Dec. 17, 1940. R. BARNES 2,225,329

DISPLAY DEVICE

Filed Sept. 16, 1939

Fig. 1.

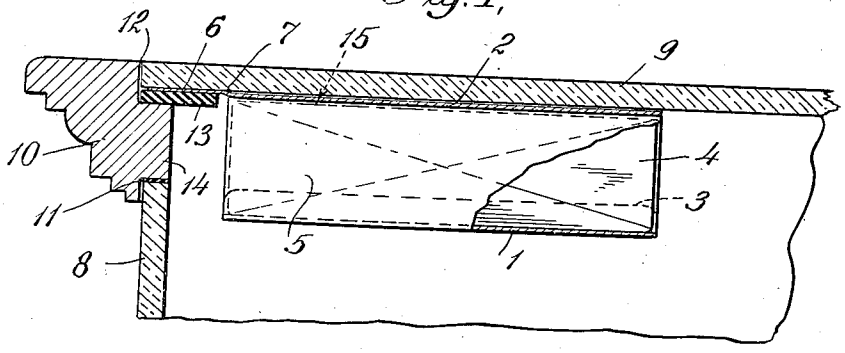


Fig. 2.

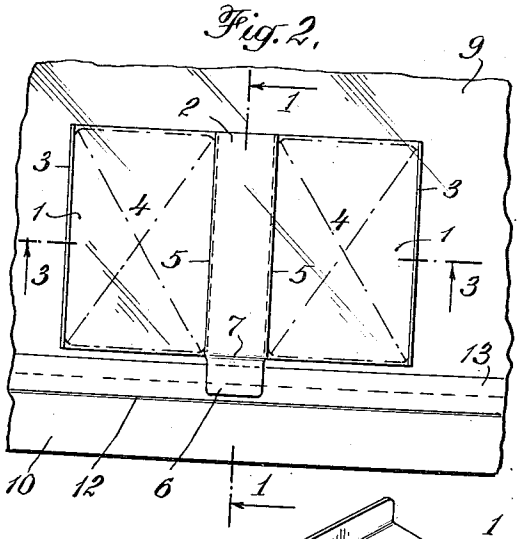


Fig. 3.

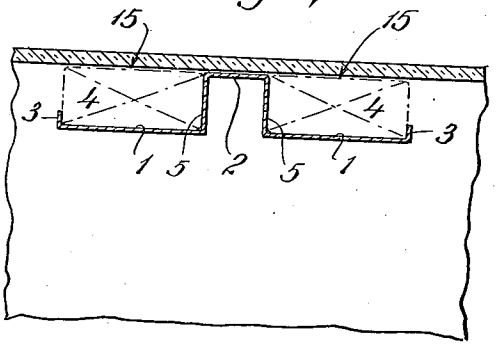
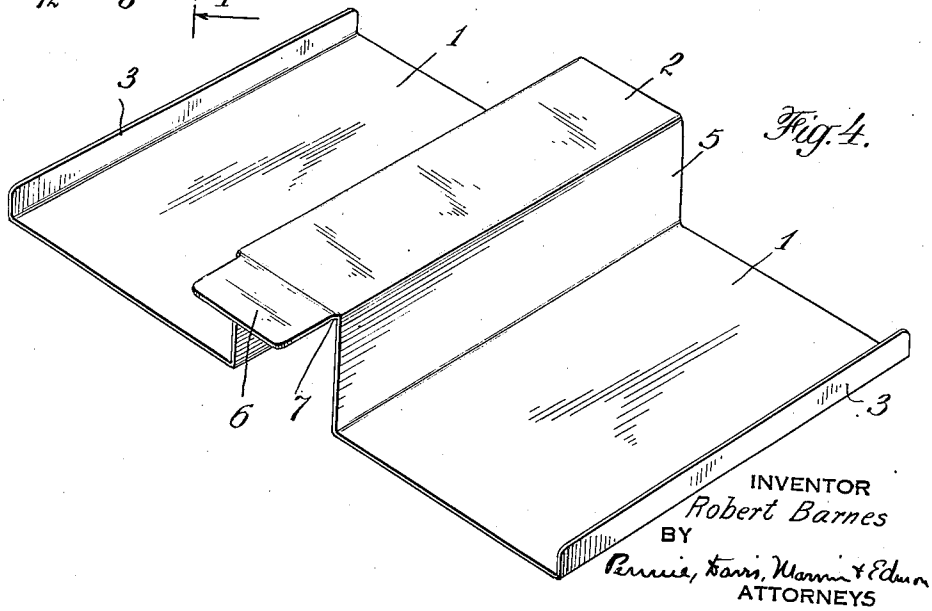


Fig. 4.



INVENTOR
Robert Barnes
BY
Pennie, Davis, Marvin & Edmonds
ATTORNEYS

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DISPLAY DEVICE

Robert Barnes, Port Washington, N. Y., assignor to American Cigarette & Cigar Company, New York, N. Y., a corporation of New Jersey

Application September 16, 1939, Serial No. 295,206

2 Claims. (Cl. 312—126)

This invention relates to display devices and more particularly to a display device for holding packages, such as packages of cigarettes, beneath the top glass of a show case.

In tobacco stores cigars are generally displayed in original boxes in a show case while cigarette packages are kept in bins or containers at the rear of the show case. The rack or tray forming the subject matter of the present invention is particularly adapted for displaying merchandise beneath the top glass of a show case, it being provided with means for securing it in such position and being formed or shaped to receive a number of the packages or articles to be displayed.

The device is particularly adapted for providing a special display of an article immediately beneath the top of the show case and, while I have illustrated the invention specifically in connection with the display of cigarettes, it will be apparent that it may be employed for the display of any merchandise.

In carrying out the invention I preferably form a display rack or holder of a single piece of material, such as sheet metal. The material is shaped to form sections or pockets to receive units of the merchandise to be displayed and these sections are connected by a central section of a depth substantially equal to one dimension of the cigarette package or other article of merchandise to be displayed, so that when the cigarette package or other merchandise is arranged in the merchandise receiving section of the display rack and the surface of the central section is arranged immediately beneath the glass top of a show case, the surfaces of the packages in the package receiving sections of the rack are also arranged immediately beneath the glass top of the show case.

The central section of the display rack may be provided with suitable advertising matter. It is further provided with a projecting tongue which is adapted to engage a portion of the show case for the purpose of retaining the display rack and its contained merchandise in the desired position.

In the accompanying drawing I have shown one form of the invention. In the drawing

Fig. 1 is a transverse vertical sectional view of the upper portion of a show case showing the invention applied, taken on line 1—1 of Fig. 2;

Fig. 2 is a plan view of a portion of a show case showing the invention applied;

Fig. 3 is a vertical sectional view, at right angles to Fig. 1, taken on line 3—3 of Fig. 2; and

Fig. 4 is a perspective view of the display rack.

Referring to the drawing and particularly to Fig. 4 the display rack is preferably formed of a single sheet of material. Any suitable material may be used in the manufacture of the rack but I prefer to employ sheet metal. The sheet metal is shaped to form one or more merchandise receiving sections or pockets 1 on each side of a central section 2. In the form of the invention shown one merchandise receiving section is provided on each side of the central section and the outer edges of the merchandise receiving sections are provided with flanges 3. When the merchandise to be displayed is a package having substantially flat sides the merchandise receiving sections are in the form of rectangles with parallel side walls and of the proper width and length to receive a package of cigarettes 4 as illustrated in Figs. 1 to 3 of the drawing. The surface 2 of the central section is raised above the surfaces of the merchandise receiving sections and connected thereto by vertical walls 5. The height of the wall 5 is substantially equal to one dimension of the package to be displayed. At its forward end the section 2 is provided with a tab or tongue 6 which may be slightly offset from the body portion as indicated at 7.

The manner in which the device is employed is illustrated in Figs. 1 to 3 of the drawing. In these figures I have shown a portion of a show case having a front glass wall 8 and a glass top 9. Show cases are made of various constructions and the one herein shown is for the purpose of illustration only. As shown, the show case is provided with a molding 10 of wood or other suitable material which is recessed on its lower face as at 11 for the reception of the upper edge of the front wall 8 and is also recessed at its upper edge as at 12 for the reception of the top 9. In most instances a relatively wide strip of rubber 13 is arranged at the bottom of the recess 12, the rubber strip extending beyond the inner wall 14 of the molding under the glass top. When the show case is of such construction the tongue 6 is inserted between the rubber 13 and the glass top 9, as illustrated particularly in Fig. 1, to retain the rack immediately beneath the top of the show case. When the show case is of slightly different construction the tongue is arranged between two other members forming a part of the joint between the front wall 8 and the top 9 of the show case.

The advantages of the invention will be apparent from the foregoing description. When the rack or holder is in position the surface of the central section 2 is immediately beneath the glass top of the show case, as illustrated in Fig. 3 of the drawing, and, likewise, the upper surface 15

of the cigarette packages or other merchandise to be displayed in the merchandise receiving sections 1 is immediately beneath the glass top 9 of the show case. When it is desired to make a special display of a brand of cigarettes or other merchandise, units of the merchandise may thus be displayed in a position where they will immediately attract the attention of the customer and suitable advertising matter or other identification of the product may be printed or otherwise formed on the surface of the central section 2.

As stated, while the invention has been particularly described in connection with a display rack for cigarette packages it is by no means limited to this particular use, and, by suitably shaping the merchandise receiving sections 1, any desired merchandise may be displayed beneath the top of the show case.

I claim:

1. As an article of manufacture a display device formed of a single piece of sheet metal shaped to form a substantially rectangular central section, side walls depending from each side of the central section, substantially rectangular sections extending from the side walls parallel to the central section and forming the bottom of merchandise receiving sections, flanges on the outer edges of the merchandise receiving sections, and a tongue extending from the forward edge of the central section.

2. A display device adapted to be arranged beneath the glass top of a show case and formed of a single piece of sheet metal shaped to form a substantially rectangular central section, side walls depending from opposite sides of the central section, substantially rectangular sections extending from the side walls parallel to the central section and forming the bottoms of merchandise receiving sections, flanges on the outer edge of the merchandise receiving sections, and a tongue extending from the forward edge of the central section and adapted to be received between the top and a vertical wall of the show case.

ROBERT BARNES.