April 17, 1928. 1,666,821

F. HIESTER

MERCHANDISE DISPLAY UNIT

Filed March 25, 1926 2 Sheets-Sheet 1

Fig. 1.

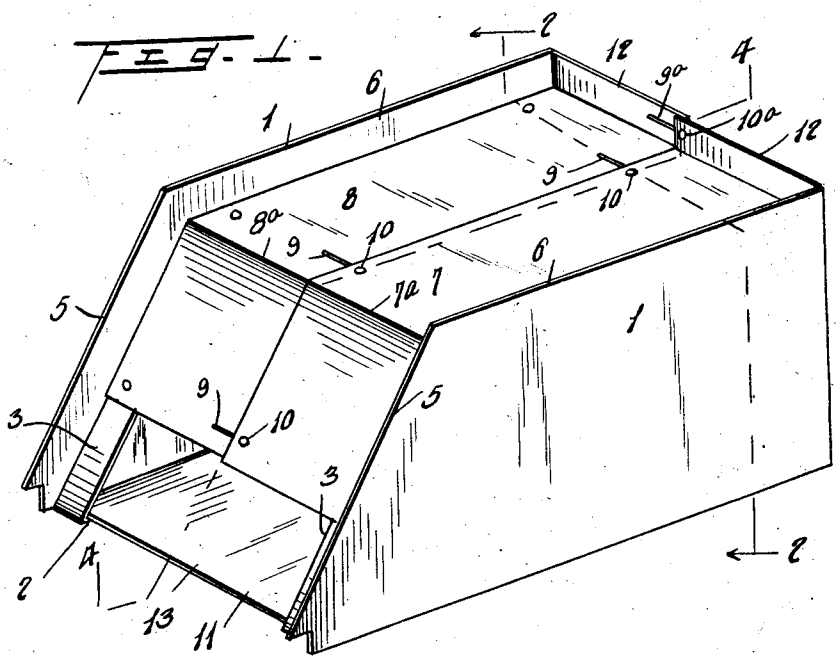


Fig. 2.

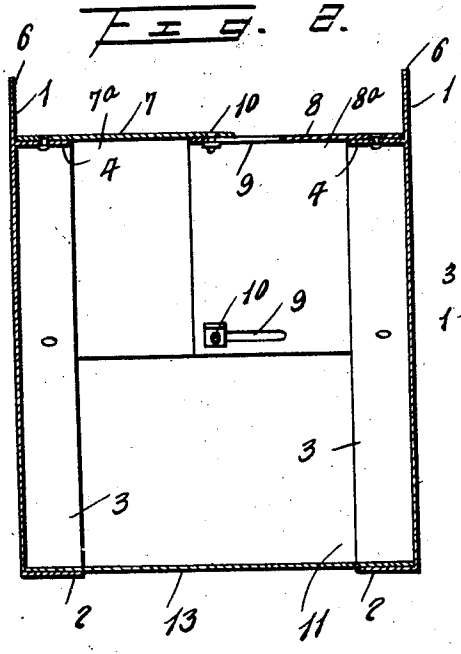
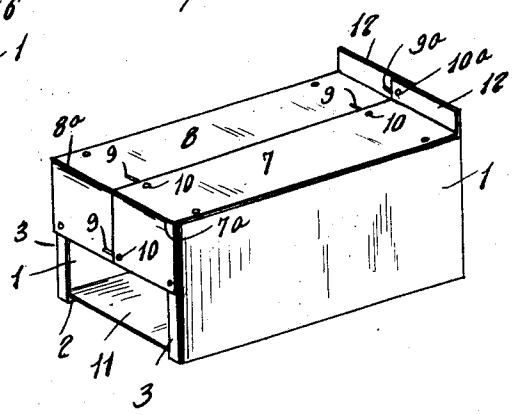


Fig. 7.



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Fig. 3.

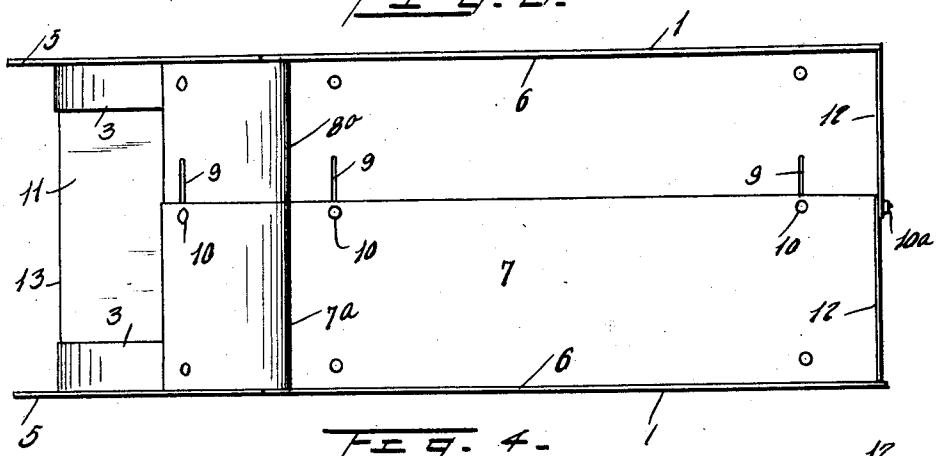


Fig. 4.

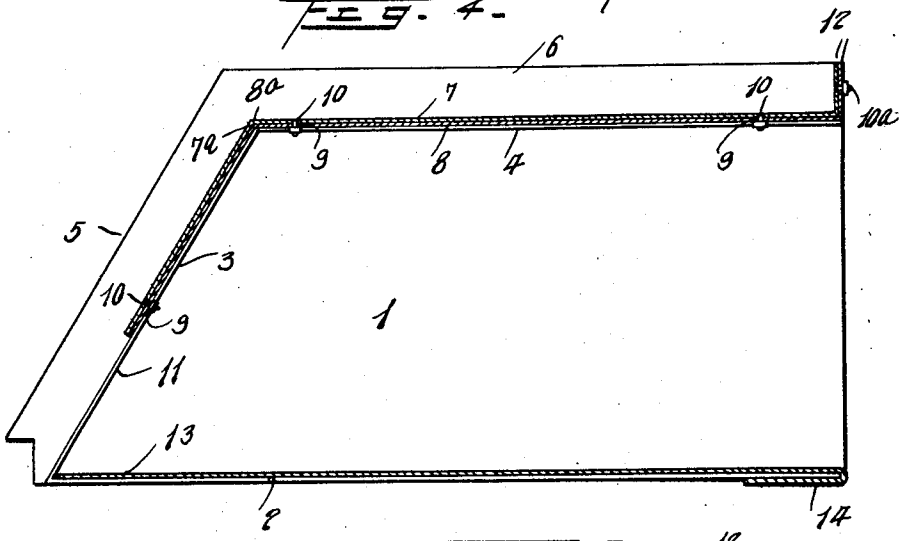


Fig. 5.

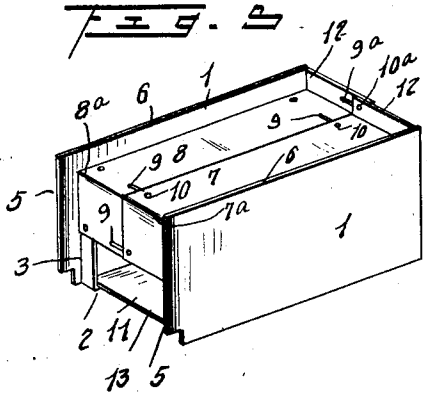
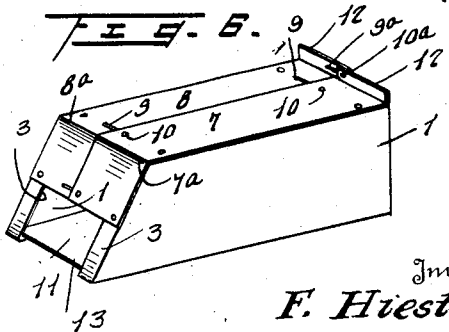


Fig. 6.



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Patented Apr. 17, 1928. 1,666,821

UNITED STATES PATENT OFFICE.

FAY HIESTER, OF BREMEN, INDIANA.

MERCHANDISE-DISPLAY UNIT.

Application filed March 25, 1926. Serial No. 97,313.

The invention relates to devices to be inserted in show cases for displaying merchandise such for instance as candies and has for its principal object the provision of a device that will make the display of the candy attractive to the trade and provide means by which a new stock of candy may be always placed for display while the stock that has been in the show case may be arranged for dispensing.

To this end the invention contemplates the provision of a unit to be inserted in a show case and so shaped as to snugly fit the show case from front to back and consisting of a receptacle to hold the candy or other merchandise to be dispensed and provided with a tray on the top and at the front to hold candy for display, the lower portion of the front tray being open and communicating with the receptacle so that the candy that had been on display may be pushed forwardly and downwardly and scraped back into the receptacle for dispensing. This structure providing means by which the show case may look as though it was always heaped with candy for display and sale thus adding to the attractiveness to the purchaser.

The invention will be described in detail hereinafter and will be found illustrated in the accompanying drawings, in which

Figure 1 is a view in perspective of one of the display units showing the unit with a sloping front to fit a sloping front show case,

Figure 2 is a transverse sectional view on a plane indicated by the line 2—2 of Figure 1,

Figure 3 is a top plan view,

Figure 4 is a longitudinal sectional view on a plane indicated by the line 4—4 of Figure 1, and

Figures 5, 6 and 7 are views of modified forms.

In the drawings similar reference characters will be used to designate corresponding parts throughout the several views.

The merchandise display unit as shown in Figures 1 to 4 inclusive comprises side members 1 having on their adjacent sides inwardly extending flanges 2, 3 and 4, the flanges 2 being at the bottom of the side members 1, while the flanges 3 are set inwardly of the front edges 5 and the flanges 4 are set inwardly of the upper edges 6 of said side members 1. 7 and 8 indicate plates forming the top and the front of the unit, the plate 7 having one of its edges secured to the flanges 3 and 4 on one of the side members 1, while the plate 8 has one of its side edges secured to the flanges 3 and 4 of the other unit 1 by means of rivets or other suitable fastenings, and have their meeting edges overlapped and adjustable by means of slots 9 in plate 8 and pins 10 in plate 7 engaging said slots, this structure admitting of adjusting the width of the unit to fit the space provided for the unit in the show case. Plates 7 and 8 are bent as shown at 7^a and 8^a respectively to form the front and top of the unit, and the lower edges of said plates 7 and 8 are spaced above the bottom edge of the side members 1 to form an opening 11 admitting to the interior of the unit. The rear edges of plates 7 and 8 are bent upwardly as shown at 12 to form the rear wall of a tray that is provided by the extended portion of the side members 1 beyond the flanges 3 and 4 and the plates 7 and 8, this tray being designed, as heretofore stated, to receive stock for display, while the receptacle formed by the side members 1 and the plates 7 and 8 within the unit is to hold the stock of candy from which sales are made. The upwardly bent portions 12 may be provided with means for adjusting the members consisting of the slot 9^a and pin 10^a, corresponding to the structure of the slots 9 and pins 10, hereinbefore described.

13 indicates the bottom plate that rests on the flanges 2 and is provided with a bent back portion 14 at its rear end to engage under the flanges 2.

It will be understood that the device may be shipped in an unassembled condition including having the plates 7 and 8 flat and designed to be bent to form the top and front of the unit as hereinbefore described, and that the bottom plate 15 is to be made sufficiently wide to fit the unit in its widest adjustment and to be cut down should the user desire to make the unit narrower, all of the parts being preferably made of sheet metal.

In Figure 5 is shown a modified form in which the unit is made to fit a show case having a vertical front, and in Figures 6 and 7 are shown units designed to be used with show cases having plate glass dividers for the different sections of the case, the same reference characters being used to designate like parts as has heretofore been used

in connection with the description of Figures 1 to 4.

In use, it will be apparent that the trays formed in the top and the front of the unit by the extended portions of the side members 1 and the plates 7 and 8 will hold candy for display making it appear that the section of the show case in which the unit is installed is full of the candy, while within the unit will be held the stock of candy to be dispensed, and as the stock of candy within the unit is depleted the candy on display within the top and front trays may be pushed forwardly and downwardly and scraped through the opening 11 to the interior of the receptacle and new candy placed within the trays, thus insuring the display of fresh candy at all times and enabling the shopkeeper to sell the older stock that had already been on display.

What is claimed is:—

1. A merchandise display unit, comprising a receptacle adapted for installation in a show case to contain merchandise to be dispensed, a tray arranged on the top of the receptacle, a tray arranged on the front of the receptacle and communicating with the top tray, the front tray having an opening communicating with the interior of the receptacle, said trays forming feeders for the receptacle through the opening aforesaid to permit the display of fresh merchandise in said trays and dispensing of the merchandise after display.

2. A merchandise display unit, comprising a receptacle for holding merchandise to be dispensed, having side walls, flanges for the top, one end and at bottom of adjacent faces of said side walls, the top and end flanges being spaced from the adjacent edges of the walls, a plate secured to the top and end flanges and spaced from the bottom of the receptacle, said plate and flanges forming a continuous display tray and the space between the plate and bottom of the receptacle forming a feeder for the receptacle from the tray, and a plate supported on the bottom flanges.

3. A merchandise display unit, comprising a receptacle for holding merchandise to be dispensed and having side walls, flanges on the adjacent faces of the side walls and spaced from the top and one edge thereof, and an angular plate secured to the top and end flanges, said plate having one of its edges spaced from the bottom edges of the side walls to provide an opening communicating with the interior of the receptacle, said plate being adapted to support merchandise for display on the top and at one end of the receptacle and the space between the bottom edge of the plate and the bottom of the receptacle providing an opening permitting removal of the displaying merchandise to the receptacle to be dispensed.

4. A merchandise display unit, comprising a receptacle for merchandise to be dispensed and having one of its ends open, the top and other end of the receptacle adapted for use as a continuous tray for display of merchandise contained within the receptacle, and the front wall having an opening providing communication between the tray and receptacle to permit removal of displayed merchandise from the tray to the receptacle to be dispensed and insuring display of fresh merchandise in the tray.

In testimony whereof I affix my signature.

FAY HIESTER.