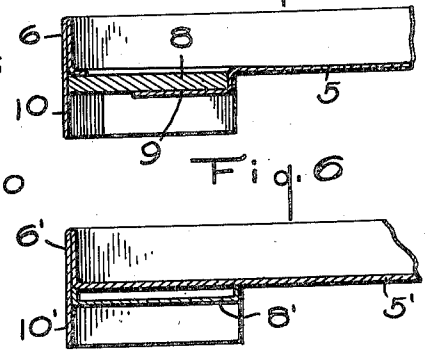


Fig. 6

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COUNTER DISPLAY STAND

Eugene Harry Howard, Washington, D. C.

Application July 3, 1936, Serial No. 88,883

9 Claims. (Cl. 211—74)

My invention relates to improvements in stands of the type used for the storage and display of bottled and canned goods, or similar articles, upon a store counter over which such goods are sold.

More particularly my invention relates to a stand of this character which is composed of several separate but cooperating tray-like units, each of which is of a size and configuration to cooperate with the tops and bottoms of such articles when the articles are arranged in desired superposed groups therebetween in supporting and confining them against unauthorized removal from the stand. When thus arranged, certain of the articles of each group serve in turn as the sole means for positioning and supporting the tray-like units of the stand.

Another object of my invention is the provision of such a stand in which the tray-like units, of which it is composed, are each provided with marginal spacing and article retaining portions of such radial and vertical extent as to cooperate only with the tops and bottoms of the articles of superposed groups, which are arranged adjacent the retaining portions, and thereby effectively support the several tray-like units of the stand in desired vertically spaced arrangement from the outermost articles of each group, leaving the remainder of the articles of the groups free for movement in both vertical and horizontal directions to facilitate their removal through the rear side of the stand, where the said marginal retaining portions of the units are interrupted for that purpose.

Other objects of my invention relate to the improved details of construction of the several stand units, whereby they may be economically produced and packed in nested relationship ready to be set up without the use of tools or interconnecting mechanisms, such as are generally required to secure sectional stand units in desired spaced relationship for supporting articles of varying dimensions, all as will be hereinafter more fully described and claimed.

Referring now to the accompanying drawing, which is made a part hereof, and on which similar reference characters indicate similar parts:

Fig. 1 is a rear view of my improved stand showing the several units thereof as they would appear when supported by articles arranged in superposed groups upon the units, which articles (shown in dotted lines) are in turn retained by the said units against removal, except as shown in this figure;

Fig. 2 is a side view of the stand illustrated in Fig. 1 and showing how the articles are supported and retained by the stand units against removal through said side;

Fig. 3 is a front view of one of the stand units;

Fig. 4 is a bottom plan view of a stand unit such as is shown in Fig. 3 and illustrating one means of attaching the marginal spacing support to the underside of said unit;

Fig. 5 is an enlarged fragmentary view showing, in section, a side portion of a stand unit and illustrating in detail a method of attaching the marginal spacing support to the underside of the unit; and

Fig. 6 is a view similar to Fig. 5 showing a modified form of marginal spacing support for said unit.

In Figs. 1 and 2 I have shown my improved stand as it would appear when employed for the support and display of bottled goods, the several tray-like sections or units A of which are supported upon rows of bottles B, which rows of bottles are in turn arranged in superposed relation upon said sections. A display emblem or other weighty advertising medium such as indicated in dotted lines at C, may be made in part with or adapted to be rested upon the uppermost section A and thus serves to retain the sections and interposed articles in desired superposed arrangement, preventing unauthorized removal of articles from the sides of the stand which are exposed to view when rested upon a counter over which such articles are to be sold.

While the sections A of the stand may be made in various shapes or sizes to meet special requirements of articles to be displayed thereby, I have shown the sections as having rectangular base or bottom portions 5. The bottom portions 5 of these sections will thus support the articles, such as the bottles B, indicated in dotted lines, in superposed groups with the articles of each group arranged in a plurality of rows between the upstanding marginal flanges 6 of each section.

In carrying out the objects of the instant invention the articles of each of such groups are preferably of a uniform size, and as shown, the bottles of the lowermost group may be of quart size, while the intermediate group may be of pint size, and the top group half pint size. In this manner of grouping the articles in vertical stacked arrangement an entire line of articles of a manufacturer may be displayed upon the stand with his emblem or other advertising insignia surmounting the stack. This arrangement of articles also permits the tops of the articles of

certain rows in each group to serve as the sole support for a stand section to be rested thereupon.

As an object of the instant invention is to provide such a display stand in which a bulk of such articles may be supported upon the stand for ready removal therefrom by an attendant when making sales of such articles across the counter on which the stand is supported, each stand section is provided with vertical spacing means in the form of a strip 8 of relatively thick sheet material, such as fiberboard, adapted to be rested upon the tops of the outermost articles of each group. As shown in Figs. 4 and 5 this strip 8 may extend along three sides of the bottom of a stand section adjacent its marginal flange and be secured thereto by tongues 9 pressed from the material of the bottom plate and bent over the inner edges of the strip to hold the same firmly against the bottom and in engagement with the flange. Obviously, the strip may be glued or otherwise attached to either face of a stand section depending largely upon the materials employed in its construction.

In Fig. 6, the spacing strip 8' is shown constructed of sheet metal bent at its side edges to provide a space between it and the underside of the bottom 5' of the section to which it is attached, as by soldering. In each case, however, it is desirable that the said spacing strips be constructed to provide a cushioning supporting surface so as to compensate for such slight irregularities as may occur in the height of the articles upon which it is engaged and provide proper and level support for each section from the articles beneath.

It is also an object of this invention to retain the articles thus supported between the stand sections against unauthorized removal through the sides of the stand exposed to view from the front side of a counter on which the stand is rested, and this is accomplished through the downward extensions 10—10' of the side flange portions 6—6' as is clearly illustrated in each of the figures. The outermost rows of articles of each group are thus laterally engaged at their top and bottom portions by the opposed flanges 6 and 10 of adjacent stand sections, upon which sections the articles are rested, and upon which articles the stand sections are in turn supported and vertically spaced from the remainder of the articles of each group.

As illustrated particularly in Fig. 1, the depending flange portion 10 of each section is interrupted as at 11, at the back or rear side of the stand so as to permit ready removal of articles of any group not employed, as above described, for the vertical support of the stand sections. The central base portions 5 of each stand section may thus be utilized for the storage of such articles as are displayed thereon which are conveniently arranged for ready removal by an attendant, without in any way disturbing the effect of the display or support of the stand. Obviously, the length of the interrupted portion or opening 11 in the flange 10 may be only of such size as to permit the removal of a single article at a time; further, instead of providing this opening 11 in the depending portion of the flange, it may be formed in the upstanding flange portion 6, as indicated at 11' in Fig. 1.

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

1. A counter display stand comprising three or more tray-like sections adapted to be arranged in vertical spaced relationship and each being of a size and shape to receive and support a plurality of rows of articles interposed between said sections, article retaining means extending around the sides of at least one of said sections for engagement with the tops and bottoms of superposed rows of articles and cooperating with certain of said rows of articles to vertically space said sections with respect to other of said rows of similar articles, and said retaining means being interrupted at one side only of certain of said sections for a distance not less than the width of articles to be removed therethrough without disturbing the supporting relationship of said sections.

2. A counter display stand comprising three or more tray-like sections adapted to be arranged in vertical spaced relationship and each being of a size and shape to receive and support a plurality of rows of articles interposed between said sections, an article retaining flange extending around the margins of at least one of said sections for engagement with the tops and bottoms of said superposed rows of articles, the said retaining flange of certain of said sections being interrupted at one side of said sections for a distance not less than the width of the articles to be retained thereby, and means spacing certain of said rows of articles for relative movement between said sections and through the interrupted portion of a retaining flange.

3. A counter display stand comprising tray-like sections adapted to be arranged in vertical spaced relationship and each being of a size and shape to receive and support a plurality of rows of articles interposed between said sections, each of said sections having marginal means for retaining engagement with the bottom portions of certain of the rows of articles supported thereupon adjacent said means, the said marginal means of certain of said sections being extended for supporting and retaining engagement with the top portions of said certain rows of articles on which said sections are in turn supported, and said marginal means of certain of said sections spacing said sections with respect to other rows of articles and being interrupted at one side of said sections for a distance not less than the width of the articles to be retained thereby for the removal of articles of said other rows therethrough.

4. A counter display stand comprising tray-like sections adapted to be arranged in vertical spaced relationship and each being of a size and shape to receive and retain a plurality of rows of articles interposed between said sections for combined support and supporting relationship with said sections, spacing means carried by certain of said sections for supporting engagement with certain of the interposed articles, whereby the remainder of the articles upon said sections are free for slight vertical movement between the sections, and means at one side of said sections through which said freely supported articles may be removed.

5. A counter display stand comprising tray-like sections adapted to be arranged in vertical spaced relationship and each being of a size and shape to receive and support a plurality of rows of articles interposed between said sections, each of said sections having marginal means for retaining engagement with the bottom portions of articles supported thereupon adjacent said means, the said marginal means of certain of said sec-

tions being extended for retaining engagement with the top portions of articles on which said sections are in turn supported, said marginal means of certain of said sections being interrupted at one side of said sections for a distance not less than the width of the articles to be retained thereby, and spacing means carried by certain of said sections for supporting engagement with certain of the interposed articles, whereby the remainder of the articles upon said sections are free for slight vertical movement between the sections for removal through the interrupted portion of said marginal means.

6. A counter display stand comprising tray-like sections adapted to be arranged and supported in vertical spaced relationship upon articles interposed between said sections, each of said sections being of a size and shape to receive and support a plurality of rows of similarly sized articles, and means on certain of said sections cooperating with certain of the articles of said rows of articles for spacing said sections from the remainder of same articles.

7. A counter display stand comprising tray-like sections adapted to be arranged and supported in vertical spaced relationship upon articles interposed between said sections, each of said sections being of a size and shape to receive and support a plurality of rows of similarly sized articles, and vertical flanged means on certain of said sections cooperating with certain of the articles of said rows of articles for laterally retaining said articles and vertically spacing said sections from the remainder of said articles.

8. A counter display stand comprising tray-like sections adapted to be arranged and supported in vertical spaced relationship upon articles interposed between said sections, each of said sections being of a size and shape to receive and support a plurality of rows of similarly sized articles, and means positioned around at least one-half the circumference of each section and cooperating with certain of the articles of said rows of articles for laterally retaining said certain articles and vertically spacing said sections from the remainder of said articles.

9. A counter display stand consisting of a plurality of tray-like sections each of a size and shape to receive and support a plurality of rows of similarly sized articles, and each of said sections having means for supporting said sections in vertically spaced relationship upon certain of the articles and in spaced relation to other similarly proportioned articles of said rows of articles interposed therebetween.

EUGENE H. HOWARD.