July 26, 1949. R. H. RIFFERT 2,477,086

DISPLAY DEVICE

Filed June 22, 1946

Fig. 4.

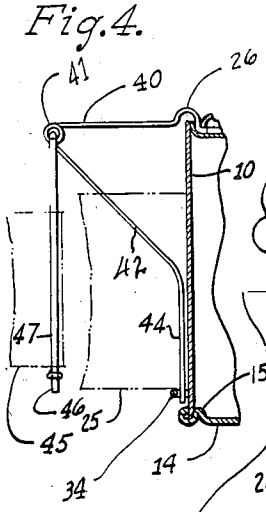


Fig. 1.

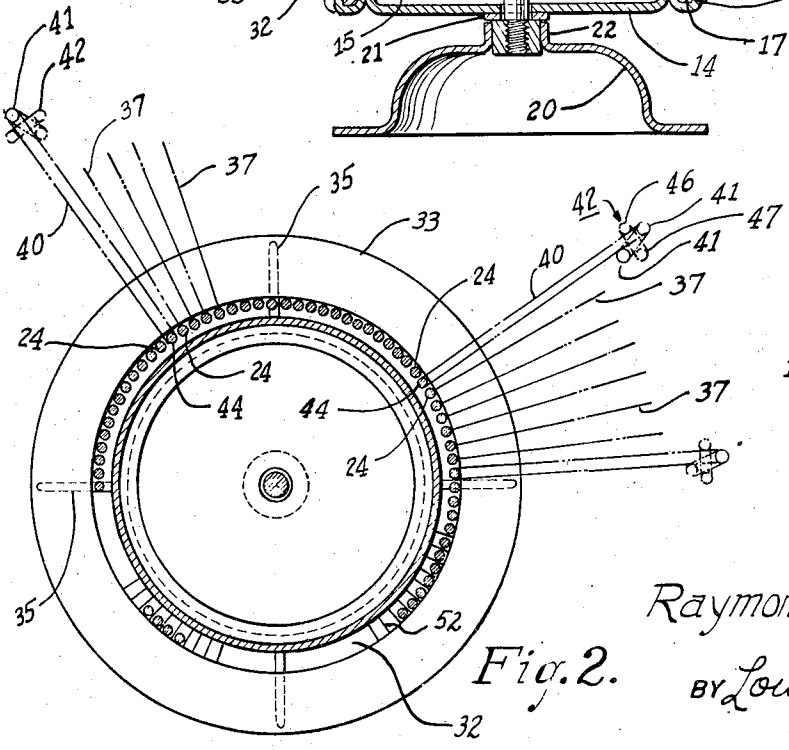


Fig. 2.

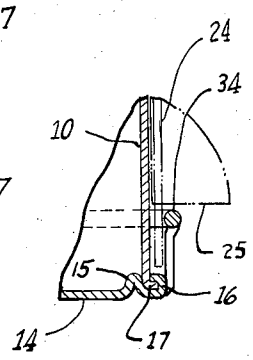


Fig. 3.

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DISPLAY DEVICE

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2 Claims. (Cl. 211—165)

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My invention relates to a display device and, more particularly, to a rotary display device especially adapted for displaying magazines, books, or other individual articles.

One object of the invention is to produce an improved device of the type set forth.

A still further object is to produce an improved rotary display device which is capable of displaying a relatively large number of magazines simultaneously and in such a manner as to permit ready inspection of each individual magazine, the display device being also such that two or more persons may simultaneously inspect the magazines displayed.

A still further object is to produce a display device which is adapted to display one or more magazines in a more prominent manner than the rest of the magazines displayed.

A still further object is to produce an inexpensive, attractive and durable display device and one which is so constructed as to discourage theft of the books or magazines displayed while enabling authorized persons to periodically change the magazine displayed without much skill or effort.

These and other objects are attained by my invention as set forth in the following specification and as illustrated in the accompanying drawings in which:

Fig. 1 is a vertical sectional view of a display device embodying my invention.

Fig. 2 is a sectional view on line 2—2 on Fig. 1.

Fig. 3 is a fragmentary vertical sectional view of the lower portion of the display, showing another embodiment of the invention.

Fig. 4 is a reduced, fragmentary vertical sectional view showing certain details of construction.

A display device embodying my invention includes a hollow, cylindrical body formed of a shell 10, a top wall 12 and a bottom wall 14. The top wall is preferably dished so as to provide a rim which is secured to the upper marginal portion of the shell 10. The rim and the upper edge of the shell 10 form an upstanding annular ridge 13 which will hereinafter be again referred to. The bottom wall 14 may be rolled to provide a bead 15 spaced inwardly from its periphery, and the periphery of the bottom wall may be turned, as at 16, to engage the outwardly-deflected bottom edge 17 of the shell. While this is a preferred way of constructing the body of the apparatus, it is pointed out that, as far as this invention is concerned, it is merely necessary to have a body which is preferably hollow

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and round, and which is provided with an upper peripheral rim extending above the plane of the top wall thereof.

The top and bottom walls 12 and 14 are apertured for passage therethrough of a shaft 18 about which, as an axis, the body 10 is freely rotatable. The shaft 18 is threaded at its lower end into a bushing or the like carried by, or forming part of a base stand or pedestal 20 which is preferably of sufficient width or diameter to provide the necessary support and stability. The bottom wall 14 is provided with a pad 21 which rests upon the neck 22 of the base.

On the rotary body are mounted a plurality of rods 24, each of which is adapted to support a book, magazine or similar object 25. Each rod 24 is provided with an upper hook 26 which is adapted to overhang the annular ridge 13, and an annular flange 27 which is adapted to overlie the top wall 12, as clearly shown in Fig. 1. The upper ends of the rods are retained in position by a cover 30 which is clamped by a wing nut 31 engaging the upper end of the shaft 18. At or near the bottom of the cylinder is an annular member which is spaced from the exterior of the shell so as to provide a space 32 through which the lower ends of the rods 24 are adapted to extend. The annular member referred to may be in the nature of a flat plate 33, as shown in Fig. 1, or it may be in the nature of a ring 34, as shown in Fig. 3. In either case, the plate 33 or the ring 34 is secured in position by any suitable means, such as by brackets 35 suitably secured to the shell and to the plate or ring.

If desired, each rod 24 is provided with a numbered tab 36 which identifies the index or catalogue number of the particular magazine carried by said rod.

By this construction, a very large number of magazine, books or similar objects can be compactly, but nevertheless accessibly, displayed. For example, a prospective purchaser can rotate the shell 10 while scanning the titles or names of the magazines or the titles of leading articles or features therein, and can then order the particular magazine by its name or by the number on the tab 35.

In operation and beginning with the device in its dismantled condition, the operator sets up the base, screws the shaft 18 in position and then slips the shell 10 over the shaft. Each book or magazine 25 to be displayed is then opened at about its middle and is then closed over one of the rods 24. With the book and rod thus associated, the lower end of the rod is inserted

through the space 32 until the upper hook engages the ridge 13. The magazines now rest on the plate 33 or on the ring 34 and extend radially of the shell, as shown by the broken lines 37 in Fig. 2. When as many rods, each carrying a magazine, as can be mounted on the shell have been placed in position, the top cover 30 is applied and is clamped by the nut 31.

In order to provide for displaying one or more magazines in a more prominent or outstanding manner than the other magazines, I have provided the structure which is best shown in Fig. 4. This structure includes a horizontal arm 40 having its inner end provided with a hook 26 and a flat portion 27, and the other end of which is looped at 41 and is continued downwardly and inwardly to form the slanting arm 42 and the vertical portion 44. The lower end of the vertical portion, which in this embodiment replaces the rod 24, is inserted in the space 32 between the plate 33 or ring 34 and the shell 10. The slanting arm 42 and the vertical portion 44 may or may not support one of the magazines 25. The magazine or magazines 45 which are to be accorded especial prominence are suspended from the loop 41 so as to be in a plane beyond the plane of the remaining magazine 25. A convenient device for suspending the special magazines 45 is shown in Fig. 4 and consists of an elongated U-shaped rod having limbs 46 and 47 and a bight portion 48 adapted to engage the loop 41. The bottom end of one of the arms, such as the arm 47, is looped, as at 49, to form a catch adapted detachably to engage the lower portion of the other arm 46 which extends downwardly below the loop 49.

When it is desired to display one or more magazines more prominently than the others, one or more devices, such as that shown in Fig. 4, are mounted on the shell 10 at spaced intervals, the rods 46 are disengaged from the loops 49 and are inserted through the loops 41, a book or magazine is opened and closed about one or the other of the rods 46 or 47, and the rod 46 is engaged with the loop 49 which now forms a rest for the magazine.

As will be seen from the drawings, the special magazines 45 are thus made to stand out from, and with reference to, the magazines 25 so as to attract more attention. By this means, one or several magazines or books may be featured from time to time. Also, the inter-position of the arms 40 and 42 and the loop 41 at intervals, serves to back up the magazines on either side thereof. In other words, the arms 40 and 42 and the loop 41 serve as partitions or abutments for the adjacent magazines 25 and help to retain the latter in substantially vertical positions.

With the hinge portion of a book or magazine jointly clamped between its supporting rod and the surface of the cylinder, it will be difficult to pull such book or magazine off without damaging the same and without attracting attention.

Also it will be noted that a very large number of magazines can be mounted and effectively displayed within the confines of a very small space.

If desired, radial partitions 52 can be placed in the space 32 so as to form separate compartments for receiving lower ends of the rods so as to prevent the rods riding over one another or becoming misaligned.

What is claimed is:

1. A display stand comprising a pedestal, a shaft extending upwardly from said pedestal, a cylinder having its bottom wall resting on said pedestal, there being an opening in said bottom wall through which said shaft extends, a closure for the upper end of said cylinder, said closure having an annular flange concentric with and adjacent to the side wall of said cylinder, a plurality of rods having their upper end portions bent to form inverted U-shaped portions for engaging said flange and having their upper ends bent so as to extend parallel to and to rest on said closure member, means engaging said shaft for clamping said upper ends of said rods against said closure member, and apertured means near the lower end of said cylinder for detachably engaging the lower ends of said rods, said means being located so close to the lower portion of said cylinder as to position said rods in approximately abutting relationship to said cylinder.

2. The structure recited in claim 1 in which at least one of said rods includes a horizontal portion extending substantially normal to the axis of the cylinder, a vertical portion depending from said horizontal portion, and an intermediate portion extending from the junction of said horizontal and vertical portions with its lower portion abutting said cylinder and with its lower end engaging said apertured means.

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