Sept. 26, 1939. W. CITRON 2,174,068

DISPLAY APPARATUS

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Fig. 1.

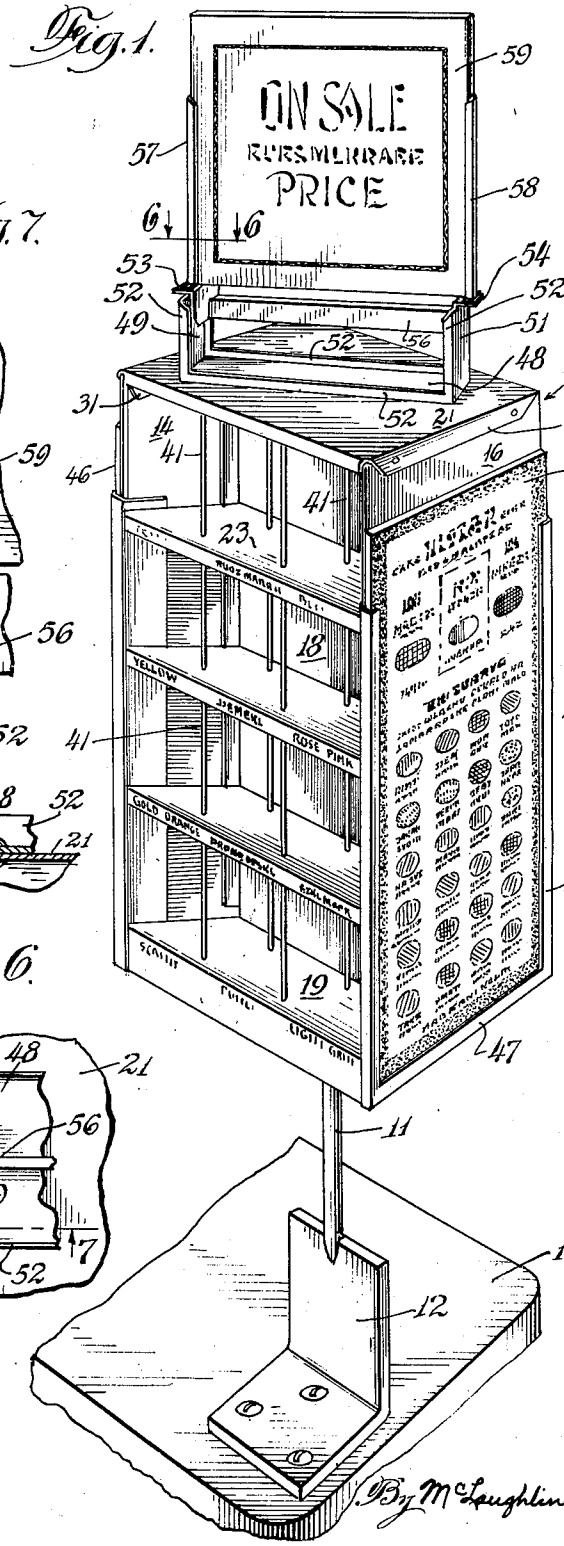


Fig. 7.

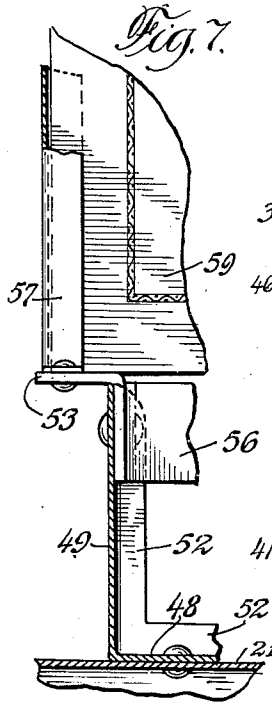


Fig. 8.

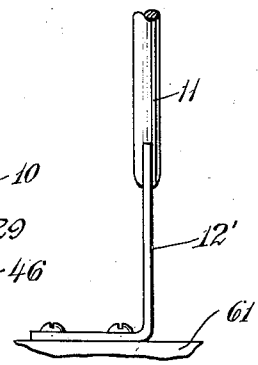


Fig. 5.

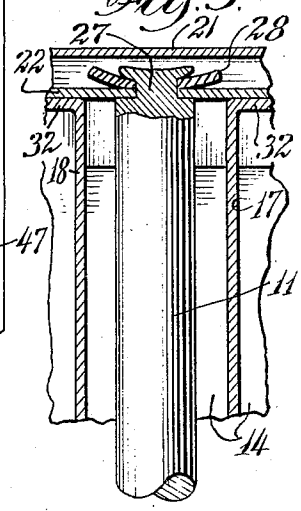
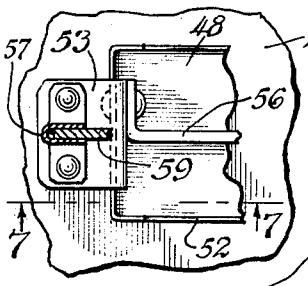


Fig. 6.



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Fig. 2.

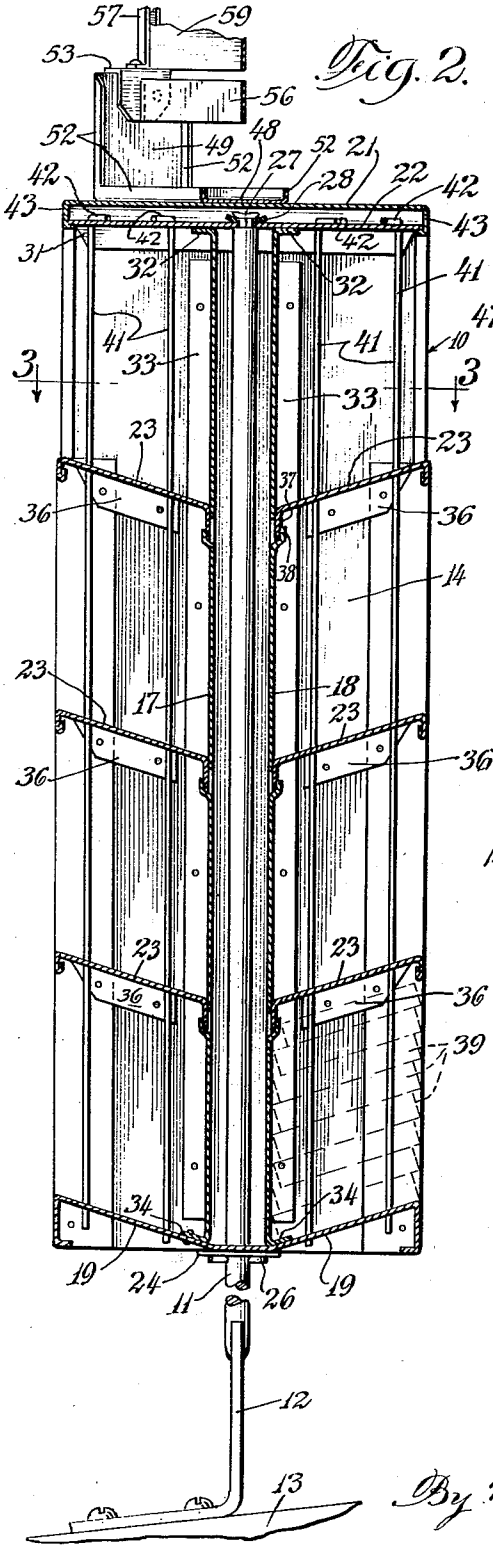


Fig. 3.

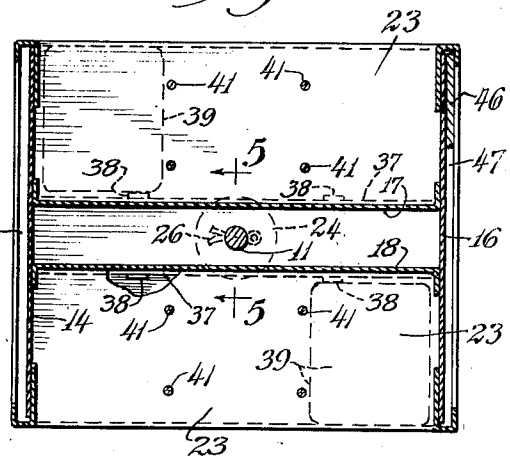
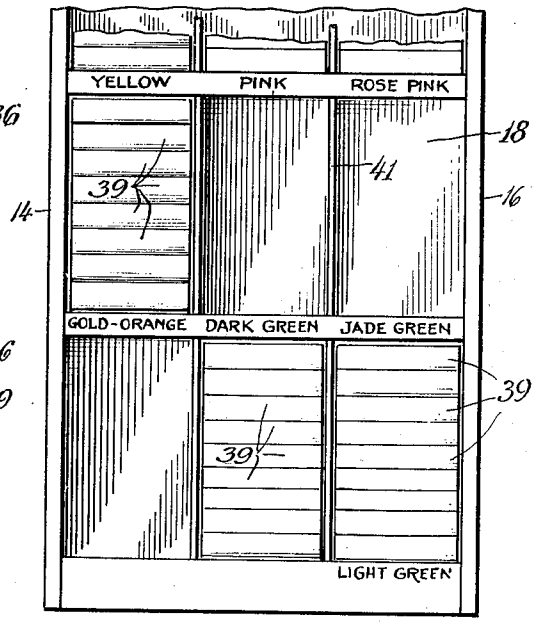


Fig. 4.



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UNITED STATES PATENT OFFICE

2,174,068

DISPLAY APPARATUS

William Citron, Chicago, Ill., assignor to Rit Products Corporation, Chicago, Ill., a corporation of Delaware

Application February 19, 1938, Serial No. 191,371

1 Claim. (Cl. 312—157)

My invention relates to display cabinets for relatively small packages of dyes and similar articles.

The production and sale of packaged dyes for household use is a relatively important industry, and, like many industries, particularly those where sale to the general public is involved, it has problems of its own, not usually found in related industries. In the marketing of household dyes, continuous development is required to keep abreast of related developments, such as, for example, styles, color trends, materials employed, and the like. It is well known that a dye which will give good results on one type of fabric very often is practically ineffective on another type of fabric. The leading household dye manufacturers, however, have developed dyes and combinations of dyes which are effectively usable on most of the usual fabrics employed in women's clothes and the like. These dye packages represent more or less standard products having a more or less uniform sale over a substantial period of time. With the introduction of new materials, however, and the introduction of new shades, certain colors may sell much more rapidly than others, or it may be necessary to introduce new colors into a line which will either be current or temporary in their sales or which are particularly suitable for the dyeing of certain types of fabrics. For these and other reasons, there may be considerable variations in the demand for particular colors. For the same or other reasons, it is important for a household dye manufacturer to get before the public all new shades and new products. Otherwise, the purchasing public may not be aware that a shade which is currently vogue in the new style trend can be purchased in the household dye package.

The retailer normally is not so concerned with maintaining and displaying his stocks as is the manufacturer of the product. There is always considerable difficulty in urging the retailer to maintain adequate display space and to keep his stocks, particularly the rapid-selling packages, in such a condition that he is able to supply the demand made during the entire period that the demand may exist. The demand for package dyes was created primarily by style conditions and the advertising of the dye manufacturer. Accordingly, the manufacturer is continually on the lookout for means and methods for securing adequate display, for assuring the maintenance of stocks, and for promoting sales, and my invention relates to novel means by which these objects may be effectively accomplished.

In general, I accomplish the objects of my invention by the provision of a display cabinet which, while mounted on the counter of the retailer, takes substantially no room and does not interfere with the proper display of other merchandise which, at the time, the retailer may be more interested in pushing. This will prevent the retailer from moving the cabinet to make space when he thinks additional space is necessary. The display cabinet also serves the advantage of very effectively advertising the stock of household dyes, acquainting the purchasing public with new shades and featuring shades that are vogue at the particular time. Furthermore, the arrangement is such that the retailer is substantially compelled to maintain his stocks of dyes, otherwise he will be unable to fill a demand which the display cabinet itself and its appertenances will influence.

The detailed objects and features of my invention will be apparent from the following detailed description taken with the accompanying drawings, wherein

Fig. 1 is a perspective view showing the display cabinet of my invention mounted on a counter;

Fig. 2 is a vertical, transverse sectional view taken along the center line of the cabinet shown in Fig. 1;

Fig. 3 is a transverse sectional view taken on the line 3—3 of Fig. 2;

Fig. 4 is a fragmentary elevational view showing the arrangement of the packages in the compartments of the cabinet provided therefor;

Fig. 5 is an enlarged fragmentary sectional view, partly in elevation, taken on the line 5—5 of Fig. 3, showing a mounting feature;

Fig. 6 is a transverse sectional view somewhat enlarged taken on the line 6—6 of Fig. 1;

Fig. 7 is an enlarged elevational view, partly in section, looking along the line 7—7 of Fig. 6; and

Fig. 8 is a fragmentary view showing a modification of the means for mounting the display cabinet on the counter.

Referring now to the drawings, the cabinet proper, generally indicated by the reference character 10, is swivelly supported on an upright 11 integral with an angulated base 12, this base having a lower portion secured to a counter 13 by screws or other suitable fastening means.

The frame work of the display cabinet proper comprises a pair of side members 14 and 16, a pair of spaced center members 17 and 18, a bottom member 19, and top members 21 and 22. Spaced shelf members 23 are secured in position

by suitable means, which will be described, and by their bracing action in effect comprise a part of the frame structure. The bottom member 19 is specially formed to produce two shelf members functioning substantially as the shelf members 23 function. However, it is provided also with an aperture through which the upright 11 extends, a washer 24, held in place by a cotter pin or other suitable fastener 26, causing the cabinet to be supported in a manner to permit swiveling thereof about the upright 11. The cabinet is also supported at its top, however, the upright being provided with a narrow portion 27 at its top which extends through an aperture in the top member 22. This results in the provision of a shoulder at the top of the upright on which the cabinet through the top member 22 rides. A washer 28 encircles the narrow portion 27, which is then riveted over, as illustrated in Fig. 2, to complete the assembly. In this way, the cabinet is supported at two points and by virtue of the construction employed, it is impossible to remove the cabinet from the upright, without entirely dismantling it. The members comprising the cabinet frame are made in such a manner as to overlap at the place where they join and the overlapped portions secured together by suitable means such as rivets, illustrated in the drawings where the views are taken at such a point as to cause the rivet to show. The top members where they engage the side members are provided with right angular extensions which engage on opposite sides of the side members, thereby effectively securing them to the side members and maintaining the spacing between the two top members. The numeral 29 identifies the right angular extension of the top member 21 and the numeral 31 identifies the similar member on the top member 22 (see Fig. 1).

The center members 17 and 18 are secured in place by a generally similar construction. They have right angular portions 32 at their upper ends secured to the top member 22, side extensions 33 secured to the side members 14 and 16, and bent over extensions 34 at their bottoms secured to the bottom members 19.

The shelf members 23 are provided with angular side extensions 36 riveted or otherwise secured to the side members 14 and 16. In addition, they have inner apron-like extensions 37 which engage behind the tabs 38 struck up from the spaced center members 17 and 18. Thus, from relatively thin, sheet metal stock, a light, but very strong, cabinet frame is provided, the shelf members 23 providing shelf space on which packages 39 are adapted to be placed.

The shelf members 23 extend a considerable distance laterally, that is, the direction running from one side member to the other. This affords space for a plurality of packages, and I accordingly provide means, in the form of rods 41, for breaking the space up between the side members 14 and 16 into sections just wide enough to accommodate the package intended to be housed therein. For securing the rods 41 in position, I provide a very simple construction. The rods are extended through holes in the top member 22 just slightly greater in diameter than the diameter of the rods. A top portion 42 of the rods is bent over to hold the rod in place. Thus, the rod is prevented from being moved downwardly by engaging the top of the member 22 and is prevented from being removed in an upward direction because to move it in this direction will cause it to engage the bottom surface of the member 21. In the completed construction, the space between these two members is closed by virtue of the fact that a portion 43 of the top member 21 is formed around the edge of the member 22 at two sides thereof, that is, the open sides above the shelf space between the side members 14 and 16.

The shelf members are placed at an angle sloping downwardly toward the center so that, even though the cabinet be rotated relatively rapidly about the upright 11, there will be little or no tendency for the packages being displaced because of turning or jarring the cabinet. Moreover, this construction produces a somewhat staggered effect at the ends of the packages, as illustrated by dotted lines in Fig. 2. This makes a better display as it shows up the individual packages and makes it somewhat more convenient to remove a single package at a time.

A feature of selling household dyes, as explained hereinabove, is to prominently display shades available, to use means to make the retailer keep his stocks of various shades up, and to feature to the purchasing public current shades having popularity at a particular time. I therefore provide means for carrying a color chart 46 at each side of the cabinet, members 47 secured to the side members 14 and 16 in such a way as to leave a channel-like opening forming a pocket for retaining the color chart. This color chart features colors by name and/or number, corresponding colors being indicated below the stocks thereof appearing in the spaces on the shelf members 23. This color chart may also contain advertising matter or pictures calculated to attract attention and promote sales.

I also provide special display means at the top of the cabinet including means for supporting several packages of dye, if desired, and also means for supporting advertising copy, color charts, notices of special sales, or any similar matter which it may seem advisable to feature. A three-sided member 48 has its longer side secured to the top member 21, leaving two upstanding sides 49 and 41. Flanges 52 are provided around all three portions of the member 48 on both sides thereof, thus resulting in the provision of a recess in which dye packages may be placed. A pair of angular members 53 and 54 is secured to the inside surfaces of the members 49 and 51 at the top thereof, and between these two members is secured a separator member 56 dividing the space between the flanges 52 into two parts. Channel-like members 57 and 58 are provided with feet at their bottoms, as shown in Fig. 6, and these feet are riveted to the angular members 53 and 54, respectively, whereby to hold the channel-like members 57 and 58 upright. Since the two channels in the members 57 and 58 face each other, a pocket-like recess is formed for receiving a card or chart 59.

The display cabinet, as heretofore noted, is intended to stand on a counter. Counters are at times provided with a slanting top and at other times with a substantially horizontal top. In the arrangement shown in Figs. 1 and 2, the counter is obviously of the slanting type. In Fig. 8, I show a counter 61 having a flat top and the base 12' is provided with a right angular foot portion so that the cabinet will be made to stand perfectly upright. This merely illustrates the ability to mount the display cabinet in a suitable position on any ordinary counter. It is evident, of course, that the cabinet may also be mounted on a vertical face of a counter for con-

venience by merely making the base 12 flat instead of turning over the foot portion, that is the portion carrying the screw holes.

In addition to the advantages pointed out hereinabove, the display cabinet of my invention has other features making it particularly useful for the intended purpose. I have already touched on its lightness, inexpensiveness, compactness, displayability, etc. I have pointed out as well that it is freely pivotable on the upright 11, and, because of the construction employed, must be retained on the upright, that is to say, the upright is not removable so that the retailer will be in no position to set the cabinet flat on its base, in which case he would be able to set it around to suit his convenience, possibly on a shelf behind a counter.

The cabinet is preferably made of light metal having a high finish such as provided by chromium plating or the like. The color indices of the dyes are easily applied by the use of transfers or other means known in the art, and, although they are not readily removable, because of ordinary handling they may still be readily removed if it should be desired to make changes. The cards 46 and 59 are, of course, readily removable, it being the purpose to change them from time to time as the need arises.

The cabinet, arranged and designed in the manner shown, obviously is intended to accommodate a product of a single manufacturer. Since the packages are vended from the cabinet, it is difficult for the retailer to supply a package of another manufacturer if he should be out of the particular color intended to be carried in the cabinet. The rods 41 are so spaced as to make it possible to introduce easily the package intended to be carried in the cabinet. Because of the arrangement, the customer can tell at a glance whether or not the retailer is keeping up his stock and also whether or not there is a stock on hand of the particular color desired.

Still another advantage is the ability of the dye manufacturer to obtain display space in the retail stores. It is well known that, particularly in large cities where relatively complete stocks are carried in retail establishments, there is a dearth of adequate display space, and manufacturers are constantly on the lookout to secure the necessary space for their products. My invention, therefore, provides for adequate space in such a way that competition for space is avoided with another manufacturer whose goods are of such a character that actual counter space must be utilized.

There are advantages to the retailer in that he may display the packages of dye or the like in a prominent position to promote sales thereof without taking up space such as could, from his standpoint, be advantageously given over to other merchandise. Moreover, the customer sees the package and selects the color at the cabinet, and the clerk standing before the customer does not have to leave his position at all but the package the customer wants is available immediately in front of him, and a sale can be completed in a fraction of the time usually required when prior practices are followed.

What I claim as new and desire to protect by Letters Patent of the United States is:

A display cabinet for packages of dyes and the like, comprising an upright adapted to be supported on a counter so as to occupy substantially little counter space, and a cabinet swivelly carried by the upright, said cabinet having a frame with spaced center members, side members abutting side edges of the center members, a pair of spaced top members secured together at their outer edges and abutting the ends of the spaced center members and side members, and bottom members abutting the ends of the spaced center members and side members, all of said members secured together at their points of contact, vertically spaced tabs struck out from said center members, shelf members secured between the side members and having angular rear portions engaging the spaced tabs on said center members, said shelf members extending outwardly and upwardly from said center members, and rods extending through said shelf members and dividing the latter into sections for supporting stacks of individual packages, said rods and upright projecting through the lowermost of said top members and having fastening means at their upper ends disposed between said two top members.

WILLIAM CITRON.