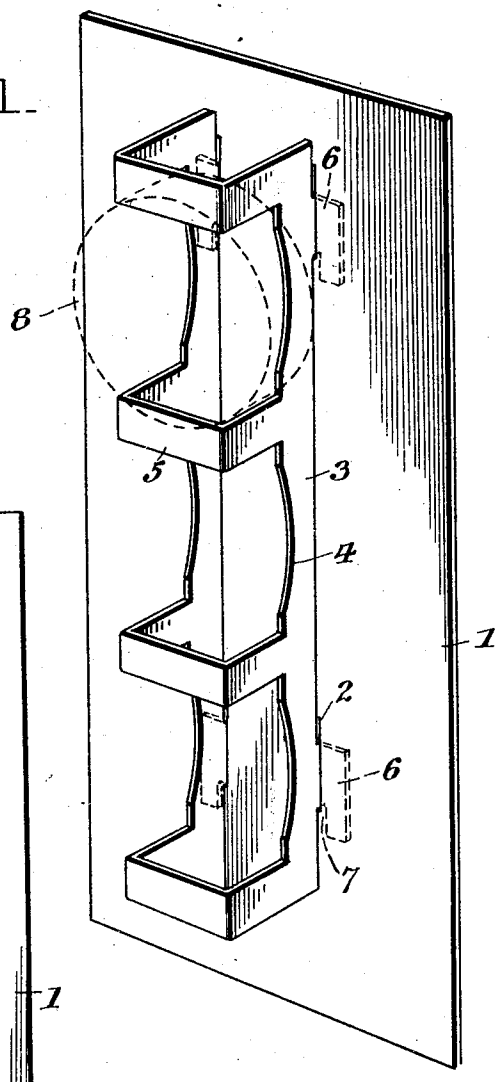
May 7, 1929. O. A. DREHMANN 1,711,877

CONTAINER DISPLAY HOLDER

Filed June 13, 1928

Fig. 1.



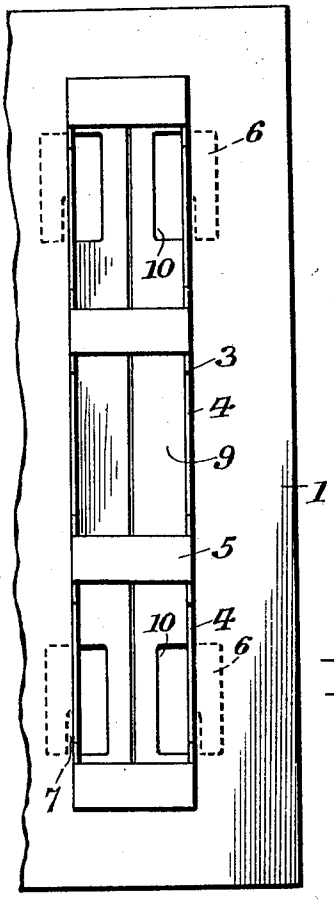


Fig. 2.

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UNITED STATES PATENT OFFICE.

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CONTAINER DISPLAY HOLDER.

Application filed June 13, 1928. Serial No. 285,020.

This invention relates to container display holders and it consists in the novel features hereinafter described and claimed.

An object of the invention is to provide a holder or container which will retain cosmetics and the like the parts and features of the invention being so arranged and assembled that the containers are attractively displayed and at the same time they may not be readily removed from the holder without detection.

The holder is intended to be used in stores or other places where the container and the contents thereof are sold and the holder displays the products upon the counter or showcase and at the same time the containers are so held that they cannot be easily removed without detection thus preventing theft.

With these and other objects in view, the structure includes a supporting panel of cardboard or heavy paper having slots cut therein and a frame, also of cardboard or heavy paper, having bracket portions adapted to receive and hold the containers and also provided with ears which are inserted through the slots and which lock against the end edges thereof.

In the accompanying drawings:—

Figure 1 is a perspective view of one form of the container display holder.

Figure 2 is a front elevational view of a modified form of the same.

In both forms of the invention the container display holder includes a panel or strip 1 of cardboard or heavy paper and which is provided at spaced intervals with slots 2. The said slots are preferably four in number. Any suitable advertising matter (not shown) may be printed or otherwise applied to the adverse surface of the panel 1 and at the side of the holding frame hereinafter described.

In the form of the invention shown in Figure 1 of the drawing, a frame 3 is provided the said frame being cut from a piece of cardboard or heavy paper. The said frame is provided with opposite side portions having concaved edge sections 4 and the said side portions are connected together by spaced brackets 5. The concaved sections 4 are disposed between the brackets 5. The side portions of the frame are provided with ears 6 which pass through the slots 2 and the said ears 6 are provided at their lower edges with recesses 7 adapted to receive the material of the panel 1 at the lower end of the slots 2 after said ears have been passed through the slots when the frame 3 is moved longitudinally in a downward direction.

The container, one of which is indicated at the dotted line 8 in Figure 1 of the drawing is inserted between the brackets 5 so that the adjacent brackets are disposed across opposite peripheral portions of the container. The panel 1 holds the frame 3 comparatively rigid and the container 8 cannot be removed from between the brackets without tearing or mutilating the frame. The concaved edge sections 4 are disposed opposite the inner sides of the containers and provide a clearance space through which the tips of the fingers may be inserted when it is desired to remove any particular container from the frame, and which can be done only by tearing the frame.

In the form of the arrangement as shown in Figure 2 of the drawing the inner edges of the sides of the frame 3 are extended inwardly toward each other in the form of flanges 9 and the ears 6 are cut from the said flanges leaving openings 10 therein. The flanges 9 form the rear side for the frame and are disposed directly against the forward surface of the panel 1. The ears 6 pass through the panel and are disposed against the rear side thereof in the same manner as described in connection with the form as shown in Figure 1 of the drawing.

The containers are held in position upon the frame as shown in Figure 2 of the drawing in the same manner as described in conjunction with the structure shown in Figure 1 and are removed from the frame as shown in Figure 2 in the same manner as hereinbefore described.

A prime object of the present invention is to provide a display holder having its parts and features so arranged as to prevent the ready removal of the products displayed without tearing the frame. The product cannot be removed from the frame in any manner without tearing the frame unless the frame is unlocked from the supporting strip. The containers are placed in the frame from the back thereof before the frame is mounted upon the strip. The frame will hold three, four or more containers and in each instance where a container is removed, it is necessary, in order to perpetuate the display, to unlock at the back. The display is intended only

for advertising the product and that the supply proper is kept in stock so that orders may be filled from the latter rather than the former and the removal, as explained, is only in cases of emergency after the supply usually carried in stock has been exhausted.

From the foregoing description taken in conjunction with the accompanying drawing it will be seen that a container display holder of simple and durable form is provided and thus the same may be used to advantage for showing or exhibiting containers and that the containers are safely held or retained while on exhibition.

While I have particularly described the elements best adapted to perform the functions set forth, it is obvious that various changes in form, proportion and in the minor details of construction may be resorted to, without departing from the spirit or sacrificing any of the principles of the invention.

Having described the invention what is claimed is:—

1. A container display holder comprising a panel having slots, a frame having side portions provided with ears which pass through the slots, said ears having recesses adapted to engage the edges of the slots and the frame having spaced bracket portions the spaces between the bracket portions being less in length than the diameter of the container which is held between the bracket portions.

2. A container display holder comprising a panel having slots, a frame having side portions provided with ears, said ears passing through the slots and having recesses adapted to engage the ends of the slots, the frame having spaced bracket portions and the edges of the sides of the frame between said bracket portions having concaved sections.

3. A container display holder comprising a panel having slots, a frame having side portions provided with ears, said ears passing through the slots and having recesses which receive the end portions of the slots, the side portions of the frame having inwardly disposed flanges which form the rear side of the frame and the side portions of the frame having spaced bracket portions adapted to receive the container between them.

In testimony whereof I affix my signature.

OSCAR A. DREHMANN.