April 22, 1952 A. F. REILLY 2,593,697

COUNTER DISPLAY DEVICE

Filed Nov. 16, 1949

Fig. 1.

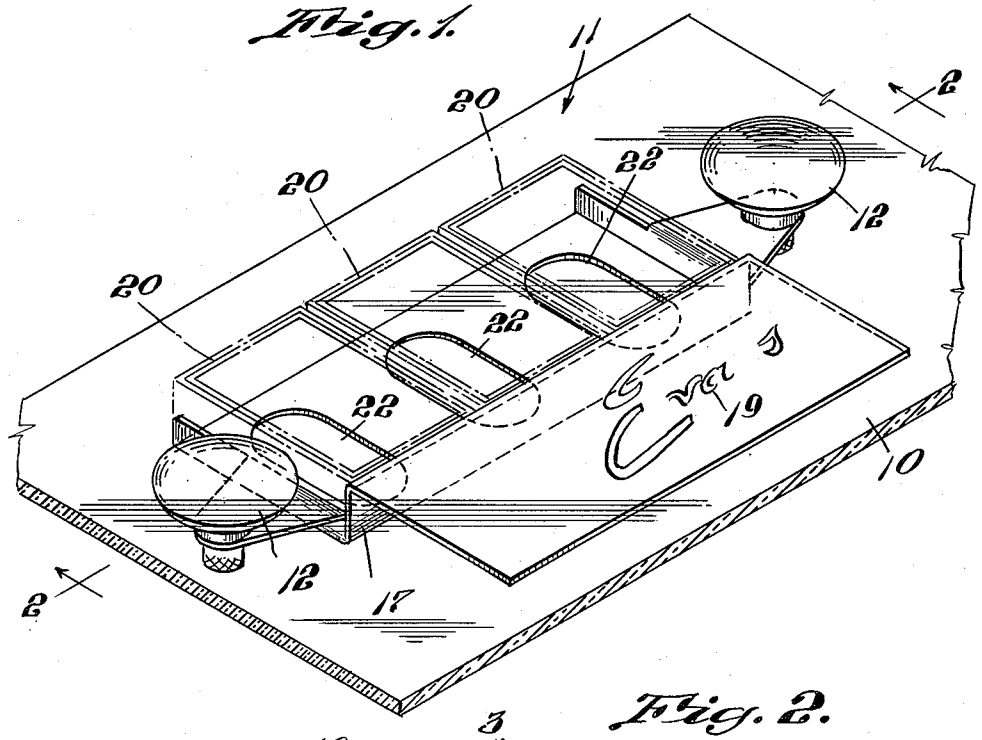


Fig. 2.

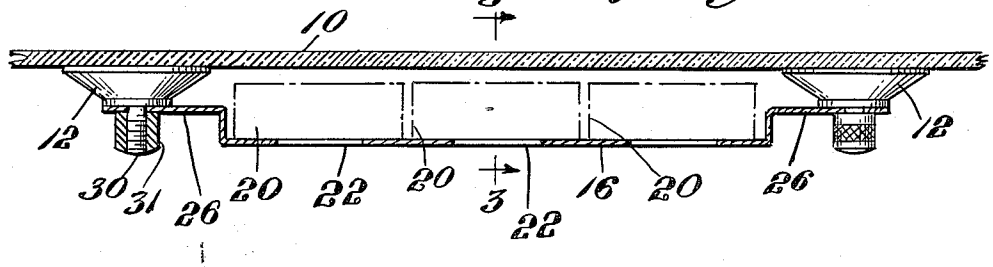


Fig. 3.

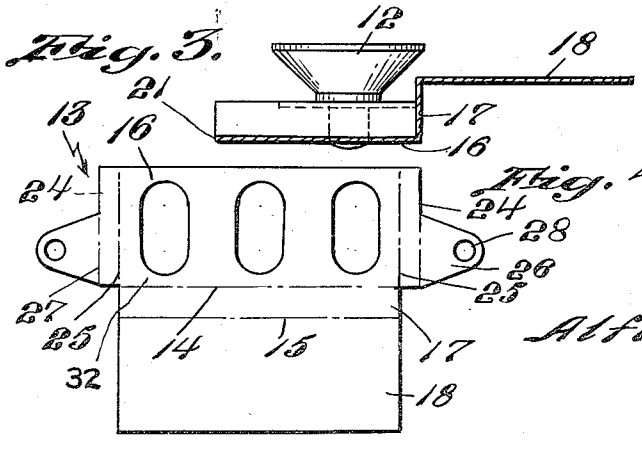


Fig. 4.

INVENTOR.

Alfred F. Reilly

BY

Barlow & Barlow

ATTORNEYS

Patented Apr. 22, 1952 2,593,697

UNITED STATES PATENT OFFICE

2,593,697

COUNTER DISPLAY DEVICE

Alfred F. Reilly, North Attleboro, Mass.

Application November 16, 1949, Serial No. 127,630

4 Claims. (Cl. 211—86)

1

This invention relates to a display package for articles of merchandise.

In many stores there exist glass counter tops through which merchandise in a case may be viewed. The usual package for merchandise to be displayed is placed on top of the counter or on a shelf within the case. Only a limited quantity of such display material can be placed on the counter due to the limitation of the size or area of the counter top.

One of the objects of this invention is to provide a display device which may be supported by the counter top beneath it where it may be seen through the glass top, rather than to rest upon the top of the counter.

Another object of this invention is to provide a display device having no top wall, but utilizing the glass counter top as the top wall for the package.

Another object of this invention is to provide a display device from which merchandise which is displayed may be easily withdrawn.

Another object of this invention is to provide a display device which will be of simple and inexpensive construction and yet one which will present the merchandise efficiently and attractively.

Another object of this invention is to provide a construction which will support a small amount of merchandise and yet one which may be positioned at any point beneath the counter top.

Another object of the invention is to provide an arrangement so that advertising material may be also held beneath the counter top along with the display of merchandise.

With these and other objects in view, the invention consists of certain novel features of construction, as will be more fully described and particularly pointed out in the appended claims.

In the accompanying drawings:

Figure 1 is a perspective view of a fragmental portion of a glass counter top showing my display device as supported beneath the same;

Figure 2 is a sectional view on line 2—2 of Figure 1;

Figure 3 is a sectional view on line 3—3 of Figure 2; and

Figure 4 is a plan view of the blank from which the supporting portion of the device or body may be bent from sheet stock.

In proceeding with this invention, I cut out of sheet stock, such as metal, a blank which may be bent into finished form and then provide suction cups on brackets extending from the device so that it may be attached beneath a glass counter

2

top so that the merchandise which is supported by the shelf may be readily inspected through the top. Further, as the end toward the counter attendant is left open the merchandise may be easily slid out of the device and delivered to a customer, access to the merchandise being afforded through an opening in the bottom wall for this purpose.

With reference to the drawings, a fragmental portion of the top wall of a counter is shown at 10, beneath which there is attached a display device designated generally 11, a convenient mounting for which on the under surface of the glass top 10 is by means of suction cups 12, 12 at either side of the display package.

The display device 11 is formed from sheet metal stock being cut out in the form of a blank 13, as shown in Figure 4. This blank is then bent at right angles along the line 14 and again along the line 15 so as to leave a shelf 16 with a bottom wall 32, an end wall 17 and a plate or panel 18 which may have advertising lettering 19 positioned thereon.

The depth of the end wall 17 will be a little greater than the height or depth of the merchandise which it is desired should be placed on the shelf 16.

I have here illustrated the merchandise as located in three different boxes 20, 20, 20, with the covers telescoped over the body so as to leave the top of the boxes open, and in each of these boxes the merchandise such, for instance, as a lighter will be placed. The ends of the boves will be placed against the end wall 17, while the other ends of the boxes will be free or may project over the edge 21 of the shelf 16. Openings 22 will be in the shelf 16 directly beneath each of the boxes so that the finger of the counter attendant may be passed up through this opening to assist in removing the box from the shelf rearwardly away from the end wall 17.

The boxes are prevented from movement parallel to the wall 17 by side walls 24 bent up along the lines 25 at each side of the shelf 16 and brackets 26 are provided by bending along the line 27 from walls 24 so as to support the suction cups 12 in the openings 28.

It is merely necessary to rest upon the shelf 16 three boxes of merchandise, or a different number if a different proportioned shelf is provided, and press the shelf up underneath the glass show case forcing all air from the suction cups and then releasing the package where it will stay in position indefinitely.

Each of the suction cups is provided with a

threaded stem 30 and a nut 31 holds the suction cup bound upon the bracket 26.

The depth of the wall 17 will be slightly greater than the depth of the box so that the box is free to slide along the shelf when secured to the under side of the counter.

I claim:

1. A display device for mounting beneath a glass top counter comprising a supporting shelf of integral construction having a bottom wall, an end wall extending upwardly at right angles to the bottom wall, side walls extending upwardly from the opposite edges of the bottom wall and at right angles thereto and to the end wall and of a height less than the end wall and a bracket extending therefrom away from the bottom wall at right angles to each of the side walls, and means on the bracket to attach the device to the bottom of the glass top.

2. A display device as in claim 1 wherein a panel extends from the end wall away from the bottom wall for engaging the glass top and limiting rocking of the device.

3. A display device as in claim 1 wherein said holding means on the bracket are suction cups.

4. A display device as in claim 1 wherein said bottom wall has a plurality of openings therein located inwardly from the edges of the bottom wall.

ALFRED F. REILLY.

REFERENCES CITED

The following references are of record in the file of this patent:

UNITED STATES PATENTS

Number	Name	Date
792,938	Smith	June 20, 1905
1,384,727	Hutcheson	July 12, 1921
1,885,103	Barnett	Nov. 1, 1932
1,890,143	Bales	Dec. 6, 1932
1,947,825	Brooks	Feb. 20, 1934
2,080,865	Lassitter	May 18, 1937
2,225,329	Barnes	Dec. 17, 1940

FOREIGN PATENTS

Number	Country	Date
471,212	France	July 4, 1914