April 8, 1930. R. MILLER 1,753,663

DISPLAY AND MERCHANDISING SYSTEM

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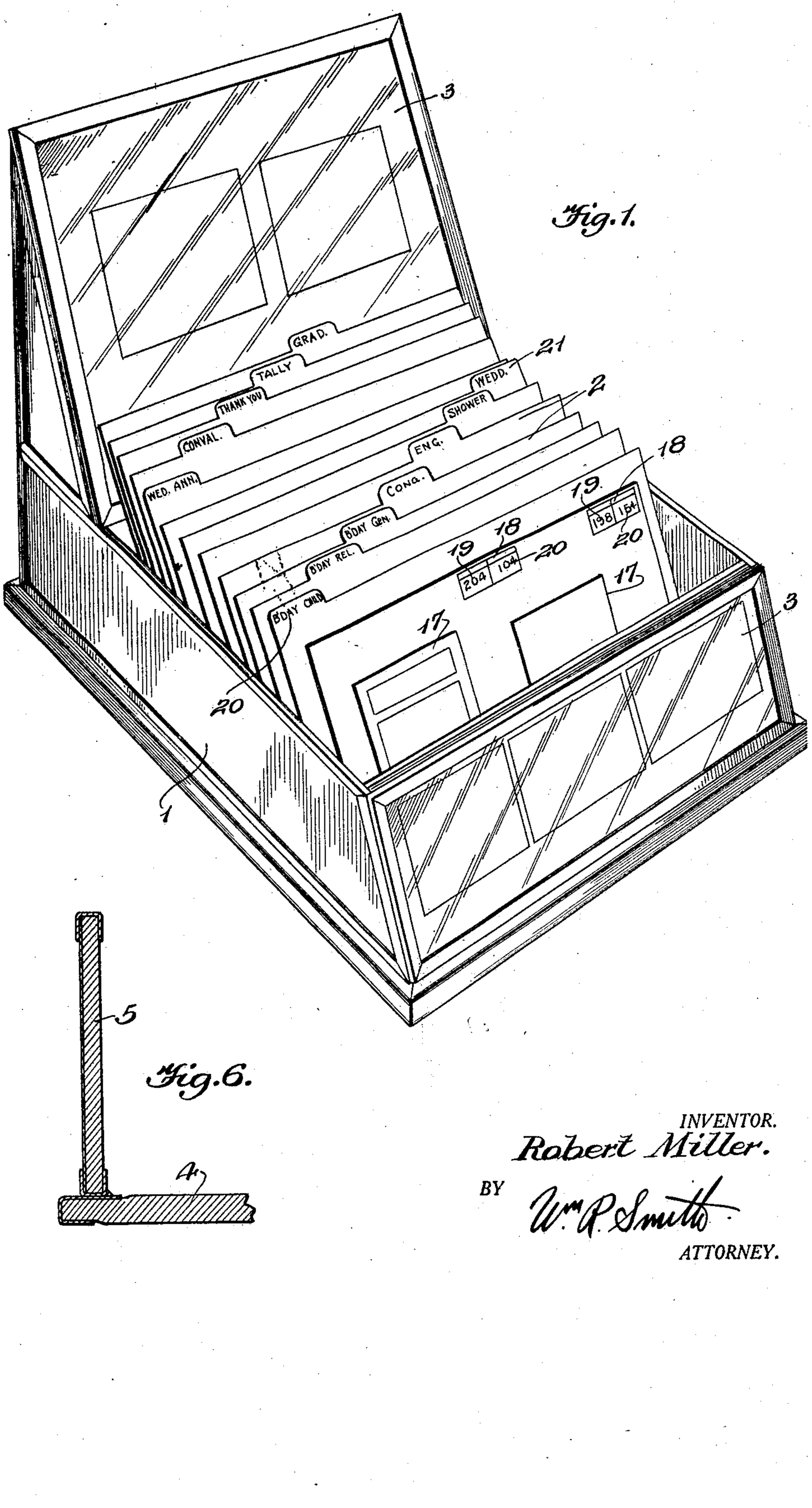


Fig. 1.

Fig. 6.

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Fig. 5.

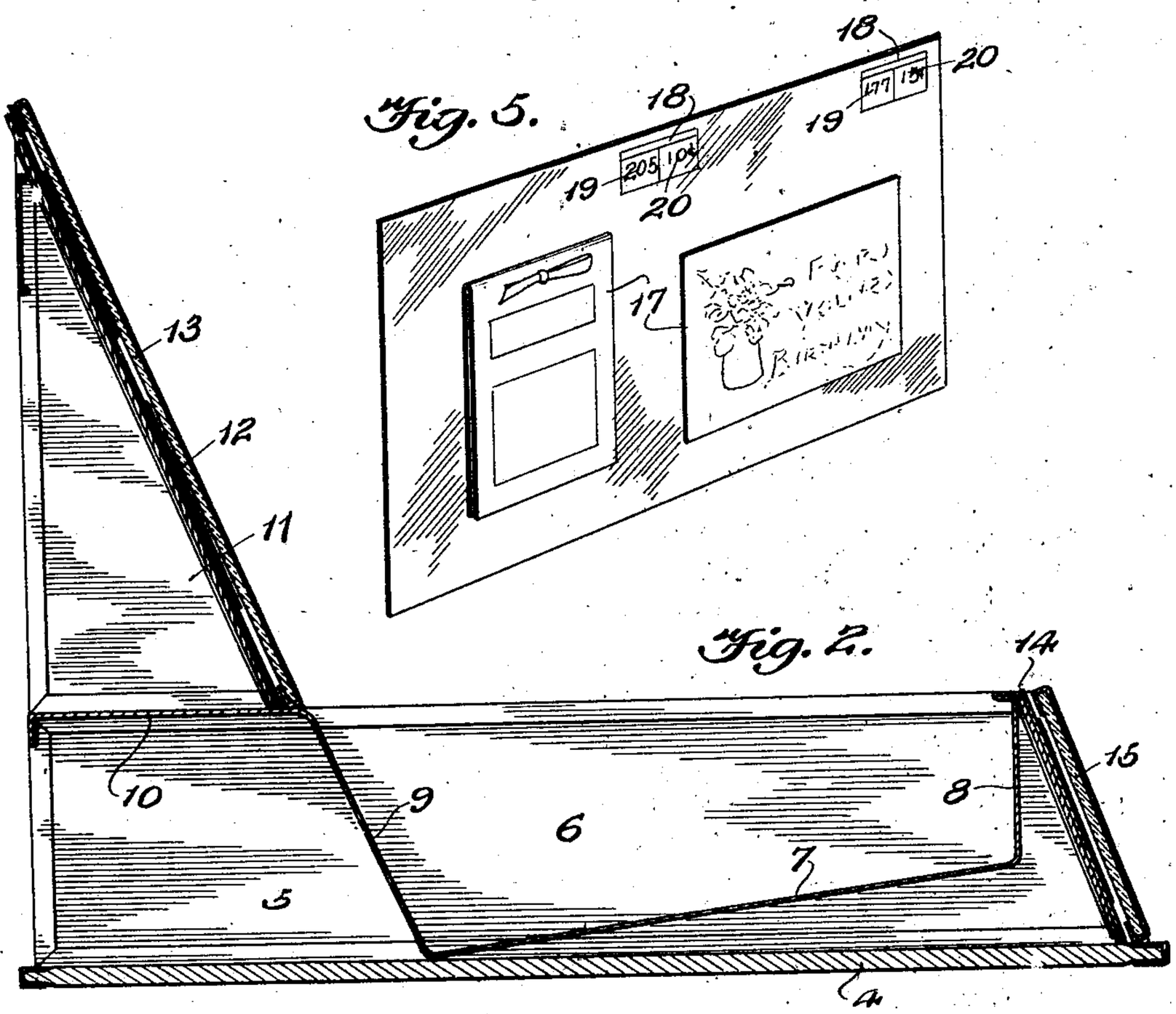


Fig. 2.

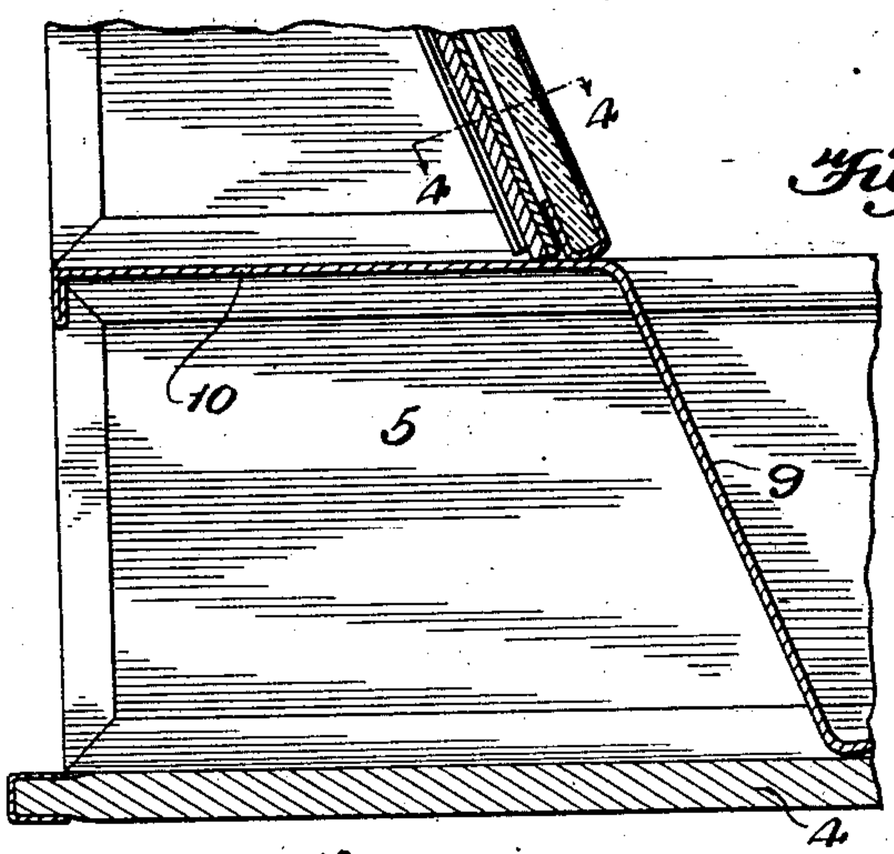
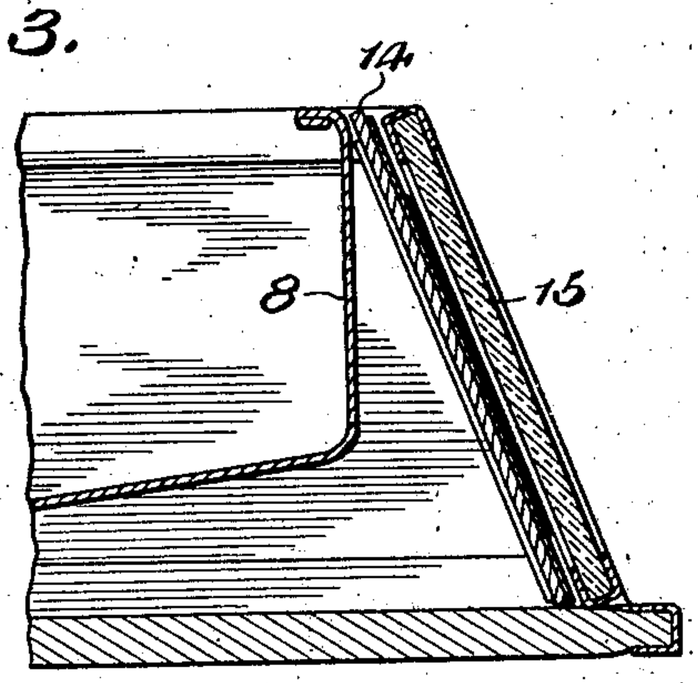


Fig. 3.



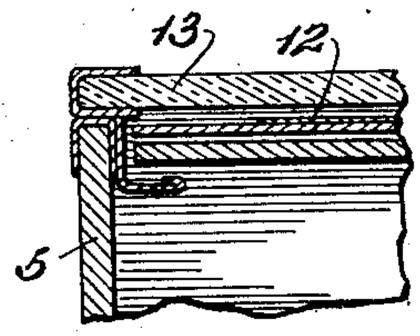


Fig. 4.

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UNITED STATES PATENT OFFICE

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DISPLAY AND MERCHANDISING SYSTEM

Application filed May 14, 1928. Serial No. 277,703.

This invention relates to a display cabinet and has for its primary object the construction of a cabinet that will more effectively and artistically support and display merchandise, particularly greeting cards, while at the same time fully protecting the articles of merchandise against damage.

An object of the invention is the novel manner of supporting the actual articles of the merchandise in selective groups so that an article possessing certain characteristics can be immediately considered by a prospective purchaser without the necessity of considering all the articles on display.

Another object of the invention is the incorporation in a display cabinet of a plurality of display panels having a novel relation to a plurality of display cards and title cards which are so related as to group the display cards into various groups and to be used in conjunction with the advertising panels to stimulate a desire on the part of the prospective purchaser to inspect the various articles on display.

Besides the above, my invention is distinguished in a novel arrangement and co-relation of component parts of the cabinet whereby sale of greeting cards may be facilitated and the card purchased obtained in perfect condition.

A feature of the invention is the novel structural details of the cabinet or receptacle whereby the groups of cards, may be supported at a proper inclination to be readily viewed and observed in conjunction with advertising panels for the conveying of proper information to the purchaser.

With these and other objects in view, the invention will be better understood from the following detailed description taken in connection with the accompanying drawings, wherein,

Figure 1 is a perspective view of the cabinet,

Figure 2 is a longitudinal view of the same,

Figure 3 is an enlarged longitudinal sectional view,

Figure 4 is a detail sectional view on the line 4—4 of Figure 3,

Figure 5 is a perspective view of one of the display cards,

Figure 6 is a vertical sectional view of one of the side walls of the cabinet.

Again referring to the drawings illustrating one of the many constructions of my invention, it will be noted that my invention consists mainly of a receptacle 1, a group of display cards 2 and selectively placed display panels 3, all of which are so designed and co-related that full information is conveyed to an observer at a single glance and information conveyed of a stimulating character to stimulate a desire to more closely inspect the contents of the cabinet.

Referring more in detail to the particular construction of my invention illustrated it will be noted that the receptacle 1 consists of a bottom 4 from which uprises the guide walls 5 which in turn are effectively secured to the bottom plate 6. This bottom plate 6 which is formed of sheet metal is bent to provide an inclined bottom section 7 a front vertical wall 8 and a rear inclined wall 9, the latter terminating in a horizontally disposed shelf 10. Uprising from the shelf 10 is a bracket 11 including guide flanges 12, slidably receiving one of the heretofore mentioned display panels 3 and a glass plate 13 covering the display panel for protecting the same and adding to the ornamentation thereof. Arranged contiguous to the front wall 8 are guide flanges 14 slidably receiving the display panel 3 and a glass plate 15 arranged in parallel relation with the display panel to protect the same, and allow full vision thereof.

With this construction, it will be appreciated that the display panels are removably arranged in place so that they may be changed from time to time if desirable. I wish it understood that the panels may carry suitable advertising matter or may carry proper instructions or may carry both or may be designed to stimulate interest on the part of the observer. Supported upon the bottom plate 6 are the display cards 2 directly to which are attached the actual articles of merchandise illustrated in this particular instance as greeting cards 17. These greeting cards have associated therewith identifying slips 18 carry-

ing a key number 19 and a price notation 20.

It is well known that greeting cards are used for various purposes and to enable a quicker selection of a desired card I have illustrated a plurality of title or index cards 20 intermingling with the display cards to selectively group the same and these title cards 20 are provided with index or title tabs 21 projecting above all of the cards so as to be readily viewed by an observer. As these index cards 21 carry the proper information, it would be appreciated that a prospective purchaser may immediately select the proper title card for separating the display cards to obtain ready access to a particular group of cards.

From the foregoing description taken in connection with the accompanying drawings, it will be appreciated that I have designed a novel construction of display cabinet that may be placed upon a display counter or table to effectively display merchandise to stimulate interest on the part of the observer and when such interest has been stimulated facilitates the obtainment of the particular merchandise desired. This is accomplished by providing a plurality of display cards selectively grouped by a plurality of tile cards and arranged at the proper inclination and position in a novel construction of receptacle, the latter carrying display or advertising panels at appropriate positions for either creating interest in the data or to co-relate data carried thereby with the data carried by the display cards for the conveyance of full information to the observer. It will also be appreciated that by utilizing key slips with the display cards one for each article of merchandise, the salesman is immediately given proper information as to the price of the card and where to obtain the card as the key number identifies the particular location of the card associated therewith. This allows the stock to be kept in stock boxes to afford protection thereto and delivery of a card in perfect condition when a sale is made.

I wish to call particular attention to the fact that the co-relation of the title cards and display cards is such that the greeting cards on display are fully protected against damage and held against accidental displacement.

It is of course to be understood that the structural details of the cabinet or receptacle may be changed in various ways without department from the spirit of the invention and various other articles of merchandise may be displayed upon the display cards and besides various types of advertising panels may be utilized in conjunction with the various cards for accomplishing other results, and therefore I do not desire to be limited in protection in any manner whatsoever, except as set forth in the following claims.

What I claim is:

1. A display cabinet comprising a receptacle, a bottom plate arranged within the receptacle and including a vertical front wall, a bottom wall inclining to the horizontal, and a rear wall inclining to the vertical, and display panels supported directly by the receptacle at a predetermined angular relation to the said front and rear walls of said bottom plate.

2. A display cabinet comprising a receptacle, a bottom plate supported within the receptacle and including a vertical front wall, a horizontally inclining bottom wall and a vertically inclining rear wall, a display panel solely supported by said receptacle in direct angular alignment with said rear wall, and a second display panel supported directly by the receptacle at an incline to said front wall.

ROBERT MILLER.