Sept. 27, 1966 W. A. JAMES ET AL 3,275,159

DISPLAY DEVICE

Filed Jan. 15, 1965

Fig. 1

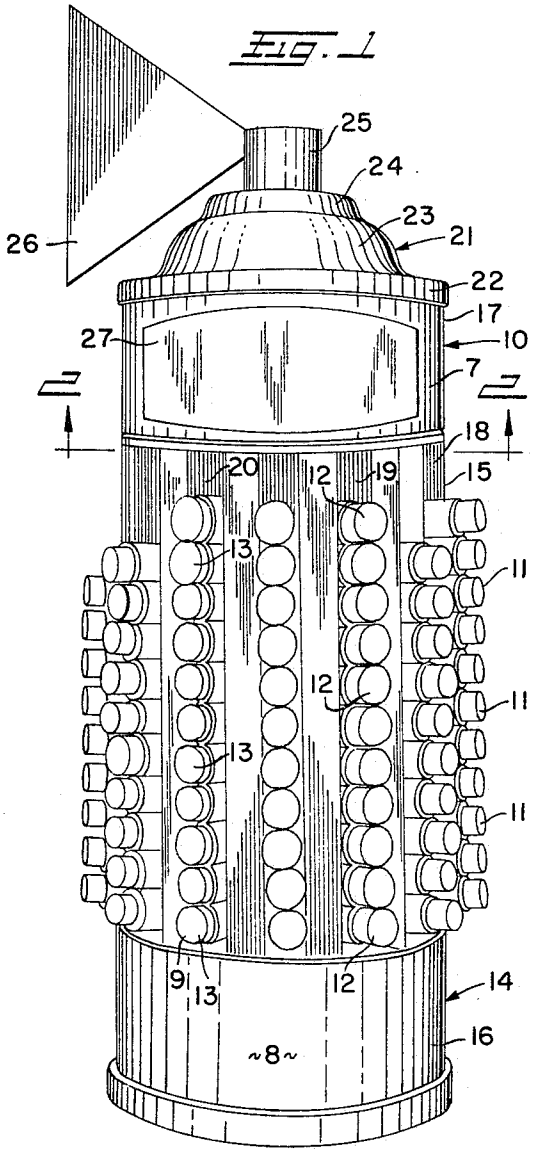
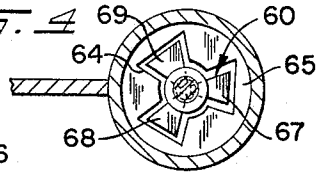


Fig. 4



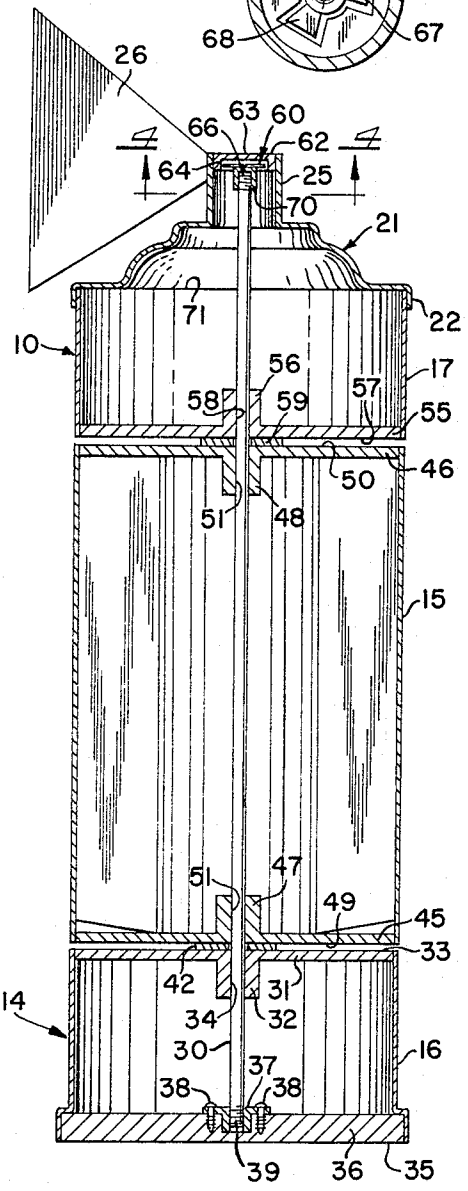


Fig. 3

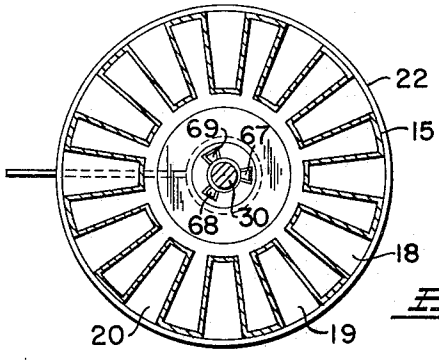


Fig. 2

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DISPLAY DEVICE

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This invention, as indicated, relates to a display device, and more particularly to a self-service display cabinet.

This invention is particularly suited for displaying cylindrical pressurized spray containers for paint. Therefore, the following description will be in relation thereto.

Advertising, as we know it today, is perhaps the most important key to sales. Incentives to buy are placed in the minds of consumers by cleverly worded slogans and jingles. Akin to this is the manner in which the product is displayed. Certainly, a well planned, cleverly arranged display of the product is a determining factor when the consumer makes his or her selection, for creative displays oftentimes act as gentle persuaders for inducing the consumer to purchase the product displayed. This is especially true in displaying paint containers, as a galaxy of colors exist and it is desirable to display as many as possible. Rummaging through a multiplicity of containers would be most disheartening, and certainly discourage the consumer from buying the product. Therefore, it is imperative that the containers be displayed in an orderly fashion to proverbially place the container with the desired color paint, at the fingertips of the consumer. This invention accomplishes this by providing a device which artistically displays the containers while permitting convenient accessibility to them.

To the accomplishment of the foregoing and related ends, said invention, then, consists of the means hereinafter fully described and particularly pointed out in the appended claims, the following description and annexed drawings setting forth in detail certain illustrative embodiments of the invention, such disclosed means constituting, however, but a few of the various forms in which the principle of this invention may be employed.

In the annexed drawings:

FIG. 1 is a perspective view of an embodiment of this invention, showing in particular the many containers which may be stored and displayed therein.

FIG. 2 is a cross-sectional view taken in the plane indicated by the line 2—2 of Fig. 1.

FIG. 3 is a cross-sectional view of another embodiment of this invention, showing in particular the mechanism for rotating the portion of the display device for storing and displaying the containers.

FIG. 4 is an enlarged cross-sectional view taken in the plane indicated by the line 4—4 of FIG. 3.

Briefly stated, this invention is in a device for displaying containers, e.g., pressurized paint containers. The device comprises a body and top portion. A portion of the body intermediate its ends in the form of a cylinder and has disposed therein a plurality of circumferentially spaced radial container receiving recesses longitudinally extending in the cylindrical portion. The recesses are designed to have containers stacked therein. The device is, preferably, constructed to resemble the spray containers displayed therein.

Referring generally to FIGS. 1–4 of the annexed drawings, and particularly to FIGS. 1 and 2, there is shown an apparatus or device, generally indicated at **10**, for displaying a plurality of paint containers, e.g., spray paint containers **11**, **12**, and **13**. The device **10** is characterized by a body portion **14** having a cylindrical center portion or section **15** intermediate its end portions or sections **16** and **17**, respectively.

The cylindrical section **15** has disposed therein, a plurality of circumferentially spaced, radial container receiving recesses, e.g., recesses **18**, **19** and **20**. The container receiving recesses longitudinally extending in the cylindrical section **15**. Each recess is designed to have stacked therein, a plurality of similar containers, e.g., recesses **18**, **19** and **20** are designed to have stacked therein, a plurality of containers **11**, **12** and **13**, respectively. The caps of the containers, e.g., cap **9** of container **13**, are desirably colored to match the paint in the containers, and are exposed to the buyer for his convenience in selecting the desired color of paint.

In the embodiment shown, the display device **10** is constructed to resemble the pressurized spray paint containers displayed therein, e.g., containers **11**, **12** and **13**. This presents an eye-catching display of the product, and instantly presents an image of the product displayed. The end sections **16** and **17**, respectively, of the body **14**, are cylindrical and have the same diameter as the cylindrical center section **15**. The body **14** is covered by a top, generally indicated at **21**.

The top **21** comprises stepped cylindrical portions or sections **22**, **23**, **24** and **25** of the succeeding smaller diameters. The uppermost cylinder **25** is designed to resemble a spray nozzle of a pressurized fluid dispensing container.

A display panel **26** in the form of a triangle, radiates from the spray nozzle **25**, and is designed to resemble a spray pattern of paint emanating from the nozzle of an actual container, e.g., containers **11**, **12** and **13**. The display panel **26** is designed to receive indicia for advertising the product.

A display panel **27** is disposed on the outer surface of the end section **17**. Depending on the size of the display panel **27**, a plurality of like panels may be circumferentially spaced around the outer surface **7** of section **17**. Panels **27** are also designed to receive indicia advertising the product. Advertising indicia, in the form of figures using the displayed product, may also be placed on the outer cylindrical surface **8** of the bottom end section **16**.

Referring more particularly to FIGS. 3 and 4 of the annexed drawings, there is shown another embodiment of the display device **10**. The two embodiments are similarly configured, the only difference being that the cylindrical section **15** of this embodiment is mounted for rotation between sections **16** and **17** making the containers more accessible. Any suitable mechanism may be used to mount section **15** for rotation between sections **16** and **17**.

In the embodiment shown section 15 is mounted for rotation about a rod or pipe **30** coinciding with the longitudinal axis of the device **10**. To add rigidity to the structure of the device **10**, the pipe **30** is made coextensive therewith. Pipe **30** is secured to bottom section **16**, by any suitable means. For example, a rigid disc **31** with a centrally disposed, downwardly extending hub **32** integral therewith, is secured to end **33** of section **16**. The disc **31** and hub **32** have a centrally disposed pipe opening **34** extending therethrough. Hub **32** acts to strengthen disc **31**.

A rigid disc **36** is secured to end **35** of section **16**. A standard pipe fitting, e.g., street flange **37**, is centrally disposed on the disc **36** and secured thereto, by any suitable means, e.g., fitting **37** is recessed in disc **36** and secured thereto by screws **38**.

The pipe **30** is set into the pipe opening **34**, and its end **39** threadably engaged in the street flange **37**. A rigid washer **42** surrounds pipe **30** and abuts disc **31**, functioning as a spacer between sections **15** and **16**.

The cylinderical section **15** is rotatably mounted on pipe **30** above bottom section **16** by any suitable means. For example, similar rigid discs **45** and **46** having opposite-

ly and centrally disposed hubs **47** and **48**, respectively, secured thereto and integral therewith are fastened to ends **49** and **50**, respectively. The two discs with hubs extending therefrom each have a centrally disposed pipe opening **51** extending therethrough. Section **15** is mounted to pipe **30** above bottom section **16**, by pipe **30** passing upwards through the openings **51** in discs **45** and **46**, respectively. Hubs **47** and **48** act as bearings when section **15** is rotated, and also strengthen discs **45** and **46**, respectively.

Top **21** and section **17** are secured together and fixedly mounted to pipe **30** above section **15**, and section **17** being mounted first on pipe **30**. A rigid disc **55** with a centrally disposed, upwardly extending hub **56** integral therewith is secured to section end **57**. The disc and hub have a centrally disposed pipe opening **58** extending therethrough. Another rigid washer **59** is placed on pipe **30** abutting disc **46** and functions as a spacer between sections **15** and **17**. Section **17** is then mounted on pipe **30** above section **15**, pipe **30** passing upwards through opening **58**.

A disc **62** is secured in the end **63** of the cylindrical nozzle portion **25** of top **21**. A configured recess **64** is formed in surface **65** of disc **62**. Recess **64** is designed to receive and hold therein a similarly configured clip **60** secured to end **66** of pipe **30** by any suitable means. For example, a plurality of radially extending fins **67**, **68** and **69** are welded to a coupling or cap **70**, which is threadably secured to end **66**. Recess **64** is then configured to receive the fins **67**, **68** and **69**.

As seen in FIG. 3, top **21** is wedgingly secured to end **71** of section **17**. As top **21** is placed on section **17**, the clip **60** is received into the recess **64**. The coaction between the clip **65** and recess **64** keeps top **21** and section **17** from rotating relative to the bottom section **16**. The washers **42** and **59** as previously indicated, maintain section **15** in spaced relation from sections **16** and **17** respectively, and permits unhampered rotation of section **15** about pipe **30**. The display panels previously described are also provided in the embodiment of the invention.

Thus there has been described, a new and novel device for displaying containers, e.g., pressurized spray paint containers. The device is designed to present a multitude of such containers for convenient accessibility by the consumer.

Other modes of applying the principle of this invention may be employed instead of those specifically set forth above, changes being made as regards the details herein

disclosed, provided the elements set forth in any of the following claims, or the equivalent of such be employed.

It is, therefore, particularly pointed out and distinctly claimed as the invention:

1. A device having the configuration of a conventionally designed pressurized spray container for displaying and storing containers, comprising in combination:

(a) a body portion including:

(1) a cylindrical portion disposed intermediate the ends of the body portion and mounted for rotation about its own longitudinal axis, a section of the cylindrical portion taken in a plane normal to its said longitudinal axis including:

(i) a plurality of circumferentially spaced recesses extending radially into the cylindrical body, each recess being formed between a pair of opposing planar wall surfaces;

(ii) the recesses being substantially coextensive with said cylindrical portion and parallel to its said longitudinal axis;

(b) a top portion for covering the body portion, comprising stepped cylindrical portions of succeeding smaller diameters, the uppermost cylindrical portion configured to represent a spray nozzle;

(c) a triangularly shaped display panel secured to, and extending from the spray nozzle portion of said top portion, the display panel designed to receive and display advertising indicia; and

(d) means for mounting the cylindrical portion for rotation about its own longitudinal axis.

2. The device of claim **1**, wherein the rotating means includes a shaft extending longitudinally through the cylindrical portion.

3. The device of claim **2**, wherein the axis of the shaft coincides with the longitudinal axis of said body portion.

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