

Aug. 17, 1937.

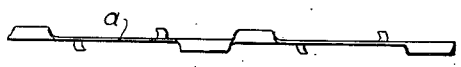
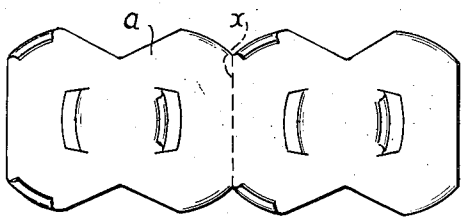
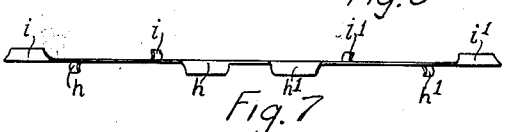
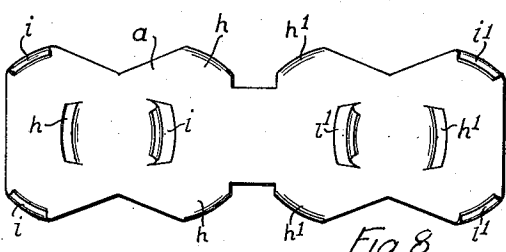
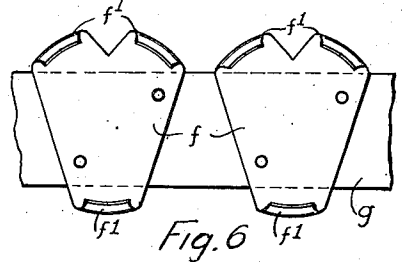
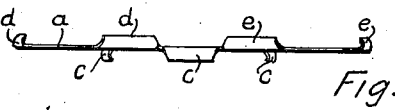
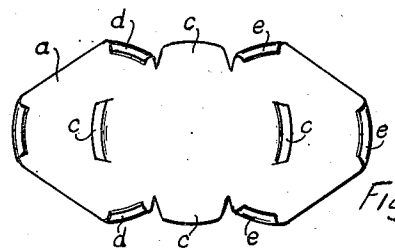
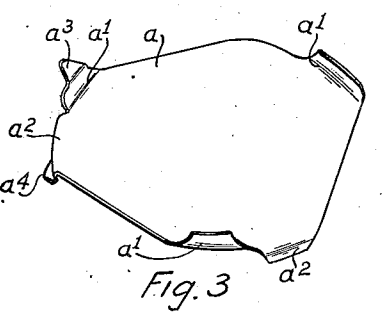
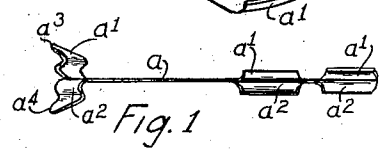
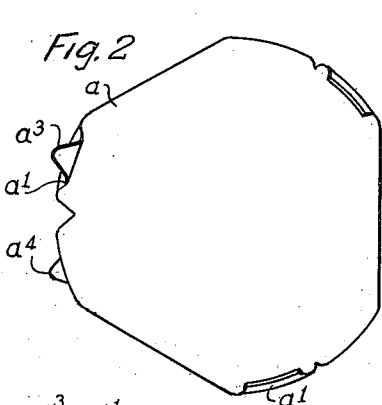
T. P. GRAHAM

2,090,477

DEVICE FOR DISPLAYING GOODS

Filed July 23, 1936

2 Sheets-Sheet 1



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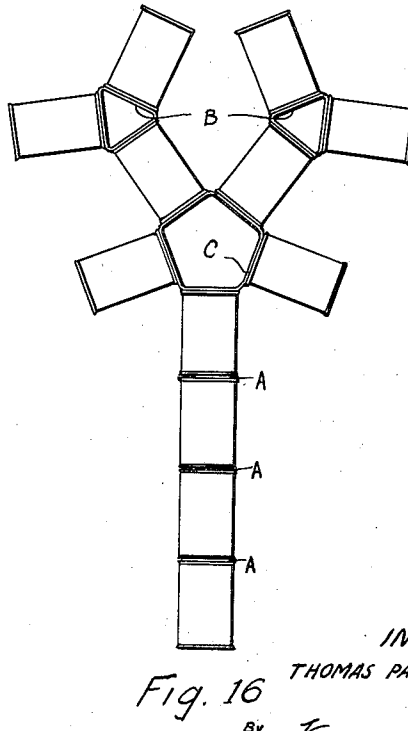
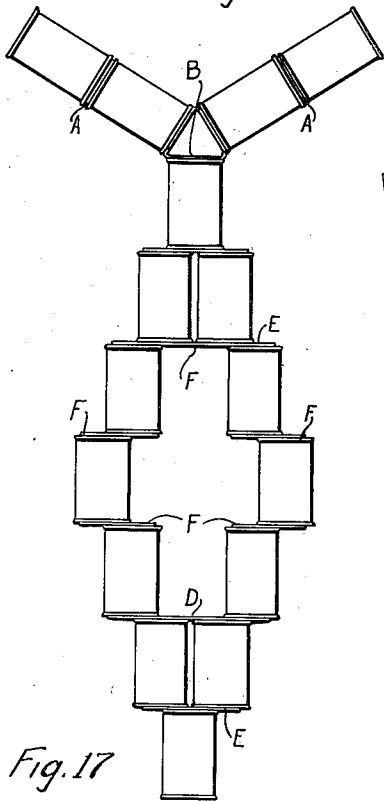
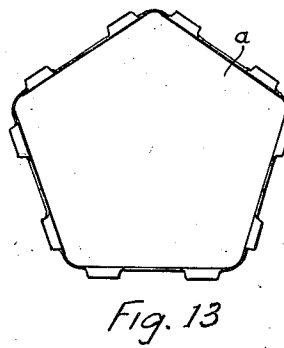
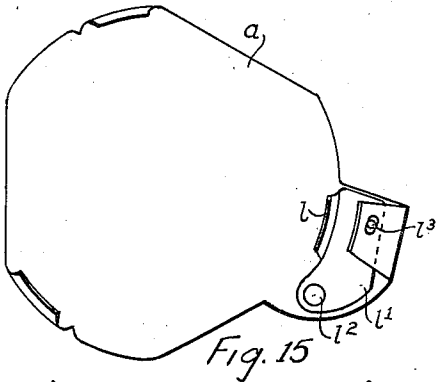
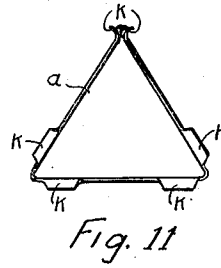
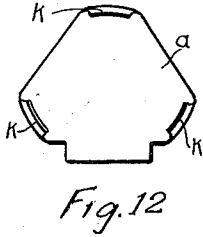
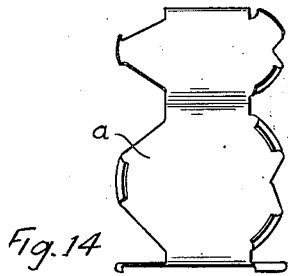
T. P. GRAHAM

2,090,477

DEVICE FOR DISPLAYING GOODS

Filed July 23, 1936

2 Sheets-Sheet 2



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# UNITED STATES PATENT OFFICE

2,090,477

## DEVICE FOR DISPLAYING GOODS

Thomas Payne Graham, Glasgow, Scotland

Application July 23, 1936, Serial No. 92,240

In Great Britain January 8, 1935

5 Claims. (Cl. 220—97)

This invention relates to devices for displaying goods, more particularly canned goods packed in tins, canisters or the like, by which the said tins or the like may be displayed to the public in win-

5 dows or other places.

In making window decorations of tins, for instance, there are not many ways of arranging them, owing to the fact that each tin must be supported upon another one below, and in making any figures or the like, care must be taken so that they do not overbalance.

10

The object of the invention is to devise means whereby various arrangements of tins, canisters or the like can be made without having to provide

15

According to the present invention a device for use in displaying tins, canisters or the like comprises means for clipping to the bottom of said tins or the like, whereby two or more may be held securely in relation to one another in various positions according to the shape of said means.

20

The invention also consists in a device for displaying tins and the like comprising means for securing two or more tins, canisters or the like together, said means clipping on to the ends thereof, so that one or more tins or the like is or are situated on each side of said device in a variety of different positions relatively to each other.

25

The invention also consists in a device for displaying tins, canisters or the like, comprising a metal plate having one or more sets of projections on each side thereof, each set having two or more projections which are adapted to spring over the end of the tin or the like.

30

Preferred embodiments of the invention are illustrated, by way of example, on the annexed sheets of drawings wherein:—

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Figure 1 is an elevation.

Figure 2 is a plan view, and

Figure 3 is a perspective view of one embodiment of the invention.

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Figures 4 and 5 are elevation and plan view respectively of a development in the construction of the device.

Figure 6 illustrates a plan view of the device constructed to hold a series of tins in a row.

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Figures 7 and 8 are elevation and plan view respectively of a further construction of device in accordance with the invention.

Figures 9 and 10 are elevation and plan view respectively of still another construction of device in accordance with the invention.

55

Figures 11 and 12, and Figures 13 and 14, are elevation and side elevation respectively of two further constructions of device in accordance with the invention.

Figure 15 is a plan view of a still further construction of device in accordance with the invention, and

Figures 16 and 17 are examples showing the tins can be built up with devices in accordance with the invention.

Referring to the drawings:—

In the construction illustrated in Figures 1, 2 and 3 the device comprises a flat disc-like member or body portion *a*, preferably stamped from sheet metal, having three upwardly turned projections *a*<sup>1</sup> and three downwardly turned projections *a*<sup>2</sup>, all six projections lying on the circumference of the same circle. Said projections are bent inwardly towards the centre, and one of the projections *a*<sup>1</sup> and one of the projections *a*<sup>2</sup> are again bent outwardly as at *a*<sup>3</sup> and *a*<sup>4</sup> respectively.

The beaded end of a tin, canister or the like is sprung into the three projections *a*<sup>1</sup>, and the end of another sprung into the projections *a*<sup>2</sup>. Said ends can be inserted first in the two projections which have not the outwardly bent extremity and then forced over the end having said extremity, which, in consequence, yields to permit the beaded end to pass. The projections *a*<sup>1</sup> afford one clip means which is adapted to maintain a container such as a tin or the like in detachable relation to the support member of the device and which includes a plurality of projections extending in one direction from the support member; and the projections *a*<sup>2</sup> afford a second clip means which is adapted to maintain a second tin in detachable relation to the support member and which includes a plurality of projections extending in a different direction (in this case the opposite direction) with respect to projections *a*<sup>1</sup>. Consequently, the two tins are securely held in fixed relationship with respect to each other, one on one side of the device and the other on the other, and they can then be held at any angle to the vertical and will not come apart. A long cylindrical body may thus be built up of such connecting devices and tins.

In the construction shown in Figures 4 and 5 the plate *a* is provided on one side thereof with four projections *c* centrally situated thereon, and the other side provided with two sets of projections *d* and *e*, there being three projections in each set symmetrically arranged with one projection at each end of the plate, so that two tins

can be clipped together side by side on one side of the device, and one tin can be clipped on the other side; thus the two tins may stand on top of one or one on top of two, and be inclined at any angle, as desired.

In the construction illustrated in Figure 6 a series of plates *f* is riveted or otherwise secured to a metal strip *g*. Each plate is provided with three projections *f*<sup>1</sup> adapted to grip the end of a tin. Consequently, with such device a series of tins can be secured so as to extend in different directions with respect to each other when the strip *g* is bent or curved.

In the construction shown in Figures 7 and 8 two sets of projections *h*, *h*, *h* and *h*<sup>1</sup>, *h*<sup>1</sup>, *h*<sup>1</sup> are situated on one side of the plate *a* so as to hold two tins side by side close together, and on the opposite side of the device are two sets of projections *i*, *i*, *i* and *i*<sup>1</sup>, *i*<sup>1</sup>, *i*<sup>1</sup>. The latter projections may be spaced a suitable distance apart so that two tins secured by means of those two sets of projections stand away from one another. In this manner the tins maintained on one side of the support member are offset with respect to the tins which extend in the opposite direction from the other side of the support member.

In the construction shown in Figures 9 and 10 the plate *a* is provided with a number of sets of projections on each side, the sets on the top being staggered with relation to those below so that the tins, when secured to the device, are not in a line one below the other, although their centre lines are parallel. If desired, the device shown in Figure 10 may be cut on the line *x* so as to form a device with one set of projections above and one set below, the sets being staggered with respect to each other and extending from different portions (at least in part) of the support member. By such means two tins can be secured one on top of, but off-set from, the other. Moreover, the tins being maintained on opposite sides of the metal plate are caused to extend in different directions with respect to each other as maintained by the plate.

In the construction shown in Figures 11 and 12 the plate *a* is bent up into the form of an equilateral triangle, on each side of which one set of projections *k*, *k*, *k* is provided; thus, the device will hold three tins all at equal angles to one another in the same plane. If desired, any number of sets of projections may be provided on each face of the equilateral triangle, or the triangle need not be equilateral, but may be made of any angle, as desired.

In the construction shown in Figures 13 and 14 the plate *a* is bent to form five sides, each having outwardly turned projections, but it will be understood that it may be bent to form two, four or more sides at any desired angle with respect to each other, each side having projections thereon. In the devices shown in Figs. 11, 12, 13, and 14 the sets of projections of the different clip means extend in different directions and are adapted to maintain tins or the like extending in different directions with respect to each other and likewise in offset relation with respect to each other.

By means of devices embodying this invention and adapted to maintain tins or the like in offset relation to each other and in different direction with respect to each other, a variety of arresting and unusual configurations can be built up (e. g., as shown in Figs. 16 and 17 referred to below) which are strikingly different from displays that are possible using devices heretofore known.

When a plurality of different devices having such characteristics is used in a single display, especially novel and striking effects can be produced.

When building up different figures by the connecting device, it is sometimes necessary to build one portion to another portion, and in order to do this, it is found suitable in some circumstances to arrange that one of said projections is movable, being mounted upon an extension of the plate, and means are provided so that the tin may be placed upon said member, and then the projection pushed in to lock the tin to the device, when a pin or other suitable means may be slipped in between the pivoted member and the projection on the plate to lock it in this position.

This construction is shown in Figure 15 wherein *l* is the movable projection carried by a member *l*<sup>1</sup> pivoted at *l*<sup>2</sup> to the plate *a*. A pin *l*<sup>3</sup> extends through said member and plate so as to lock the movable projection in the position indicated in full lines. When the pin is withdrawn the said member can be turned to the position shown in chain dotted lines to permit a tin or the like to be placed on the plate, said member being then returned to and locked in the normal position indicated in full lines.

In all of the embodiments of the invention one of the projections of each set may be bent backwards as at *a*<sup>3</sup>, Figures 1, 2 and 3.

By utilizing a combination of devices, as above described, a multiplicity of arrangements or designs of tins, or canisters, can be built up. In the designs shown in Figures 16 and 17 the devices A are illustrated by Figures 1, 2 and 3, the devices B by Figures 11 and 12, device C by Figures 13 and 14, device D by Figures 7 and 8, devices E by Figures 4 and 5, and devices F by the left hand part of Figures 9 and 10.

It is to be understood that three, four or more projections may be provided, according to the shape and the size of the tins being displayed, and that circular, oval or rectangular tins can be secured by this device equally well. If desired, two projections may be used in certain circumstances instead of three or more, provided the surface of the tin enclosed by each projection is sufficient to hold it in the required position.

The device is formed out of sheet metal plate preferably by stamping, and the projections may be turned up from the metal side by side on opposite sides or one set of projections may be narrower than the other, and punched out from slots and bent outwards to one side where the other projections were bent inwards; thus the projections will coincide with one another on opposite sides of the device, but one set will be wider than the other set. Further, the metal between the projections in the case of a device for circular tins is preferably cut off straight, as shown in the various embodiments of the invention illustrated, so as to save weight, and for various other shapes and sizes, as much metal is cut away as possible, as long as sufficient strength is left for the purpose.

If desired, the metal may be cut away between the projections on the two sides in the example given where the projections locate tins in line with one another, so that the six projections would be situated at the end of six arms, three on one side and three on the other, alternately arranged.

The metal of which the device is made should be preferably of spring steel so as to clip firmly to the bottom of the tins or the like. Tins having a slight rim at the top and bottom are more suit-

able for being connected to the device than tins without a rim, but tins without a rim can quite well be connected to it by suitably forming the projections.

5 It is to be understood that innumerable designs and patterns other than those illustrated can be formed by connecting the tins together, either in one or more planes, and that it is only a matter of  
10 arranging the projections on the connecting device, or suitably bending or shaping the devices so as to produce any desired effect. Thus, it is quite an easy matter to build up the tins to form letters of the alphabet.

15 A base or platform may very conveniently be provided with projections to hold one or more tins in suitable positions, so as to start off the building of the structure to form a display.

20 Further, it is to be understood that the invention is applicable to tins and canisters made of metal or other material as well as cartons, boxes and the like made of material which is sufficiently stiff to permit the projections to grip, and that various other modifications and arrangements of the projections or other details  
25 may be made, without departing from the scope of the invention.

What I claim is:—

30 1. A device for displaying a plurality of rigid containers which comprises a web member having a plurality of portions thereof in substantially different planes, first clip means comprising a plurality of arms attached to one of said portions of said web member and adapted to clip onto an end of a first container and second clip means  
35 comprising a plurality of arms attached to a second portion of said member in a different plane from said first portion and adapted to clip onto an end of a second container.

40 2. A device for displaying a plurality of rigid containers which comprises an elongated metallic web member which is bent at intervals so as to be polygonal in cross section, and clipping means integral with each of a plurality of portions of said metallic web in different planes and extending outwardly therefrom, each of said clipping means being adapted to clip onto an end  
45 of a container.

50 3. A device for displaying a plurality of rigid containers which comprises a metal web member, first clip means comprising a plurality of

arms integral with said web member and adapted to clip onto an end of a first container, second clip means comprising a plurality of arms integral with said web member on the same side thereof as said first clip means and adapted to clip onto an end of a second container, and third clip means comprising a plurality of arms integral with said web member on the opposite side of said web member with respect to said first and second clip means and adapted to clip onto the end of a third container.

4. A portable device for displaying a plurality of containers such as tins, canisters, or the like which comprises a sheet-like supporting member having first clip means including a plurality of projections extending outwardly from a first sheet-like portion of said supporting member, second clip means including a plurality of projections extending outwardly from a second sheet-like portion of said supporting member in a direction substantially different from the direction of the projections of said first clip means, said first portion being at least partially different from and offset with respect to said second portion, said first clip means being adapted to clip onto an end of a first container to maintain said container in detachable relation to said supporting member and said second clip means being adapted to clip onto an end of a second container to maintain said second container in detachable relation to said supporting member in offset relation to said first container and in a substantially different direction with respect to said first container.

5. A portable device for displaying a plurality of containers which comprises a metal web support member, first clip means secured to and extending from one side of said support member and adapted to clip onto an end of a first container to maintain said container in detachable relation to one side of said support member and second clip means secured to and extending from the other side of said support member in offset relation to said first clip means adapted to clip onto an end of a second container to maintain said second container in detachable relation to the other side of said support member and in offset relation thereto.

THOMAS PAYNE GRAHAM. 50