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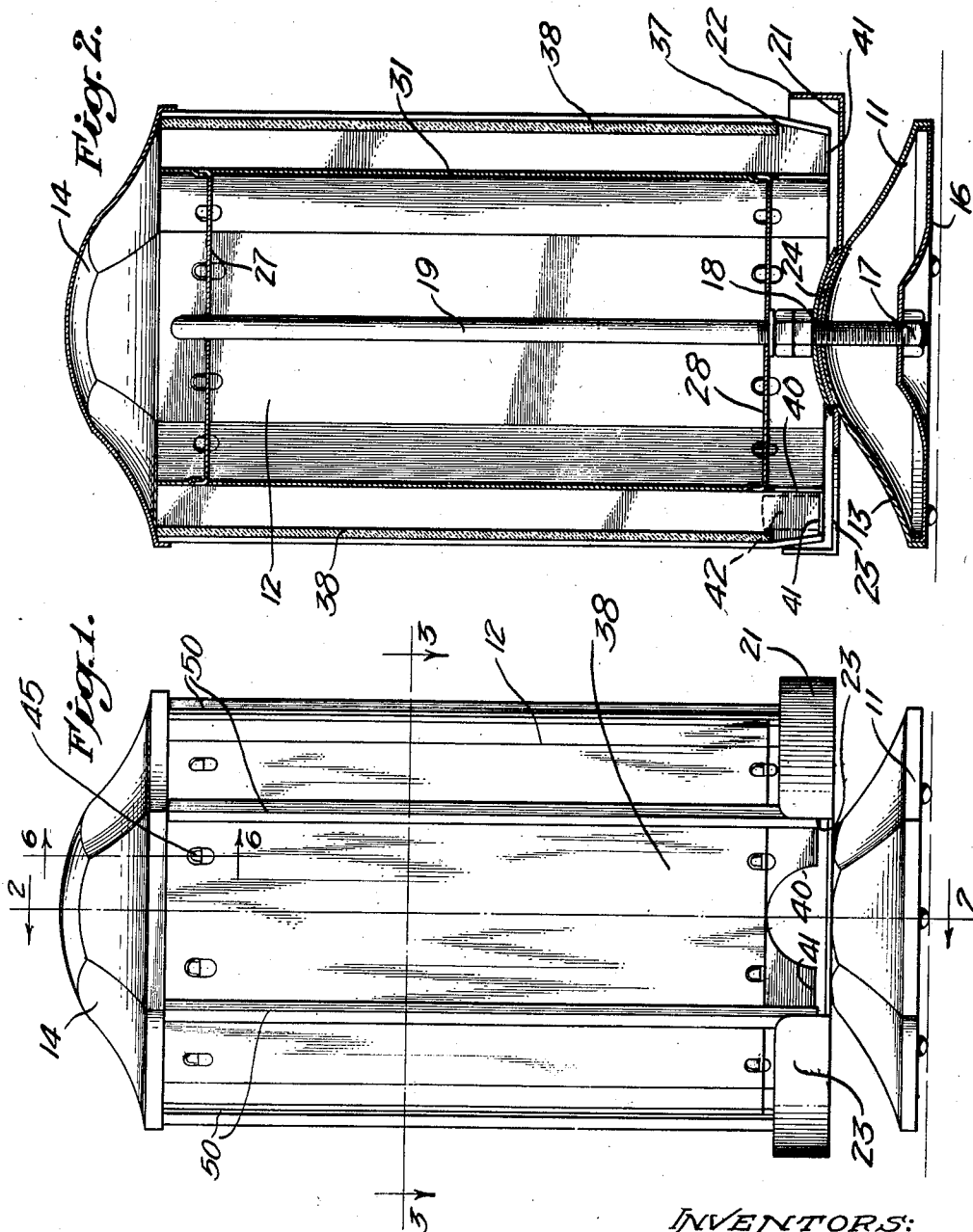
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L. F. DUFF ET AL

ROTARY DISPLAY CASE

Filed Sept. 18, 1923

2 Sheets-Sheet 1



INVENTORS:
LEE F. DUFF,
GEORGE LANGHANS,
BY

Graham & Lewis

ATTORNEYS.

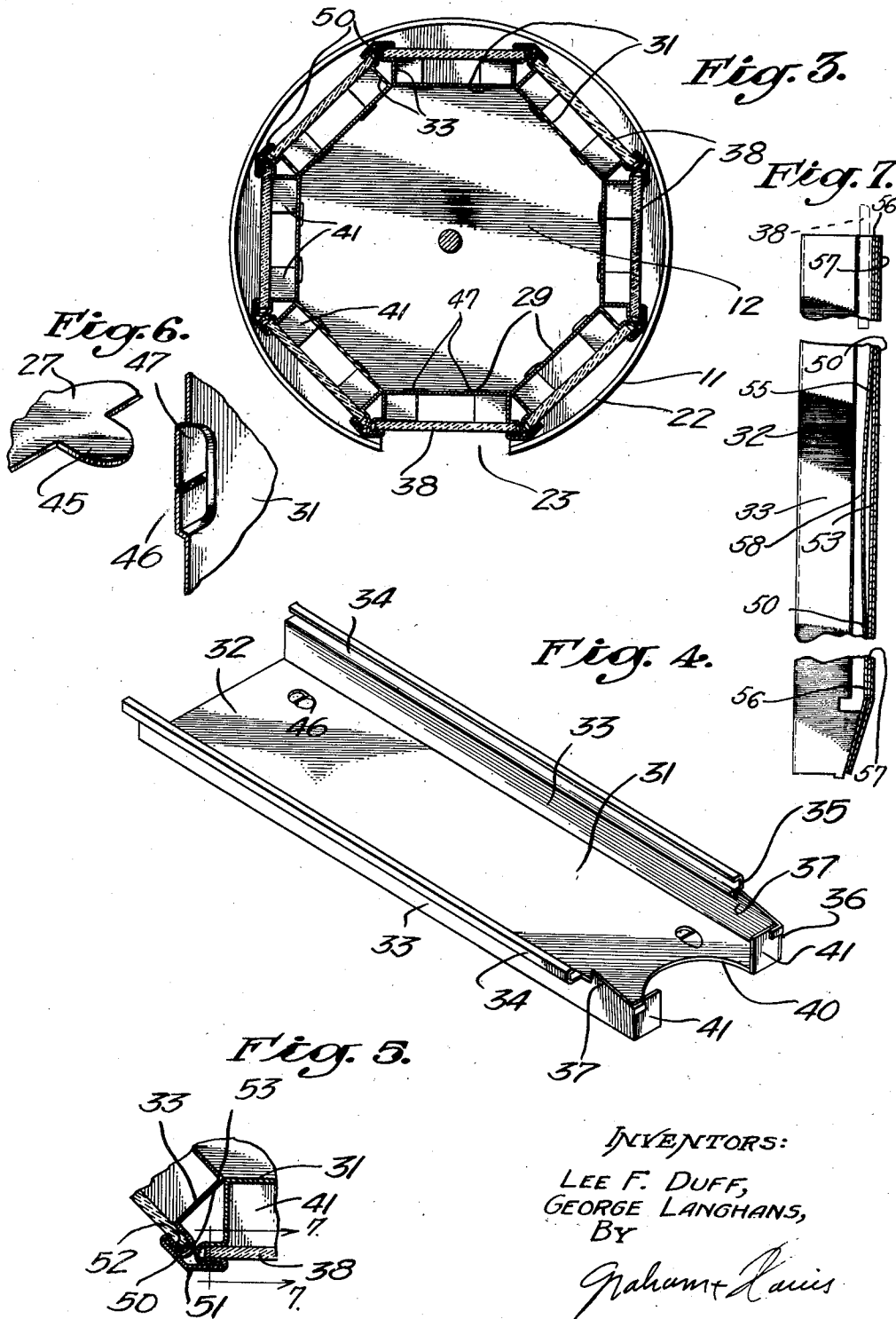
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UNITED STATES PATENT OFFICE.

LEE F. DUFF AND GEORGE LANGHANS, OF LOS ANGELES, CALIFORNIA.

ROTARY DISPLAY CASE.

Application filed September 18, 1923. Serial No. 663,392.

To all whom it may concern:

Be it known that we, LEE F. DUFF and GEORGE LANGHANS, both citizens of the United States, residing at Los Angeles, in the county of Los Angeles, State of California, have invented a new and useful Rotary Display Case, of which the following is a specification.

This invention relates to the manufacture of rotary merchandise display cases and relates particularly to a display case of this character in which small packages of gum or candies may be placed on display.

It is an object of the invention to provide a device of this character having a rotary member supported upon a suitable base for presenting outwardly in circular arrangement a number of vertical channels faced with glass or other transparent materials through which the articles of merchandise may be viewed by the purchaser. The merchandise channels are arranged to be filled from the top and the articles of merchandise may be extracted from the lower end thereof.

It is a further object to provide in such a device a simple, yet rigid, construction whereby minimum manufacturing cost and maximum utility and durability may be practicably associated.

The especial advantages of the invention and further objects thereof will be made evident hereinafter.

Referring to the drawings, for illustrative purposes only:

Fig. 1 is a front elevation of a rotary display case embodying the features of the invention.

Fig. 2 is a vertical section taken on a plane represented by the line 2—2 of Fig. 1.

Fig. 3 is a horizontal section looking downwardly, being taken on a plane represented by the line 3—3 of Fig. 1.

Fig. 4 is an enlarged perspective view of one of the channel members employed in the composition of the device.

Fig. 5 is an enlarged fragmentary section showing the corner construction employed.

Fig. 6 is an enlarged fragmentary extended section showing structural features, taken substantially upon the plane indicated by the line 6—6 of Fig. 1.

Fig. 7 is a section taken as indicated by the line 7—7 of Fig. 5.

As shown in the drawings, the invention

consists principally of a base 11 and a rotary member 12. The base 11 may be constructed in various manners, but for cheapness in manufacture and retention of good design, it is desirable to employ a stamped plate 13 made by the same die from which the cover 14 is stamped, and a bottom plate 16. These plates are held together by the employment of nuts 17 upon the lower threaded end 18 of the post or shaft 19, upon which the display member 12 rotates.

Incorporated with the base is a tray 21 having an upwardly extending flange 22 and being notched out as indicated at 23 to permit extraction of merchandise articles from the display case. The tray 21 may be satisfactorily clamped upon the base 11 by means of a stamped parti-spherical plate 24.

The display member is of very simple construction, being formed principally of a pair of polygonal plates 27 and 28 which are disposed substantially in horizontal planes and are spaced near the upper and lower ends of the display member 12, and channel members 31, preferably stamped from metal, are mounted against the edges 29 of the plates 27 and 28. These channel members are formed as shown in Fig. 4, each being provided with a web 32 and outwardly extending legs 33. The legs 33 are bent along the outer edges thereto to provide edge channels 34 which extend from the upper ends of the channel members 31 to positions 35 a short distance away from the lower end of the channel member 31. Adjacent to the lower ends of the edge channels 34, legs 33 are allowed to extend outwardly in the form of projections 37, extending forward in the plane of said legs and upwardly terminating in horizontal shoulders, in order to provide stops against which the lower ends of the glass fronts 38, Figs. 2 and 3, will rest. Centrally in the lower ends of the web 32 of each channel member 31, semi-circular portions are cut out as indicated at 40 and toes 41 are bent outwardly to provide shelves upon which an article of merchandise such as the package of gum 42 indicated in Fig. 2 will rest. Owing to the fact that the lower end of the glass front 38 is disposed a short distance from the shelf formed by the outwardly bent toes 41, the package of gum may be taken from the channel in which it rests by employment of the fingers which are inserted through the notch 23 in the tray

21 and are brought into engagement with the package of gum 42 through the semi-circular opening indicated at 40.

As shown in Figs. 2 and 6, the plates 27 and 28 are provided with outwardly extending tongues 45 which extend through slots 46 in the web 32 of the channel members 31 and are bent over into depressions 47. It will be perceived were the tongues 45 merely extended through a slot in the web 32, the bent over tongue would project above the outer surface of the web and would thus be disposed in the path of the merchandise placed in the channels and might at times cause the tearing or scratching of the wrapper of the merchandise. By providing the depression 47 in elliptical form and of a size permitting the tongue 45 to be bent either upwardly or downwardly, the upper or lower half of the depression will accommodate the bent over tongue 45 so that it is kept on or below the level of the web 32 and the plates 27 and 28 will be prevented from moving upwardly or downwardly.

Another feature contributing to the device both in reinforcement and appearance consists of binding strips 50 which are formed as best shown in Figs. 5 and 7. These binding strips are bent to an angle corresponding to the angularity between the edges 29 of the plates 27 and 28 along a vertical line extending through the point 51 and the edges are turned inwardly so that a pair of shallow channels are formed into which the relatively inwardly projecting edges 53 of the wall members 33 may extend when the binding strips are placed thereon by sliding up over the adjacent pairs of the edges 53 provided on the webs 33 of the adjacent channel members 31.

The upwardly extending flange 22 of the tray 21, besides contributing to the appearance of the device, has a utility which is not ordinarily recognized. This utility will be made evident from the following:

It will be remembered that a notch 23 is provided at the side of the tray. This notch, when the display case is placed upon a store counter, is disposed outwardly or in a position in which it may be viewed by the store attendant when he is in various parts of the store. It is customary in the sale of gum for the customer to make his own selection and to leave the coin therefor upon the counter. This practice saves considerable time for both the attendant and the customer. Owing to the fact that the notch 23 is disposed in a position in which it may be readily kept under the observation of the attendant, all extractions of merchandise from the display case will be perceived by him. In other words, it is impossible for a person standing upon the opposite side of the display case to remove any of the merchandise articles without the knowledge of the store attend-

ant because such articles can be removed only through the notch 23 which is formed in the flange 22 and part way back into the plate portion of the tray 21.

As shown in Fig. 7, the upper and lower ends of the projecting edges 53 of the leg members 33 are held firmly in place by the channels formed by the inwardly turned edges 55 of the binding strip 50. It will be noticed that the ends 56 of the edge strips 55 are bent down closely against the web 57 while the central portion 58 of the edge 55 is bowed inwardly to provide a pressure on the edges of the glass fronts 38. In assembly, the glass, as shown by the dotted lines 38 upon being pushed downwardly will flatten out the bulged portion 58 of the edge 55 and will be held by the inward tension of the bulged member with sufficient force to insure against the glass plates of the display case, rattling or slipping from their proper positions.

We claim as our invention:

1. In a display case, the combination of: a base; and a rotary display member mounted on said base and consisting of mounting plates and vertical channels disposed around said mounting plates with their legs outwardly extending, the outer edges of each pair of said legs forming part of one of said channels being bent to provide edge channels opening toward each other, said edge channels extending to a position near the lower edge of said legs; outwardly extending projection portions of the lower ends of said legs extending in the same plane therewith and terminating in a horizontal plane, being used to obstruct the lower ends of said channels; binding strips extending over the outer edges of the adjacently disposed legs of said channels; and transparent plates extending across said channels, the edges thereof being received in said edge channels.

2. In a display case, the combination of: a base; a rotatable display member rotatably mounted on said base, said display member consisting of mounting plates and vertical channels disposed around said mounting plates with their legs outwardly extending, the outer edges of each pair of said legs forming a part of one of said channels being bent to provide edge channels opening toward each other, said edge channels extending to a position near the lower edge of said legs; outwardly extending projection portions of the lower ends of said legs extending in the same plane therewith and terminating in a horizontal plane, being used to obstruct the lower ends of said channels; binding strips extending over the outer edges of the adjacently disposed legs of said channels; transparent plates extending across said channels, the edges thereof being received in said edge channels; and means

integral with said strips and extending longitudinally of said legs for pressurably retaining said transparent plates in place.

3. In a display case, the combination of: a
5 base; a rotatable display member rotatably mounted on said base, said display member consisting of mounting plates and vertical channels disposed around said mounting
10 plates with their legs outwardly extending, the outer edges of each pair of said legs forming a part of one of said channels being bent to provide edge channels opening toward each other, said edge channels extending to a position near the lower edge of
15 said legs; outwardly extending projection portions of the lower ends of said legs extending in the same plane therewith and terminating in a horizontal plane, being used

to obstruct the lower ends of said channels; binding strips having inwardly extending
20 edges extending over the outer edges of the adjacently disposed legs of said channels, the central portion of said inwardly extending edges being bowed inwardly at the central portion thereof; transparent plates extending across said channels, the edges
25 thereof being received in said edge channels, said transparent plate being held pressurably in place by said bowed portion of said inwardly turned edges of said binding strips.
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In testimony whereof, we have hereunto set our hands at Los Angeles, California, this 12th day of September, 1923.

LEE F. DUFF.
GEORGE LANGHANS.