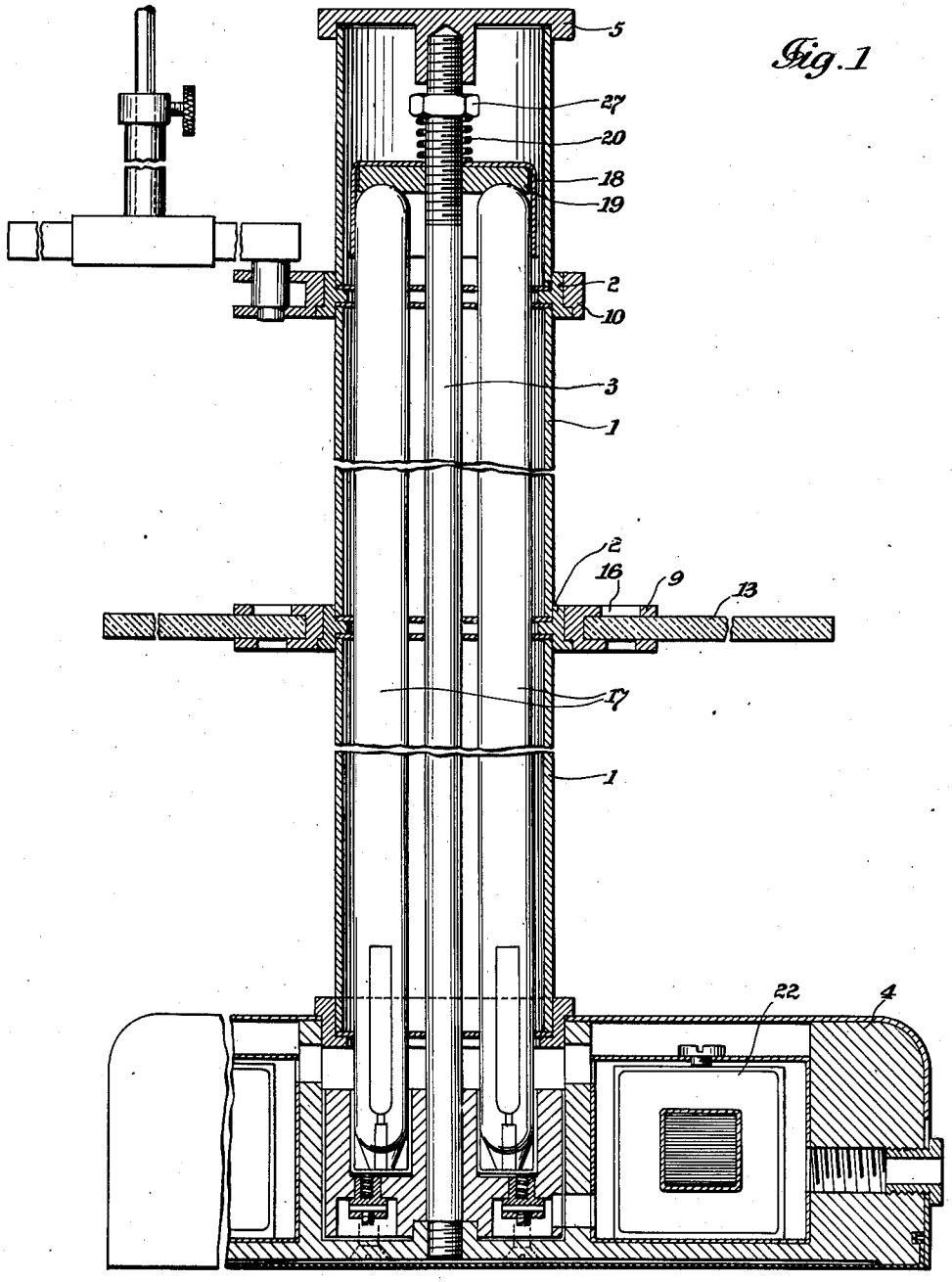
Nov. 30, 1943. C. J. OIDTMANN 2,335,301

DISPLAY STAND

Filed June 11, 1941 2 Sheets-Sheet 1

Fig. 1



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DISPLAY STAND

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Fig. 2

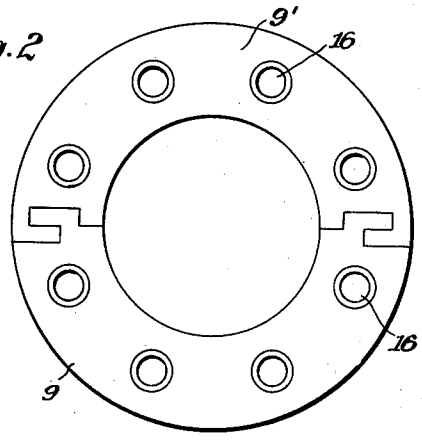


Fig. 3

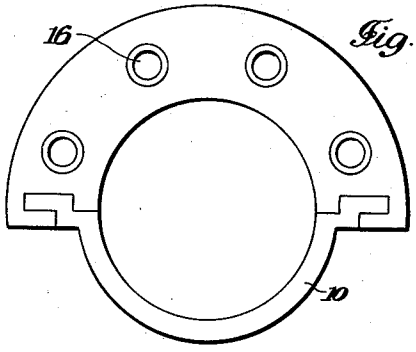


Fig. 4

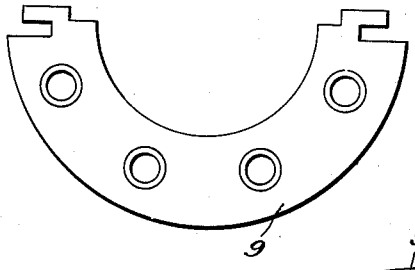


Fig. 6

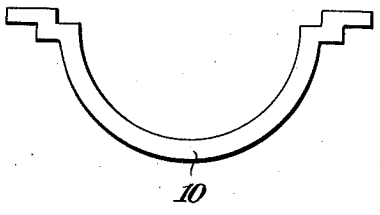


Fig. 5

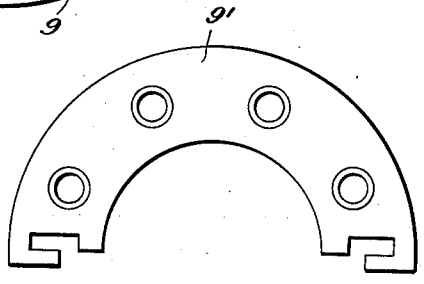
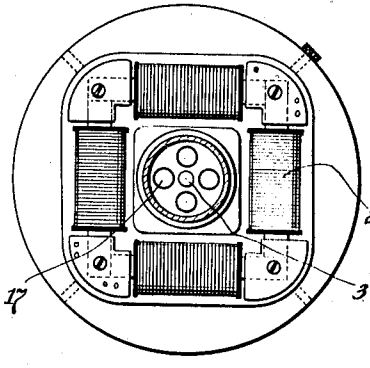


Fig. 7



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Patented Nov. 30, 1943

2,335,301

UNITED STATES PATENT OFFICE

2,335,301

DISPLAY STAND

Charles J. Oidtmann, New York, N. Y.

Application June 11, 1941, Serial No. 397,586
In Italy June 12, 1940

8 Claims. (Cl. 211—148)

My present invention relates to display stands of the type commonly used in show windows and stores.

The main object of my present invention consists of a display stand with interchangeable shelves which may be attached to the shelf-supporting and holding column at different elevations.

A further object of my invention consists in providing a display stand with rotatable shelves enabling turning of these shelves about the supporting column. This greatly facilitates the work of the decorator in show windows where the display stand usually can be reached from one side only.

Still a further object of my present invention consists of a display stand assembled of standard pieces, enabling thereby variation of the height of the entire display stand as well as of the vertical distance between the display shelves.

Another object of my present invention consists in providing a display stand which enables the use of differently shaped shelves made of different materials, e. g. glass or the like, without the necessity of fixing these shelves to the column by means of screws or the like.

Still another object of my present invention consists in providing the supporting column with illuminating means arranged inside of the column, thereby attaining entirely new and amazingly favorable effects.

With the above objects in view, my present invention mainly consists of a display stand comprising a plurality of tubular members being arranged one upon another and forming thereby a tubular column, means for holding these tubular members in this assembled position, connecting members arranged between adjacent tubular members, and annular shelf-holding members rotatably carried by the above connecting members.

In accordance with a preferred embodiment of my invention, the means for holding the tubular members in their correct position, i. e. placed one upon another forming thereby a tubular column, consist of a base supporting this column, a vertical holding rod secured to this base and passing through said column, and a cap-like member secured to the top of said holding rod and pressing against the top of said hollow column, thereby holding together the tubular members forming said column.

The novel features which I consider as characteristic for my invention are set forth in particular in the appended claims. The invention itself, however, both as to its construction and its method of operation, together with additional objects and advantages thereof, will be best understood from the following description of specific embodiments when read in connection with the accompanying drawings, in which:

Figure 1 is a vertical cross-section of the entire display stand;

Figure 2 is a top view of two co-operating shelf-supporting members, Figure 3 is a top view of another type of two co-operating shelf-supporting members, Figures 4 and 5 are the shelf-supporting members shown in Figure 2 separated from each other, Figure 6 is one of the shelf-supporting members shown in Figure 3, and Figure 7 is a top view of a base provided with electrical transformers for the illuminating means in the supporting column.

As shown in Fig. 1 of the drawings, the supporting column is assembled of a plurality of tubular members by placing them one upon another. Any number of such tubular members may be used; these members may be also of different length, if required.

A rod 3 serves for holding together all tubular members 1 forming the tubular column. This rod 3 is screwed at its lower end to the base 4 of the column, and at its upper end to a cap-like member 5. This cap-like member 5 presses against the upper end of the uppermost tubular member, holding thereby all tubular members together.

Between the tubular members 1 annular connecting members 2 are arranged. Each of these connecting members 2 is provided on its inner cylindrical periphery with a ring-shaped rim, fitting between the ends of adjacent tubular members 1. Each of these members 2 is furthermore provided on its outer cylindrical periphery with another annular projection adapted to carry freely rotatably the shelf-supporting members 9 or 10.

As shown in Figs. 2 to 6, each of these shelf-supporting members consists of two semi-circular pieces 9, 9', and 9', 10, respectively. These semi-circular pieces may be assembled and taken apart while supported by the connecting members 2 secured between the tubular column members 1. The projections and cut-outs provided on the co-operating faces of these semi-circular pieces are shaped in such a manner as to prevent their disengagement in horizontal direction.

Each of the semi-circular pieces 9 and 9' is provided on its outer cylindrical surface with an annular groove into which fits a display shelf 13. When this display shelf 13 is inserted into this annular groove, it prevents vertical shifting rela-

tive to each other—and thereby disengagement—of two cooperating semi-circular pieces.

Besides the above mentioned shelf-holding grooves, the annular supporting members are provided with vertical holes for other display means to be secured to these members; as shown in Fig. 1, these additional display means may consist of angular display supports or the like.

The annular supporting members shown in Figs. 2 to 6, are placed only on the projecting ring of the connecting member 2, and not secured to the same; thus it is possible to turn the shelves in any required horizontal position. If it is desired to vary the vertical distance between two shelves, as, for instance, to provide space for higher display objects, it is only necessary to leave out one of the supporting members and the shelf supported by the same, increasing thereby the distance between the remaining two shelves.

As it is, furthermore, possible to exchange the semi-circular pieces 9' and 10 without taking apart the supporting column, the decorator is able to make this exchange by himself without needing assistance of an expert.

It is also possible to place more than one of my above described new display stands in one show-window and to combine them by means of glass shelves or the like. These display stands then form a column group making it possible to attain additional decorative effects if required.

As stated above, the supporting members are turnably carried by the connecting members 2. This greatly simplifies the work of the person decorating the show window: he may arrange the objects to be displayed on one half of the shelf and then turn the shelf about by 180° into the position required in the show window. In the same way, removal of objects on display in the show window is also facilitated.

Figure 1 shows also illuminating means for the display stand. As the supporting column proposed by me consists of tubular members and, therefore, is hollow inside, it can be advantageously used for illuminating purposes.

In Figure 1, I have shown a glow-discharge lamp arrangement inside of the supporting column 1. I prefer the use of four neon tubes 17 which are supported at their lower end by base 4 and held in correct position at their upper end by means secured to the upper end of rod 3. These means, as shown in Fig. 1, consist of an additional cap 18, provided with a resilient plate 19; cap 18 and plate 19 are pressed by means of spring 20 and nut 21 against the upper ends of the neon tubes 17. As shown in Figure 7, I provide in the base 4 four transformers 22 which serve for producing the current needed for the neon tubes 17.

It is evident that in case of using the supporting column as illuminating means, the tubular members 1 of which it is assembled must be translucent, e. g., be made of ground glass or the like.

By providing the illuminating means in the above described way, I have created an entirely new type of display stands which not only serve for displaying certain objects, but also for illuminating the same. Thus, the present invention not only eliminates the necessity of the usual show window illumination, but also creates entirely new and surprising effects by illuminating the displayed objects centrally from the supporting column.

It will be understood that each of the elements described above, or two or more together, may also find a useful application in other types of supporting columns for display stands differing from the types described above.

While I have illustrated and described the invention as embodied in display stands, I do not intend to be limited to the details shown, since various modifications and structural changes may be made without departing in any way from the spirit of my invention.

Without further analysis, the foregoing will so fully reveal the gist of my invention that others can by applying current knowledge readily adapt it for various applications without omitting features that, from the standpoint of prior art, fairly constitute essential characteristics of the generic or specific aspects of this invention, and therefore such adaptations should and are intended to be comprehended within the meaning and range of equivalency of the following claims.

What I claim as new and desire to secure by Letters Patent is:

1. A display stand comprising a plurality of tubular members arranged above one another, stationary supporting members arranged between adjacent tubular members forming together with the same a tubular column, each of said stationary supporting members being provided with vertical projecting parts, preventing horizontal displacement of said tubular members and an outwardly projecting flange, means for simultaneously holding said tubular members and said supporting members arranged between them in assembled position preventing vertical displacement of said tubular members, and annular shelf-holding members rotatably carried by said flanges of said supporting members, each of said annular shelf-holding members being provided on its outer surface with an annular groove having in vertical direction substantially the same width as the shelf or shelves to be fitted into said groove and thus supported by the same.

2. A display stand comprising a plurality of tubular members arranged above one another, stationary supporting members arranged between adjacent tubular members forming together with the same a tubular column, each of said stationary supporting members being provided with vertical projecting parts, preventing horizontal displacement of said tubular members and an outwardly projecting flange, a base supporting said column, a vertical holding rod secured to said base and passing through said superimposed tubular members, a cap-like member secured to the top of said holding rod and pressing against the uppermost of said superimposed tubular members, thereby holding said tubular members forming said column and the supporting members arranged between said superimposed tubular members in assembled position preventing vertical displacement of said members, annular shelf-holding members being of split ring formation so that they may be assembled and removed at will, said annular shelf-holding members being rotatably carried by said flanges of said supporting members, and means combined with said annular members adapted to support simultaneously more than one shelf.

3. A display stand comprising a plurality of tubular members arranged above one another, stationary supporting members arranged between adjacent tubular members forming together with the same a tubular column, each of said stationary supporting members being provided with a horizontally projecting circular flange concentric

therewith; and means for simultaneously holding said tubular members and said supporting members arranged between them in assembled position, and annular shelf-holding members rotatably carried by said flanges, each of said annular shelf-holding members being provided with means adapted to support at least one shelf.

4. A display stand comprising a plurality of tubular members arranged above one another, stationary supporting members arranged between adjacent tubular members forming together with the same a tubular column, each of said stationary supporting members being provided with a ring-shaped projection, means for simultaneously holding said tubular members and said supporting members arranged between them in assembled position, and annular shelf-holding members rotatably carried by said ring-shaped projections, each of said annular shelf-holding members being provided on its outer surface with an annular groove having in vertical direction substantially the same width as the shelf or shelves to be fitted into said groove and thus supported by the same.

5. A display stand comprising a plurality of tubular members being arranged one upon another and forming thereby a tubular column, means for holding said tubular members in this assembled position, connecting members arranged between adjacent tubular members, and annular shelf-holding members rotatably carried by said connecting members, each of said annular shelf-holding members consisting of two substantially semi-circular pieces, being provided with projections and cut-outs which are shaped in such a manner as to fit into each other when said two pieces are put together.

6. A display stand comprising a plurality of tubular members being arranged one upon another and forming thereby a tubular column, means for holding said tubular members in this assembled position, connecting members arranged between adjacent tubular members, and annular shelf-holding members rotatably carried by said connecting members, each of said annular shelf-holding members being provided on its outer cylindrical face with an annular groove into which fits a display shelf.

7. A display stand comprising a plurality of tubular members being arranged one upon another and forming thereby a tubular column, means for holding said tubular members in this assembled position, connecting members arranged between adjacent tubular members, and annular shelf-holding members rotatably carried by said connecting members, each of said annular shelf-holding members consisting of two substantially semi-circular pieces being provided with projections and cut-outs which are shaped in such a manner as to fit into each other when said two pieces are put together, and being furthermore provided on their outer cylindrical face with an annular groove into which fits a display shelf.

8. A display stand comprising a plurality of tubular members arranged above one another, stationary supporting members arranged between adjacent tubular members forming together with the same a tubular column, means for simultaneously holding said tubular members and said supporting members arranged between them in assembled position, and annular shelf-holding members rotatably carried by said supporting members, each of said annular shelf-holding members being provided with means adapted to support at least one shelf.

CHARLES J. OIDTMANN.