

No. 701,818.

Patented June 3, 1902.

G. D. SNELL.

COMBINED DISPLAY RACK AND ADVERTISING DEVICE.

(Application filed Oct. 18, 1901.)

(No Model.)

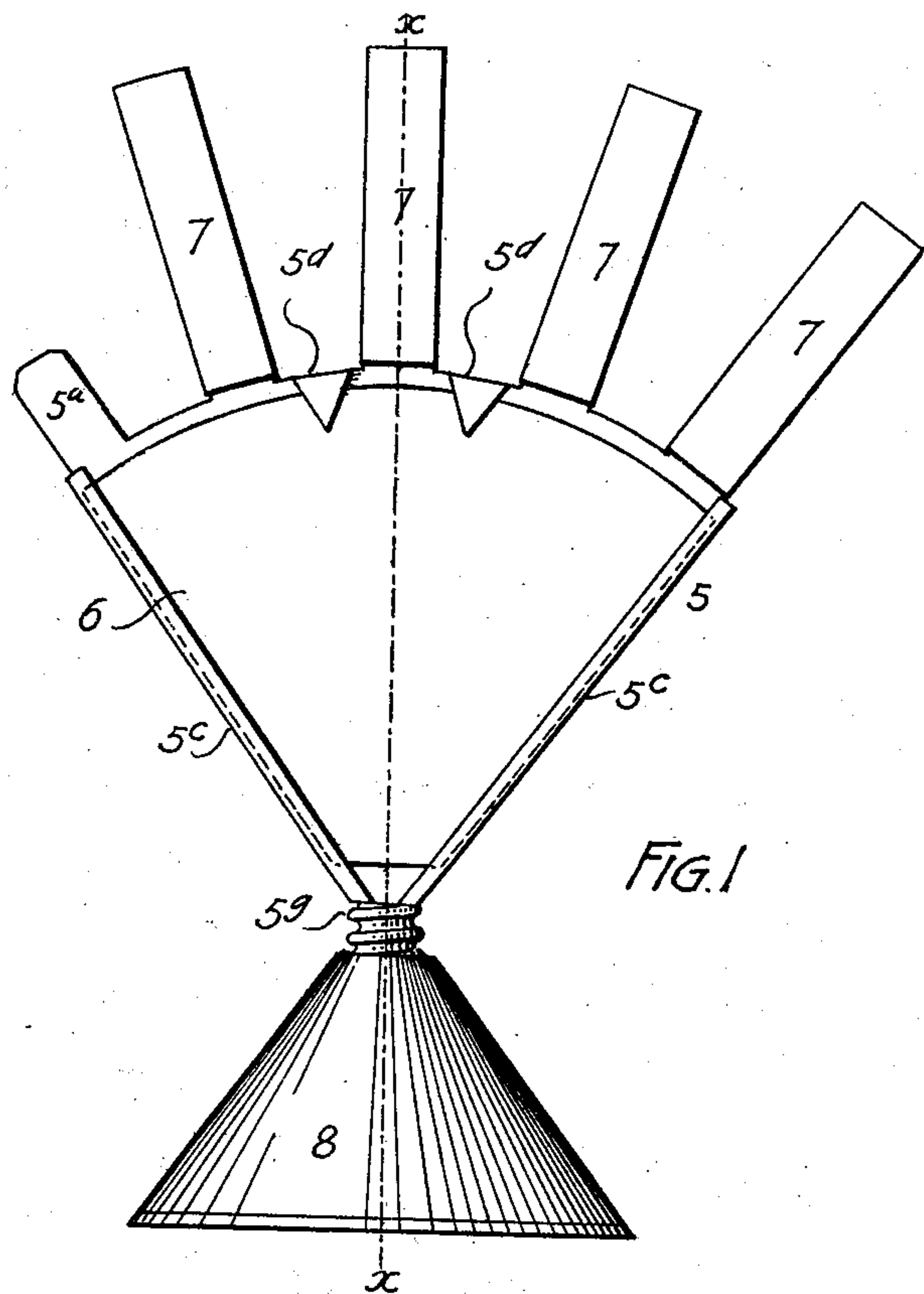


FIG. 1

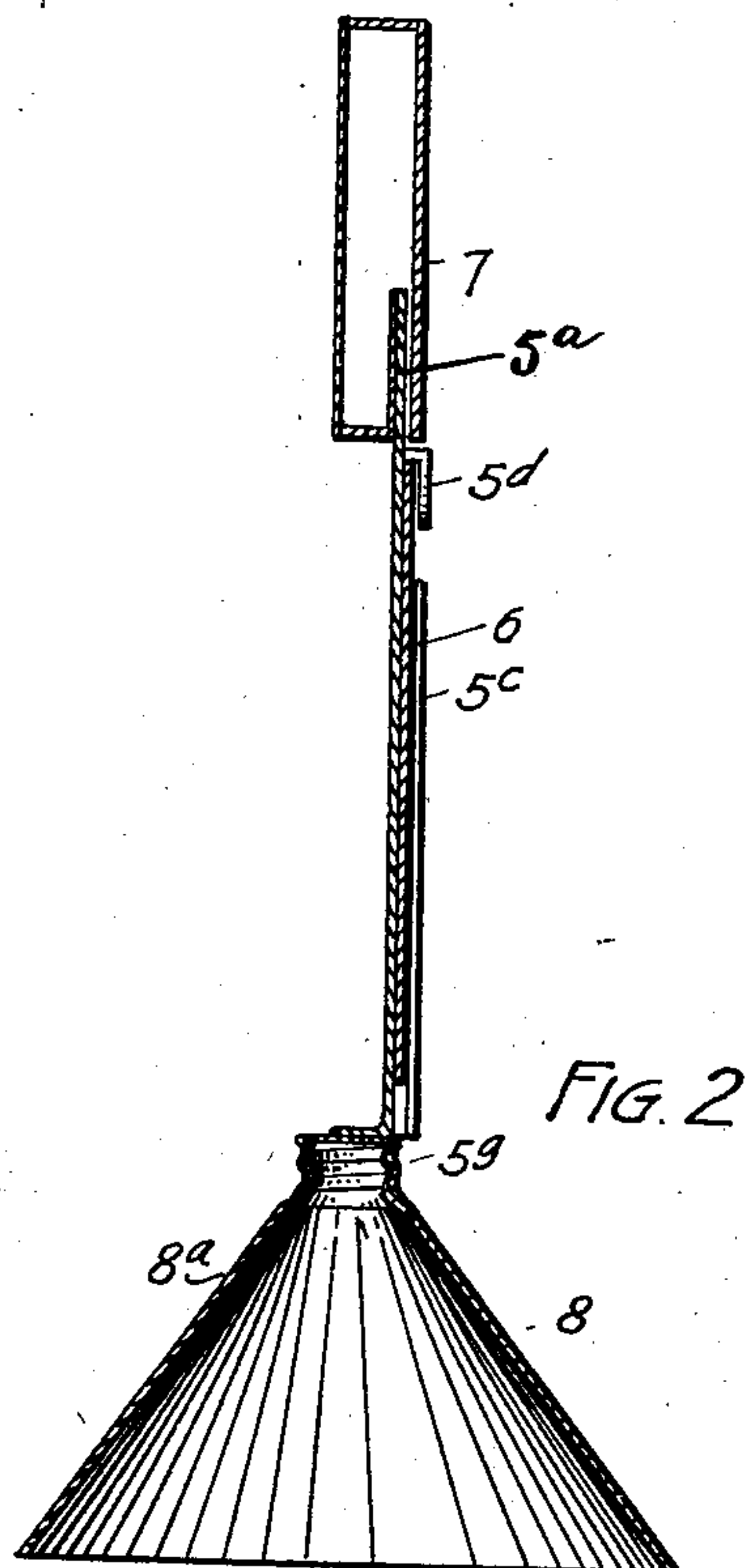


FIG. 2

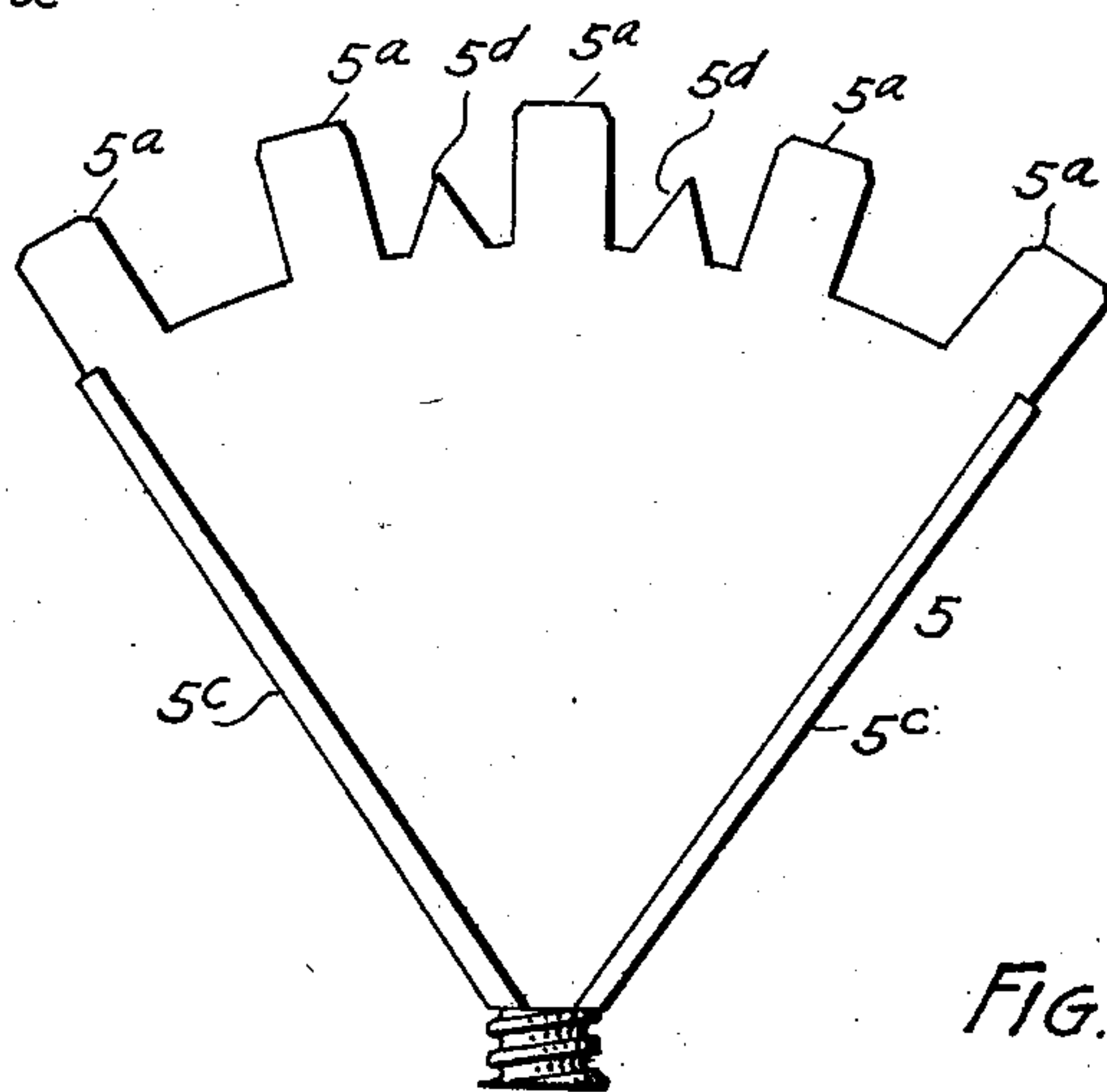


FIG. 3

Witnesses:
G. D. Snell
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UNITED STATES PATENT OFFICE.

GEORGE D. SNELL, OF DENVER, COLORADO, ASSIGNOR TO THE MISTLETOE CREAM COMPANY, OF DENVER, COLORADO.

COMBINED DISPLAY-RACK AND ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 701,818, dated June 3, 1902.

Application filed October 18, 1901. Serial No. 79,158. (No model.)

To all whom it may concern:

Be it known that I, GEORGE D. SNELL, a citizen of the United States of America, residing at Denver, in the county of Arapahoe and State of Colorado, have invented certain new and useful Improvements in a Combined Display-Rack and Advertising Device; and I do declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to the figures of reference marked thereon, which form a part of this specification.

My invention relates to improvements in a combined display-rack and advertising device, being more especially intended for use in exhibiting and advertising small articles or packages of merchandise; and to this end the invention consists of the features hereinafter described and claimed, all of which will be fully understood by reference to the accompanying drawings, in which is illustrated an embodiment thereof.

In the drawings, Figure 1 is a front view of my improved device in use. Fig. 2 is a section taken on the line *xx*, Fig. 1. Fig. 3 is a detail view of the upper part of the device detached from the base.

The same reference characters indicate the same parts in the views.

Let the numeral 5 designate the upper part of the device, which is fan-shaped, being formed from a single piece of sheet metal. The upper edge of this part 5 is provided with lips or projections 5^a for supporting packages 7, while its opposite inclined edges are bent inwardly, as shown at 5^c, forming grooves for the support of a card 6, which may contain any desired advertising matter. This advertising matter is intended to relate to the packages 7, supported on the device, as shown in Fig. 1. These packages may be pasteboard of ordinary construction containing suitable designs and printed matter. One of the lips 7 enters the package at one end, where a flap is tucked in. The upper edge of the part 5 is preferably provided with a couple of short lips or projections 5^d, adapted to be turned down, as shown in Fig. 1, to engage the up-

per edge of the card 6 and hold it securely in place. The lower extremity of the plate 5 is provided with an interiorly-threaded socket 5^e, adapted to receive the exteriorly-threaded counterpart top portion 8^a of an inverted-funnel-shaped or conical base 8, which forms a stable support for the device.

An important advantage for shipping purposes results from the fact that the parts 5 and 8 are detachably connected. This is evident, since when detached or separated the parts 8 may be nested together and the parts 5 packed closely side by side.

Having thus described my invention, what I claim is—

1. As an improved article of manufacture, an advertising device comprising a cone-shaped base and a fan-shaped top suitably connected together, the top having its opposite inclined edges bent to form a support for an advertising-card, substantially as described.

2. As an improved article of manufacture, a device of the class described comprising a cone-shaped base and a fan-shaped top detachably connected, the opposite inclined edges of the top being fashioned to support an advertising-card, substantially as described.

3. As an improved article of manufacture, a device of the class described comprising a cone-shaped base and a fan-shaped top suitably connected together, the opposite inclined edges of the top being fashioned to support an advertising-card, and the upper edge of the top being provided with a lip or projection adapted to be turned down to hold the top of the card securely in place.

4. As an improved article of manufacture, a device of the class described comprising a cone-shaped base and a fan-shaped top suitably connected, the opposite inclined edges of the top being fashioned to support an advertising-card, and the upper edge of the top being provided with a series of lips or projections adapted to hold packages, substantially as described.

5. As an improved article of manufacture, a combined display-rack and advertising device comprising a base tapering from the top toward the bottom where it is largest and of

5 sufficient area to give the device a suitable support, and a fan-shaped top, one of the said parts having a threaded socket, and the other a counterpart projection adapted to enter the socket, whereby the two parts are connected, the opposite inclined edges of the fan-shaped part being fashioned to support an advertising-card, and its upper edge having lips or projections adapted to support packages or

articles of merchandise, substantially as described.

In testimony whereof I affix my signature in presence of two witnesses.

GEORGE D. SNELL.

Witnesses:

DENA NELSON,
A. J. O'BRIEN.