Sept. 17, 1929. J. E. SHARP 1,728,512

ROTARY DISPLAY STAND

Filed Oct. 13, 1924

Fig. 1.

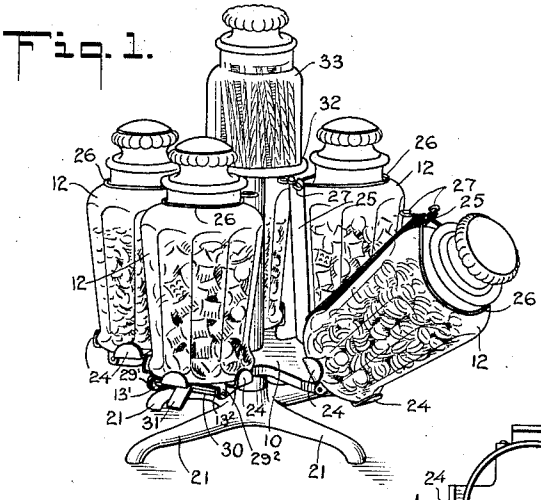


Fig. 2.

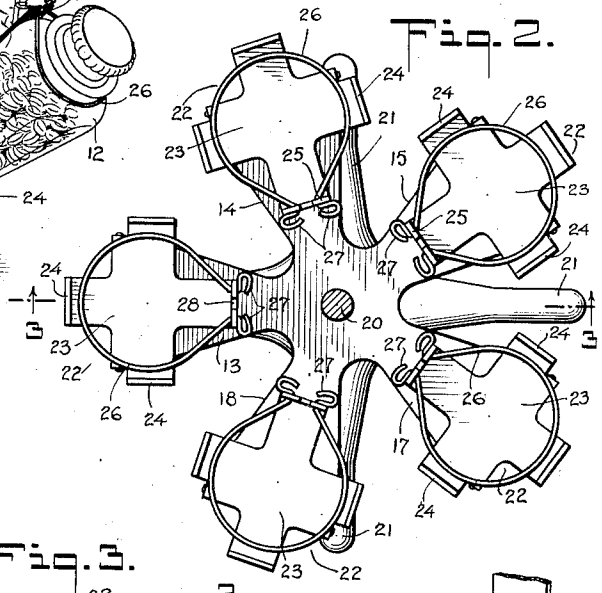


Fig. 3.

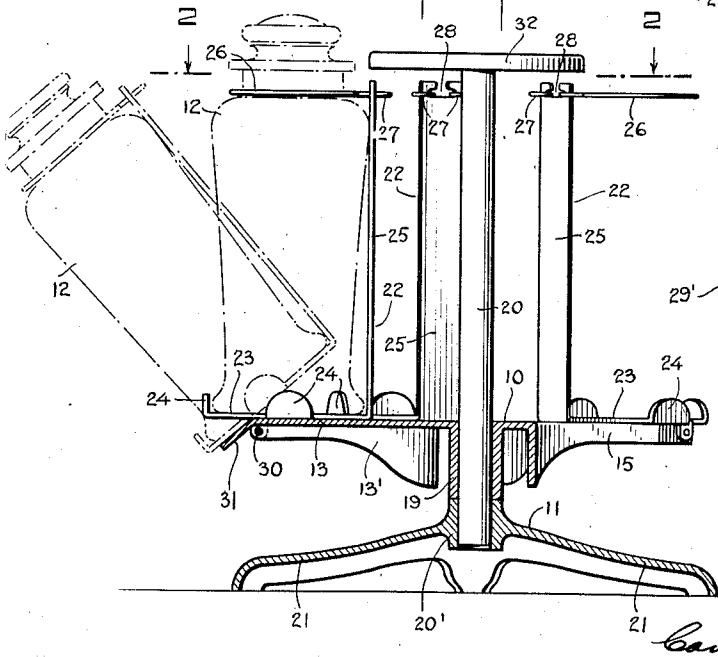
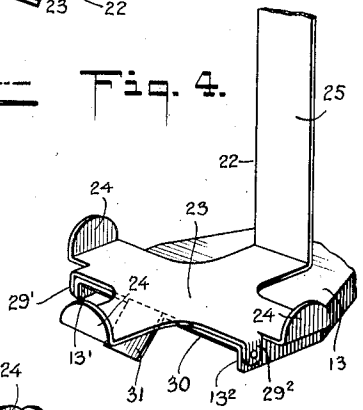


Fig. 4.



INVENTOR
John E. Sharp

BY
Cavanagh & James
ATTORNEYS

Patented Sept. 17, 1929 1,728,512

UNITED STATES PATENT OFFICE

JOHN E. SHARP, OF MILWAUKEE, WISCONSIN, ASSIGNOR TO PANAY HORIZONTAL SHOW JAR COMPANY, OF MILWAUKEE, WISCONSIN, A CORPORATION OF WISCONSIN

ROTARY DISPLAY STAND

Application filed October 13, 1924. Serial No. 743,258.

This invention relates to a display device, and more particularly to a display device for merchandising confections or the like; and has special reference to the provision of a rotary stand for confection show jars.

A prime desideratum of my present invention comprehends the provision of a rotary display stand designed and constructed for supporting a plurality of standard upright show jars in a manner to produce a compact, neat and attractive display and to permit of efficient and convenient merchandising service.

In producing a display device for confections or the like which may be capable of rendering good service for both display and sales uses, a number of problems confronting the dealer or storekeeper require solution, prime among which are the desirability and ofttimes the necessity of effecting the best display or "show" from the vantage point of the patron in the least available space, and the desiderata of permitting the obtaining of quick and easy accessibility to the display containers either from in front of or behind the service counter by either the dealer or the patron for dispensing the goods in a sanitary manner. For use "on the counter," standard upright show jars when appropriately and advantageously grouped afford solution of the problem of space economy; but hitherto no effective means have been provided for supporting such show jars in a way to permit not only the desired display, but to afford both convenient and sanitary merchandising use. A prime desideratum of my present invention therefore comprehends the provision of a display device designed to support a plurality of upright show jars in an attractive grouping and constructed to afford quick and sanitary service from any side of the display counter.

Other objects of the invention include the provision of a display stand constructed for detachably receiving standard upright show jars, and display stands of this nature which may be inexpensively manufactured and sold at low cost.

To the accomplishment of the foregoing and such other objects as will hereinafter appear, my invention consists in the elements and their relation one to the other, as hereinafter particularly described and sought to be defined in the claims, reference being had to the accompanying drawings which show the preferred embodiment of my invention, and in which:

Fig. 1 is a perspective view of the rotary display stand of my invention showing one manner of its use,

Fig. 2 is a plan view shown on an enlarged scale taken in cross-section on the line 2—2, Fig. 3,

Fig. 3 is an elevational view thereof taken in cross-section on the line 3—3, Fig. 2, and showing the manner of using the display stand when confections are dispensed and sold, and

Fig. 4 is a perspective fragmentary view of the same.

Before describing my invention in detail, I will briefly premise that in accomplishing the aforementioned objects of the invention, the display stand embodying the principles of my said invention is constructed to receive a plurality of show jars or containers arranged in a circular or circumferential formation, the show jars being revoluble as a group on the display stand to permit the bringing of any of the show jars into view for selection by the patron or for reach by the dealer, each of the upright show jars or containers being further so supported as to permit the movement thereof from a vertical or upright position to an inclined or tilted position to facilitate dispensing of the contents thereof. The construction and arrangement of this display device are such that normally and during display use all the show jars or containers are maintained in their upright positions to produce a compact organization and to permit a plurality of display devices to be arranged in contiguous and gang formation, and so that when the selling or dispensing of the confections is desired, any selected show jar or container may be moved to a tilted position for the sanitary removal of the contents thereof without disturbing the relation

between the remaining show jars of the group or the position of adjacent or contiguous display devices.

Referring now more in detail to the drawings, the display device in its more specific aspects comprises a revolvable support generally designated as 10, which in the preferred construction is mounted on a base 11, the said revolvable support receiving a plurality of show jars or containers 12, 12 arranged circumferentially on the support, the construction exemplified in the drawings embodying five of said containers arranged in circular formation, each of the containers or show jars 12 being mounted on the support for movement between vertical or normal display positions and tilted merchandising positions shown in Figs. 1 and 3 of the drawings.

The revolvable support 10 preferably comprises a turntable made for example of cast metal and provided with a plurality of radially arranged arms 13 to 18 inclusive, each arm being adapted for supporting a display jar or container, each of the arms being provided with downturned side flanges such as 13′ and 13² for the arm 13 (Fig. 4), the turntable being centrally provided with a sleeve portion 19 received by a post 20 forming part of a standard, which post is received by and fixed to a central boss portion 20′ formed in the base 11, the construction being such that the turntable is revolvable on the base 11. The base 11 may also be made in the form of a casting of any desired contour or design and provided with a plurality of supporting legs 21, 21.

For supporting the containers or show jars 12 for movement between the vertical normal display positions and the tilted merchandising positions, each of the turntable arms is provided with a holder hingedly carried by the arm, each holder being movable between upright and tilted positions. The arms 13 to 18 are each provided with a holder generally designated as 22, each said holder comprising a base or foot portion 23 having upturned toe portions 24, 24 for receiving the bottom of the show jar or container 12, as clearly shown in the drawings, each said holder further including an upstanding leg portion 25 which detachably receives a resilient yoke member 26, the said yoke member being adapted for encircling and receiving the neck of the show jar 12, and being constructed so as to be readily contractable to permit the looped ends 27, 27 thereof to be receivable in and removable from an opening 28 provided in the upper end of the upstanding leg portion 25.

For hingedly mounting the holder 22 on a turntable arm, as for example the turntable arm 13, the holder foot portion 23 is provided with the downturned toe portions 29′ and 29² on opposite sides thereof, and overlying the flanges 13′ and 13² respectively of the radial arm 13, the toes and flanges serving as bearing means for a hinge pintle 30 (see Figs. 3 and 4). For limiting the movement of the holder in the inclined position, the turntable arm 13 is provided with a downturned stop portion 31 which cooperates with the front of the foot or base portion of the holder, as is clearly evident from Figs. 1, 3 and 4 of the drawings.

With this construction it will be apparent that a show jar or container 12 may be readily mounted on or detached from a holder 22, and that the container will be held securely in position on the holder during rotary movement of the turntable and tilting movement of the holder, each holder and show jar being supportable in a stable manner either when the same is in the upright position or in the tilted merchandising position.

If desired to enhance the attractiveness of the display, the centrally positioned post 20 may be provided with a fixed table 32 at the top thereof for receiving and supporting a show jar 33 shown in Fig. 1 of the drawings.

The manner of making and using the rotary display stand of my invention and the numerous advantages thereof will in the main be fully apparent from the above detailed description thereof. It will be apparent that the upright show jars when grouped in circumferential formation as shown particularly in Fig. 1 of the drawings present a neat as well as compact organization, so that a number of rotary display devices may be arranged in closely spaced relation on a counter or like support in a relatively small space. It will be further seen that any of the display jars may be rotated into view of the patron for his ready selection of the confection desired for purchase, after which the show jar may be rotated into position for accessibility or reach of the storekeeper behind the counter, the show jar being then movable from the display position to the inclined position to permit a facile insertion of a scoop or similar dispensing device for removing the confections in a clean and sanitary manner. It will be also evident that the show jars may be replaceable with facility when the same are desired to be refilled or for any other purpose. The rotary display stand of my invention furthermore combines the advantages of the display and service afforded by both upright and tilted show jars at comparatively low cost.

While I have shown my invention in the preferred form, it will be apparent that many changes and modifications may be made in the structure disclosed without departing

from the spirit of the invention, defined in the following claims.

I claim:

1. A rotary display device comprising a revolvable support including a plurality of outwardly extending arms, each provided with a downturned stop portion and a plurality of container holders carried by and arranged circumferentially on said support, each of said holders being mounted on the support for movement between a normal display position and a tilted merchandising position, said holders being adapted to abut said downturned stop portion when disposed in merchandising positions.

2. A rotary display stand comprising a base, a turntable having a plurality of radially arranged supporting arms mounted on said base, a holder for candy jars hingedly carried by and at the outer end of each supporting arm for movement between a vertical normal display position and a tilted merchandising position, each arm and its associated holder being provided with abutting stop portions for limiting movement of the holder in both of its positions.

3. A rotary display stand comprising a base, a turntable having a plurality of radially arranged supporting arms mounted on said base, a holder for candy jars hingedly carried by and at the outer end of each supporting arm, each holder including a base or foot portion, an upstanding leg portion and a resilient yoke member detachably received by the leg portion.

4. A rotary display stand comprising a revolvable support, a plurality of holders for candy jars or the like carried by and arranged circumferentially of said support, each of said holders being hingedly mounted on said support for movement between a vertical normal display position and a tilted merchandising position, each of said holders comprising a base or foot portion, an upstanding leg portion and a yoke member detachably carried by the upper end of said leg portion, the construction being such that each holder is adapted for detachably receiving a candy jar.

5. A rotary display stand comprising a base, a container holding standard carried centrally by said base, a turntable having a plurality of radially arranged supporting arms mounted on said base, the said turntable having a sleeve portion receiving the said standard, a holder for candy jars hingedly carried by each supporting arm for movement between a vertical normal display position and a tilted merchandising position, each holder comprising a base or foot portion provided with integral upstanding fingers, a vertical upstanding leg portion and a yoke member detachably mounted in said leg portion, each of the radial arms of the turntable being provided with an inclined portion at its outer end cooperating with the base portion of a holder for limiting movement of the holder in the inclined position.

6. A rotary display device comprising a revolvable support having a plurality of radially arranged supporting arms, each of said arms having down turned side flanges and a container holder for each arm having down turned toe portions pivotally connected to the side flanges of its respective supporting arm.

Signed at Milwaukee, in the county of Milwaukee and State of Wisconsin, this 9th day of October A. D. 1924.

JOHN E. SHARP.