Nov. 3, 1942. K. FINK 2,300,412

PACKAGE AND DISPLAY EASEL

Filed March 28, 1940

Fig. 1.

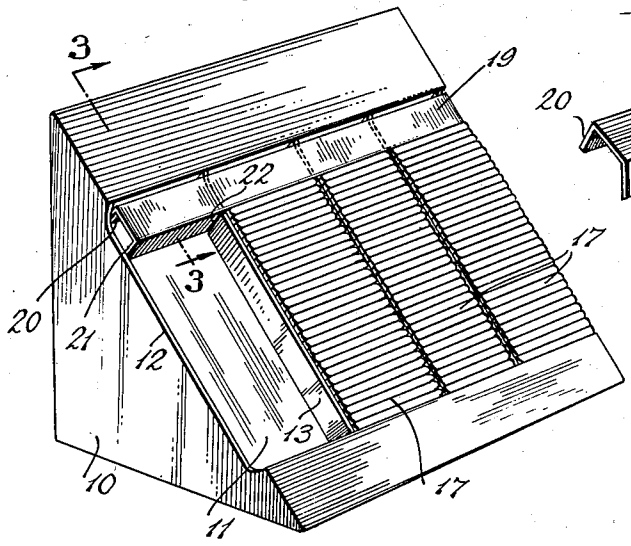


Fig. 2.

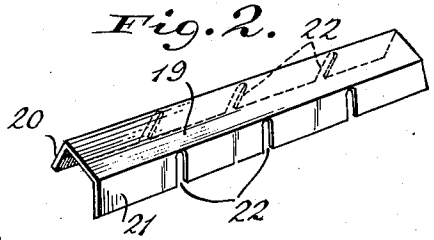


Fig. 3.

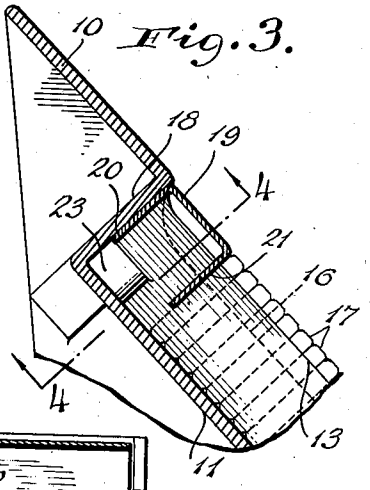


Fig. 4.

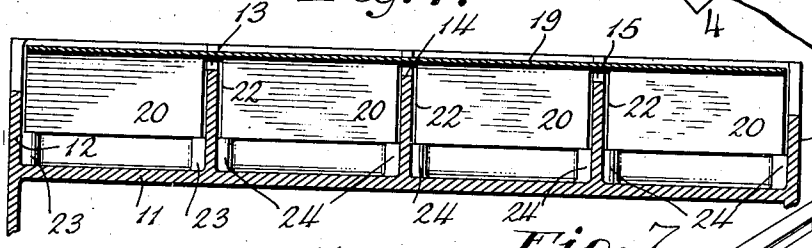


Fig. 5.

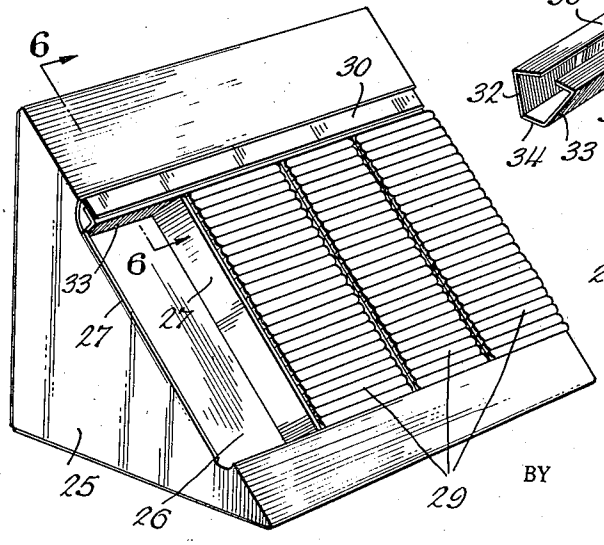


Fig. 7.

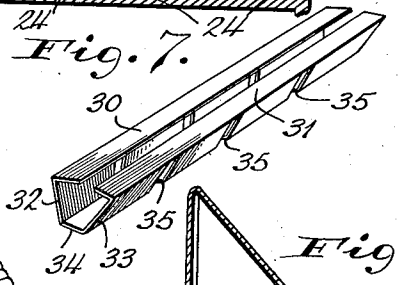
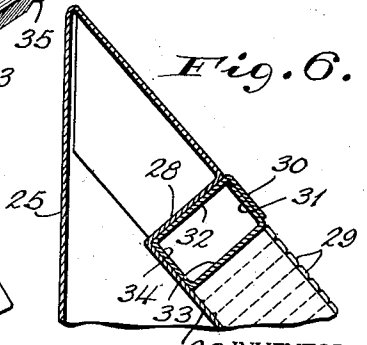


Fig. 6.



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UNITED STATES PATENT OFFICE

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PACKAGE AND DISPLAY EASEL

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Application March 28, 1940, Serial No. 326,359

6 Claims. (Cl. 206—44)

My present invention relates generally to display devices, and has particular reference to a display device of the character which is intended to stand on a store counter or the like.

My invention is primarily intended for use in a display device in which a number of commodities, such as sticks of chewing gum or the like are arranged and displayed in a stack, the stack being freely accessible to allow the purchaser to help himself to the commodities.

It is the general object of the invention to provide certain specific improvements in a display device of this general type. More particularly, these improvements aim to assure proper accommodation of the commodities in the stack, and to hold them in position during periods of storage and shipment.

In a preferred form of construction, the display device includes an inclined panel having upstanding partitions arranged in parallel vertical planes so as to define at least one channel adapted to accommodate a stack of commodities, a lower end wall providing a sort of base against which the lower end of the stack abuts. An upper end wall is arranged in such a way that it will be spaced from the upper end of the stack, the intention being that the purchaser may insert his finger into this space for the purpose of gaining access to one or more of the commodities at the top of the stack.

One of the features of my invention lies in providing an improved type of temporary removable plug adapted to be arranged in the space above the stack and provided with springy portions which press yieldably against the stack and the upper end wall, thereby slightly compressing the stack to hold it frictionally in position prior to the time when the display device is set out ready for use.

Another feature of the invention lies in the special provision of an obstruction in the upper end of the channel to prevent the normal accommodation of devices in this upper end, thereby assuring the maintenance of the space above the stack.

It is usually preferable to provide a display device of this character with a plurality of channels arranged side by side, and it is this type of device which I have chosen for illustration in the accompanying drawing. Where a number of channels are provided for they are defined by a suitable number of upstanding partitions of the character mentioned, and it is a feature of my invention to provide a special type of temporary removable plug which is common to all the stacks and serves to hold them in proper position during periods of shipment and storage.

I achieve the foregoing objects and such other objects as may hereinafter be pointed out in the manner illustratively exemplified in the accompanying drawing, in which—

Figure 1 is a perspective view of a display device of the present character, one of the channels being empty to disclose its nature;

Figure 2 is a slightly enlarged perspective view of the special temporary plug element used in Figure 1;

Figure 3 is an enlarged fragmentary cross-sectional view taken substantially along the line 3—3 of Figure 1;

Figure 4 is an enlarged cross-sectional view taken substantially along the line 4—4 of Figure 3;

Figure 5 is a perspective view similar to Figure 1 illustrating a modification;

Figure 6 is a fragmentary cross-sectional view taken along the line 6—6 of Figure 5; and

Figure 7 is a perspective view of the temporary plug element shown in Figures 5 and 6.

In Figures 1 to 4 I have illustrated a display device in which the body portion is composed of an integral molded structure 10 of substantially triangular cross-section. This provides an inclined panel 11 upon which the commodities are intended to rest, thereby exposing and displaying them to a prospective purchaser who has ready access to them. Arranged on the panel 11 are a series of upstanding partitions 12, 13, 14, 15 and 16, which define four channels arranged side by side. Obviously, a fewer or larger number of partitions may be provided for, depending upon the number of channels that are desired. The form shown in the drawing has been found satisfactory in practice and is intended to be merely illustrative. In the illustrated form the end partitions 12 and 16 are of slightly less depth than the intermediate portions, but this is not essential.

Each channel is adapted to accommodate a stack of commodities, and I have illustratively shown three such stacks designated by the reference numerals 17. Obviously, the nature of the individual commodity is immaterial, but the invention is primarily intended for use with slab-like articles, such as rectangular packaged sticks of chewing gum.

Each channel is provided with a lower end wall against which the lower end of the stack abuts. In the illustrated embodiment of the invention, these lower end walls are arranged in a single plane substantially perpendicular to the plane of the panel 11, but under certain circumstances these lower end walls need not be so aligned.

The channels are, however, provided with a common upper end wall 18 which is purposely intended to be spaced from the upper ends of the stacks. When the device is loaded to its maximum capacity, this space is intended to be oc-

cupied by a special temporary removable plug. In the embodiment illustrated in Figures 1 to 4, this plug comprises an element of springy cardboard or the like which is shown by itself in Figure 2. In this construction, the element is shaped to define a front wall 19 and rearwardly-extending side walls 20 and 21. These side walls are provided with slits 22, the slits in the side wall 21 being aligned with the slits in the side wall 20. This plug element is so constructed that under normal conditions, the side walls 20 and 21 converge toward each other. In Figure 2 they are shown converging toward the front wall 19.

When the plug element is used, the side walls 20 and 21 are pinched together, to bring them into substantially parallel planes, and the plug is then inserted above the stacks 17, as shown in Figures 1, 3 and 4. It will be observed that the slits 22 accommodate and fit over the partitions 13, 14 and 15, while the front wall 19 overlies all of the partitions.

When the plug is in position, the front wall 19 lies substantially flush with the exposed faces of the stacks 17, and the inherent springiness of the side walls 20—21 exerts pressure not only upon the upper ends of the stacks but also upon the upper end wall 18. This serves not only to hold the plug element in position frictionally but it also serves slightly to compress each of the stacks 17. As a result the stacks are frictionally held in proper position, and the entire loaded device is thus in a convenient condition for packaging and shipment.

When the device is set up on a store counter or the like, and is ready for use, the plug element is removed and may be discarded. The commodities in the various stacks are then readily available for withdrawal, it being contemplated that these commodities will be withdrawn one by one from the tops of the stacks.

In order to assure a maintenance of the space above the stacks, not only during the loading of the device but also during the time that the device is in use, my invention provides a special obstruction in the upper end of each channel. In the preferred construction, this obstruction takes the form of a lug formed in the channel at its upper end. I have illustratively shown two such lugs 23 on opposite sides of the channel defined by the partitions 12 and 13. Similar sets of lugs, designated by the reference numeral 24 are arranged in the other channels. It will be observed that these lugs are laterally disposed so as not to impede the insertion into the space above the stack of a finger seeking to withdraw the uppermost commodity in the stack. It will also be observed that these lugs reduce the effective width of each channel at its upper end. This prevents the normal accommodation in this upper end of additional commodities and thus assures the maintenance of the desired space above each stack.

Where the obstructions take the form of lugs of the character referred to, the plug element is preferably so designed that the inner edges of the side walls 20 and 21 rest against the lugs when the plug is in position. This relationship of parts is shown most clearly in Figures 3–4.

In Figures 5, 6 and 7 I have illustrated a modification in which the body of the display device is formed of cardboard 25 or the like. One or more elements of cardboard, properly shaped and folded are assembled to provide a body of the same substantial character as that hereinbefore referred to. An inclined panel 26 is again provided for, and partitions 27 define one or more channels for the accommodation of stacks of commodities. Each channel again is provided with a lower end wall against which the lower end of the stack abuts, and the construction provides a common upper end wall 28 which is intended to be spaced from the upper ends of the stacks 29.

In this embodiment of the invention, the temporary removable plug may, if desired, take the form shown in Figure 7. An element of springy cardboard is shaped and cut to define overlapping front walls 30 and 31. A side wall 32 extends rearwardly from the front wall 30 and a side wall 33 extends rearwardly from the front wall 31. A rear wall 34 connects the rear ends of the walls 32 and 33. Both the side walls and the rear wall are provided with slits 35 which fulfill the same function as the slits 22 of Figure 2, i. e. they accommodate and fit over the partitions 27 when the plug is in position.

It will also be observed that the side walls 32 and 33 normally converge toward each other. In Figure 7 they are shown converging toward the rear wall 34. When the plug is inserted into the device, after the latter has been loaded with commodities, the side walls 32 and 33 are pinched together to bring them into substantially parallel planes, as shown most clearly in Figure 6. Their inherent springiness thereupon produces the desired pressure against the upper ends of the stacks and against the upper end wall 28.

In the embodiment illustrated in Figures 5 to 7, the upper ends of the channels are not provided with obstructions corresponding to the lugs hereinbefore referred to, but it will be understood that suitable obstructions of the same general character and having the same function may be provided for, if desired.

Like the embodiment of Figure 1, the device of Figure 5 may be conveniently packaged without danger of having the commodities displaced. When it is used, the temporary plug element is withdrawn and discarded, and the upper ends of the stacks are then available for withdrawal of commodities.

While one channel has been shown empty in each of Figures 1 and 5, it will be understood that the device in actual use will have all channels filled with commodities.

While I have described and illustrated the temporary removable plugs illustrated in Figures 2 and 7 as including slits 22 and 35, respectively, for purposes of accommodation over and fitting over the partitions 13 and 27, respectively, and securing the maintenance of these plugs in position by the inherent springiness of the side walls and that these elements exert pressure not only upon the upper ends of the stacks but also upon the upper end walls 18 and 28, respectively, it will be understood that the width or spacing of the slits 22 and 35, respectively, in each of the forms shown in Figures 2 and 7 may be of the character frictionally to engage the respective partitions with which these plugs are used. Thus in the case of Figure 2, the widths of the slits 22 may be narrowed for a distance slightly less than the thickness of the partitions 13. In the case of the embodiment illustrated in Figure 7, the widths of the slits 35 may be narrowed for a distance slightly less than the thickness of the partitions 27. Thus, where the resiliency of the cardboard forming the walls 20 and 21 (in the case of Figure 2) or the walls 32 and 33 (in the case of Figure 7) is not sufficient, the holding action

intended for the plugs illustrated in Figures 2 and 7 may be augmented by the gripping action which the side walls of the slits (22 and 35 respectively) make with the partitions 13 and 27, respectively.

It will be understood that while in my preferred form of construction the plugs illustrated in Figures 2 and 7 are made in one piece, in that the faces 19 and 30, respectively, serve as a convenient face upon which advertising matter may be imprinted or printed directions applied I may, to some extent, provide individual plugs, each separably insertable in the space between the separate partitions over each stack in each channel, utilizing as aforementioned the springiness of the cardboard, where this is used, to carry out the function already described, or to have widths of the individual sections just slightly larger than the width of each channel between adjacent partitions.

In general, it will be understood that the details herein described may be modified by those skilled in the art without departing from the spirit and scope of the invention as expressed in the appended claims. It is therefore intended that these details be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, and illustrated its use, what I claim as new and desire to secure by Letters Patent, is—

1. In a display device of the character described, an inclined panel, upstanding partitions arranged in parallel vertical planes so as to define channels, a stack of gum sticks arranged in each channel, a lower end wall against which the lower end of the stack abuts, an upper end wall spaced from the upper end of the stack, and a temporary removable plug arranged in said space having portions engaging said partitions and provided with integrally formed springy portions arranged for pressing yieldably against said stack and end wall, thereby slightly compressing the stack when disposed as set forth to hold it frictionally in position.

2. In a display device of the character described, an inclined panel, upstanding partitions arranged in parallel vertical planes so as to define channels, a stack of gum sticks arranged in each channel, a lower end wall against which the lower end of the stack abuts, an upper end wall spaced from the upper end of the stack, and a temporary removable plug arranged in said space having portions engaging said partitions and provided with integrally formed springy portions arranged for pressing yieldably against said stack and end wall, thereby slightly compressing the stack when disposed as set forth to hold it frictionally in position, said plug comprising an element of springy cardboard.

3. In a display device of the character described, an inclined panel, upstanding partitions arranged in parallel vertical planes so as to define a series of adjacent channels, a stack of commodities such as gum sticks arranged in each channel, a lower end wall for each channel against which the lower end of the stack abuts, a common upper end wall for all said channels spaced from the upper ends of said stacks, and a common temporary removable plug arranged in said space and provided with springy portions arranged for pressing yieldably against said stacks and end wall, thereby slightly compressing the stacks when disposed as aforesaid to hold them frictionally in position, said plug comprising an element provided with slits which accommodate said partitions when the element is in place.

4. In a display device of the character described, an inclined panel, upstanding partitions arranged in parallel vertical planes so as to define a series of adjacent channels, a stack of commodities such as gum sticks arranged in each channel, a lower end wall for each channel against which the lower end of the stack abuts, a common upper end wall for all said channels spaced from the upper ends of said stacks, and a common temporary removable plug arranged in said space and provided with springy portions arranged for pressing yieldably against said stacks and end wall, thereby slightly compressing the stacks when disposed as aforesaid to hold them frictionally in position, said plug comprising an element of springy cardboard shaped to define a front wall overlying said partitions, and rearwardly-extending side walls provided with slits which accommodate said partitions when the element is in place, said side walls normally converging toward each other.

5. In a display device of the character described, an inclined panel, upstanding partitions arranged in parallel vertical planes so as to define a series of adjacent channels, a stack of commodities, such as gum sticks arranged in each channel, a lower end wall for each channel against which the lower end of the stack abuts, a common upper end wall for all said channels spaced from the upper ends of said stacks, and a common temporary removable plug arranged in said space and provided with springy portions arranged for pressing yieldably against said stacks and end wall, thereby slightly compressing the stacks when disposed as aforesaid to hold them frictionally in position, said plug comprising an element of springy cardboard shaped to define overlapping front walls overlying said partitions, a side wall extending rearwardly from each front wall, and a rear wall connecting the rear ends of said side walls, said side and rear walls being provided with silts which accommodate said partitions when the element is in place, said side walls normally converging toward said rear wall.

6. In a display device of the character described, an inclined panel, upstanding partitions arranged in parallel vertical planes so as to define a series of adjacent channels, a stack of slab-like commodities arranged in each channel, a lower end wall for each channel against which the lower end of the stack abuts when disposed as aforesaid, a common upper end wall for all such channels, arranged to be spaced from the upper ends of said stacks and a common temporary removable plug arranged in said space and provided with springy portions arranged for pressing yieldably against said stacks and end wall, thereby slightly compressing the stacks disposed as aforesaid to hold them frictionally in position, said plug comprising an element provided with slits which accommodate said partitions when the element is in place, the slits being dimensioned slightly less than the thickness of said partitions to frictionally hold said plug in engagement with said partitions, and thereby augment the aforesaid springy portions in their action pressing against said stacks and end wall.

KARL FINK.