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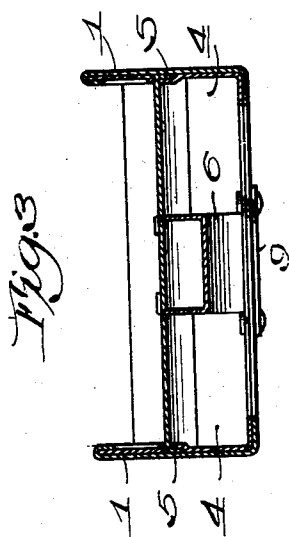
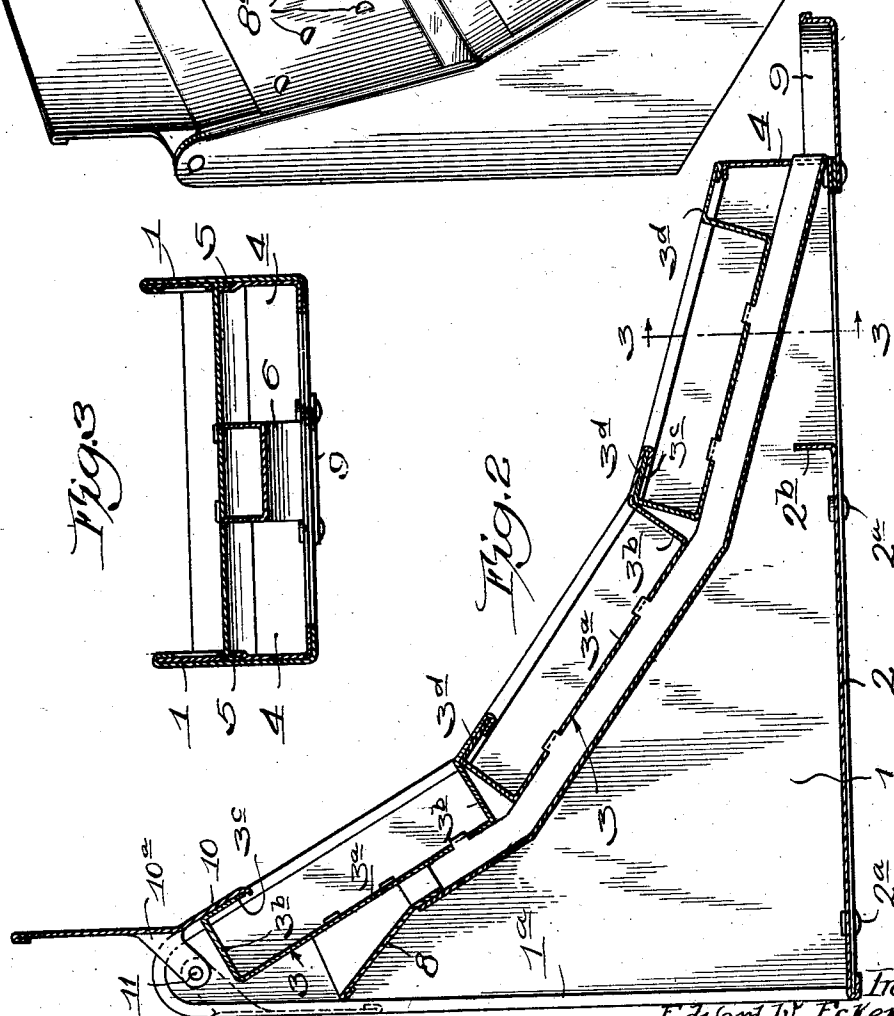
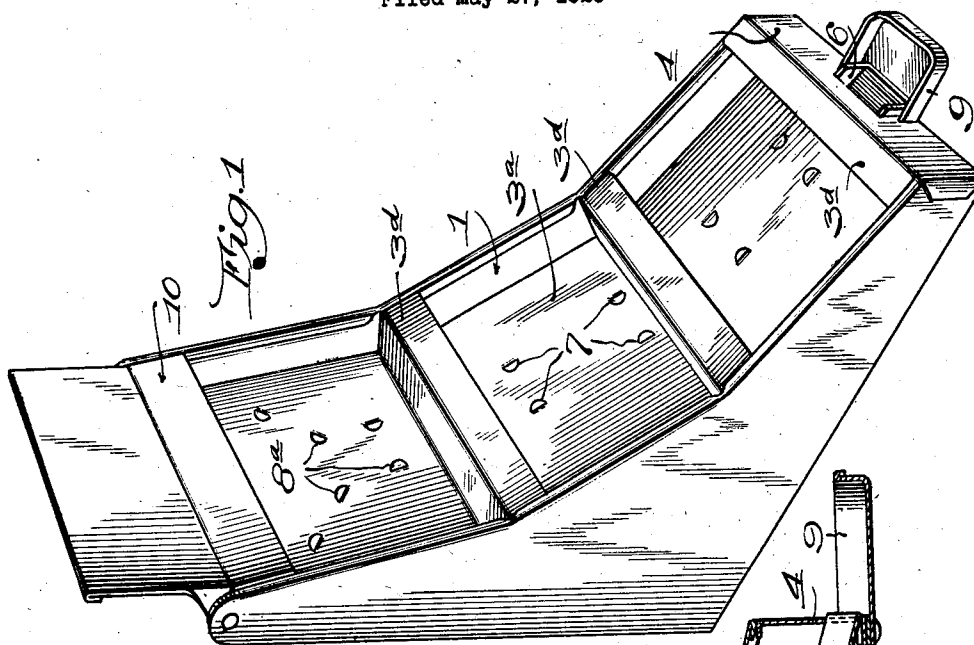
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DISPLAY STAND FOR PACKAGED CONFECTIONS

Filed May 27, 1929

2 Sheets-Sheet 1



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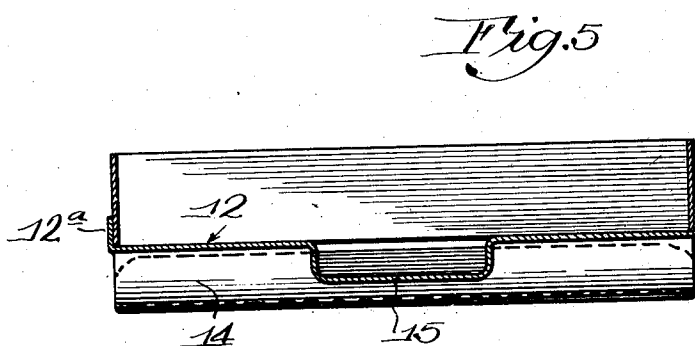
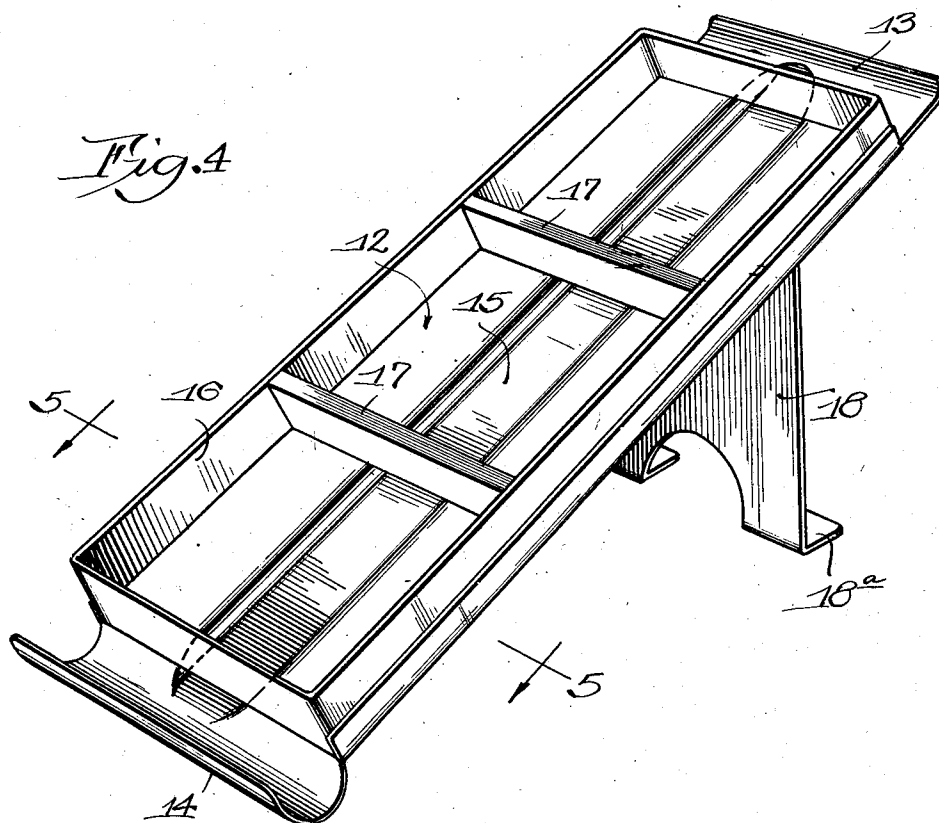
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DISPLAY STAND FOR PACKAGED CONFECTIONS

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2 Sheets-Sheet 2



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DISPLAY STAND FOR PACKAGED CONFECTIONS

Application filed May 27, 1929. Serial No. 366,149.

This invention relates to improvements in display stands for packaged confections, and more particularly to display stands provided with a coin chute to be used in returning
5 change to the customer.

The object of the invention is to provide a novel and attractive stand for the display of packaged confections such as chewing gum, hard candies, and the like, and is preferably
10 of the style designed for counter use, whereby the goods are displayed within reach of the customer, who may thus make his selection without the assistance of the salesperson. The coin chute is a novel feature of the stand in
15 that it facilitates the making of change and stimulates the sales of the confection. To explain: The stand is placed near the cash drawer or register, so that the salesperson in making change for any purchase made, merely
20 places the coins in the chute at the back of the display stand instead of handing them to the customer over a usually crowded counter, and are thus delivered into a tray at the front of the display stand, from which they are removed by the customer. Bearing in mind
25 that the chute is used for making change for all purchases, the customer's attention is naturally directed to the attractive display of confections before him as he removes his
30 change, and if it includes a coin or coins equal to the purchase price of a package of confection (which it will if the salesperson is enterprising), the customer is tempted to include one and perhaps more of the packaged confections among his purchases, which otherwise
35 would have been overlooked. In other words, the incorporation of a change delivery chute in a display stand tends to stimulate sales by merely returning the change in
40 tempting proximity to the goods.

Two constructions for a display stand embodying the features described are disclosed in the accompanying drawings, in which

Figure 1 is a perspective view of a preferred form of the display stand.

Figure 2 is a view in vertical section of the stand shown in Figure 1.

Figure 3 is a detail view in vertical section taken on line 3—3 of Figure 2.

50 Figure 4 is a perspective view of another

and somewhat simpler construction for a stand, and

Figure 5 is a view in cross section taken on line 5—5 of Figure 4.

The display stand shown in Figures 1 to 3
55 consists of a sheet metal casing sloping upwardly from front to rear and supporting a row of shallow trays or receptacles in which the boxes or cartons of the packaged confections are held, the latter being positioned one
60 behind another and tilted at slightly different angles of inclination to the horizontal.

The casing comprises two side walls 1, 1, generally triangular in shape and each consisting of a double thickness of sheet metal, that is, two thin sheets joined together by
65 bending over the margins of the outer sheet around the edges of the inner sheet forming a flat marginal head 1^a. A bottom wall 2 of a single sheet of metal extends between the
70 lower edges of the side walls, being secured by means of lugs 2^a at the side edges of the bottom wall and near each end, these lugs being inserted through slots in the inner layer of the side walls, and bent flat against the
75 same. This form of joint, ordinarily termed a "toy joint" and used extensively in light metal work, is also employed elsewhere in the construction of the stand, so that hereafter such joints will be simply designated as such
80 without going into detail. The innermost edge of the bottom wall terminates short of the shallow end of the casing, and its inner edge is bent up to form a flange 2^b. The back or rear of the casing is open so that the bottom wall 2 forms the bottom of an interior
85 storage space for a supply of the packaged goods.

Between the upper inclined edges of the side walls 1, 1 are secured the shallow trays 3
90 hereinbefore mentioned, there being three of such trays employed. The trays are similar to each other, each being stamped from sheet metal to form a bottom wall 3^a and front and rear end walls 3^b, 3^b. The rear end wall of
95 each tray has a flange 3^c bent inwardly above the bottom wall, and similarly, the front end wall has a flange 3^d bent in the same direction but extending forwardly beyond the tray. In the case of the intermediate tray, these flanges
100

overlap and serve to connect it with the other two trays, the front end flanges of the two rear trays overlapping and bent around the rear end flanges of the two forward trays, as clearly shown in Figure 1, whereas the front end flange of the forward tray rests upon a low vertical front wall 4 of the casing. The trays have no side walls, but are connected by toy joints 5 with the inner sheets of the side walls 1, 1, as shown in Figure 3.

Referring now to the coin delivery chute, the same consists of a narrow trough 6 of metal fastened to the bottom walls of the trays by means of toy joints as at 7. The trough extends in a downwardly inclined direction from rear to front but is bent into several straight sections to conform to the contour of the bottom surfaces of the trays. The upper portion of the chute is widened by the addition of a funnel-like section 8, telescoping into the upper end of the trough and similarly fixed to the bottom wall of the upper tray 3 by toy joints 8^a. The enlarged entrance to the chute, formed by the funnel section 8, is thus positioned near the rear upper end of the casing, and opens in an upward and rearward direction.

The lower end of the trough opens through the front wall and into a tray 9 secured to the front wall 4 of the casing by toy joints.

At the top and rear of the stand is mounted a hinged panel 10 having arms 10^a pivotally connected at 11, 11 to the side walls 1, 1 of the casing, just above the uppermost tray 3. The panel is bent longitudinally into two angularly disposed portions, the lower normally extending over the top edge of the adjacent tray 3 and the upper portion standing virtually upright. On the front face of this panel is applied suitable advertising matter. The panel is pivotally mounted so that it can be swung backwardly to the position shown in dotted lines in Figure 2, thus permitting the stand to be conveniently packed in a carton for shipment.

As already stated, the stand when in use rests on a counter, with the filled trays facing the front of the counter, the coins being placed in the chute from the rear by the salesperson and removed from the receptacle 9 by the customer.

A somewhat simpler construction for a display stand is shown in Figures 4 and 5 but embodying the same general features. The modified stand resembles more that of an elongated tray tilted so that it assumes an angular position resting on one edge, with its other end elevated. The tray is divided lengthwise into compartments for holding shallow boxes of the same or different kinds of packaged confections. This stand is likewise made up of sheet metal and in the following manner: A rectangular strip of metal is pressed to form a base plate 12, with its side margins turned up to form

flanges 12^a, 12^a. These flanges terminate short of the ends of the plate, leaving extended portions at front and rear. The rear extension 13 has its edge turned up slightly to form a lip 13^a and, as will presently be seen, forms a ledge on which the coins are placed. The front extension 14 is bent upwardly in semi-circular shape and forms a transverse coin receiving trough. Extending centrally and longitudinally of the plate 12 is a shallow depression or trough 15, with its ends carried beyond the body of the plate into the extensions 13 and 14 thus connecting the trough with the coin ledge 13 and transverse receiving trough 14.

Mounted on the plate 12 is a rectangular frame 16, of the same length as the flanges 12^a, 12^a and held between the same by soldering or other suitable securing means. The frame is divided lengthwise into compartments by cross members 17, 17.

Secured to the bottom of the plate near its rear end is a vertical leg 18 consisting of a sheet of metal flanged at its lower edge to form feet 18^a, 18^a.

This form of stand is used in the same manner as before described, the packaged goods being displayed in the trays and the coins placed in the upper end of the trough or chute 15 and delivered to the customer in the receiving trough 14 at the front and lower end of the stand. The chute is open when the stand is empty, but manifestly is concealed by the boxes when the stand is filled.

Having set forth the novel feature embodying my invention, I claim:

1. A display stand comprising a tray supported in inclined position and adapted to contain the goods displayed for sale, and a coin chute extending lengthwise along the bottom of said tray and having an entrance behind and a discharge in front of said tray.

2. A display stand comprising a tray supported in inclined position and adapted to contain the goods displayed, an inclined coin chute extending lengthwise of said stand and beneath said tray and having a coin receiving opening at its upper end and a coin receiving receptacle at its lower end.

3. A display stand comprising an inclined support having a series of open compartments extending lengthwise thereof and adapted to removably support the goods displayed, a coin chute extending lengthwise of said support beneath said compartments and having entrance and discharge openings at opposite ends, and a receiving coin receptacle mounted at the front of said support and below the discharge end of said chute.

4. A display stand comprising a casing, a plurality of trays arranged lengthwise of said casing and in an inclined position from front to rear, an inclined coin chute secured to the bottom of said trays and extending from the

rear to the front of said casing, and a coin receiving receptacle at the front of said casing.

5 5. A display stand comprising a casing, a plurality of trays arranged lengthwise of said casing and in inclined positions from front to rear, a coin chute secured to the bottom of said trays and having an enlarged entrance opening behind the uppermost tray,
10 the lower end of said chute projecting through the front wall of said casing, and a coin receiving receptacle mounted at the front of said casing and below the discharge end of said chute.

15 6. A display stand comprising a vertically inclined tray for the goods displayed, and a coin chute extending along the bottom of said tray and beneath the goods, and having an entrance opening at its upper end and a
20 discharge opening at its lower and forward end.

7. A display stand comprising a supporting tray for the goods displayed inclined vertically from front to rear, a coin chute extending from below the bottom and from the top
25 to the bottom of said tray, and terminating in a coin receiving receptacle located forwardly of the lower edge thereof.

Signed at Chicago, Ill., this 23d day of
30 May, 1929.

EDWARD W. ECKERLY.

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