Feb. 9, 1932. H. K. LORENTZEN 1,843,951

DISPLAY STAND

Filed Sept. 3, 1930

Fig. 1.

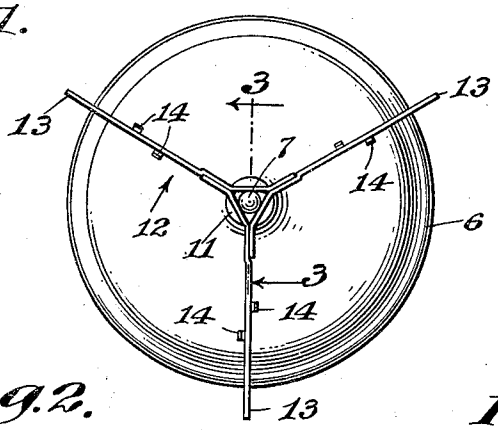



Fig. 2.

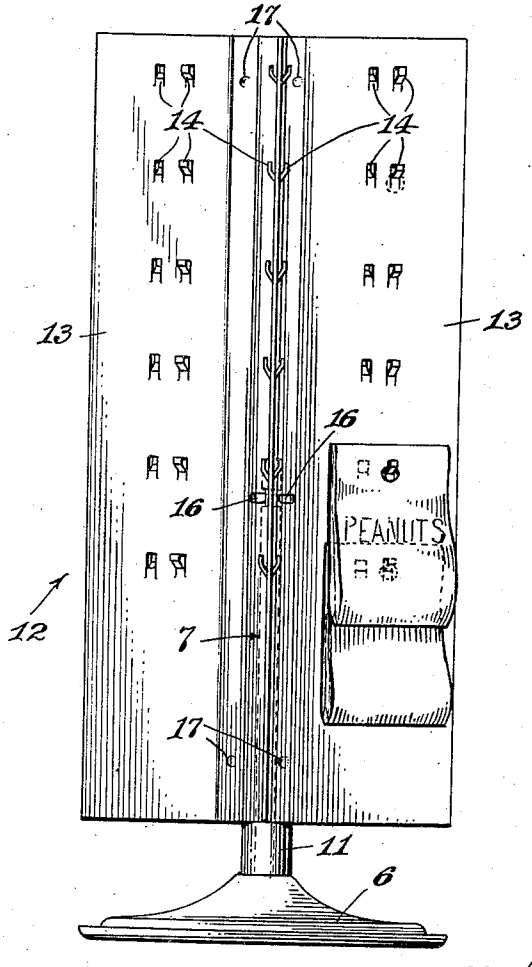
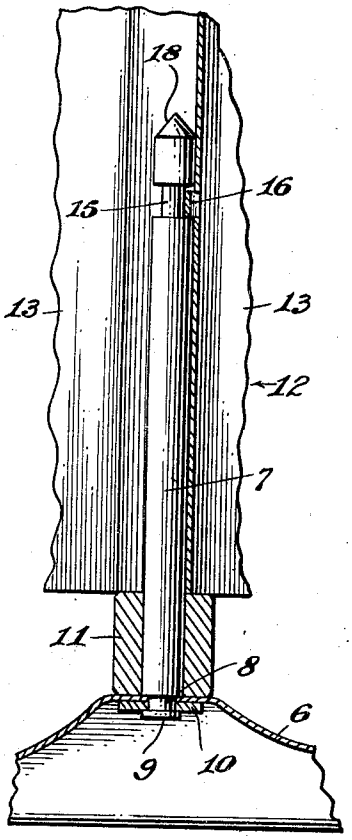



Fig. 3.




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# UNITED STATES PATENT OFFICE

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## DISPLAY STAND

Application filed September 3, 1930. Serial No. 479,473.

This invention pertains to a display stand of the rotatable type and particularly to one adapted for vending small articles of merchandise such as envelopes of peanuts, candies or the like.

The principal object of the present invention is to provide an easily assembled revolving display stand having a minimum number of parts, which is inexpensive to fabricate.

A further object of the invention is to provide a well balanced and compact structure, pleasing in appearance and which also affords a large degree of protection to the merchandise.

The device embodies novel mechanical features hitherto unknown in the art. The advantages of compactness, strength, reduced weight, stability and attractiveness incident to the present construction will be apparent by reference to the following description and the appended drawings of which:

Fig. 1 is a plan view showing a preferred form of the device.

Fig. 2 is a side elevation.

Fig. 3 is an enlarged detail section taken along the line 3—3 of Fig. 1.

The disclosed embodiment comprises a circular base 6 which is preferably of stamped or spun sheet metal. A spindle 7 has its lower portion turned down to form a stud 8 which passes through the top of the circular base where the end 9 is peened over a washer 10 to completely lock the spindle in position. A bushing 11 of wood or other suitable material is slidably mounted on the spindle 7 adjacent the base 6. A display body 12 is formed of three identically-shaped metallic sections 13 substantially as shown in Fig. 1. In the preferred form, each blade has a first bent portion disposed at an angle to the main body and a second bent portion disposed at an angle to the first bent portion. Between the main body and the first bent portion, each blade is provided with an offset portion adapted to receive and partially countersink the second bent portion of the adjoining blade, counting for a neat and symmetrical appearance. The blades, when fastened together form a central triangular channel shown in Fig. 1, adapted to rotatably engage the spindle 7. The blades 13 are each provided with a plurality of upturned hooks 14, facing alternately on either side of the blade.

At approximately the midsection and corresponding with an annular neck 15 of the spindle 7, is a projection 16 extending from the channel wall. If preferred, each blade might be provided with a lug, stamped out of the metal and extending into the triangular channel to engage the annular groove, and lock the spindle against removal, as shown in Fig. 3.

The blades are fastened as by spot-welding or rivets 17 at top and bottom, which construction admits of slight resilient motion at the midsection. The spindle is pointed at the top 18. To engage and permanently lock the revolving fins with the spindle it is merely necessary to slide the spindle through the triangular channel. When the pointed end of the spindle engages the lugs 16 the blades will spring slightly to permit the spindle to pass. When the annular neck 15 comes adjacent the lugs 16, the blades spring back to normal position, forcing the lugs into locking engagement under the neck 15. By this method, a very short spindle may be efficiently employed. The thrust due to the weight of the revolving portion is ordinarily taken up by contact of the bottom of the fins with the wooden bushing 11.

Although the device may be constructed with four or more blades, a three-bladed structure is preferred; of the six exposed surfaces, two are visible from every direction.

The usual solid body type of display stand, has been improved upon in the present invention by the use of radially extending blades, which afford a large degree of protection to the merchandise. The close proximity of the merchandies to the center of rotation greatly adds to the stability of the device.

While a specific embodiment has been herein disclosed, I anticipate any structure properly within the scope of the appended claim.

I claim:

A revolving display stand comprising a plurality of identically formed blades, each blade having a first bent portion disposed at an angle to the main body of the blade and a second bent portion disposed at an angle to the first bent portion, the blades being secured together only at top and bottom to admit of resiliency at the midsection, the first bent portions of the blades co-operating to form a longitudinal channel; a spindle having an annular groove and rotatably engaging said channel, said channel being provided with a projection located partway between the top and bottom and where the channel walls are resilient to engage the annular groove.

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