May 19, 1942. E. P. EDWARDS 2,283,194

DISPLAY DEVICE

Filed April 15, 1938 2 Sheets-Sheet 1

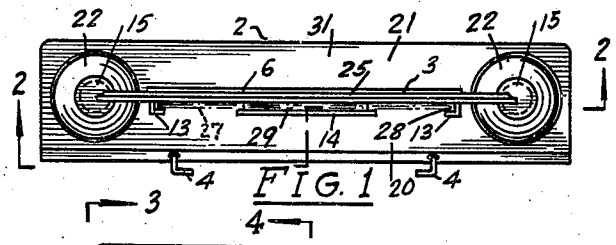


FIG. 1

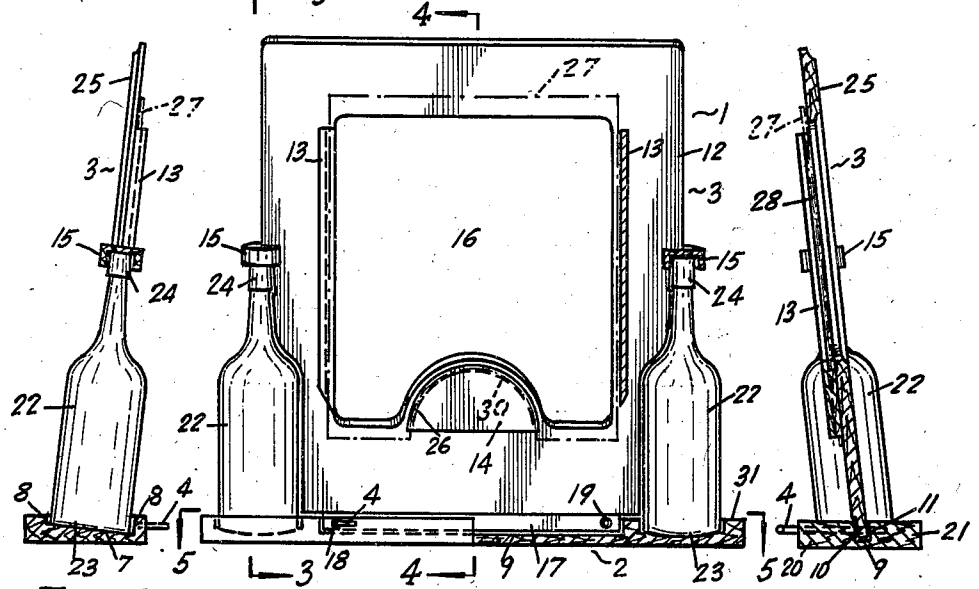


FIG. 3

FIG. 2

FIG. 4

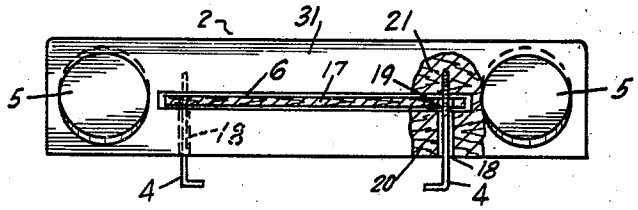


FIG. 5

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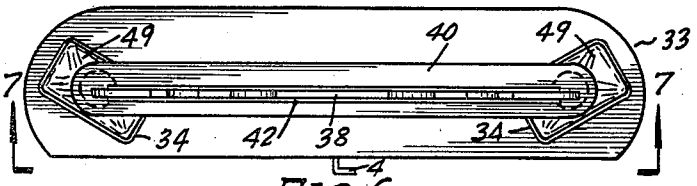


FIG. 6



FIG. 11

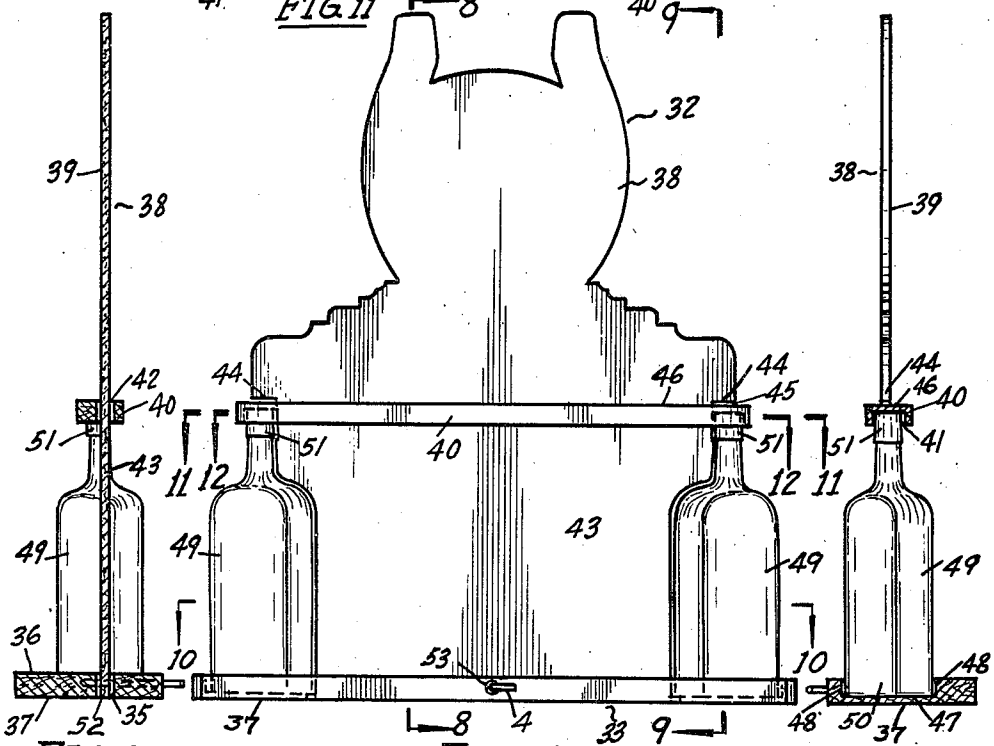


FIG. 8

FIG. 7

FIG. 9

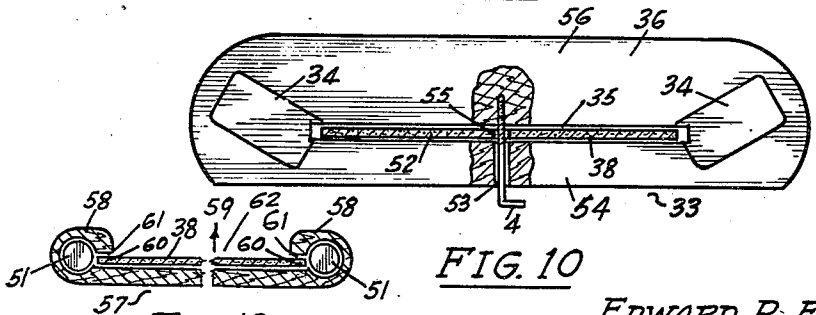


FIG. 10

FIG. 12

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Patented May 19, 1942 2,283,194

UNITED STATES PATENT OFFICE

2,283,194

DISPLAY DEVICE

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Application April 15, 1938, Serial No. 202,325

2 Claims. (Cl. 211—74)

This invention relates to display stands and has for its objects the production of a display stand which shall be of comparatively simple structure, which shall be comparatively cheap to manufacture, which shall be comparatively easy to assemble, and the elements of which shall cooperate to lock the article being displayed to the display stand.

I attain each of the foregoing objects by forming my stand of a base member and a locking panel, by forming suitable recesses in the base member to receive the base of the article being displayed, by associating with the locking panel means which encompasses the upper end of the member being displayed, by forming a suitable slot in the base member to receive the lower end of the locking panel, and by providing means which will lock the lower end of the locking panel to the base member.

For the purpose of illustrating my invention, I have shown in the drawings which form a part hereof and I will now describe three of the many forms into which my inventive concept may be incorporated.

In the drawings, Figure 1 is a top view of my novel stand with the bottles which are being displayed locked in place. That edge of the stand which is adjacent to the notation "Fig. 1" is the rear edge of the stand. The dot and dash lines in Figures 1 to 4 inclusive show the position assumed by the removable display card carried by the locking panel.

Figure 2 is a section taken on the line 2—2 of Figure 1.

Figure 3 is a section taken along the line 3—3 of Figure 2, with the bottle, however, not being shown in the section.

Figure 4 is a section taken along the line 4—4 of Figure 2.

Figure 5 is a section taken along the line 5—5 of Figure 2 with the bottles removed. A portion of the base has been broken away for the purpose of showing otherwise hidden parts.

Figure 6 is a top view of a modification of my invention. That edge of the stand which is adjacent to the notation "Fig. 6" is the rear edge of the stand.

Figure 7 is a view looking in the direction of the arrow 7—7 in Figure 6.

Figure 8 is a section taken along the line 8—8 of Figure 7.

Figure 9 is a section taken along the line 9—9 of Figure 7 with the bottle, however, not being shown in section.

Figure 10 is a section taken along the line 10—10 of Figure 7 with the bottles removed. A part of the base has been broken away to show otherwise hidden parts.

Figure 11 is a section taken along the line 11—11 of Figure 7.

Figure 12 is a section of a modified locking yoke taken along the line 12—12 of Figure 7. This is the same line as 11—11. A portion intermediate the ends has been broken away.

Referring more particularly to Figures 1 to 5 inclusive, reference numeral 1 designates my novel display stand as a unit which is composed of a base 2, a locking panel 3, and the screws 4 which lock the locking panel to the base 2.

The base 2 has formed therein a pair of article base receiving recesses 5 and the locking panel receiving slot 6. Each of the recesses 5 is of a geometrical shape similar to that of the base of the object which will be displayed and of a size to snugly receive said base. In the case illustrated in Figures 1 to 5 the recess is circular to conform to the shape of the bottom of the whiskey bottle 22 being displayed. Each of said recesses 5 has an inclined floor 7 and inclined walls 8 which cause the object being displayed to tilt away from the observer as clearly shown in Figures 3 and 4. The floor 9 and the walls 10 and 11 of the locking panel receiving slot 6 are similarly inclined and cause the locking panel being displayed to tilt away from the observer as clearly shown in Figures 3 and 4.

The locking panel 3 is composed of a frame 12, the display card retaining and guiding arms 13, the display card base supporting member 14 and the article top encompassing sockets 15. The frame 12 has a suitable window 16 formed therein and terminates at its lower end in the tab 17 which is received within the slot 6. The tab 17 has the apertures 19—19 formed therein through which the locking screws 4 extend.

Although the manner of assembling my novel structure is believed to be clear from the foregoing description, yet to obviate any possibility of a misunderstanding the following detailed description is here given:

Let it be assumed that one desires to display bottles 22 such as shown in Figures 1 to 4 in the display stand. Let it further be assumed that the base 2 and locking panel 3 have not been assembled. To assemble the unit one proceeds as follows:

The display base 2 is placed in the desired position upon a counter or shelf. The bottle 22 is then placed upon the base 2 in the position shown in Figures 1 to 4 where the base 23 of the

bottle 22 is received within the recesses 5. The locking panel 3 is then positioned in the position shown in Figures 1 to 4 where its tab 17 is received within the slot 6 and wherein the sockets 15 encompass the tops 24 of the bottle 22. Screws 4 are now inserted through suitable apertures 18 formed in the rear part 20 of the base 2, through the apertures 19—19 formed in the tab 17 and threaded into the front portion 21 of the base 2 and are caused to assume the positions shown in Figures 1 to 5, thus locking the locking panel and the bottles being displayed in place.

It is to be noted that the name of the product and any other advertising indicia desired may be inscribed upon the front face 25 of the locking panel frame 12 and upon the upper face 31 of the base 2. It is further to be noted that a display sign 27 may be associated with the frame by sliding the same down the grooves 28 formed in the guiding arms 13. The base of the display sign has a suitable cut-out 26 formed therein which permits it to be received within and supported by the floor 30 of the groove 29 formed in the base supporting member 14. The position assumed by the display sign 27 is shown by the dot and dash lines in Figures 1 to 4.

The display device 32 shown in Figure 6 to 11 differs from that shown in Figures 1 to 5 in the following particulars:

(*a*) The base 33 is somewhat different in shape than the base 2.

(*b*) The bottle receiving recesses 34 formed in the base 33 are rectangular. The floor 47 and walls 48 of the recesses 34 are not inclined with reference to either the lower surface 37 of the base 33 or with reference to each other.

(*c*) The locking panel receiving slot 35 extends from the upper surface 36 to the lower surface 37 of the base 33.

(*d*) The locking panel 38 has been substituted for the locking panel 3. The locking panel 38 has suitable advertising data inscribed on the front face 39 thereof.

(*e*) The locking yoke 40 having formed therein the article top receiving sockets 41 has been substituted for the sockets 15.

The locking yoke 40 has a slot 42 formed therein which permits the locking yoke 40 to be moved freely with respect to the lower portion 43 of the locking panel.

The locking panel 38 has formed thereon the shoulders 44 which limit the upper movement of the locking yoke 40. As is clear from Figures 7 to 9, the shoulders 44 are formed at such a height as will permit the locking yoke sockets 41 to encompass the bottle top 51 and leave the slightest amount of clearance 45 between the shoulders 44 and the upper surface 46 of the locking yoke, thus making it impossible to move the locking yoke upwardly any appreciable distance when the display device is assembled and remove the bottle from the device.

(*f*) Only one screw 4 is used to lock the locking panel 38 to the base 33.

To assemble the display device shown in Figures 6 to 10, one places the base 33 upon the counter or shelf and positions the bottles 49 upon said base causing them to assume the positions shown in Figures 6 to 9 where the lower ends 50 of the bottles 49 are received within the recesses 34 formed in said base 33. The locking yoke 40 is then placed upon the bottles 49 in the position shown in Figure 7, where the top 51 of the bottle 49 is received within and encompassed by the sockets 41 formed in the locking yoke 40. The end 52 of the locking panel 38 is then inserted through the slot 42 formed in the locking yoke 40 and the locking panel is pushed downwardly causing said locking panel to assume the position shown in Figures 6 to 11 where the end 52 has entered the slot 35 formed in the base 33. The screw 4 is now inserted through the aperture 53 formed in the rear part 54 of the base 33, through the aperture 55 formed in the lower end 52 of the sign board 38, and is threaded into the back part 56 of the base 33 thus locking the locking panel and bottles to the base.

The display device shown in Figure 12 differs from that shown in Figures 6 to 11 only in the fact that the locking yoke 57 has been substituted for the locking yoke 40. The locking yoke 57 differs from the locking yoke 40 only in the fact that a portion intermediate the ends 58 has been cut away in order to provide a more decorative effect. The cut-out for decorative purposes, such as shown in Figure 12, can be made in all cases where the locking panel is made of a material which has sufficient stiffness to make it impossible to buckle the locking panel in the direction of the arrow 59 thereby releasing the edges 60 of the locking panel from the short slots 61 formed in the locking yoke 57. The degree of stiffness necessary depends on the length of the slots 61. The stiffer the material of which the locking panel 38 is made the shorter will be the length of the slots 61 and the longer the length of the cut-out 62 between the ends 58 of the locking yoke 57.

It is to be distinctly understood that the foregoing disclosure is by the way of illustration only and not by the way of limitation since many changes may be made in the disclosure herein shown without departing from the spirit of my invention. For this reason, it is my desire that the claims which are hereunto appended for the purpose of defining my invention should be limited only by the prior art.

I claim:

1. A display unit for a pair of containers—said display unit consisting of a base member having formed therein a pair of spaced apart container base receiving recesses and a locking panel receiving slot intermediate said recesses, each of said container base receiving recesses being of a geometric shape similar to the geometric shape of the base of one of the containers which is to be displayed and being of a size sufficient to snugly receive said container base; a locking panel positioned upon said base member with its lower end within said slot; a locking yoke having a cut-out portion intermediate its ends and having formed therein a pair of spaced apart slots through which said locking panel extends slidably mounted upon said locking panel, said locking yoke also having formed therein a pair of container top encompassing sockets each positioned for encompassing the top of one of said containers; means carried by said locking panel for limiting the upward movement of said locking yoke; and means extending through said base member and said lower end of said locking panel for attaching said locking panel to said base member.

2. A display unit for displaying at least one container—said display unit consisting of a base member having formed therein a locking panel receiving slot and at least one container base receiving recess, said container base receiving recess being of a geometric shape similar to

the geometric shape of the base of one of the containers which is to be displayed and being of a size sufficient to snugly receive said container base; a locking panel positioned upon said base member with its lower end within said slot; a locking yoke having a cut-out portion intermediate its ends and having formed therein a pair of spaced-apart slots through which said locking panel extends slidably mounted upon said locking panel, said locking yoke also having formed therein at least one container top encompassing socket positioned for encompassing the top of one of said containers; cooperating means carried by said locking yoke and said locking panel for preventing said locking yoke from moving to a point where the lowermost surface of said socket will clear the uppermost surface of the container which it encompasses; and means extending through said base member and said lower end of said locking panel for attaching said locking panel to said base member.

EDWARD P. EDWARDS.