June 8, 1926. 1,587,935

E. BRUNHOFF

DISPLAY AND VENDING APPARATUS

Filed August 17, 1923 3 Sheets-Sheet 1

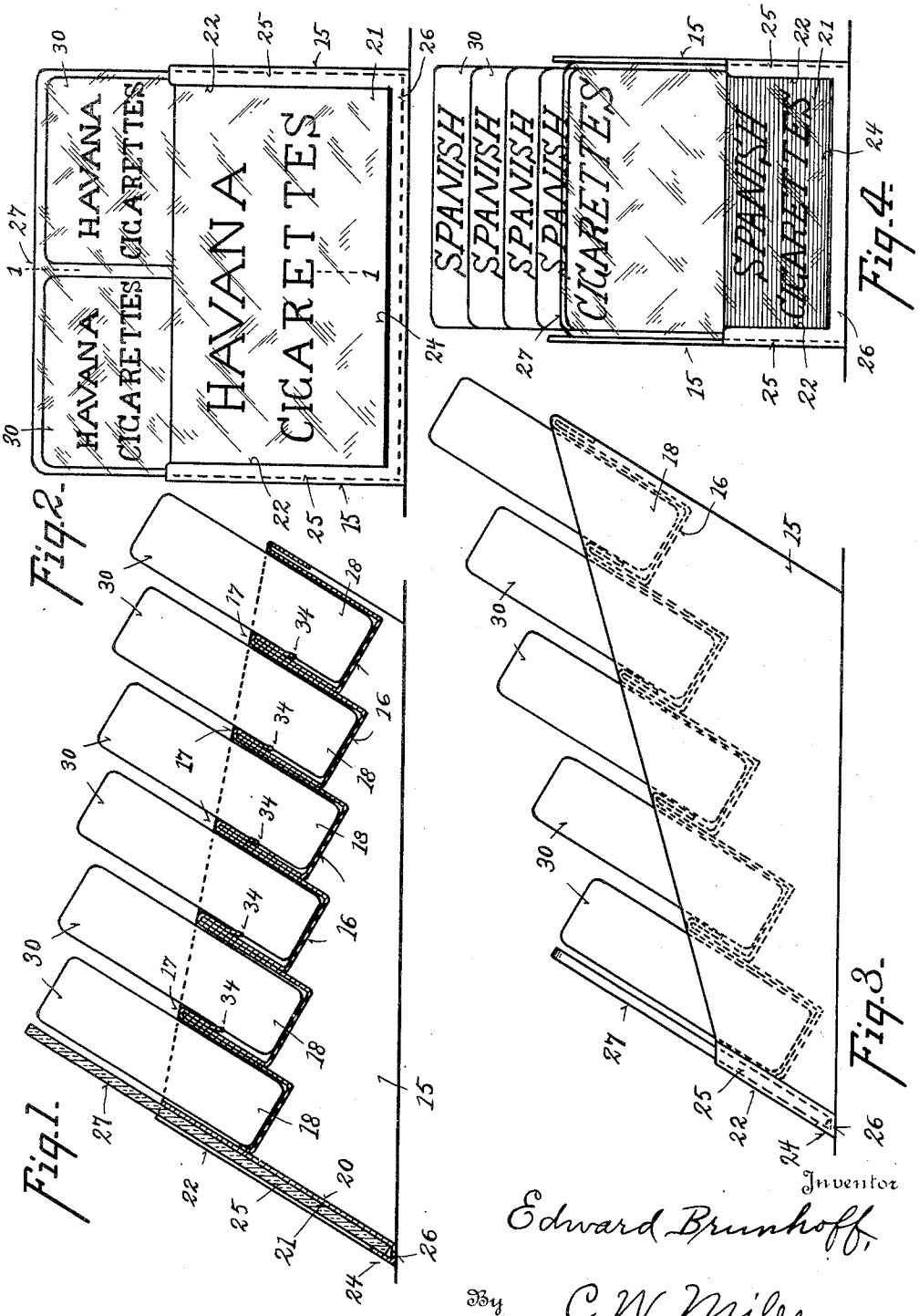


Fig. 1.

Fig. 2.

Fig. 3.

Fig. 4.

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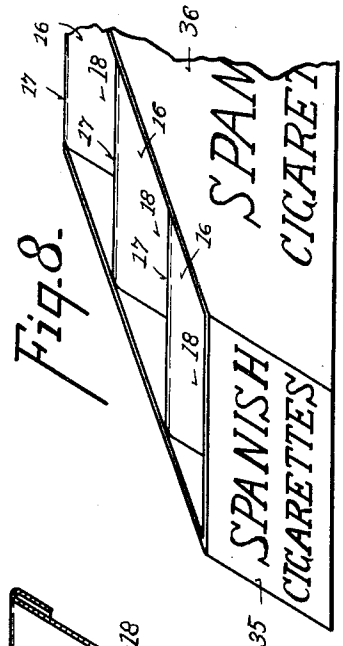


Fig. 8.

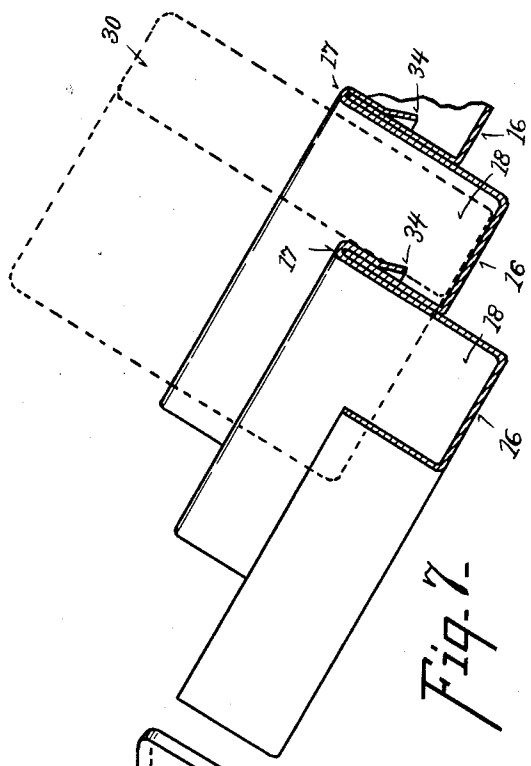


Fig. 7.

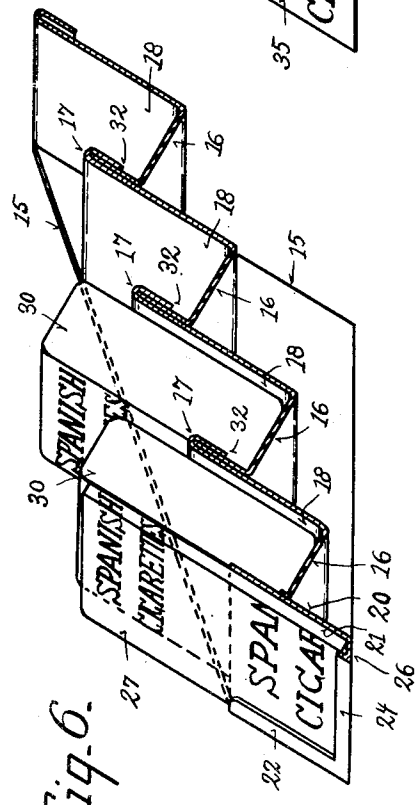


Fig. 6.

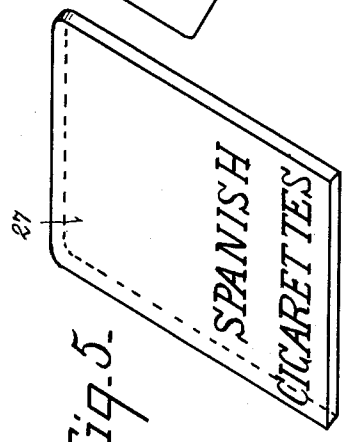


Fig. 5.

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Fig. 10.

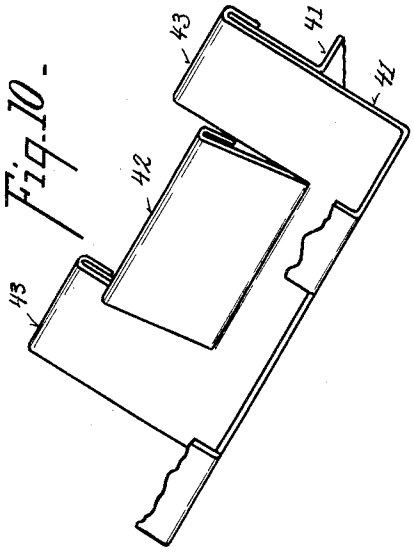


Fig. 11.

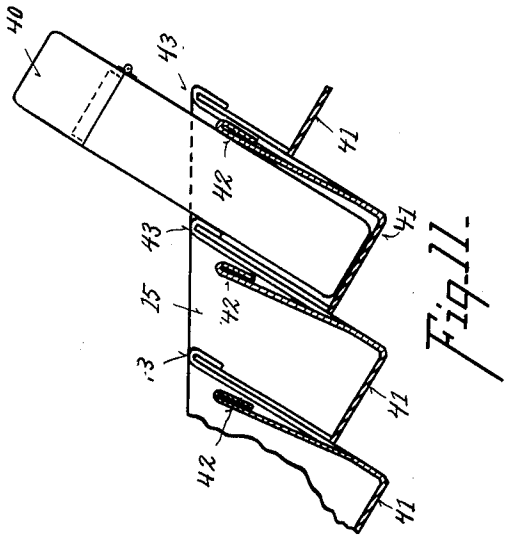


Fig. 9.

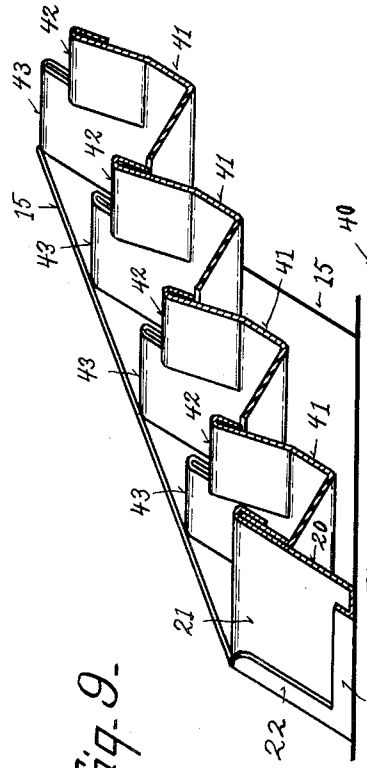


Fig. 13.

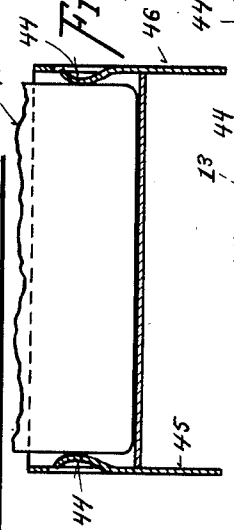
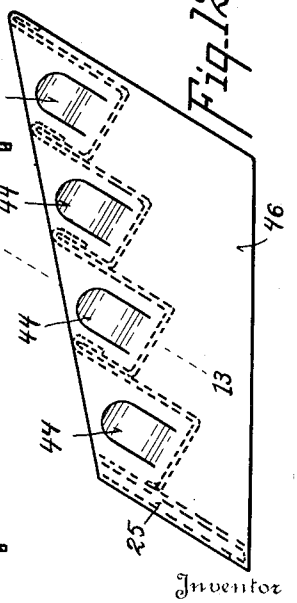


Fig. 12.



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Patented June 8, 1926. 1,587,935

UNITED STATES PATENT OFFICE.

EDWARD BRUNHOFF, OF CINCINNATI, OHIO, ASSIGNOR TO THE BRUNHOFF MANUFACTURING COMPANY, OF CINCINNATI, OHIO, A CORPORATION OF OHIO.

DISPLAY AND VENDING APPARATUS.

Application filed August 17, 1923. Serial No. 657,959.

My invention relates to improvements in display and advertising apparatus. One of its objects is to provide improved means to hold and display to advantage a series of packages to be vended. Another object is to provide improved means for holding and advertising a series of packages to be vended. Another object is to provide improved means to hold a series of packages to be vended so as to display to advantage the advertising matter upon a plurality of packages as collective advertising matter. Another object is to provide improved means to collectively and yieldingly hold a series of original packages whether in paper or metal containers, for display and vending purposes. My invention also comprises certain details, and combination and arrangement of components, all of which will be fully set forth in the description of the accompanying drawings, in which:

Fig. 1 is a central vertical section through a display and advertising apparatus embodying my invention, taken on line 1—1 of Fig. 2.

Fig. 2, is a front elevation of the same.

Fig. 3, is a side elevation illustrating a modification of Figs. 1 and 2.

Fig. 4, is a front elevation of Fig. 3.

Fig. 5, is a perspective view of one of the front advertising plates detached.

Fig. 6, is a sectional detail showing in perspective the structure of the package containers or pockets.

Fig. 7, is a sectional detail illustrating a modification of the pocket structure.

Fig. 8, is a perspective view of a display apparatus illustrating a modification.

Fig. 9, is a view similar to Fig. 6, illustrating a modification.

Fig. 10 is a perspective view of a portion of the angular cross-bars of Fig. 9, detached.

Fig. 11 is a sectional detail of a portion of the structure of Fig. 9 with an original package inserted therein.

Fig. 12 is a side elevation illustrating another modification.

Fig. 13, is a sectional detail taken upon line 13—13 of Fig. 12.

The accompanying drawings illustrate the preferred embodiments of my invention in which 15 represents the sheet metal side plates of the package supporting apparatus, the upper edges of which in Fig. 1 are shown downwardly inclined from the front toward the rear, and in Fig. 3, are shown upwardly inclined from front toward the rear.

Transversely to and intermediate of the side plates 15 are a series of angular sheet metal cross bars 16, which interlock one with another successively at 17 to form a continuous series of pockets or receiving channels 18 extending from one side plate to the other. The opposite ends of the cross bars 16 are attached respectively to the side plate 15, as for instance by solder joints. A continuous sheet metal cross plate 20 extends from one side plate to the other. This cross plate may be plane and its front face 21 serve as a space to display advertising matter, and is preferably inclined relative to the horizontal so as to present any advertising matter displayed thereon at an angle best suited to be observed by a customer standing in front of a counter or showcase upon which the display apparatus is supported. I preferably provide side bars 22 at opposite sides of the plate 20, and a bottom cross rail 24, which due to their angular cross section provide side channels 25, and a bottom channel 26 to receive the lower portion of the sides and the bottom of a detachable plate 27 of transparent material, as for instance plate glass. The upper portion of the plate 27 preferably projects above the upper edge of the plate 20 in front of the packages being displayed, for the purpose of increasing the luster and effectiveness of the display, and to afford protection for the packages, and to prevent the packages being too readily detached and removed forwardly or toward the customer. The plate 27 upon its rear face either the upper or lower portion, but particularly the lower portion in front of the plate 20 is designed to carry advertising matter, as for instance matter etched into the rear face of the glass, or painted upon the rear face of the glass. The front face 21 may be relied upon to provide an opaque background for the advertising matter upon the lower portion of the plate 27, or an opaque backing may be painted in rear of the advertising matter upon the rear face of the transparent plate 27.

The package 30 of goods to be vended, as for instance packages of cigarettes, are preferably arranged in an echelon formation to enable a series of packages one behind another to be collectively observed, and as

illustrated in Figs. 3 and 4 so as to display repeatedly portions of the advertising matter carried upon the label of the respective packages. This step arrangement of the packages also facilitates introducing and removing the individual packages from the pockets 18 without disturbing the other packages, and adds to the general appearance and display of the goods.

Ordinarily where the packages 30 represent paper wrapped packages the packages 30 are wedged into the pockets 18 with a sufficiently close fit to retain the packages in place and to prevent the packages being too readily extracted, thereby preventing the packages being extracted without attracting the notice of the proprietor or clerk of the store. As shown in Fig. 6, the lower edges 32 of angle plates 16 have a slight or mild action as barbs to retain the packages 30 in place. As shown in Figs. 1 and 7 the edges 34 corresponding to the edges 32 of Fig. 6 are bent more or less outwardly into the pockets 18 to increase the barbed action tending to hold the packages 30 in place in the pockets 18 since said barbs 34 tend to bed themselves to a greater or less extent into the yielding front face of the paper wrapped packages 30. Where it is desired to employ original packages 40 put up in metal containers in place of paper wrapped original packages 30, I preferably provide yielding or resilient means to yieldingly grasp and retain each package 40, or package 30 if desired, in its pocket or compartment, in order to prevent the original packages falling out of the compartments, as for instance where a display apparatus is accidentally upset, or from being too readily detached by unauthorized persons without attracting the attention of the attendant in charge of the store.

As illustrated in Figs. 9, 10, and 11 I provide the cross-bars 41 forming the compartments each with one or more inwardly or forwardly bent resilient tongues 42, preferably cut slightly lower than the side sections 43 of said cross-bars, whereby each of the original paper wrapped packages 30, or metal encased packages 40 will be individually yieldingly held in place within its pocket or compartment with sufficient frictional strain thereon to prevent any of the packages becoming detached should the display apparatus be accidentally upset, and at the same time to readily release the package to a purchaser by holding the display apparatus with one hand and withdrawing an original package with the other.

In Figs. 12 and 13 I have illustrated a series of resilient fingers 44 stamped integral with the opposite side plates 45 and 46, and which fingers 44 serve to yieldingly grasp opposite edges of an original paper package 30 or an original metal encased package 40 to yieldingly retain the original package in its compartment. The packages 30 may be arranged in a single row one behind the other as shown in Figs. 3 and 4, or in two or more parallel rows as shown in Figs. 1 and 2. I preferably employ the transparent plate 27 in front of the packages, but if desired said plate 27 and its channel guides 25 and 26 may be omitted as shown in Fig. 8, and the advertising matter placed directly upon the front plate 35 corresponding to the plate 20 of Fig. 1, and if desired upon the side plates 36, corresponding to the side plate 15 of Fig. 1.

The apparatus herein shown and described is capable of considerable modification without departing from the spirit of my invention.

What I claim is:

1. A display and advertising apparatus comprising a supporting frame having a series of pockets in a row one in rear of another whereby a plurality of packages to be vended may be supported to present and utilize the advertising matter upon the front of the packages for display purposes, and a transparent plate mounted detachably upon the front of said supporting frame.

2. A display and advertising apparatus comprising a supporting frame having a series of pockets in a row, one in rear of another whereby a plurality of packages to be vended may be supported to present and utilize the advertising matter upon the front of the packages for display purposes, guideways at the front of said supporting frame, and a transparent plate mounted detachably in said guideways upon the front of said supporting frame.

3. A display and advertising apparatus comprising a supporting frame having a series of pockets in a row one in rear of another, whereby a plurality of packages to be vended may be supported to present and utilize the advertising matter upon the front of the packages for display purposes, means to independently yieldingly hold said respective packages in position within their respective pockets, to resist noiseless or unauthorized detachment of the packages from said pockets, and a transparent plate mounted detachably upon the front of said supporting frame.

In testimony whereof I have hereunto affixed my signature.

EDWARD BRUNHOFF.