Nov. 28, 1933. R. S. SHEARS 1,937,443

STAND FOR DISPLAYING CONFECTIONERY AND THE LIKE

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FIG. 1.

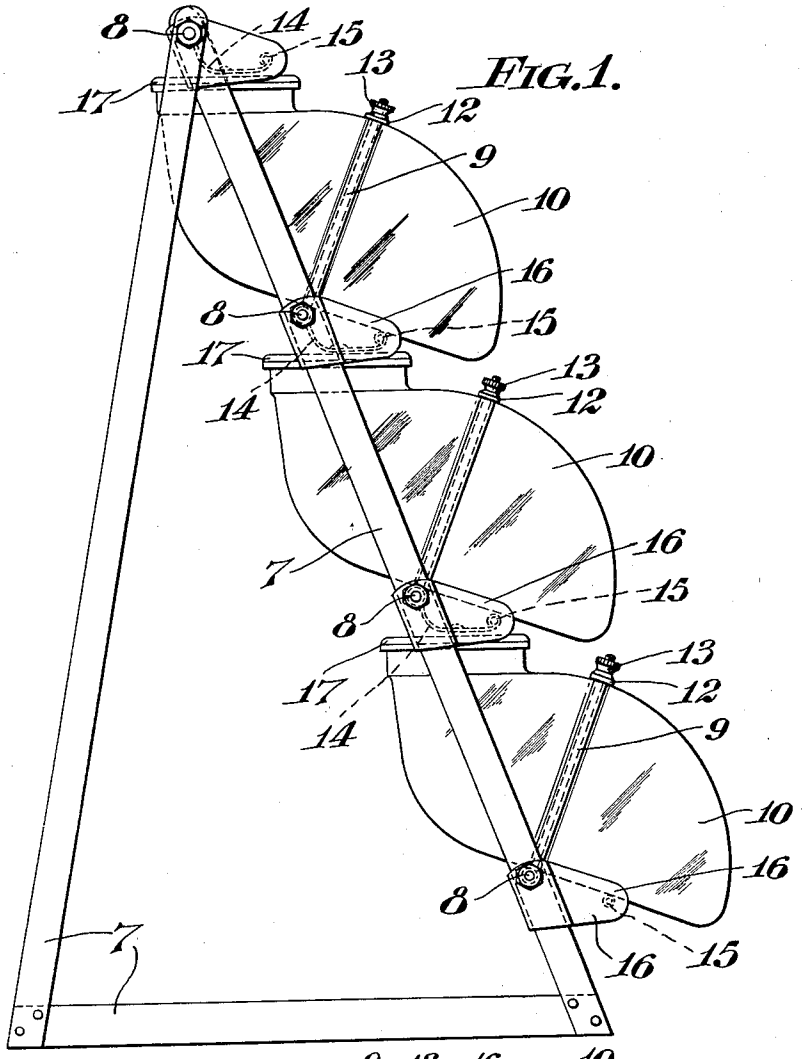
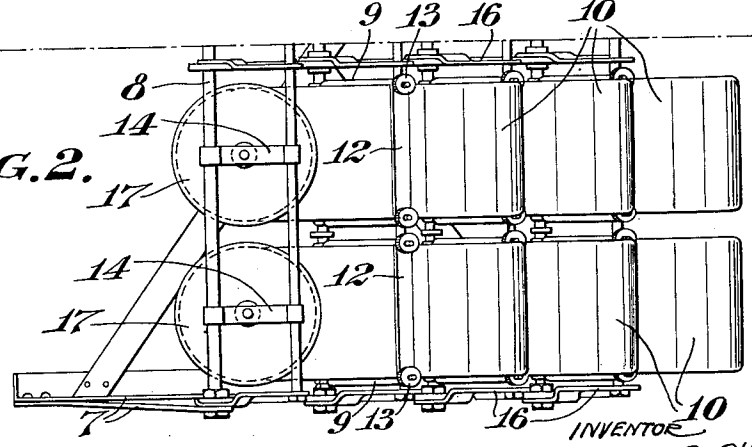


FIG. 2.



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FIG. 3.

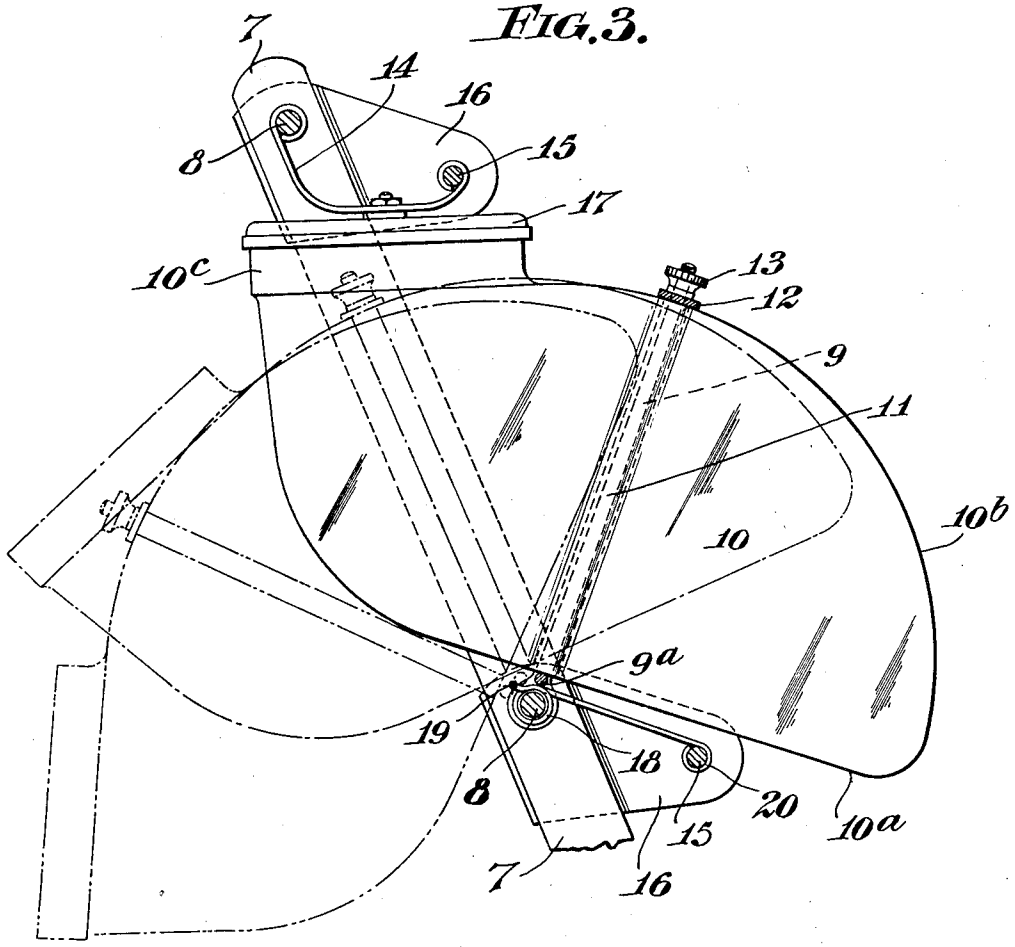
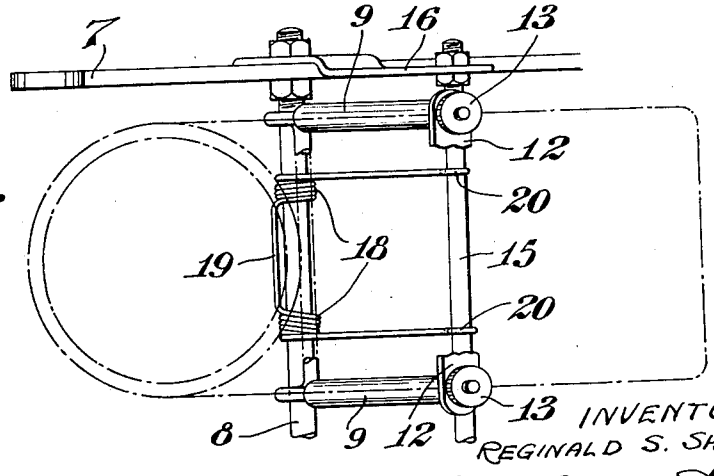


FIG. 4.



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FIG. 5.

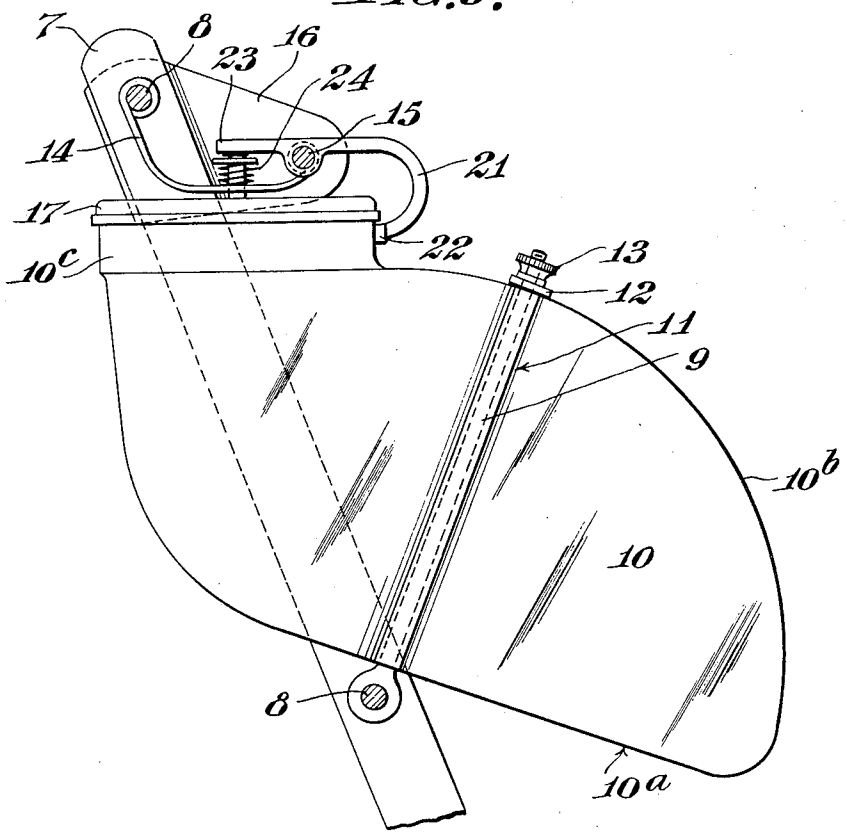
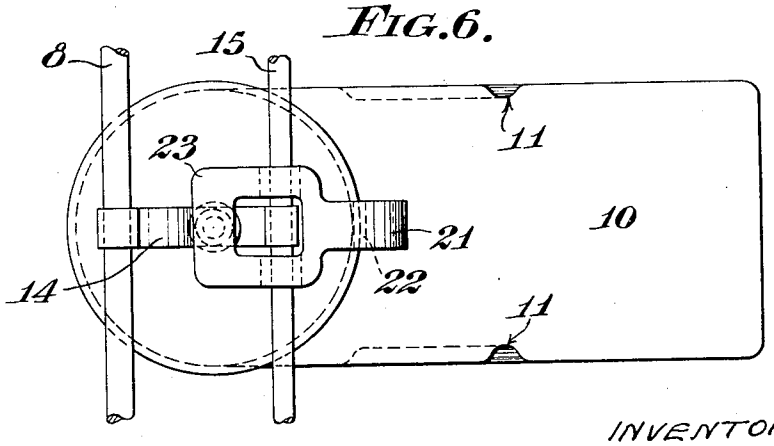


FIG. 6.



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UNITED STATES PATENT OFFICE

1,937,443

STAND FOR DISPLAYING CONFECTIONERY AND THE LIKE

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Application May 3, 1932, Serial No. 608,963, and in Great Britain May 4, 1931

4 Claims. (Cl. 211—81)

This invention relates to stands for displaying confectionery and the like, and has for its object to provide an apparatus for displaying the contents of bottles or containers in an attractive manner, and for holding a number of said bottles or containers compactly nested together whilst permitting them to be readily and independently brought to a convenient position for serving therefrom.

The apparatus according to my invention comprises a stand and a number of cradles supported by said stand, each said cradle being adapted to receive and hold a container or bottle and being fulcrumed about a horizontal axis so as to be capable of swinging over from its displayed position to permit extraction of the container or bottle contents at the rear of the stand.

In the carrying out of my invention, the apparatus may conveniently comprise a stand consisting of upstanding side members and horizontal connecting members arranged at the front of the stand, a number of cradles being mounted to swing on each of said horizontal members with provision on each said cradle for receiving and holding a bottle or container. Stop means is provided for limiting the forward and backward movement of each cradle to displayed and serving positions respectively, said stop means being so arranged that the centre of gravity of the bottle or container and cradle unit passes over the axis of swinging during movement between such positions. Preferably, the horizontal connecting members of the stand are arranged in relatively inclined positions so that differently elevated rows of containers or bottles collectively produce an inclined display at the front of the stand.

The term "containers" where used herein, primarily implies a receptacle having a transparent front for viewing the contents, although a completely opaque receptacle also is included within that definition, such forms of container being alternative to a glass bottle.

In order that my invention may be readily understood, reference is directed to the annexed drawings which illustrate, by way of example, practical apparatus in accordance therewith.

In the drawings:—

Figure 1 is a side view of a three-tier apparatus.

Figure 2 is a plan view thereof.

Figure 3 is a fragmentary vertical section illustrating the cradle and lid mounting.

Figure 4 is a plan of Figure 3 with the bottle omitted.

Figure 5 is a view similar to Figure 3, depicting a lid closure arrangement hereinafter referred to; and,

Figure 6 is a plan view of Figure 5 with the cradle omitted for the sake of clearness.

Referring to the drawings, the apparatus comprises a stand consisting of triangular side frames 7 which may be either vertically disposed or else slope upwardly and inwardly, depending upon whether there are the same number of bottles in each row or a smaller number in each higher row, said side frames being connected by horizontal rods 8, which are positioned in inclined relation to one another.

On each of the rods 8, except the uppermost one, there are fulcrumed a number of cradles 9, each of which is of U-shape.

The containers 10 are in the form of bottles each of which is formed with a flat base 10^a, a radiused front 10^b and an inclined neck opening 10^c, and the legs of the cradle are adapted to extend up the side of the bottle, the latter being formed with grooves 11 for accommodating said legs. Said cradle legs are of a length such as to project at the top of the bottle and are fitted with a removable cross-piece 12 attached by nuts 13, or may have turned-over end portions adapted to engage over the top of the bottle and so retain same in position. The arcuate front of the bottle is struck about a point which, when the bottle is engaged in the cradle, is situated at or approximately at the axis of the cross rod 8.

Each of the cross rods 8, except the lowermost one, carries a strip 14, the outer end of which is secured to a front rod 15 affixed to end plates 16 attached to the frames 7 and to a median portion of said strip 14 there is attached a lid 17, as shown in Figure 3. Said lid is positioned and arranged to seat upon the bottle neck 10^c when the bottle is swung forward, and serves as a stop to limit the said forward swinging movement of the bottle. The strip 14 forms a more or less yielding suspension for the lid.

For limiting the backward movement of the cradle there may be provided a spring 18 wound around the rod 8 and having an intermediate portion 19 projecting therefrom. The bottom portion 9^a of the cradle is adapted to abut said spring portion 19 and since the ends 20 of the spring are secured to the front rod 15, preventing the spring turning, the cradle will be thus arrested in its backward movement, so as to be maintained in the intermediate position shown in dotted lines in Figure 3. It can, however, be

further depressed to the lower position shown dotted and in so doing acts against the spring. In this manner the utmost facility is provided for serving from the bottle whilst preventing the latter unintentionally falling to a position in which the contents fall out should the bottle happen to be full.

It will be observed that the centre of gravity of the cradle-held bottle passes over the fulcrum axis during its movement between displayed and serving positions and thus it comes to rest in the displayed position with its neck intimately seating on the lid 17. In some cases, however, it may be desired to further ensure tight fitting of the lid, for which purpose there may be provided a rocker 21, as shown in Figure 5, fulcrumed on the front rod 15, the front portion 22 of which is adapted to be pressed upon by the bottle neck so that the rear portion 23 presses down upon the lid, against a spring 24, the lid in this case being floatably carried by the strip 14.

As a modification, the lid may be carried on the bottle neck, the latter being suitably positioned and the lid being removed by hand in order to serve from the bottle.

Further, a fixed stop, such as an auxiliary cross rod may be provided instead of the spring 18, to limit the backward movement of the cradle.

Owing to the inclined disposition of each bottle when the contents are being displayed, such contents fall to the front so ensuring of their being displayed. Further, by the stepped disposition of the different tiers maximum display is given to the bottles of each tier.

As a modification, the bottle lid 17 instead of being attached to the supporting frame may be hinged to a collar on the bottle neck with spring means incorporated which urges said lid to an open position. In this case the lid will close automatically by its contact with the stand when the bottle is swung to displayed position.

I claim:—

1. A display and serving device of the character described comprising a frame having a cross rod, a receptacle supporting cradle pivotally mounted on said cross rod for tilting movement between display and serving positions of the receptacle, and a spring mounted in part on said rod and having a portion disposed to be engaged by a part of the cradle to yieldingly arrest movement of the cradle as the same is tilted towards and prior to the same reaching a position corresponding to a serving position of the receptacle.

2. A display and serving device of the character described comprising a frame having a cross rod, a pair of spaced arms pivotally mounted on said cross rod, a cross bar connecting said arms, said arms and cross bar constituting a cradle, a receptacle mounted in said cradle for tilting movement with the latter between display and serving positions, and a yieldable resilient stop device in the form of a spring mounted in part on said cross rod for cooperation with the cross bar of the cradle to arrest movement of the cradle as the same is tilted towards and prior to the same reaching a position corresponding to a serving position of the receptacle.

3. A display and serving device of the character described comprising a support, an open-mouthed receptacle pivotally mounted on said support for tilting movement between display and serving positions, a spring mounted on the support, and a receptacle cover mounted on said spring in a position to close the mouth of the receptacle when the latter is tilted to its display position, said spring and cover further constituting initially yieldably acting and subsequently positively acting stop means to prevent tilting movement of the receptacle from its serving position beyond its display position.

4. A display and serving device of the character described comprising a support, an open-mouthed receptacle pivotally mounted on said support for tilting movement between display and serving positions, a receptacle cover mounted on the support for movement to and from a position closing the mouth of the receptacle when the latter is in a display position, yieldable means constantly tending to move the cover to a non-closing position, and a member pivoted intermediate its ends to the support and having one end disposed for cooperation with the cover and its other end disposed to be engaged and swung by a portion of the receptacle as the latter is tilted to its display position, thereby to move the cover into a position closing the mouth of the receptacle.

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