Feb. 12, 1929.

1,701,651

F. ZIZKA

DISPLAY DEVICE

Filed Nov. 20, 1926

Fig. 1.

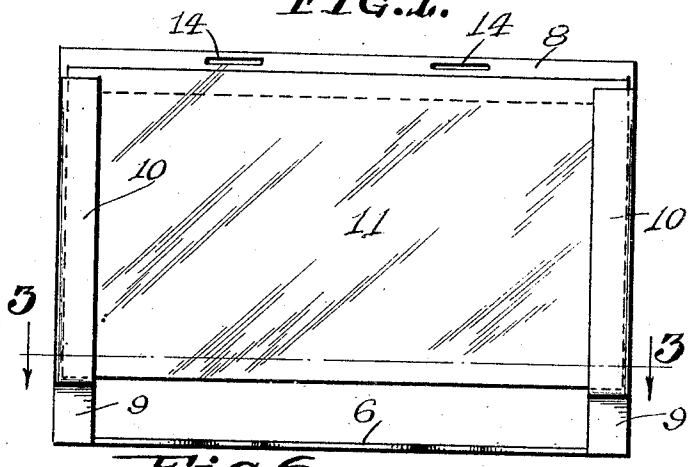


Fig. 2.

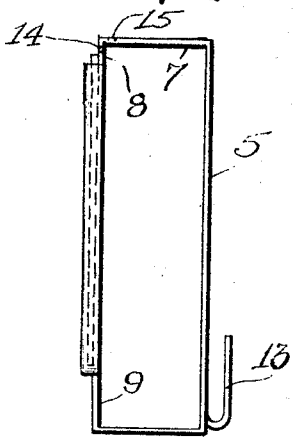


Fig. 6.

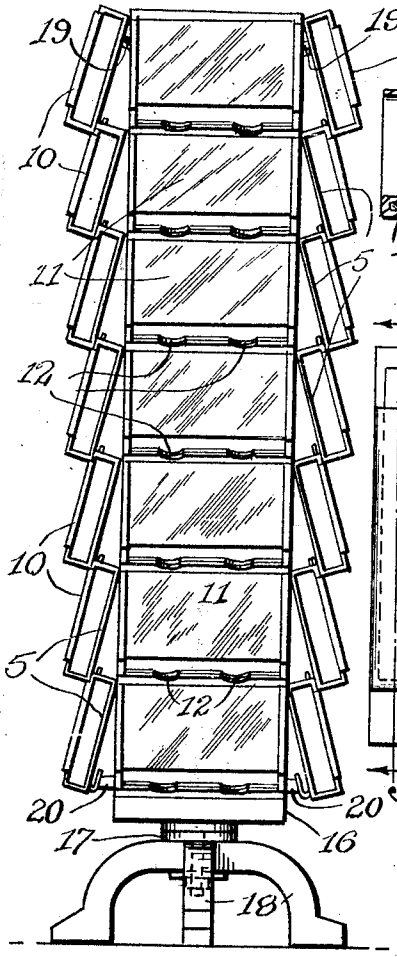


Fig. 3.

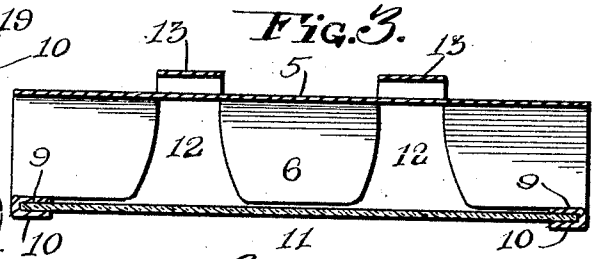


Fig. 4.

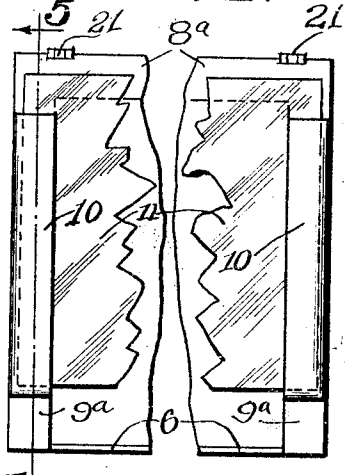
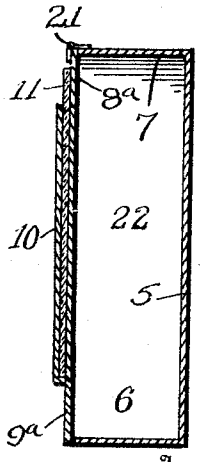


Fig. 5.



Inventor

Frank Zizka

By Bryant & Lowry

Attorneys

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UNITED STATES PATENT OFFICE.

FRANK ZIZKA, OF WHITMAN, NORTH DAKOTA.

DISPLAY DEVICE.

Application filed November 20, 1926. Serial No. 149,610.

This invention relates to certain new and useful improvements in merchandise display devices, and has for its primary object to provide a holder adapted for containing small packaged articles such, for instance, as chewing gum or the like, and wherein the holder is adapted for receiving the carton or box containing the packages of gum, with the cover of the carton removed to display the packages.

An object of the invention is to provide a display device of the above kind which is extremely simple and durable in construction as well as otherwise well adapted for its intended use.

A more specific object is to provide a display device or carton holder of the above kind wherein the holder is adapted to be set in an inclined position and is formed in its front wall with finger spaces or slots for facilitating removal of the packaged articles, one at a time, the arrangement being such that the packaged articles will feed toward the front wall by gravity as the packages are removed from time to time, whereby complete dispensing of the packaged articles may be conveniently effected.

A further object is to provide means whereby a plurality of the holders may be effectively suspended from one another at the outer face of a vertical support with the holders positioned at an inclination, so that a plurality of the holders may be utilized to provide a display stand of an attractive and desirable character.

Other objects will become apparent as the nature of the invention is better understood, and the same consists in the novel form, combination and arrangement of parts hereinafter more fully described, shown in the accompanying drawing and claimed.

In the drawing, wherein like reference characters indicate corresponding parts throughout the several views,

Figure 1 is a top plan view of a box or carton holder constructed in accordance with the present invention;

Figure 2 is an end elevational view thereof;

Figure 3 is a longitudinal section taken substantially upon line 3—3 of Figure 1;

Figure 4 is a top plan view, partly broken away, of a modified form of box or carton holder constructed in accordance with the present invention;

Figure 5 is a section on line 5—5 of Figure 4; and

Figure 6 is an elevational view of a display stand constructed in accordance with the present invention and utilizing a plurality of the holders illustrated in Figures 1 to 3 inclusive.

Referring more in detail to the drawing, the form of box or carton holder illustrated in Figures 1 to 3 inclusive comprises an open ended casing or rectangular frame having a bottom wall 5, a front wall 6, a rear wall 7, and a top wall embodying a forwardly directed flange 8 on the upper edge of the back wall 7 having integral forwardly projecting end strips or ledges 9 permanently joined at their forward ends to the upper edge of the front wall 6 at the ends of the latter. The top wall further embodies upwardly and inwardly turned guide flanges 10 on the outer edges of the strips 9 and overlying the major intermediate portions of the latter so as to cooperate with said ledges 9 to form guideways in which is slidably and frictionally retained a transparent panel 11 which is of a size to extend from the flange 8 to a point adjacent to but slightly spaced rearwardly from the front wall 6 as shown in Figure 1. It will thus be seen that the top wall comprises a frame embodying flange 8 and ledges 9 with its guide-flanges 10, and the transparent panel 11 which covers the major portion of the opening in the frame so as to prevent any material settling of dust or other foreign matter upon the packaged goods positioned in the carton carried by the holder. It is noted that the holder is formed of such size as to snugly receive the usual manufacturer's box or carton with its cover removed so that the packages will be displayed to view through the panel 11 in an attractive manner, the body of the carton being readily insertable into the holder from either end of the latter. This will permit the display of the packaged articles without requiring any separate handling or particular arranging thereof as is done when placed upon shelves and other display devices now in general use, and the manufacturer's data upon the ends of the body of the carton will be displayed to view at the ends of the holder, as will be obvious.

As shown clearly in Figures 1 and 3, the front wall 6 is provided with a pair of spaced

vertical slots or notches 12 which extend for the full depth of the wall 6 and form finger spaces for facilitating ready removal of the packages from the carton and holder, one at a time. It is apparent that the space between the front edge of the panel 11 and the wall 6 permits free insertion of the fingers for this purpose, and it is noted that when the carton is placed in the holder its front wall will be similarly slotted with the slots thereof registering with the finger spaces or slots 12 of the wall 6. It is also apparent that when the present holder is placed at an inclined position with the back thereof higher, the packaged goods will feed forwardly by gravity in convenient position for removal until the entire contents of the carton are dispensed. This inclined position of a plurality of associated holders is illustrated in Figure 6 wherein there is disclosed a display stand of the rotary type.

As shown in Figures 2 and 6, the material struck from the front wall 6 to form the finger spaces or slots 12 is bent or directed downwardly and rearwardly to form rearwardly facing hooks 13 beneath the bottom wall 5 and adjacent the front of the holder. This material may be removed when a holder is used singly, but is bent to form the hooks 13 when utilized in plurality as in Figure 2. In the latter case the flange 8 and back wall 7 are provided with spaced pairs of adjacent slots 14 and 15, respectively, adapted for reception of the hooks 13 of another similar holder when the two holders are placed in overlapping relation as illustrated in Figure 6. It will thus be seen that a series of the holders may be placed in superimposed slightly overlapping relation so as to be interengaged and suspended one from another by the engagement of the hooks 13 of each holder in the openings or slots 14 and 15 of the holder therebeneath, and when the uppermost holder of this series is suitably attached to a vertical support, the entire series of holders will be suspended to rest against the outer vertical face of the support and assume an inclined position with the front wall of each holder positioned outermost and lowermost. In this way the gravity feed of the packaged articles toward the front wall of each holder is insured. As illustrated in Figure 6, a series of holders thus suspended, one from another, is suspended at each side of a four sided or square vertically elongated upright or support 16 which is revolubly mounted at its lower end as at 17 upon a supporting base 18 for turning about a vertical axis. In this way the support 16 may be rotated to present the holders of either series to the view of the customer. While only three of the series appear in Figure 6, it is obvious that a similar series will be disposed at the remaining side of the support 16 which is not exposed to view, and the stand will accordingly be sufficiently balanced to insure against lateral tilting under ordinary conditions of use. In the construction of the display stand of Figure 6 the uppermost holder of each series is suitably fastened to the adjacent side of the support 16 as generally indicated at 19, and the remaining holders of this series will simply rest against the face of the support at their upper ends, the lower end of the lowermost holder of the series being suitably spaced from the support by the use of a spacer 20 or the like.

Referring to the form of the invention shown in Figures 4 and 5, the construction is substantially the same as that shown in Figures 1 and 2 except that the strips 9^a are free from the front wall 6 and the flange 8^a is free from the back wall 7 and hinged to the latter as at 21 so that the top wall of the holder is in the nature of a hinged cover capable of being readily opened for permitting insertion or removal of the box or carton of articles. In this form of the invention the ends of the holder will be closed by end walls 22, but otherwise, the construction is the same as above described in connection with Figures 1 to 3, and like parts are accordingly designated by similar reference characters.

From the foregoing description it is believed that the construction and manner of use as well as the advantages of the present invention will be readily understood and appreciated by those skilled in the art.

Minor changes may be made without departing from the spirit and scope of the invention as claimed.

What I claim as new is:—

1. A merchandise display device comprising a rectangular casing composed of a bottom wall, a top wall and front and rear walls, and having open ends, the top wall being formed as a flanged frame, with a transparent panel slidably embraced by the frame flanges, with its forward edge spaced above the front wall to provide a finger space for facilitating removal of the contents of the casing, the said front wall having its upper edge slotted for the insertion of a finger and the cut out portions bent to form hooks for attachment to other casings.

2. A merchandise display device comprising a rectangular casing of box like form, with open ends, the top of said casing having a transparent panel constituting its face, and having flanged ends to secure said panel in position, the front wall of said casing having struck out portions affording finger spaces and supporting hooks, said flanges being formed with shoulders to hold said transparent panel at a spaced distance from the front wall, and said front wall having cut out portions forming slots, to receive the supporting hooks.

3. A merchandise display device comprising a box like structure of rectangular form with open sides having a transparent top, a bottom wall slotted near its upper edges for the reception of connecting hooks, hook like connecting devices adapted to engage with slots in the bottom wall of an associated casing, the hooks being struck out from the front wall of the casing and forming openings for the insertion of a finger to facilitate the removal of the contents of the casing.

In testimony whereof I affix my signature.

FRANK ZIZKA.