L. P. EARL.

DISPLAY AND DISPENSING DEVICE.

APPLICATION FILED AUG. 18, 1917.

1,276,630. Patented Aug. 20, 1918.

Fig. 1.

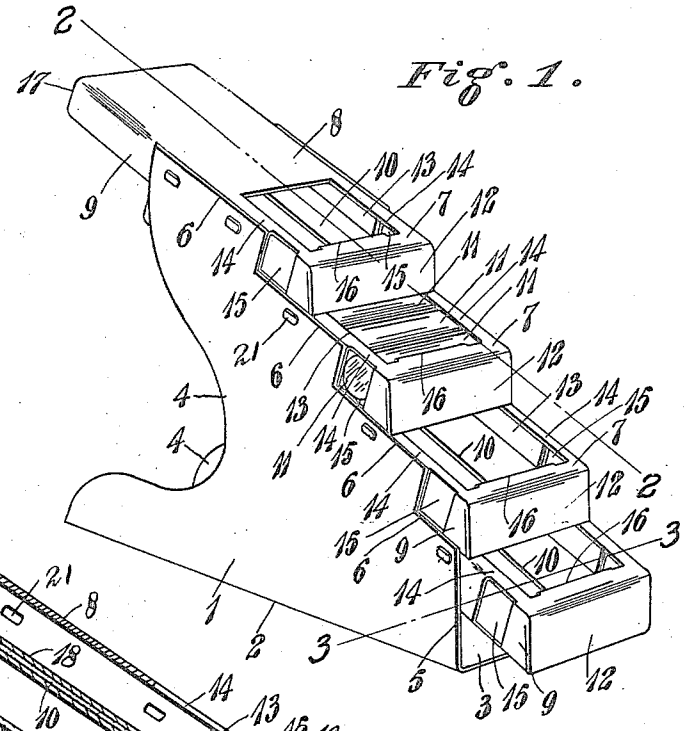


Fig. 3.

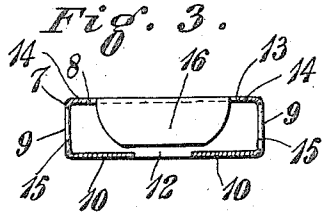


Fig. 2.

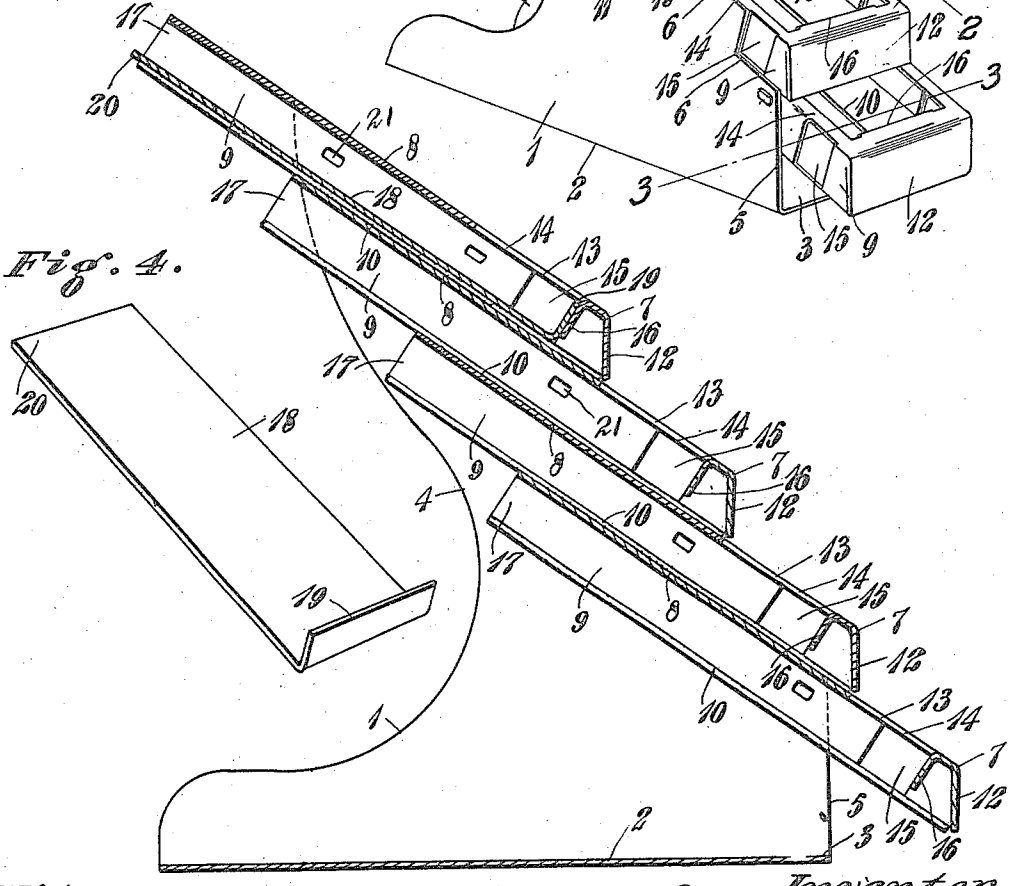


Fig. 4.

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UNITED STATES PATENT OFFICE.

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DISPLAY AND DISPENSING DEVICE.

1,276,630. Specification of Letters Patent. Patented Aug. 20, 1918.

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To all whom it may concern:

Be it known that I, LEON P. EARL, a citizen of the United States, and a resident of Cincinnati, in the county of Hamilton and State of Ohio, have invented certain new and useful Improvements in Display and Dispensing Devices, of which the following is a specification.

My invention relates to store furniture, and its object is to provide means for more effectively displaying and at the same time conveniently dispensing a variety of small packages as of candy, chewing gum and the like.

My invention consists in the combination of parts and in the details of construction and arrangement of parts as will hereinafter be more fully described and claimed.

In the drawing:

Figure 1 is a general perspective view of a device embodying my invention;

Fig. 2 is a vertical longitudinial section on a plane corresponding to the line 2—2 of Fig. 1;

Fig. 3 is a cross-section on a plane corresponding to the line 3—3 of Fig. 1 at right angles to the back of the magazine through which the section is taken; and

Fig. 4 is a detail perspective view of one of the carriers.

As I prefer to construct my invention, there is a supporting structure 1 made of a single piece of sheet-metal with parallel bends 2 whereby there is formed a flat bottom 3 and upright sides 4. The flat bottom 3 is of elongated rectangular formation and the front edges 5 of the sides 4 are, as shown, straight and vertical, while the upper edges of the sides 4 are cut to form a series of downwardly forwardly inclined steps 6. The rear edges of the sides 4 have a curved formation to give the supporting structure a more ornamental appearance.

Between the upright sides 4 of this supporting structure 1 are arranged the magazines 7 each similar in construction to all of the others; being made up of a single elongated substantially rectangular piece of sheet-metal with four longitudinal bends, so that there are formed a face side 8, lateral walls 9 and in-turned back flanges 10 (Fig. 3.) The package 11 is held in the magazine crosswise thereof, and, with the package shown, the face 8 is considerably wider than either one of the lateral walls; which relative dimensions of course will vary with the relative dimensions of the packages to be held. One end of the substantially rectangular sheet has an integral projection 12, and this is given a transverse downward bend between the lateral walls 9; said extension 12 being of such width and length that its edges meet the end edges of the lateral walls 9 and of the back flanges 10. Thus the extension 12 forms a closure for the end of the magazine. In accordance with the preferred arrangement, wherein the magazines have inclined positions in the supporting structure 1, the lateral walls 9 have their ends cut at a suitable angle to the back and face of the magazine so that the closed end of the magazine has such an inclination that it will be substantially vertical when the magazine assumes its position in the supporting structure.

In the face side 8 of each magazine near the closed end I prefer to provide a display opening 13 which as here shown is about one-third the length of the face side. It will be understood that by making this opening the full width of the face side of the magazine it may serve as an outlet opening as well as a display opening; especially when the magazine has a position much inclined away from the vertical so that the lowermost package 11 will not roll out downwardly under the weight of the superimposed packages.

As here shown, however, and as just alluded to, the opening 13 is narrower than the face side, leaving narrow flanges 14 which will engage with the end parts of the packages so that none of these will roll out forwardly, whatever the position of the magazine. For the outlet of the packages in accordance with this arrangement, lateral outlet openings 15 are provided in the lateral walls 9 of each magazine, these outlet openings 15 preferably having their front edges about coincident with the front edge of the display opening 13 and extending from top to bottom of the lateral wall so that above the outlet opening 15 there is left only the narrow flange 14 just described which will prevent the lowermost package from rolling out of the magazine should it be given a very steeply inclined or vertical position. To hold the lowermost package in such alinement with the outlet openings 15 that it may be readily pushed out of either of said open-

ings by inserting the finger through the opposite one, the face side has a lip 16 bent down inside the magazine at the end of the display opening 13 next to the closed end of the magazine. The opposite end 17 of the magazine is left open for insertion of the packages.

To make it more convenient to fill the magazine with packages, I prefer to provide a carrier 18 (Figs. 2 and 4,) which consists simply of an elongated piece of sheet-metal of slightly less width than the interior of any of the magazines 7, with one end turned up to form a ledge 19 of slightly less height than the interior of any of said magazines. This carrier 18 is of such length that when it is inserted through the open end 17 of any magazine 7 until the front side of its ledge 19 engages with the lip 16 of the magazine, the rear end 20 of the carrier will project slightly from the open end 17 of the magazine as seen in Fig. 2 so that it may readily be grasped to pull the carrier out of the magazine. Such a carrier may have the packages laid on it crosswise thereof and held from sliding down off of it by the ledge 19, and then the carrier 18 may be let down into the magazine and remain therein until all of the packages are used out of that magazine, thus virtually forming the bottom and front end of the magazine. Where it is desired to use such carriers, there will of course be one for each magazine. It will be understood that such a carrier adds somewhat to the convenience of use by allowing the full capacity of the magazine to be inserted at once instead of inserting one package at a time and exercising the care necessary to have each package assume its correct position across the magazine.

As before alluded to, the width of the display opening 13 relative to the length of the package 11 determines whether or not the package may be withdrawn through the front of the magazine. But on the other hand, the provision of the lateral outlet openings 15 makes it unnecessary to have an opening through the face of the magazine unless so desired for display of the front label of the package; which display of course is nearly always desired. Even for such display it is not necessary that the package be accessible through the opening 13, which may be filled with a suitable transparent material such as glass, celluloid or gelatin so that the packages will be displayed through the face of the magazine but be accessible only through the lateral openings 15. Also it will be understood that, should it not be desirable to display the package itself through the face of the magazine, the space where the display opening 13 is may receive any material desired to be displayed; so that this display opening 13 as shown is not essentially an opening but may be merely a space for display, either of the package itself if the space be open, or of any other matter if the space be closed.

Each magazine 7 being constructed substantially as above described, they are superposed in inclined positions between the parallel sides 4 of the supporting structure 1 to which they are attached by tongues 21 bent out from the lateral walls 9 and passed through openings in the walls 4, with each upper magazine overlapping the next lower one in that part of the face side 8 between the display opening or space 13 and the open end 17 of said lower magazine. Preferably the inclination of the magazines is approximately forty-five degrees, which is sufficient to cause the packages to slide down as the lowermost ones are removed and yet not so much inclined but that each one of the magazines is both clearly visible and readily accessible. The approximately vertical front end 12 of each magazine may bear a designation of the goods contained in the respective magazine, together with such other matter as may be useful to advertise the goods or make the appearance of the device more ornamental and attractive. The face side 8 of the uppermost magazine may bear suitable advertising or other matter as may also the outer surfaces of the sides 4 of the supporting structure 1.

Although the inclination shown and described is preferable, it will be understood that this is not essential, and that the positions of the magazines may vary between the vertical and horizontal so long as they otherwise have the relative positions substantially as have been described.

In general it will be understood that while I have shown and specifically described a preferred example of my invention, considerable modification is possible either as hereinbefore alluded to or otherwise, and therefore, what I claim as new and desire to secure by Letters Patent is:

1. In a display and dispensing device, a magazine made up of a single elongated piece of sheet metal having four longitudinal bends forming a wide face side, narrow lateral walls and inturned back flanges, and having near one end a transverse downward bend between said lateral walls, forming a closure for said end, and having outlet openings in its lateral walls and a display opening in its face side, near said end having the closure, and having a lip bent down from its face side at the end of said display opening next to said end having the closure, the other end of said magazine being open.

2. In a display and dispensing device, superposed downwardly forwardly inclined magazines, each made up of a single elongated piece of sheet-metal having four longitudinal bends forming a wide face side, narrow lateral walls and inturned back

flanges, and having near its front end a transverse downward bend between said lateral walls, forming a closure for said end, and having outlet openings in its lateral walls and a display opening in its face side, near said front lower end, and having a lip bent down from its face side at the lower front end of said display opening, each upper one of said magazines overlapping the next lower one between the display opening and the upper rear end of said lower one, the upper rear end of each magazine being open.

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