

Sept. 22, 1959

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2,905,313

DISPLAY

Filed May 15, 1957

3 Sheets-Sheet 1

Fig. 1.

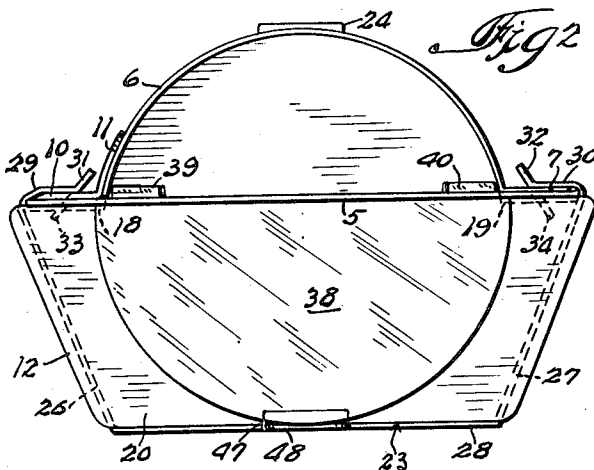
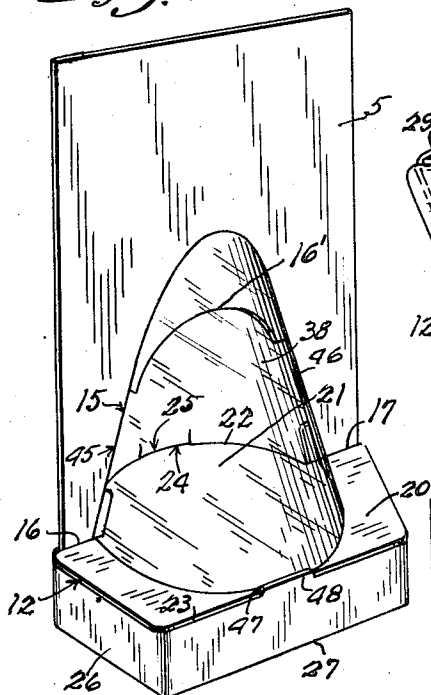


Fig. 7.

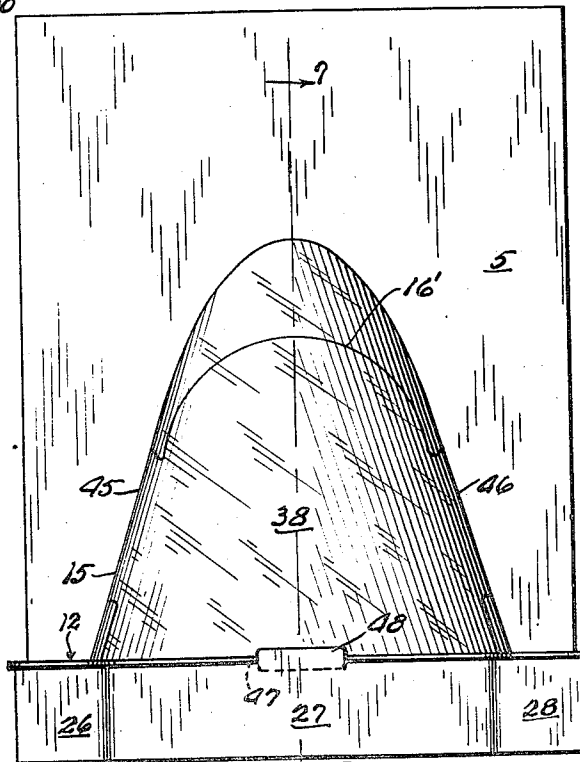
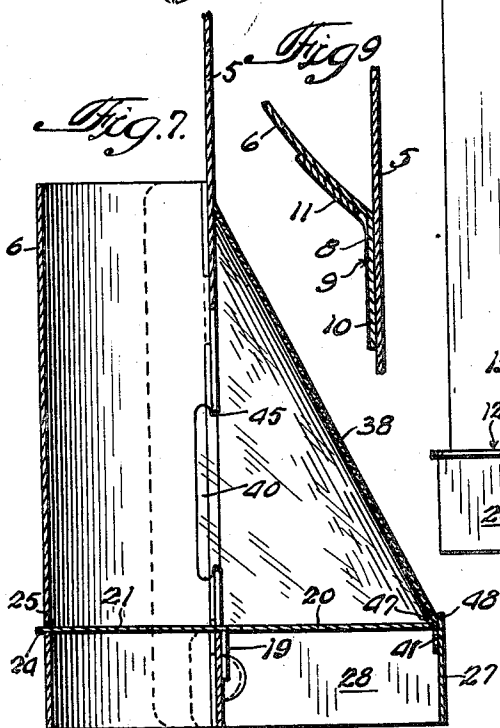


Fig. 3.

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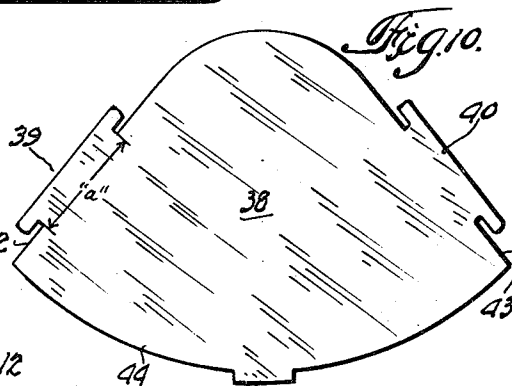
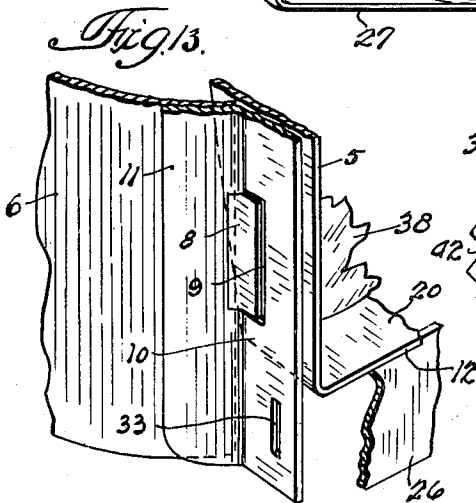
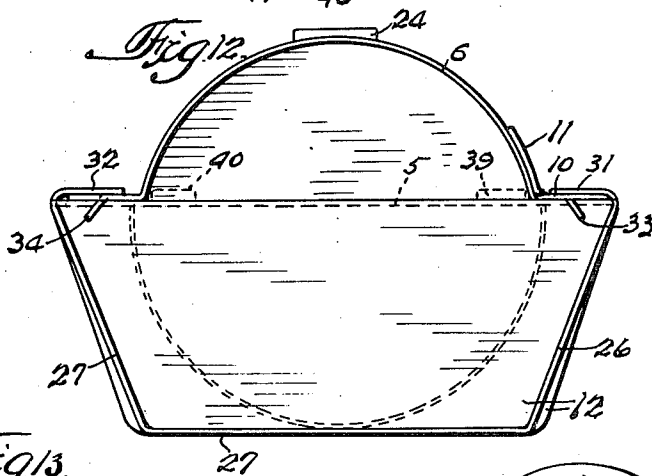
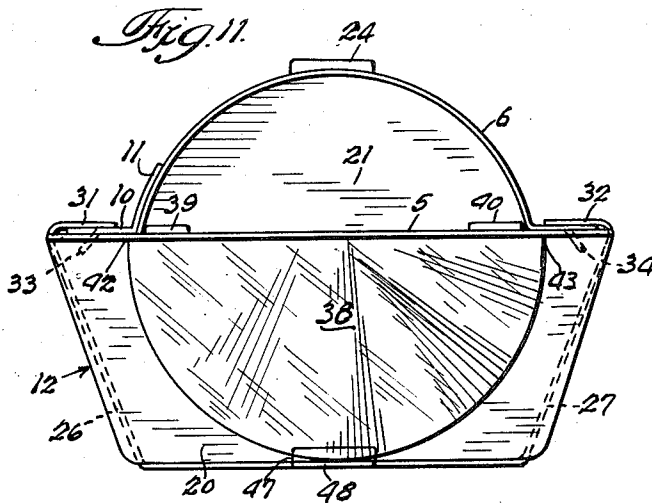
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DISPLAY

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3 Sheets-Sheet 3



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1

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DISPLAY

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Application May 15, 1957, Serial No. 659,288

12 Claims. (Cl. 206—45.31)

This invention relates to a merchandise display and more particularly to a display of this type that may be used on a counter or the like to exhibit the actual product.

It is essential that a display of this type be simple and inexpensive to construct. It should be of such size with respect to the size of the article to be displayed that it occupies minimum space. Also, it should be of a structure that will display a product and prevent pilferage so that products of some value may be displayed on the counter without the possibility of ready theft. And finally, it should be of a construction that will admit of a "break-down" package for shipping and an easy assembly by the merchant when received for use on the counter.

It is therefore an object of this invention to provide an improved structure for a display of the counter type that will admit of a maximum showing of the product being displayed without easy or ready pilferage of the product from the display.

A further object of the invention is to provide an improved structure for a display of the counter type that will occupy minimum counter space and still provide for maximum showing of the product being displayed.

A still further object of the invention is to provide an improved structure for a display of the counter type that will permit a "break-down" package for shipping to the merchant and then an easy assembly by the merchant when received for use on the counter.

A still further object of the invention is to provide an improved structure for a display of the counter type which will permit the construction of the unit from a minimum number of parts so as to reduce to a minimum the cost of production and replacement when necessary.

It is within the scope of this invention to provide a counter display that will give easy display of the actual product with low cost of construction of the display itself. It is to be remembered, of course, that the display is of simple design and is arranged to give the most expedient form of advertising copy for the areas exposed at the front thereof.

To this end there is provided a minimum number of formed parts easy to construct and assemble. A windowed opening may, if desired, be provided in a front wall and a rear wall may extend from the rear wall. A platform may be provided in the area between the walls and even extend outwardly from the front wall. To provide for inexpensive construction and easy assembly, the rear wall may be attached to the front wall. Then a transparent window may extend forwardly from the front wall and enclose a portion of the platform. In certain cases, this transparent window may also enclose the windowed opening of the front wall to reduce pilferage of the product being displayed. And, in other cases, the transparent window may extend forwardly from the front wall to enclose a portion of the platform so as to give an unusual display of the product without permitting pilferage thereof. It is important in this type of advertising device that the costs be held to a minimum. Accordingly, this

2

invention provides a very simple structure having minimum parts capable of production at minimum costs.

Other objects and advantages of the invention will be apparent from the following detailed description when taken in connection with the accompanying drawings which form a part hereof.

In the drawings:

Figure 1 is a perspective view of a display embodying the present invention;

Fig. 2 is a top plan view of the same;

Fig. 3 is a front elevational view of the display;

Fig. 4 is a side view of the same;

Fig. 5 is a rear view of the same;

Fig. 6 is a bottom view of the same;

Fig. 7 is a sectional view taken along line 7—7 of Fig. 3 looking in the direction of the arrows;

Fig. 8 is a fragmentary detailed sectional view illustrating the tab and slot construction employed to hold the rear wall in assembled position;

Fig. 9 is a detailed sectional view taken through this tab and slot construction;

Fig. 10 is an elevational view of the transparent window (reduced in size) before being assembled upon the platform and secured in position against the front wall;

Fig. 11 is a top view of a slightly modified form of display;

Fig. 12 is a bottom view of this modified form; and

Fig. 13 is a fragmentary detailed sectional view of this modified form to illustrate making the platform integral with the front wall.

As illustrated in the drawings, a counter display embodying the invention comprises, in the form shown in Figs. 1-10, inclusive, a front wall 5 and a rear wall 6 provided with an integral strip 7 along one side edge suitably secured, as by gluing, to the rear face of front wall 5. The opposite side edge of rear wall 6 is formed with tabs 8 adapted to be inserted in slots 9 cut in a strip 10, also glued to the rear face of front wall 5. Strip 10 is formed with a flange 11 extending substantially its entire length or the height of rear wall 6 so as to guide and hold tabs 8 in slots 9 and to apply sufficient holding pressure against rear wall 6 substantially throughout its height to aid this rear wall in holding a relatively circular formation about a raised platform 12 to be presently described.

Front wall 5 is provided with a windowed opening 15 extending from the level of platform 12 to a point indicated at 16' in Fig. 1. The two edges 16 and 17 of platform 12 are provided with downturned tabs 18 and 19 secured as gluing to the front face of front wall 5 and to act as hinges to permit platform 12 to tilt to a plane parallel to the plane of front wall 5 when the unit is collapsed for shipping. These tabs 18 and 19 will be noted in Fig. 6, looking upwardly from the underside of platform 12.

Platform 12 comprises essentially a front portion 20 and a rear portion 21 (Fig. 1). Portion 21 may be cut somewhat semicircular to press rather tightly at edge 22 against the face of rear wall 6. If so desired, portion 21 may have a tab 24 engaging in a slot 25 cut in rear wall 6 in order to hold this rear portion 21 of platform 12 in supported relation. Tab 24 is easily insertable in slot 25 during the assembly of the parts and will hold the platform in well-supported relation after the entire structure is assembled.

For the purpose of convenient and presentable design, the front portion 20 of platform 12 is preferably rectangular in shape and tapers slightly toward the front. The three exposed edges of platform portion 20 are provided with downwardly extending flaps or panels 26, 27 and 28 that are more in the nature of a skirt flanking the front portion 20 of platform 12 so as to hold the latter in raised position relative to the entire height of front wall 5.

Central panel 27 is integral with the platform portion 20 but scored along edge 23 to permit it to hinge downwardly while each of panels 26 and 28 continue rearwardly free of the sides of platform portion 20 but with extensions 29 and 30 at their ends that terminate in a fold 31 and 32 having tabs 33 and 34, respectively, adapted to drop and lock in slots 35 and 36 cut in the bottom portion of front wall 5. When front panels 26, 27 and 28 are folded into their vertical positions, shown in Fig. 1, the tabs 33 and 34 will readily drop into engagement with slots 35 and 36.

Panels 26, 27 and 28 not only serve as a support or as feet to keep platform 12 raised and to carry the weight of the product or products being displayed thereon, but also provide space to receive suitable advertising copy or message. The same is true for the upper front face of wall 5.

A transparent window 38 is shown in its open flat position in Fig. 10. It is provided with two elongated locking lugs 39 and 40 along its two sides 42 and 43, respectively, and a smaller locking lug or tongue 41 projecting from its bottom edge 44. Windowed opening 15 is provided with two slots 45 and 46 that are equal in length to the length of the neck of lugs 39 and 40 designated by the distance marked "a" in Fig. 10 so that when the transparent window 38 is seated upon platform 12 with its sides 42 and 43 against the front wall 5, locking lugs 39 and 40 will snap into slots 45 and 46 to hold the transparent window in position and against ready unauthorized removal. The front lug 41 of transparent window 38 will drop into a slot 47 formed in platform portion 20, the front panel 27 being provided as a result with an upstanding lug 48 that acts as a stop to prevent transparent window 38 from being moved beyond the front edge of portion 20 of platform 12.

The slight flexibility of transparent window 38 is used in connection with lugs 39 and 40 and the upstanding stop 48 to hold this window 38 snugly in position against the face of front wall 5 upon platform 12. It also will assume a semicircular formation where resting on front portion 20 of platform 12, similar to rear portion 21, so as to give a visual effect of a circle for the total platform area on which the product to be displayed is resting. This will be noted in Fig. 1. The upper part of transparent window 38 tapers inwardly to meet the front face of wall 5 and forms an effective closure to prevent ready pilfering of the product on display. It will be understood that transparent window 38 may be removed by slightly compressing its side so as to release locking lugs 39 and 40 from slots 45 and 46 in windowed opening 15. Hence, the product on display can be removed or changed or the display may be "knocked-down" for storage or shipment.

A slightly modified form of display is illustrated in Figs. 11, 12 and 13. For clarity sake, the same reference characters are applied to corresponding parts. The difference in structure is that platform 12 is formed integral with front wall 5 as is readily shown in Fig. 13. Here, also, panel 27 is integrally formed and in hinged relation with the front edge of the portion 20 of platform 12. Side panels 26 and 27 are cut free of the corresponding sides of platform 12 but are likewise provided with the same tab and slot locking arrangement shown in Fig. 8. However, strip 10 is not cut away as in the first form of the invention, but extends the entire distance downwardly and has slot 33 therein which serves to receive tab 33 when side panel 26 is extended around under platform 12 and extension 29 brings fold 31 to the rear.

It will be apparent from the modified form shown in Figs. 11, 12 and 13 that a display embodying the present invention may be modified in various details without departing from the scope of the invention. The invention provides essentially a structure that is simple, easy to assemble, although it can be shipped flat, and is pilferproof to the extent that it protects merchandise against access

from the front of the display although visually displaying the merchandise.

Without further elaboration, the foregoing will so fully explain the character of my invention that others may, by applying current knowledge, readily adapt the same for use under varying conditions of service, without eliminating certain features, which may properly be said to constitute the essential items of novelty involved, which items are intended to be defined and secured to me by the following claims.

I claim:

1. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, a platform disposed between said walls and extending forwardly from said front wall, means to hingedly secure said platform to said front wall, and a transparent window extending forwardly from the front wall and enclosing said windowed opening and a substantial portion of said platform.

2. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the vertical sides of said rear wall being connected to the rear face of said front wall, a raised platform disposed between said walls and extending forwardly from said front wall and being hinged to said front wall, a transparent window extending forwardly from said front wall and enclosing a substantial portion of said platform and said windowed opening, and tongue and groove means along the cooperating edges of said transparent window and said front wall to detachably lock said window upon the forward portion of said platform.

3. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the rear wall being secured along one of its edges to the rear face of said front wall, the other edge of said rear wall being detachably connected to the rear face of said front wall whereby when detached said rear wall will be flat against said front wall, a platform disposed between said walls and extending forwardly from said front wall, and a transparent window extending forwardly from said front wall and enclosing said windowed opening and a substantial portion of said platform.

4. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the rear wall being secured along one of its edges to the rear face of said front wall, tabs formed along the other edges of said rear wall, a slotted strip secured to the rear face of said front wall to receive said tabs whereby said other edge of said rear wall may be detachably connected to the rear face of said front wall, a platform disposed between said walls and extending forwardly from said front wall, and a transparent window extending forwardly from said front wall and enclosing said windowed opening and a portion of said platform.

5. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the rear wall being secured along one of its edges to the rear face of said front wall, tabs formed along the other edges of said rear wall, a slotted strip secured to the rear face of said front wall to receive said tabs whereby said other edge of said rear wall may be detachably connected to the rear face of said front wall, a platform disposed between said walls and extending forwardly from said front wall, and a transparent window extending over and enclosing said windowed opening.

6. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the vertical sides of said rear wall being connected to the rear face of said front wall, a raised platform disposed between

5

said walls and extending forwardly of said front wall, said raised platform being hinged to the front face of said front wall, and a transparent window attached to the front face of said front wall and enclosing said windowed opening.

7. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the rear wall being secured along one of its edges to the rear face of said front wall, the other edge of said rear wall being detachably connected to the rear face of said front wall whereby when detached said rear wall will lie flat against the rear face of said front wall, a platform disposed between said walls and hingedly connected to said front wall whereby to extend forwardly from said front wall or to lie substantially flat against the front face of said front wall, and a transparent window attached to the front face of said front wall and enclosing said windowed opening.

8. In a counter display, a front wall having a windowed opening therein, a rear wall extending from said front wall to the rear of said windowed opening, the rear wall being secured along one of its edges to the rear face of said front wall, tabs formed along the other edges of said rear wall, a slotted strip secured to the rear face of said front wall to receive said tabs whereby said other edge of said rear wall may be detachably connected to the rear face of said front wall, a platform disposed between said walls and extending forwardly from said front wall, and a transparent window attached to the front face of said front wall and enclosing said windowed opening.

9. A five-part counter display comprising a front wall having a windowed opening therein, a rear wall secured along one of its vertical edges to the rear face of said front wall, a securing strip attached to the rear face of said front wall to detachably receive the other vertical edge of said rear wall, a platform between said walls and extending forwardly from said front wall, and a transparent window extending forwardly from said front wall and enclosing a portion of said platform and said windowed opening.

10. A five-part counter display comprising a front wall

6

having a windowed opening therein, a rear wall secured along one of its vertical edges to the rear face of said front wall, a securing strip attached to the rear face of said front wall to detachably receive the other vertical edge of said rear wall, a platform between said walls, said platform also extending forwardly from said front wall, and a transparent window attached to the front face of said front wall and enclosing said windowed opening.

11. In a counter display, a front wall having a windowed opening therein and having grooves along the edges thereof, a second wall, a platform disposed between said walls and extending forwardly of said front wall, the forward portion of said platform having a slot therein, said second wall extending from said front wall rearwardly thereof to form substantially a semicircular area for said platform, and a transparent window seated upon said platform and attached to said front wall for enclosing said windowed opening, said transparent window having lugs for detachably fitting into said grooves and said slot.

12. In a counter display, a front wall having a windowed opening therein and having grooves along the edges thereof, a rear wall attached to the rear face of said front wall, a platform disposed between said walls and also extending forwardly of said front wall, the forward portion of said platform having a slot therein, and a transparent window extending forwardly from said front wall to form and enclose substantially a semicircular area of said platform and to enclose said windowed opening, said transparent window having lugs for detachably fitting into said grooves and said slot.

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