R. C. BEATTY.

DISPLAY DEVICE FOR BOTTLES AND ANALOGOUS ARTICLES.

APPLICATION FILED MAY 27, 1911.

1,079,158. Patented Nov. 18, 1913.

Fig. 1.

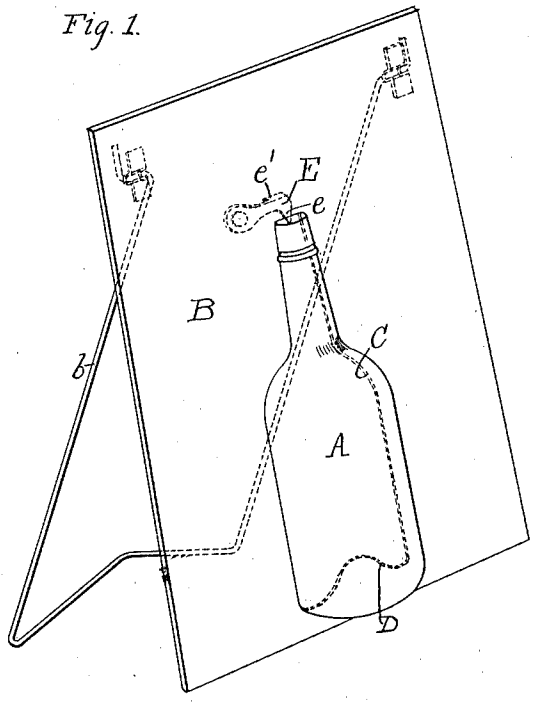


Fig. 4.

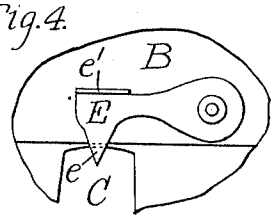


Fig. 5.

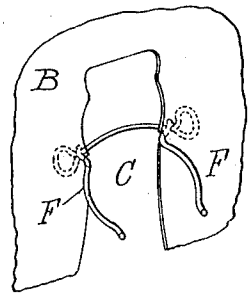


Fig. 2.

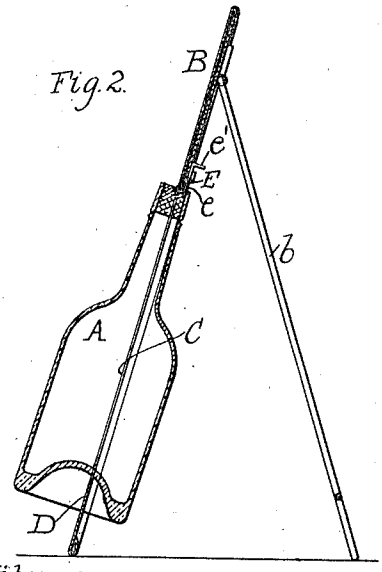
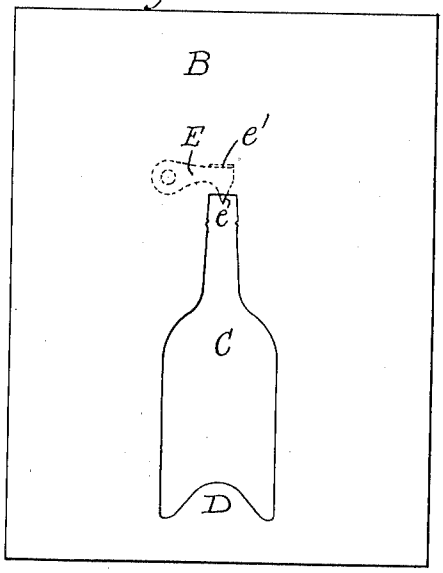


Fig. 3.



Witnesses.

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DISPLAY DEVICE FOR BOTTLES AND ANALOGOUS ARTICLES.

1,079,158. Specification of Letters Patent. Patented Nov. 18, 1913.

Application filed May 27, 1911. Serial No. 629,849.

To all whom it may concern:

Be it known that I, RICHARD C. BEATTY, a citizen of the United States, residing at Buffalo, in the county of Erie and State of New York, have invented a new and useful Improvement in Display Devices for Bottles and Analogous Articles, of which the following is a specification.

This invention relates to display devices of the kind used for advertising purposes which are adapted to hold and display the article which is to be advertised.

The object of this invention is to provide a display device of this kind of simple and inexpensive construction in which the article to be advertised can be easily secured and will be firmly held in place thereon.

In the accompanying drawings: Figure 1 is a perspective view of a display device embodying the invention, showing the article in position on the device. Fig. 2 is a central sectional elevation thereof. Fig. 3 is a front elevation of the display device without the article. Fig. 4 is a fragmentary rear elevation thereof. Fig. 5 is a fragmentary perspective view of a modified construction.

Like reference characters refer to like parts in the several figures.

A represents the article to be displayed, and B represents the display device or holder to which the article is secured. In the particular application of the invention shown in the drawings, the article to be displayed is a bottle, but the invention may be applied equally well to display devices for jars, cans, or other analogous articles, and may be of any desired size and form. The holder shown is a rectangular panel of sheet metal, card-board, or other suitable stiff material. The lower edge of the panel is adapted to rest on the support for the device and is provided with a suitable brace or leg *b* which is hinged or otherwise suitably secured to the rear face thereof and is adapted to retain the panel in an inclined position on its support. Any other suitable means, however, may be employed for supporting the panel in position to display the article. The front face of the device surrounding the article may be suitably decorated or covered with any desired advertising matter.

The panel B is provided with a hole or opening C of substantially the same outline or shape as the article to be displayed thereon and into which the article may be inserted. The width of this opening is preferably slightly less than the article itself, so that when the panel is inclined the article will rest against the edges thereof and will not pass through the opening. The panel is provided at the bottom portion of the hole C with an upwardly extending lip or projection D which is adapted to enter the usual hollow or concave bottom of the bottle, jar, or other article, and which constitutes the holding means for the bottom of the article. This lip or projection is preferably shaped to conform to the shape of the concavity in the bottom of the article which is to be placed in the holder.

In order to securely hold the bottle in place in the opening or hole C in the panel, the panel is provided with suitable holding means for engaging the upper portion of the bottle. In the construction shown in Figs. 1–4, a latch E is provided for this purpose, which is suitably pivoted to the rear face of the panel and is provided with a point or prong *e* which is adapted to be forced into the cork or stopper of the bottle or other article. A flange *e'* is formed on the upper portion of the latch to facilitate its manipulation. Any other suitable means for securing the prong to the panel in position for engagement with the top of the bottle may be employed and, if desired, the prong may be rigidly secured on the panel and the bottle moved into engagement therewith. When the device is used for a bottle or other article having a metal top or stopper into which the prong cannot easily penetrate, the panel may be provided with suitable means for clamping the neck or upper end of the article thereto, such as the spring arms F shown in Fig. 5, which are secured to the panel and are adapted to detachably engage the neck of the bottle and hold the same in place against the panel.

The display device is simple in construction and inexpensive to manufacture and can be easily adapted for use in connection with bottles and other articles of different shapes and sizes. The article to be displayed can be easily placed in position in the opening in the panel with the lip or projection on the lower edge of the opening extending into the concavity in the bottom of the article and the upper end of the article secured to the panel. The upper holding device serves to securely hold the article in position on the panel and tends to prevent the article from being stolen or re-

moved by unauthorized persons, as it is necessary to positively disengage the article from the upper holding device before it can be lifted out of the panel. The holding means employed for securing the article in place are not visible from the front of the panel and thus do not detract from the neat appearance of the device.

While the holder or panel preferably stands in an inclined position when in use, this is not necessary as the holding means are such that the article will be retained in its position on the panel when the latter stands in an upright or other desired position. The engagement between the lip or projection on the lower edge of the opening and the bottom of the article is such as to hold the lower end of the article securely in place on the panel and to prevent the removal thereof except by lifting the same up out of engagement with the lip or projection.

I claim as my invention:

1. A display device for bottles and analogous articles which have inwardly-extending circular depressions in their bottoms, comprising an inclined holder having an opening therein which conforms substantially to the shape of the bottle and is of less diameter than the bottle so that the latter rests against the edges of the opening and cannot be passed through said opening, the lower edge of said opening being provided with an inwardly-extending central portion which projects into the circular depression in the bottom of the bottle when the latter is placed in the holder and holds the lower portion of the bottle from movement out of said opening, and means for holding the upper end of said bottle in said opening, substantially as set forth.

2. A display device for bottles and analogous articles which have inwardly-extending circular depressions in their bottoms, comprising a holder for the bottle having an opening therein in which the bottle is adapted to be inserted and having a part which is adapted to project into the depression in the bottom of the bottle, and a prong which is pivotally secured to the holder and is adapted to be forced into the cork in the upper end of the bottle for securing the same to the holder, the edges of said opening being so shaped as to hold the bottle against movement in the plane of the holder, and said projecting part and prong holding the bottle against movement out of said opening whereby the bottle is positively held in said opening, substantially as set forth.

Witness my hand, this 23d day of May, 1911.

RICHARD C. BEATTY.

Witnesses:
EDWARD C. HARD,
C. B. HORNBECK.