Sept. 13, 1932. T. DE LORENZO 1,876,869

CONTAINER DISPLAY BOARD

Filed May 12, 1930

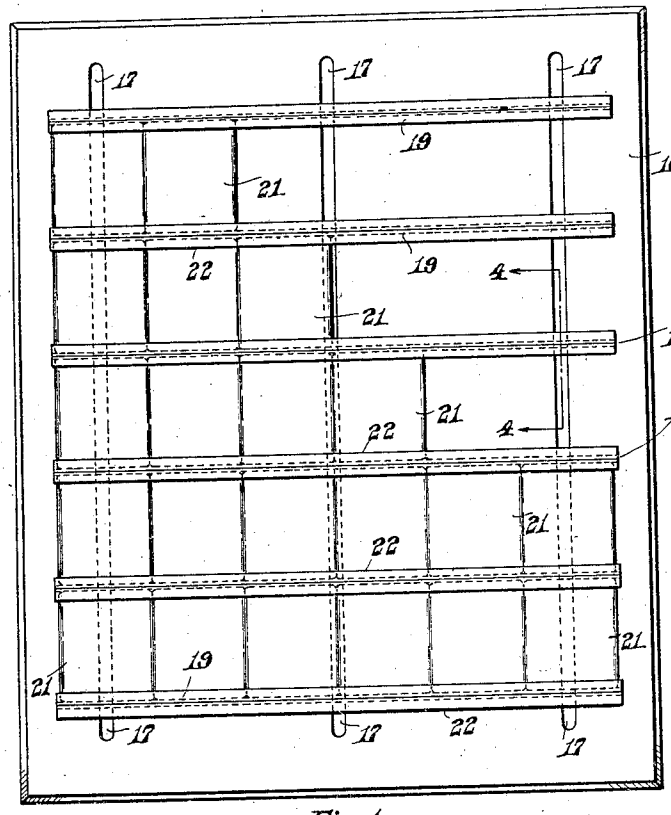


Fig. 1

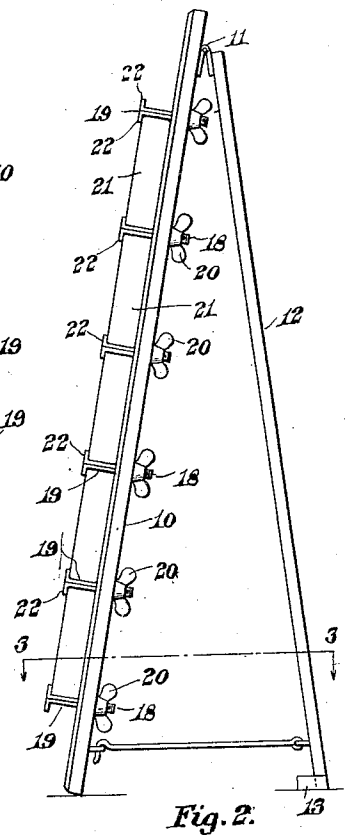


Fig. 2.

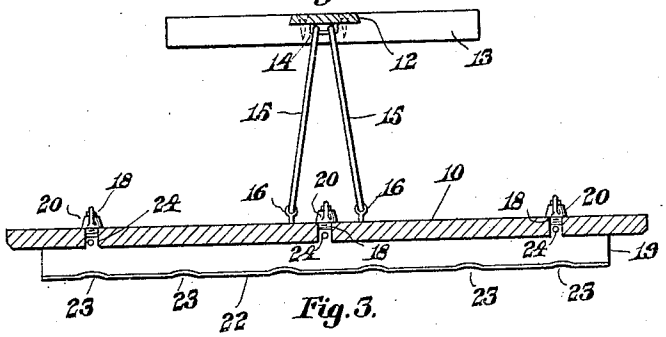


Fig. 3.

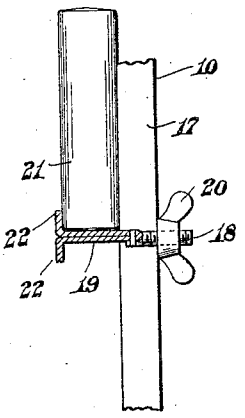


Fig. 4.

Inventor:
Thomas DeLorenzo,
by Walter E. Lombard
Atty.

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UNITED STATES PATENT OFFICE

THOMAS DE LORENZO, OF WEST MEDFORD, MASSACHUSETTS

CONTAINER DISPLAY BOARD

Application filed May 12, 1930. Serial No. 451,633.

This invention relates to display boards on which cigarette packages or similar article containers may be conveniently displayed on the counter of a store and the object is the production of a simple inexpensive device of this character which may be adjusted to adapt it for packages of different sizes.

This object is attained by the mechanism illustrated in the accompanying drawing.

For the purpose of illustrating the invention, one preferred form thereof is illustrated in the drawing, this form having been found to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which the invention consists can be variously arranged and organized, and the invention is not limited to the precise arrangement and organization of these instrumentalities as herein shown and described except as required by the scope of the appended claims.

Of the drawing:

Figure 1 represents a front elevation of a display board embodying the principles of the present invention.

Figure 2 represents a side elevation of the same.

Figure 3 represents a horizontal section on line 3, 3, on Fig. 2, and

Figure 4 represents a vertical section on line 4, 4, on Fig. 1.

Similar characters indicate like parts throughout the several figures of the drawing.

In the drawing, 10 is a board having hinged thereto, at 11, a strut 12 having a base 13 at its lower end.

The strut 12 has pivotally connected thereto at 14, a pair of hooks 15, the opposite ends of which engage with eyes 16 extending outwardly from the rear face of the board 10.

When the hooks 15 are engaged with the eyes 16 the board 10 is retained in inclined position, as shown in Fig. 2.

The board 10 is provided with a plurality of parallel slots 17 adapted to receive the threaded shanks 18 to the forward ends of which are secured T-shaped members 19 extending transversely of said slots 17.

Nuts 20 are threaded to the shanks 18 and by means of these nuts 20 the members 19 may be clamped to said board 10 in spaced relation to each other.

The members 19 may be adjusted vertically so as to vary the spaces between said members to adapt them to different lengths of packages or containers 21.

As shown in the drawing the bars or members 19 are adjusted to receive a plurality of cigarette packages.

Each row of packages may consist of a certain kind of cigarettes differing from the cigarettes in the other rows.

When the board 10 is covered with the different brands of cigarettes an attractive display is made of the wares, thereby increasing the sales thereof.

Preferably the bars or members 19 are made of metal bent into the form shown in the drawing with flanges 22 overlapping the upper and lower ends of the packages 21.

It is desirable to have curvatures 23 made in these flanges to insure a frictional contact with the packages 21 to prevent the accidental displacement thereof.

These curvatures 23 in the flanges 22 are made in such a manner as to create just sufficient friction on the packages 21 to retain them normally in place while permitting the removal of a package when such removal is desired.

Usually, however, the entire board 10 with the packages 21 thereon will be kept for display purposes only and the sales made from the main supply of these wares.

The bars or members 19 have narrow extensions 24 projecting into the slots 17, which extensions are secured to the threaded shanks 18.

This makes a very inexpensive device for making a prominent display of a plurality of packages.

The many advantages and operation of the device will be understood readily without further description.

Having thus described my invention, I claim:

1. In a device of the class described, a board provided with a plurality of open ver-

tical and parallel slots extending substantially the entire length of same board; a plurality of T-shaped members extending transversely of said slots the flanges of which are considerably removed from the front face of said board; a plurality of threaded projections secured to each of said members and extending through said slots; and clamping nuts on said threaded members.

2. In a device of the class described, a board having a plurality of open vertical and parallel slots; a plurality of flanged package-supporting members extending transversely of said slots, the flanges of which are considerably removed from the face of said board; and means projecting through said slots adapted to clamp said flanged members in various adjusted positions relatively to each other.

3. In a device of the class described, a board having a plurality of open vertical and parallel slots; a plurality of thin metal package-supporting plates extending transversely of said slots having extending from the front edge thereof upwardly extending flanges considerably removed from the face of said board; and means on the rear edges of said plates extending through said slots and adapted to clamp said flanged members in various adjusted positions relatively to each other.

4. In a device of the class described, a board; a plurality of T-shaped package-supporting flanged members extending transversely of and movable vertically upon said board, the flanges of which are considerably removed from the face of said board; and means on said members for clamping them to said board in various adjusted positions relatively to each other.

5. In a device of the class described, a board provided with a plurality of open vertical and parallel slots extending substantially the entire length of said board; a plurality of unitary package-supporting flanged members each having a plurality of threaded projections extending through said slots, the flanges of said members being parallel with the front face of said board and considerably removed therefrom; and clamping nuts on said threaded projections for securely clamping said members to said board in various adjusted positions relatively to each other.

6. In a device of the class described, a board provided with a plurality of open vertical and parallel slots extending substantially the entire length of said board; a plurality of metal flanged package-supporting members each having a plurality of threaded projections extending through said slots, the flanges of said members being considerably removed from the front face of said board and extending in opposite directions from a central plate; and nuts on said threaded projections adapted to clamp said members in various adjusted positions relatively to each other.

7. In a device of the class described, a board provided with a plurality of open vertical and parallel slots; a plurality of metal flanged package-supporting members, the flanges of which extend in opposite directions from the longitudinal center thereof and are considerably removed from the front face of said board, each flange of said members having a plurality of inwardly extending curvatures therein adapted to impinge upon the packages, and means on said members extending through said slots adapted to clamp said members in various adjusted positions relatively to each other.

Signed by me at 294 Washington Street, Boston, Mass., this 28th day of April, 1930.

THOMAS DE LORENZO.