

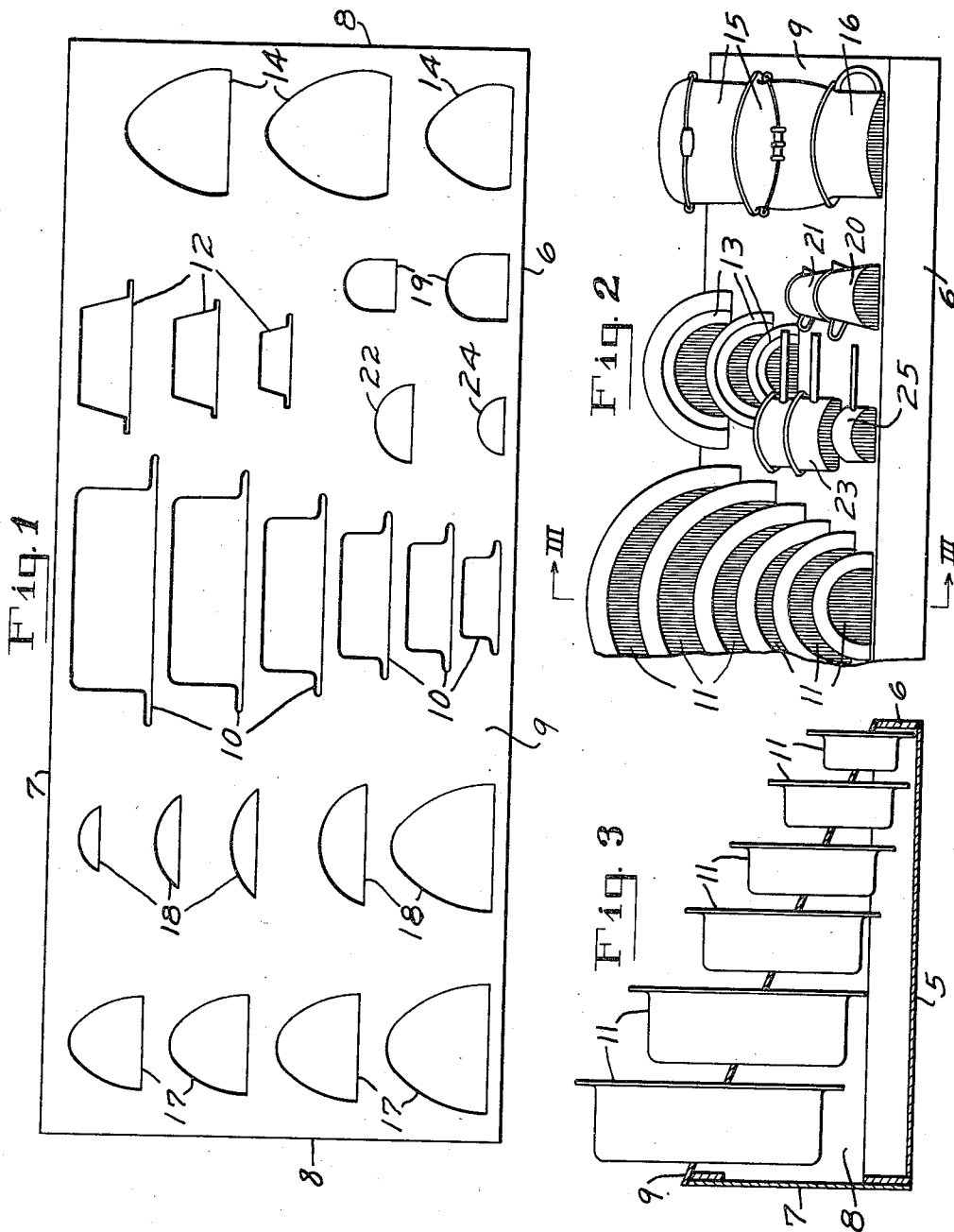
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COUNTER DISPLAY STAND FOR KITCHENWARE

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COUNTER DISPLAY STAND FOR KITCHEN-WARE

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1 Claim. (Cl. 211—72)

My invention relates to a counter display stand which is especially designed for the attractive and effective display of kitchenware, such as pans, boilers, pots, and like cooking vessels.

It has proven difficult to devise a compact and effective means for the display of kitchen pans and cooking ware, such as are referred to above, due to their various sizes and shapes, and yet a stand that will so display kitchenware is very much needed in the art. I have conceived that a stand of this type can be devised which is adapted to be set upon counters, tables, or the like, and which will have in its sloping upper face notch-outs adapted to receive and firmly seat the various articles of kitchenware to be displayed, in the most compact and effective manner to attract the customer.

More particularly, my invention consists in an elongated display stand having its upper surface rising at a gradual incline from a point adjacent to the front of the counter or table level toward the back of the stand, and in this upper inclined surface are arranged in sequence from front to back rows of gradually enlarging or varying sized notches, each designed and adapted to receive only that lower portion of a particular cooking utensil that will enable it to be set in the desired display position, so that one viewing the stand from the front will practically have his line of vision nearly normal to or parallel with the bottoms of the various utensils, according as it may be desired to set same for most effective display.

The importance of the graduated sequence as to size is that the most effective display can be made of the different sizes of like or similar utensils, so that the customer may see the whole line and, by comparison, readily select the size and type desired.

My invention will be better understood by reference to the accompanying drawing which forms a part of this specification, and in which:

Fig. 1 shows a plan view of the display stand with all the kitchen utensils removed so that the design and arrangement of the notch-outs therein can be observed;

Fig. 2 is a front elevation showing fragmentally a portion of the display stand with various utensils set in position in its notches; and

Fig. 3 is a cross sectional view taken on the line III—III of Fig. 2, showing the pans in side elevation.

Similar reference numerals refer to similar parts throughout the specification.

In its preferred embodiment the display stand is made up of any suitable light, durable mate-

rial, and comprises a low front panel 6, a high back wall 7, trapezoidal end walls 8, a sloping display top 9, and, if desired, a bottom 5. These walls are all suitably joined and braced together to form a light, strong structure of such size as to be readily mounted upon a counter or table in the store where it is desired to make the display of kitchenware.

In the display top 9, I provide a multiplicity of notch-outs adapted for the reception and display of various cooking vessels. At the center I show a series of notches indicated at 10 which gradually increase in size from front to rear, and which correspond to the figure formed by the intersection of the plane of the top 9 with an under portion of each vessel when in display position. The object of this particular design is that the under portion of each pan 11 (Fig. 2) shall drop readily into position into its respective notch, but the pan being larger than its notch, it will not pass through same, but its under portion will be fitted firmly into its correspondingly shaped notch so that it will stand in proper display position. As will be readily observed from Fig. 2, this makes a most effective display of the pans 11, showing all of the various sizes in as compact an arrangement as is possible for their effective display.

To the right I show a series of notches 12 also increasing in size from front to rear, and especially formed to receive the under portions of a series of sauce pans 13 of different conformation from the pans 11 by reason of their tapered bodies. The notches 14 are adapted to receive pots 15 and 16 of various sizes, and rows of the notches 17 and 18 are adapted to receive a sequence of deep cooking vessels or boilers, but in the latter arrangements it will be noted that the sequence decreases in size from front to rear. This is permissible because the pots are set down on their sides with their bottoms nearly horizontal, which is a better display position for them and permits of the larger pots being set to the front. There are also notches 19 which are adapted to receive coffee pots 20 and 21, and a notch 22 for a double boiler 23, which always are likewise displayed on their sides. The notch 24 is for a dipper 25.

The manner in which the vessels are displayed is such that a price tag on each (not shown in the drawing) may nevertheless be in full view of the purchaser, thus enabling the latter to make his or her selection from an entire line of kitchenware which is very compactly and yet very effectively displayed.

It will of course be understood that the con-

tour of the notches in the top 9 will be varied to conform to the under portion of the various utensils to be seated therein and according to the manner in which it is desired that they be displayed, either so as to view them in side or plan view. The display stand can be economically fabricated, and light and inexpensive material can be used, such as ply wood, and between the display of pans there is available space for an effective advertising display on the top surface 9, as well as on the front panel 6.

While I have shown my invention in but one form, it will be obvious to those skilled in the art that it is not so limited, but is susceptible of various changes and modifications, without departing from the spirit thereof, and I desire, therefore, that only such limitations shall be placed thereupon as are imposed by the prior art or as are specifically set forth in the appended claim.

Having thus described my invention, what I claim as new is:

A counter display stand for hollow kitchen-

ware, comprising vertical marginal walls surrounding the stand to enclose it and a flat top large enough to receive substantially a complete line of hollow-ware and mounted on said walls at an acute angle to the counter level, there being a plurality of notchouts in said top arranged in rows running from front to rear of the stand and comprising rows of pan notchouts which progressively increase in size rearwardly in a row and are designed to receive less than the lower half of the pans and to support them by their side edges from the top in vertical display position with the pans increasing in size progressively from front to rear to effectively display each pan as viewed from in front, and other rows of notchouts designed to receive a corner and display the bottom and side of pot-like ware and arranged so that those alongside said pan notchout rows are in reverse order thereto as to size and all being distributed about said top so as to make an effective display of a complete set of hollow-ware.

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