

May 4, 1965

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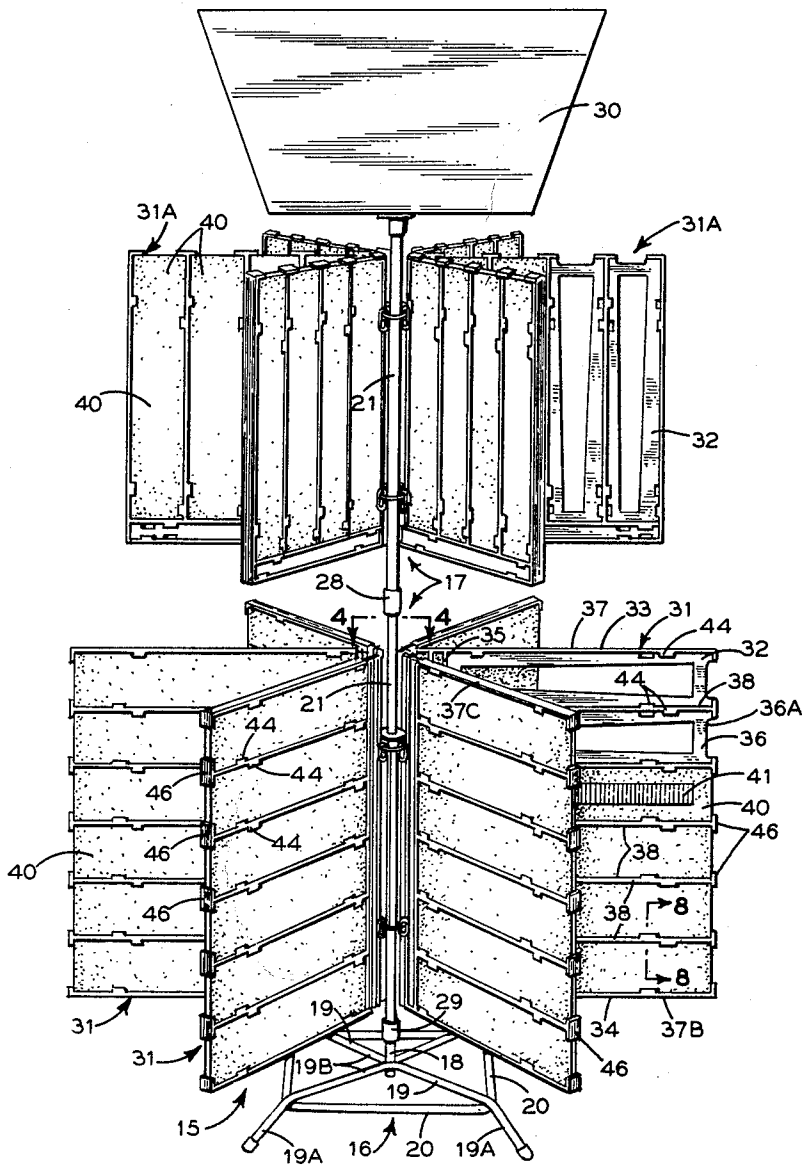
3,181,706

DISPLAY STAND AND ARTICLE HOLDING RACK THEREFOR

Filed Oct. 30, 1962

2 Sheets-Sheet 1

FIG. 1



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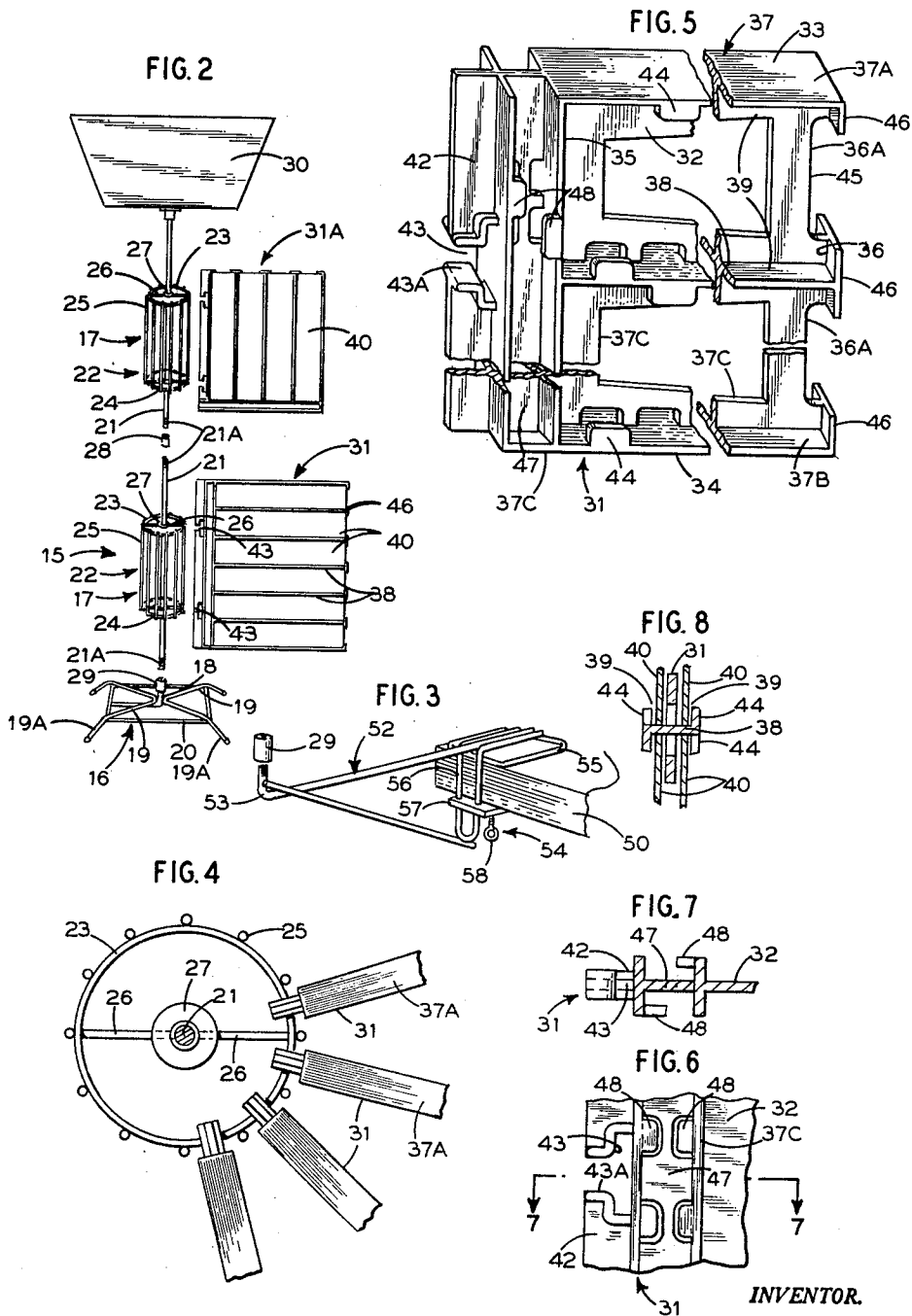
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DISPLAY STAND AND ARTICLE HOLDING RACK THEREFOR

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 Filed Oct. 30, 1962, Ser. No. 234,040
 12 Claims. (Cl. 211-163)

This invention relates in general to a display stand and rack therefor, and more specifically to a display stand of modular construction and rack for holding and displaying in back to back relationship a plurality of card packaged items.

Heretofore card packaged items, such as watch bands and the like, have been displayed on counter display cards or on hook type displays. With the counter display cards, only a limited number of items could be displayed at any given time. Therefore, of the large number of watch band styles available only a few could be displayed by the use of counter cards. As a result the purchaser is not provided the luxury of choosing from a great variety of styles. The display of numerous counter card displays to give the purchaser a wide variety of selection has not proven practical. This is because the number of display cards required to cover the various styles of items, e.g. watchbands would occupy more counter space than is economically practical. The use of hook type displays have the disadvantage in that many of the items are hidden from view. Thus it becomes difficult for the purchaser to view the various styles, and even more difficult to remove the selected article from the hook, if the selected item happens to be on the back part of the hook.

An object of this invention is to provide a display stand of modular construction so that it can be built up or down to any size desired or convenient for a particular display.

Another object is to provide a stand which is relatively simple in construction and assembly, and which can be readily assembled and disassembled without the use of tools.

Still another object is to provide for a novel rack construction adapted for use with the display stand for holding thereon a relatively great number of card packaged items in back to back relationship, and whereby any one of the carded items may be removed without disturbing any of the others.

A feature of this invention resides in the provision that both the stand and rack are light in weight, and further, that the rack for holding the articles on the stand may be made as an integrally molded article of clear translucent plastic so as to afford maximum visibility of the carded items displayed thereon.

Another feature of the invention resides in the provision that a maximum number of items may be displayed in a minimum amount of space, and yet each of the items being rendered fully visible to a purchaser.

Another feature of the invention is that the display stand may be either displayed on a counter space of a retail establishment or by a special adaptor arm to be clamped to a shelf or the like.

Another feature of the invention is that the modular construction permits the stand to be readily knocked down so as to occupy a minimum of space to facilitate either shipping and/or storage thereof.

Other objects, features and advantages will become more readily apparent when considered in view of the drawings in which:

FIG. 1 illustrates a perspective view of the display stand and rack for holding the card packaged items thereon in accordance with this invention.

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FIG. 2 is an exploded perspective view of the stand of this invention.

FIG. 3 illustrates a modified base construction adapted for use with the stand of this invention.

FIG. 4 is a plan sectional view taken along line 4-4 of FIG. 1.

FIG. 5 is a perspective view of the rack construction of this invention.

FIG. 6 is a construction detail of the rack.

FIG. 7 is a sectional view taken along line 7-7 of FIG. 6.

FIG. 8 is a sectional view taken along line 8-8 on FIG. 1.

Referring to the drawings, there is shown on FIGS. 1 and 2 the display stand 15 construction of this invention. As shown the display stand 15 of modular construction comprises a base portion 16 and a plurality of similarly constructed frame sections 17 which are adapted to be connected in end to end relationship to form a multi-tier stand. In the illustrated embodiment, a two tier stand construction is shown. However, it will be understood the stand 15 may be constructed of more or less tiers, depending upon the practical considerations of a given retail outlet and/or the scope of display desired.

The base 16 comprises of a relatively short upright center piece 18 which is supported by a pair of wire leg assemblies 19. Each leg assembly 19 consists of a bent wire or rod to define a pair of leg members 19A. As shown, the assembly 19 is defined by a V bent wire having its apex portion 19B bent laterally with respect to the end portions 19A thereof which define the leg segments. Each of the leg assemblies 19 is similarly constructed and is suitably fastened as by welding or brazing at its apex to the central upright 18. A rectangular bent rod defines the cross braces 20 for maintaining the leg segments 19A in properly spaced position to stabilize the stand 15.

Each of the frame constructions 17 comprises a central elongated standard 21 of rod or wire construction, which in the illustrated embodiment is provided with a thread portion 21A at each end thereon. Intermediate the ends of each standard 21 there is connected thereto a wire rib cage 22. As shown, the cage 22 comprises spaced upper and lower rings 23, 24 interconnected by a plurality of circumferentially spaced rib members 25. Each ring 23, 24 has connected thereto by means of a radial spoke 26 a hub 27 by which the cage 22 may be rotatably journaled to an intermediate portion of its respective standard 21.

In order to attach or secure the respective frames 17 in end to end position to construct a multi-tier stand 15, and to connect the tiers to the base 16, a plurality of sleeve connectors 28 and 29 are provided. As shown connector 29 is threaded at one end to the upright 18 of the base 16, and the standard 21 of the first frame 17 is threaded to the other end of the connector 29. A similar connector 28 is utilized to secure the standard 21 of the first and second frame tier. If desired a suitable display sign 30 may be threaded to the upper end of the uppermost frame, and on which the advertising copy and prices of the articles displayed may be posted.

In accordance with this invention a novel rack or display tray 31 is detachably connected to the stand 15. As shown in FIG. 1, a plurality of display racks 31 are circumferentially spaced about the rib cage 22, and each rack 31 is provided with a limited hinging movement, so that the racks or tray 31 mounted on a given frame 17 may be thumbed like pages of a book, and at the same time rotated with the cage 22 around the standard 21. Thus, full and complete view of each and every article

stored thereon may be readily viewed by a purchaser.

In accordance with this invention each of the racks or trays 31 comprises an integrally molded article, preferably of molded translucent plastic. However, it will be appreciated that the specific structure of the rack 31 is not limited to a given material.

Essentially the rack or tray 31 comprises a rectangularly shaped plate or web portion 32 having a top 33, bottom 34 and opposed side portions 35, 36. As shown in one form of construction, the rack 31 is provided with a laterally extending peripheral flange 37A, 37B, 37C about the top edge 33, the bottom edge 34 and one side 35 of the web portion 31, the flange 37 extending beyond the web portion 31 to both sides thereof. Between the top and bottom flanges 37A, 37B, there are a plurality of vertically spaced ribs 38 projected outwardly on either side of the web to define a plurality of channelways 39. Each channelway 39 extends substantially the width of the tray or rack 31, and each channelway 39 is thus sized to receive a card packaged item 40. In the instant case, a watch band 41 is packaged on each card 40. The arrangement is such that the card packages 40 may be disposed on each tray or rack in back to back relationship. Consequently a relatively large number of card packages 40 may be stored on one rack 31, and a relatively large number of racks 31 may be connected to each frame.

Accordingly the rack 31 is detachably connected to the cage 22. To accomplish ready removal of the rack, the rack is provided with a marginal web portion 42 disposed normal to ribs 38. Vertically spaced in the marginal web portion 42 are a pair of T-shaped slots 43 with the stem 43A of the T horizontally disposed. The spacing between stems 43A of the slots is equal to the distance between ribs 23, 24 of the rib cage 22. Thus it will be apparent that the racks 31 can be readily hung on the ribs 23, 24 of the cage rib member 25. Therefore the number of racks 31 hung on any one cage may be varied at will.

To guide and retain the card packages 40 within each of the channelways, the ribs 38 and cooperating marginal flange portions 37A, 37B are provided with projections or lugs 44 which are directed toward one another and spaced from the web 31. Thus, the lugs 44 cooperate with the web 32 to define a channel track whereby the card packages may be slipped in and out of the channelways 39.

To facilitate removal of the respective card packages 40, the outer edge portion 36 of each rack 31 is provided with a cut out portion or notch 36A between adjacent channel defining ribs 38, and an intermittent lateral flange 46 is disposed perpendicular to each rib to define a stop to further retain the card package 40 in place within the channel, and thus prevents unintentional or accidental removal of the card package 40 from the rack 31.

To remove the card package 40 from any channelway, the end of the card package adjacent edge 36 of the rack is slightly bent to clear the flange portion 46. With the end of the card package 40 cleared of flanges 46 adjacent the appropriate channelway, the card package can then be readily pulled from the rack 31.

If desired the rack may be provided with a narrow vertical channelway 47 to provide space for advertising literature or the like. Such channel 47 is opened at its upper end to provide for insertion of the advertisement copy. Lugs 48 are provided to retain and guide the copy in the channelway 47.

It will be further noted that rack 31 described holds the watch band card packages in a horizontally disposed relationship. If desired the rack may be modified so that the watch bands may be vertically disposed, as shown for example by rack 31A. The modified rack 31A is similar in construction except that the location of the hanger slots are differently arranged, as shown

in FIGS. 1 and 2 in order to dispose the channelways thereof vertically. In this modification the card packages are inserted and removed from the top of the rack 31A.

To reduce material and weight the respective racks may have the web portions between channel ribs blanked out.

If it is desired to clamp the stand to a shelf or counter 50, a modified base 51 may be employed. Referring to FIG. 3, the modified base 51 comprises a rod extension 52 bent at one end 53 to which collar sleeve 29 and succeeding frame section 17 may be attached. Connected to the other end of the rod extension 52 is a clamp 54. As shown the clamp comprises a wire frame upper jaw 55 which is connected to wire yoke 56 to which the lower jaw plate 57 is frictionally adjusted. A screw means 58 threaded through jaw 57 serves to secure the stand to the shelf 50.

From the foregoing it will be apparent that the stand is relatively simple in construction, light in weight and can be readily assembled and disassembled. The display stand affords maximum visibility at the point of sale of all the items displayed thereon. This feature serves as a valuable aid both to store clerk and customer. The individual tray or racks are rendered readily removable. The modular construction permits the stand to be built up or down as conditions dictate, and permits the stand to be stored or shipped in its knocked down form so as to occupy a minimum of space.

While the instant invention has been disclosed with reference to a particular embodiment thereof, it is to be appreciated that the invention is not to be taken as limited to all of the details thereof as modifications and variations thereof may be made without departing from the spirit or scope of the invention.

What is claimed is:

1. A display stand for card packaged articles comprising:
 - (a) a base means for supporting said stand,
 - (b) said base means including a pair of similarly V shaped rods having laterally offset end portions to define a pair of leg portions,
 - (c) and a rectangular reinforcing ring connected to said leg portions at the offset of said leg portions,
 - (d) a central standard connected to said base means,
 - (e) a circular rib cage connected to said standard intermediate the ends thereof,
 - (f) a display rack detachably and pivotally connected to said cage
 - (g) said rack being adapted for displaying a plurality of card packaged items which can be individually selected therefrom,
 - (h) said rack including a frame made of a clear translucent material,
 - (i) said rack including a web surface having
 - (j) a plurality of spaced parallel ribs formed integrally with and disposed substantially normal to said web for defining several channelways, each for receiving one of said carded items to be displayed thereby,
 - (k) an end flange disposed normal to said spaced parallel ribs to define one end of said channelways, each of said channelways thus formed being sized to conform to the size of the card package,
 - (l) and means formed integral with said spaced parallel ribs for retaining a card package disposed in said channelway.
2. The invention as defined in claim 1, wherein
 - (a) said web portion adjacent the other end of said channelways is provided with a finger cutout portion to facilitate the grasping of a card package disposed therein for effecting the removal thereof.
3. A display stand of modular construction for displaying a plurality of items packaged on cards comprising:
 - (a) a base having a threaded nipple,

- (b) a plurality of similarly constructed modular frame sections which are adapted to be connected end to end relationship with the lowermost section threaded to said nipple,
- (c) each of said modular frame sections including a central elongated standard,
- (d) a circular rib cage connected intermediate the ends of each of said standards,
- (e) said cage including an upper mounting ring and a lower mounting ring spaced therefrom,
- (f) a plurality of rib members interconnected between said rings and circumferentially spaced therearound,
- (g) said standard having a thread portion at each end thereof,
- (h) and a threaded sleeve connector connecting said standards end to end in stacked position one on the other,
- (i) and a rack detachably connected to said mounting rings of said cage,
- (j) said rack including a central web portion and connected parallel rib flanges extending transversely to said web on either side thereof and lugs on said flanges to define a plurality of channels for displaying card packaged items in back to back relationship thereon, and said rack being mounted on said frame for limited angular movement with respect thereto.
4. A display stand for modular construction for displaying a plurality of items packaged on cards comprising:
- (a) a base having a threaded nipple,
- (b) a plurality of similarly constructed modular frame sections which are adapted to be connected end to end relationship with the lowermost section threaded to said nipple,
- (c) each of said modular frame sections including a central elongated standard,
- (d) a circular rib cage connected intermediate the ends of each of said standards,
- (e) said cage including an upper mounting ring and a lower mounting ring spaced therefrom, said rings being rotatably journaled to its respective standard,
- (f) a plurality of rib members interconnected between said rings and circumferentially spaced therearound,
- (g) said standard having a thread portion at each end thereof,
- (h) a threaded sleeve connector connecting each of said standards end to end in stacked position one on the other,
- (i) and a plurality of holding means, each of said holding means adapted to hold a plurality of the items to be displayed,
- (j) said holding means being removably connected to the rib frame of each standard,
- (k) said holding means being confined in movement with respect to the cage frame to a circumferential portion of the rib frame disposed between adjacent rib members thereof,
- (l) said holding means including a web portion and integrally connected rib portions disposed normal to said web portion, said rib portions projecting outwardly to either side thereof and lugs on said flanges; to define channels for retaining therein card packaged items in back to back relationship thereon.
5. A display stand of modular construction for displaying a plurality of items packaged on cards comprising:
- (a) a base, said base including a pair of similarly V shaped rods having laterally offset end portions to define a pair of leg portions, and a rectangular reinforcing ring connected to said leg portions,
- (b) a plurality of similarly constructed modular frame sections which are adapted to be connected end to end relationship with the lowermost section connected to said base,
- (c) each of said modular frame sections including a central elongated standard,
- (d) a circular rib cage connected intermediate the ends of said standards,
- (e) said cage including an upper mounting ring and a lower mounting ring spaced therefrom,
- (f) a plurality of rib members interconnected between said rings and circumferentially spaced therearound,
- (g) a sleeve connector connecting each of said standards end to end in stacked relationship positioned one on the other,
- (h) and a rack detachably connected to said cage for holding thereon a plurality of items to be displayed, said rack being adapted for displaying a plurality of card packaged items in back to back relationship thereon, and said rack comprising,
- (i) a molded frame formed of a clear translucent plastic material,
- (j) said frame having a substantially rectangular web portion,
- (k) a peripheral flange extending laterally to either side of said web portion about three sides of said web portion,
- (l) a plurality of spaced, parallel rib flanges extending transversely of said web portion to define a plurality of channelways on either side of said web portion for receiving said carded items,
- (m) said rib flanges being disposed parallel to opposed portions of said peripheral flange and normal to an intermediate portion of said peripheral flange,
- (n) an extended web portion connected adjacent to the peripheral flange along one side,
- (o) and means formed in said extended web portion for cantileverly supporting said frame on the cage of said display stand.
7. A display rack for displaying a plurality of card packaged items comprising:
- (a) a frame adapted for holding a plurality of card packaged items in back to back relationship thereon,
- (b) said frame including a backing web common to said back to back items supported on said frame, and
- (c) a plurality of spaced guide ribs extending across said backing web on either side thereof to define a plurality of channelways for receiving the respective carded items in back to back relationship,
- (d) a base flange disposed normal to one end of said guide ribs to define a terminal end for said channelways,
- (e) and means connected to each of said guide ribs for guiding said carded item in positioning the same in said channel and for retaining the same therein.
8. The invention as defined in claim 7 including means for detachably connecting and cantileverly supporting said rack on a supporting stand.

9. A display rack for displaying a plurality of card packaged items in back to back relationship thereon comprising

- (a) a frame,
- (b) said frame including a substantially rectangular web portion,
- (c) an edging flange connected along opposed edges of said web portion projecting to either side of said web portion,
- (d) a plurality of ribs extending outwardly from either side of said web portion to define a plurality of channelways on both sides of said web portion between said flanges,
- (e) each of said channelways being adapted to receive one of said carded items,
- (f) an end flange projecting to either side of said web portion disposed between said edging flanges and normal to said ribs,
- (g) said end flange defining a common terminal end for said channelways,
- (h) opposed sets of lugs connected to each channel defining rib, said lugs being spaced from said web portion for guiding and retaining therebetween the carded item within said channelways,
- (i) and the edge of said web opposite the end flange and adjacent the inlet to said channelways being provided with a cut-out portion between ribs to facilitate gripping and removal of the carded item from the channelway, defining said ribs.

10. A display rack for displaying a plurality of card packaged items in back to back relationship thereon comprising

- (a) a molded frame formed of a clear translucent plastic material,
- (b) said frame including a substantially rectangular web portion,
- (c) a laterally extending edging flange connected along opposed edges of said web portion,
- (d) said edging flange projecting to either side of said web portion,
- (e) a plurality of ribs extending outwardly from either side of said web portion to define therebetween a plurality of channelways on both sides of said web portion between said edging flanges,
- (f) said ribs being disposed parallel to said edging flanges and to each other,
- (g) each of said channelways being adapted to receive one of said carded items,
- (h) an end flange projecting to either side of said web portion disposed between said edging flange and normal to said ribs,
- (i) said end flange defining a common end for said channelways,
- (j) and the adjacent ribs defining the respective channelways having opposed ears connected thereto in spaced relationship to said web portion for guiding and retaining the carded item in said channelways,

(k) and the edge of said web opposite the end flange and at the other end of said channelways being provided with a cut-out portion between said ribs to facilitate gripping and removal of the carded item from said channelways.

11. The invention as defined in claim 10 wherein a substantial portion of the web in the channelways is blanked out.

12. A display stand of modular construction for displaying a plurality of items packaged on cards comprising:

- (a) a base, said base including a right angled extension,
- (b) and a clamping means connected to one end of said extension for connecting the stand to the edge of a shelf or the like,
- (c) said clamp including a wire frame upper jaw connected to said extension,
- (d) a wire yoke connected to said upper jaw, said yoke having a portion depending normal to said upper jaw,
- (e) and a lower jaw plate frictionally adjusted on said yoke between said upper jaw,
- (f) a plurality of similarly constructed modular frame sections which are connected in end to end relationship with the lowermost section connected to said base,
- (g) each of said modular frame sections including a central elongated standard,
- (h) a circular rib cage connected intermediate the ends of each of said standards,
- (i) said cage including an upper mounting ring and a lower mounting ring spaced therefrom,
- (j) a plurality of rib members interconnected between said rings and circumferentially spaced therearound,
- (k) a sleeve connective for connecting each of said standards end to end in stacked position one on the other,
- (l) and a rack detachably connected to said cage for holding thereon a plurality of items to be displayed.

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CLAUDE A. LE ROY, *Primary Examiner.*