

Aug. 28, 1962

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3,051,319

MERCHANDISE DISPLAY STAND

Filed Feb. 8, 1960

3 Sheets-Sheet 1

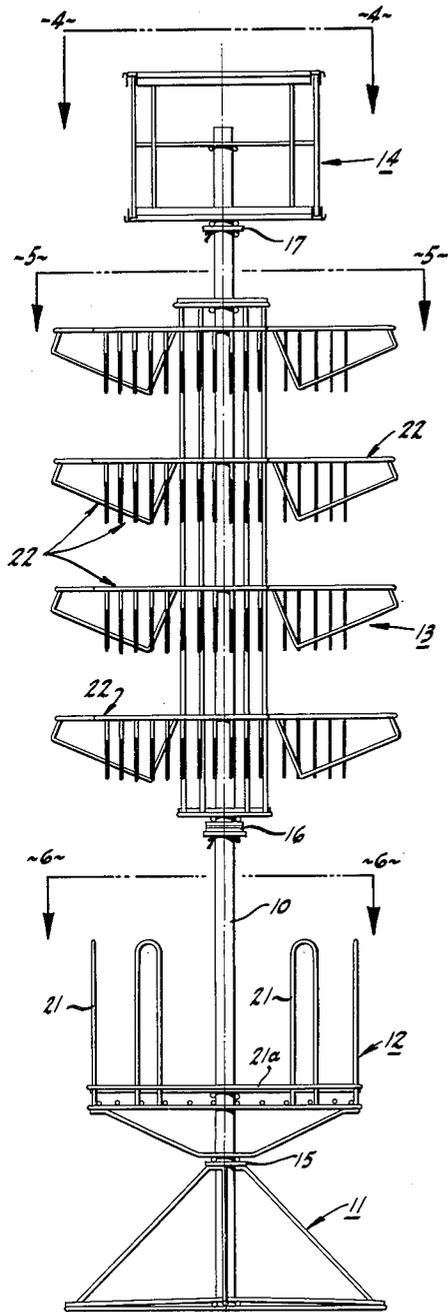


FIG-1

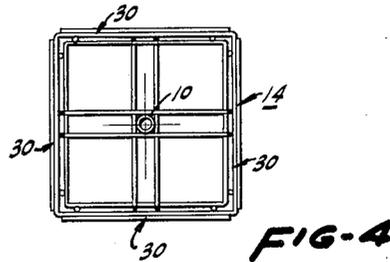


FIG-4

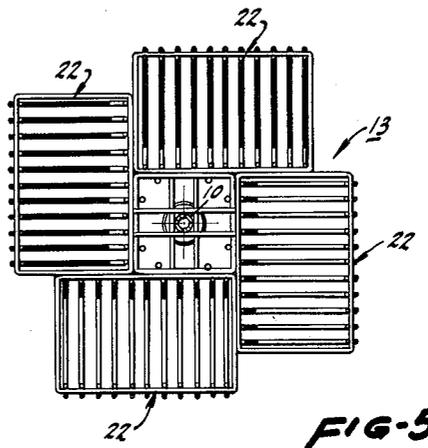


FIG-5

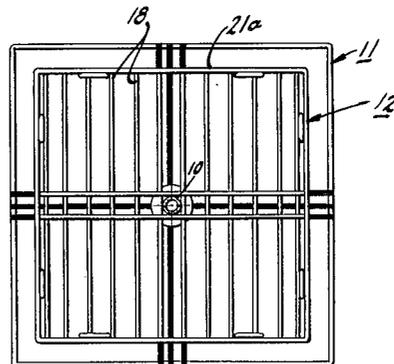


FIG-6

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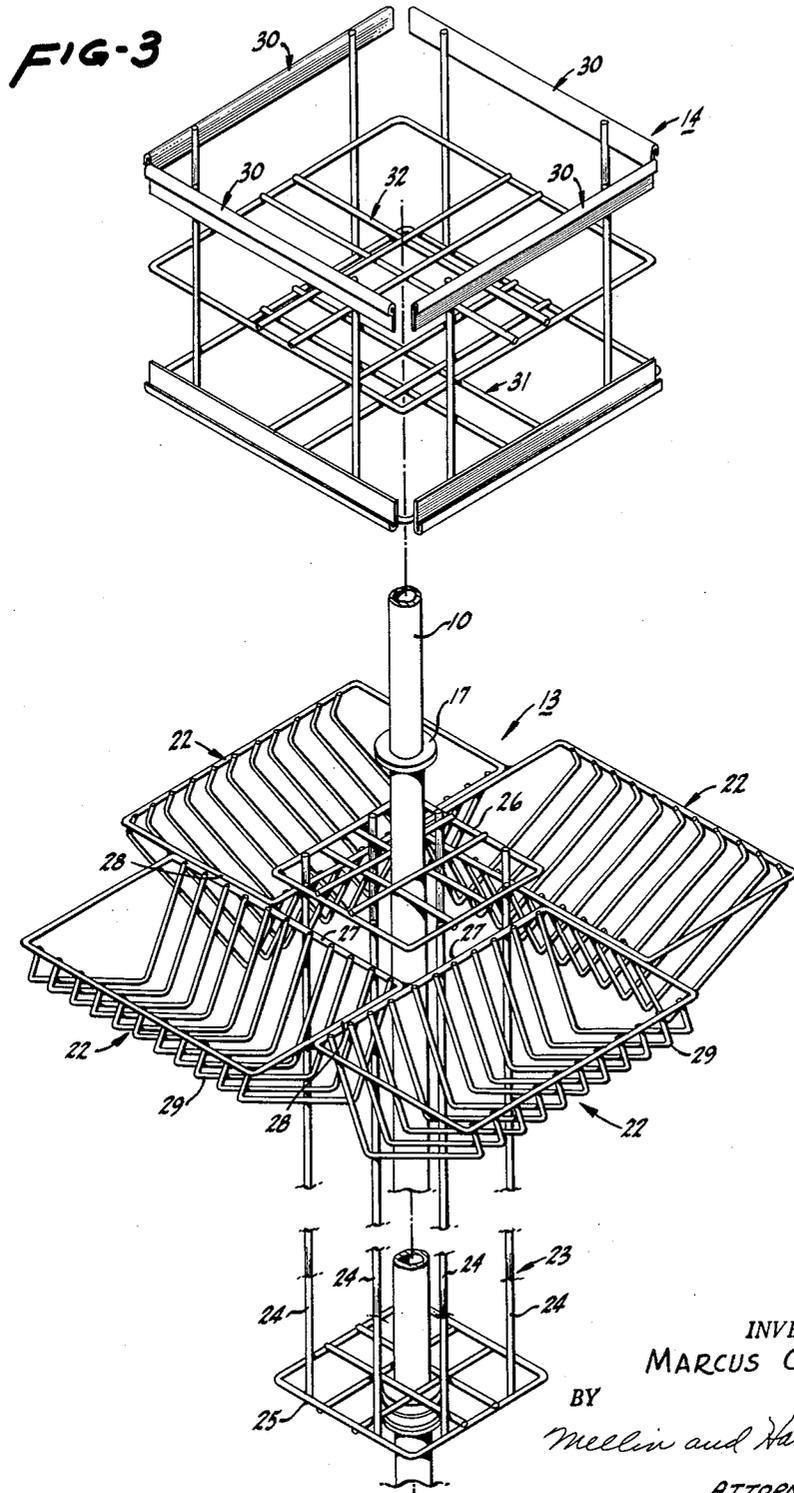
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3 Sheets-Sheet 3



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1

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MERCHANDISE DISPLAY STAND

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 Filed Feb. 8, 1960, Ser. No. 7,176
 2 Claims. (Cl. 211-133)

This invention relates to display stand devices for exhibiting merchandise in retail stores, and more particularly involves a display stand which enables great quantities of cigars and similarly packaged merchandise to be conveniently and enticingly displayed for encouraging customer sales.

Display devices of the kind to which this invention relates are made necessary by the increasing numbers of product brands and the many packaged variations in grades, quantities and product sizes. The counter type display is presently unsatisfactory since it will not expose to view sufficient variations in a particular product to please all tastes and, therefore, only a few of the more popular brands and grades are customarily shown. By making greater quantities and variations of a product easily available to prospective customers, the total amount of product sales can be substantially increased. Therefore, it is an object of this invention to provide a display stand which is particularly constructed for holding large quantities of packaged cigars or the like and conveniently exposing them for a customer's inspection and selection.

It is a second object to support a plurality of basket containers upon an arbor mounting formed of rod members, whereby said basket containers are supported radially outward and provide greater display surface than otherwise possible. Since the rod members are relatively small in diameter, they do not materially obstruct the vision of merchandise across the display stand, thereby enabling a customer to observe a greater amount of displayed merchandise from one position and in a single glance.

It is a further and more specific object of this invention to provide a display stand for cigars and the like including a vertical support pole mounted upon a base, an axial support means provided on said pole; and a display assembly mounted upon said support means comprising an arbor mount formed of vertical and parallel rod members spaced radially of said pole and interconnected by axially spaced frames, one of said frames disposed upon said support means, and a container arrangement supported from said rod members and including a plurality of container baskets disposed in abutment one to another about said arbor, each of said baskets having a back-edge member and a side-edge member, said back-edge members connecting with a rod member and extending parallel to and connecting with the side-edge member of abutting basket, whereby each of said baskets is vertically supported in part by adjacent baskets.

Other objects of this invention will become apparent to those skilled in the art of merchandising sales and display, particularly in view of the drawings and the following description.

In the drawings forming a part of this application and in which like parts are indicated by like reference numerals throughout the same,

FIG. 1 is an elevation of a display stand having embodied therein the concepts of this invention;

FIG. 2 is a perspective view of the bottom portion of the display stand;

FIG. 3 is an exploded perspective view of a top portion of the display stand;

FIGS. 4-6 are sections taken on respective section lines 4-4, 5-5 and 6-6 of FIG. 1.

Referring to FIG. 1, there is shown one embodiment of

2

this invention in display stands and which is generally comprised of a vertical support pole 10 mounted upon a base 11, a horizontal platform 12, a tiered container arrangement 13, and a sign mounting 14. The platform, container arrangement, and sign mounting are supporting structures, each separately mounted upon one of three axially spaced collar members, respectively indicated by reference numbers 15, 16 and 17. The framework of the stand, and almost its entire construction, is comprised of rod members which are assembled to provide a novel arrangement of supporting surfaces.

Platform 12 consists of a plurality of parallel rod members 18, joined together to form a horizontal supporting grill. Two parallel rod members 19 and 20, which angularly depend from the opposite sides of the platform and extend therebetween, support platform 12 upon collar member 15. In addition, vertical side retainers 21 and horizontal rod members 21a are provided to prevent boxes of merchandise from being accidentally knocked from the platform.

The container arrangement 13 is novelly constructed and utilizes a number of container baskets 22 which are supported in a tiered fashion to enable a customer to make circumspection of various baskets at all levels and on all sides in a single glance (see FIG. 3). Baskets 22 are supported upon an arbor mount 23 consisting of a plurality of vertical and parallel rod members 24 interconnected by axially spaced frames 25 and 26. The frames are also formed of rod members, and each frame has a center opening through which pole 10 projects, frame 25 resting upon bearing member 16. The baskets extend radially outward from the arbor mount 23, and each basket is supported from two rod members, as shown in FIG. 5.

The basket containers 22 are each formed with a back-edge member 27 and a side-edge member 28, and are mounted together in an arrangement where each member 27 is supported from the arbor mount 23 and also connects with the side-edge member 28 of an abutting basket. Thus, each basket member is supported vertically in part by the adjacent baskets, and the back-edge member 27 of each basket gives rigidity to the basket with which it connects. This construction permits a tiering of the baskets without unsightly reinforcing, which would obstruct vision of the merchandise contained in other baskets.

The supporting surfaces of baskets 22 are formed of rod members which angularly depend from back-edge member 27, then incline upwardly to a lower leading edge 29. Packages of cigars or the like will thereby be held in an inclined position, causing the face of the packages to be directed toward the customers and making their contents more readily discernible. Also, since the lower leading edge of each basket is upwardly inclined, it will tend to expose the merchandise contained in a lower tier of baskets.

Spaced above container arrangement 13 and mounted to pole 10 is a sign mounting 14, best shown in FIG. 3, and comprising four sign frames 30 supported vertically by cross-frames 31 and 32. Each cross-frame includes two pairs of intersecting rod members which provide a center opening for pole 10, the lower cross-frame 31 resting upon the bearing collar 17. Sign frames 30 are adapted for receiving placards or posters imprinted with advertising material which calls attention to the displayed merchandise.

It is understood that various changes may be made in the size, shape and arrangement of certain parts without departing from the spirit of this invention or the scope of the attached claims, and each of these changes is contemplated.

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

3

1. A display stand for cigars and the like including a vertical support pole mounted upon a base, an axial support means provided on said pole, and a display assembly mounted upon said support means comprising an arbor mount formed of vertical and parallel rod members spaced radially of said pole and interconnected by axially spaced frames, one of said frames disposed upon said support means, and a container arrangement supported from said rod members and including a plurality of container baskets disposed in abutment one to another about said arbor, each of said baskets having a back-edge member and a side-edge member, said back-edge members connecting with a rod member and extending parallel to and connecting with the side-edge member of an abutting basket, said baskets having an upwardly inclined bottom structure and an angularly inclined support structure therefor connecting to said back-edge member, said structures consisting of rod members.

2. A display stand for cigars and the like including a vertical support pole mounted upon a base, an axial support means provided on said pole, and a display assembly mounted upon said support means comprising an arbor mount formed of vertical and parallel rod members spaced radially of said pole and interconnected by axially spaced

4

frames, one of said frames disposed upon said support means, and a tiered container arrangement supported from said rod members and including at least two tiers of container baskets, the baskets of each tier being disposed in abutment one to another about said arbor, each of said baskets having a back-edge member and a side-edge member, said back-edge members connecting with a rod member and extending parallel to and connecting with the side-edge member of an abutting basket, whereby each of said baskets is vertically supported in part by adjacent baskets, said baskets having an upwardly inclined bottom structure and an angularly inclined support structure therefor connecting to said back-edge member, said structures consisting of rod members.

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