

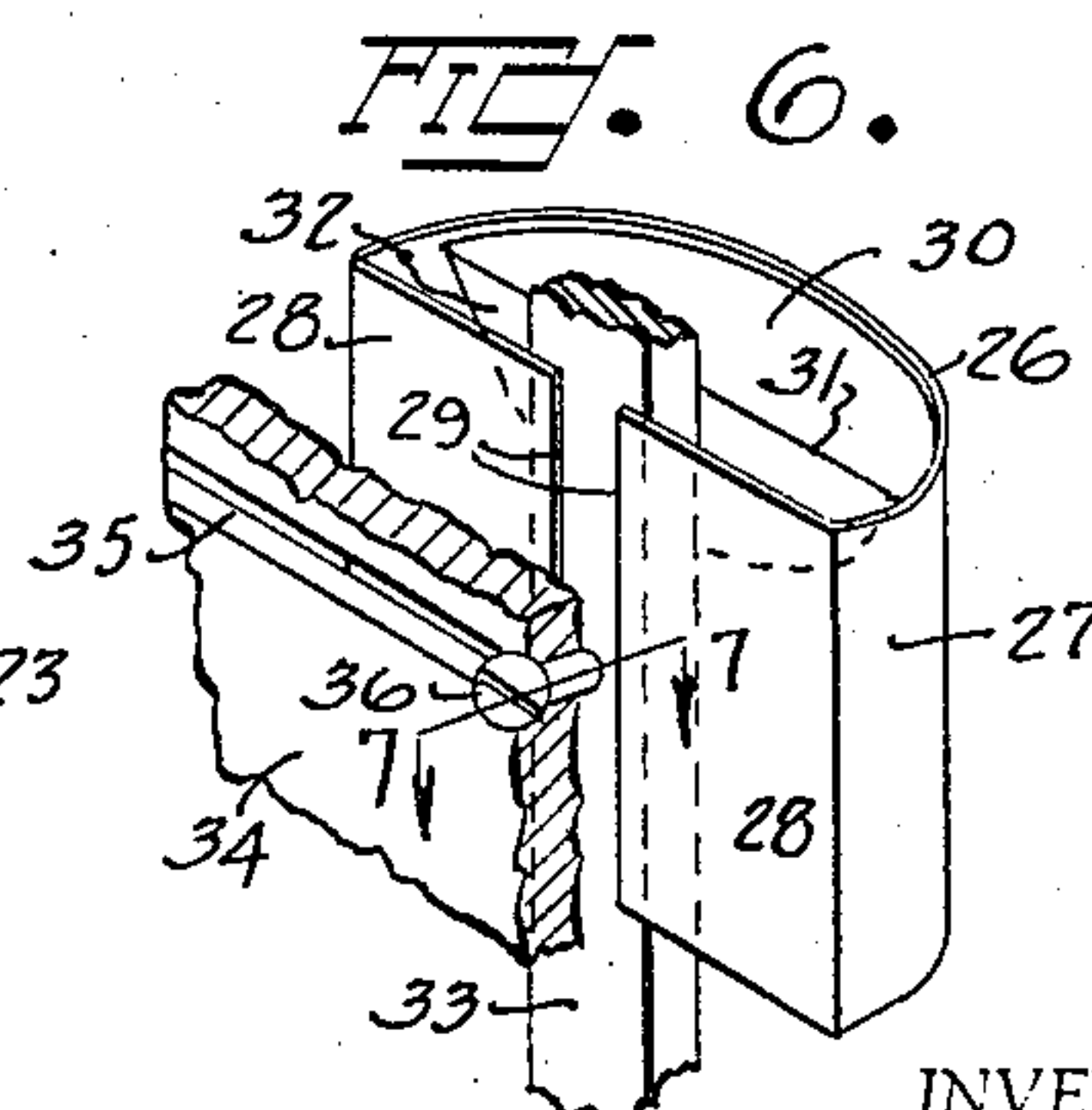
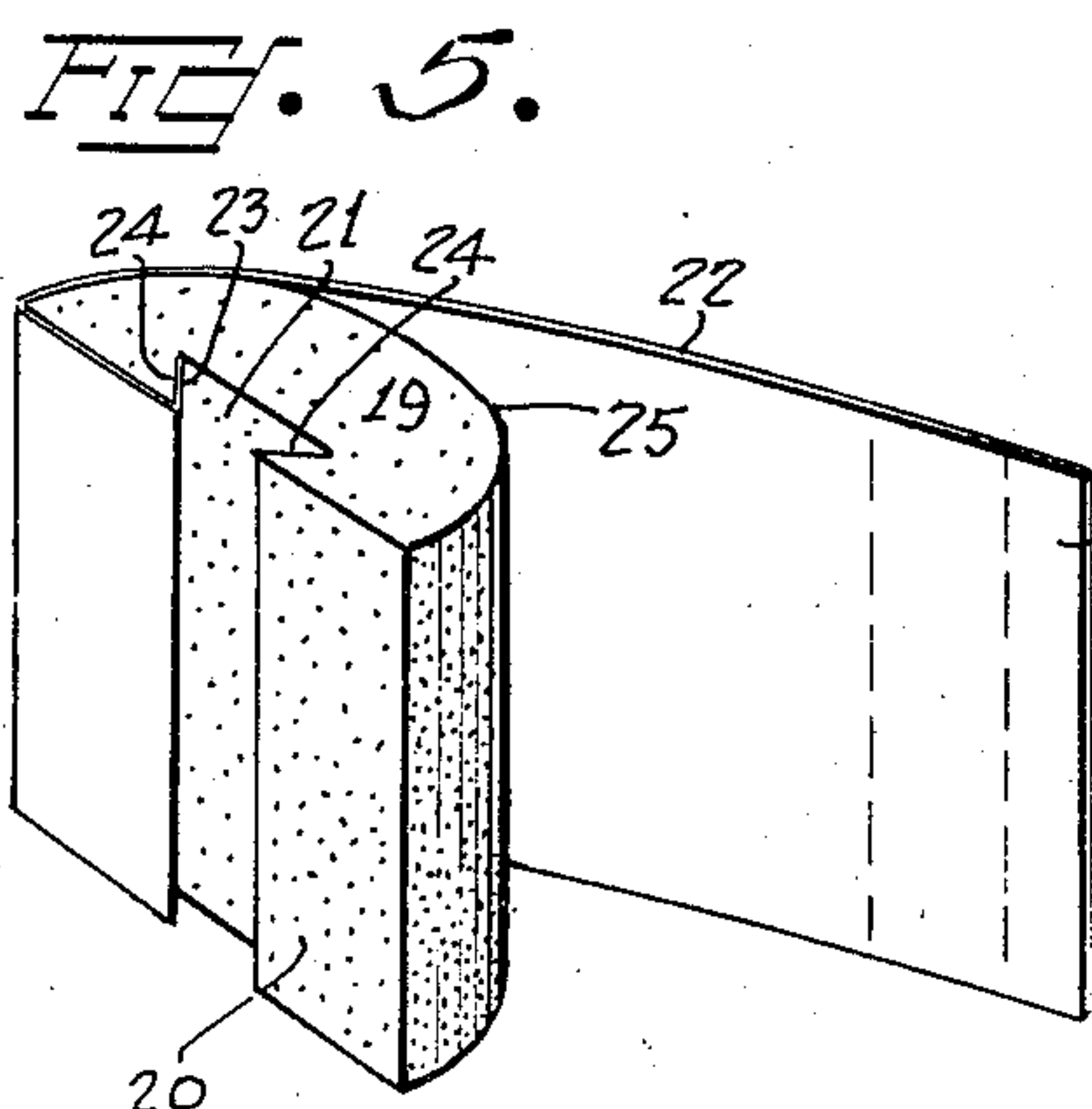
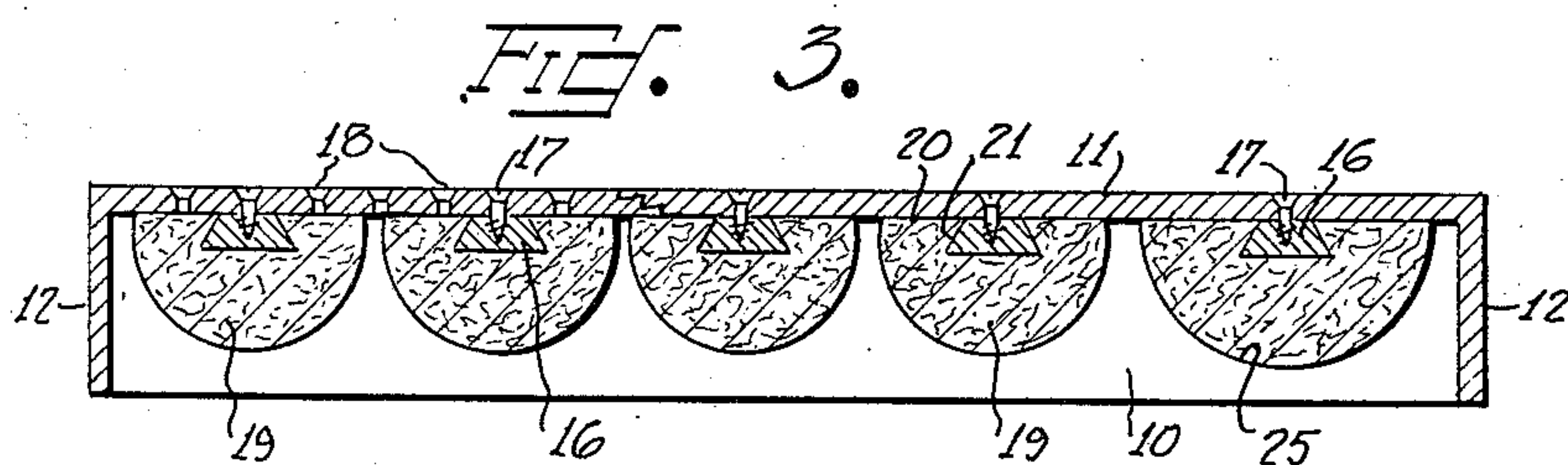
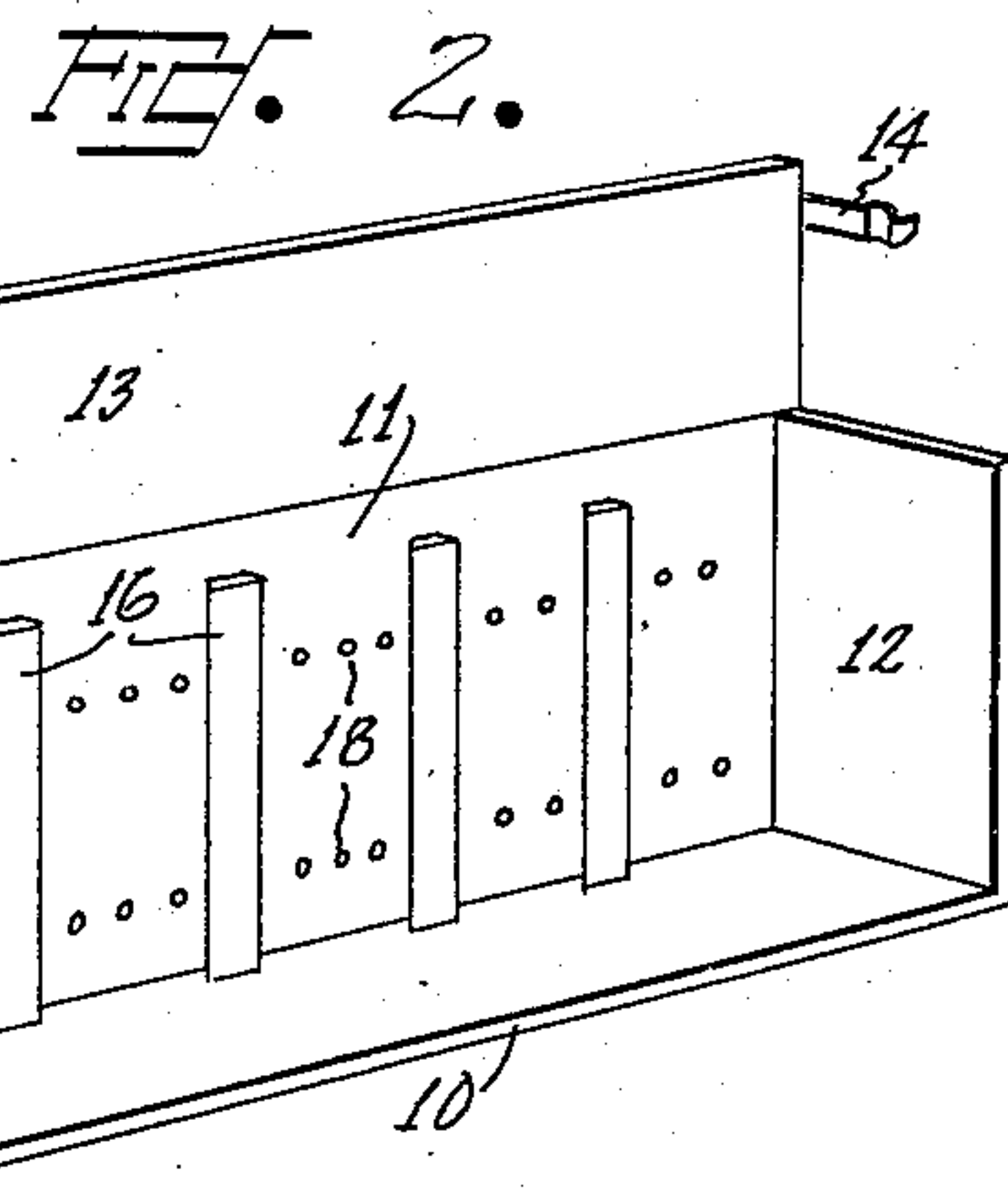
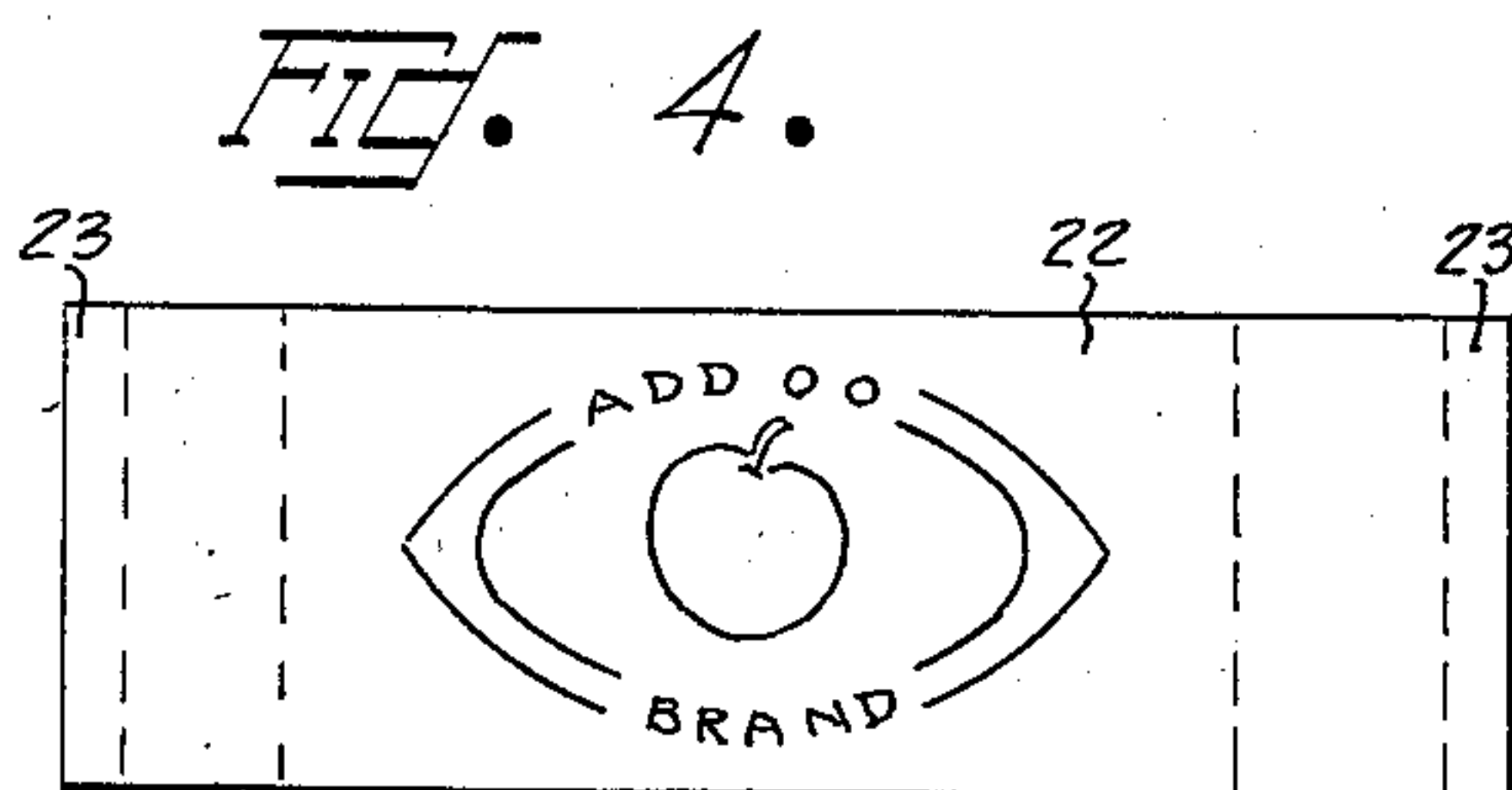
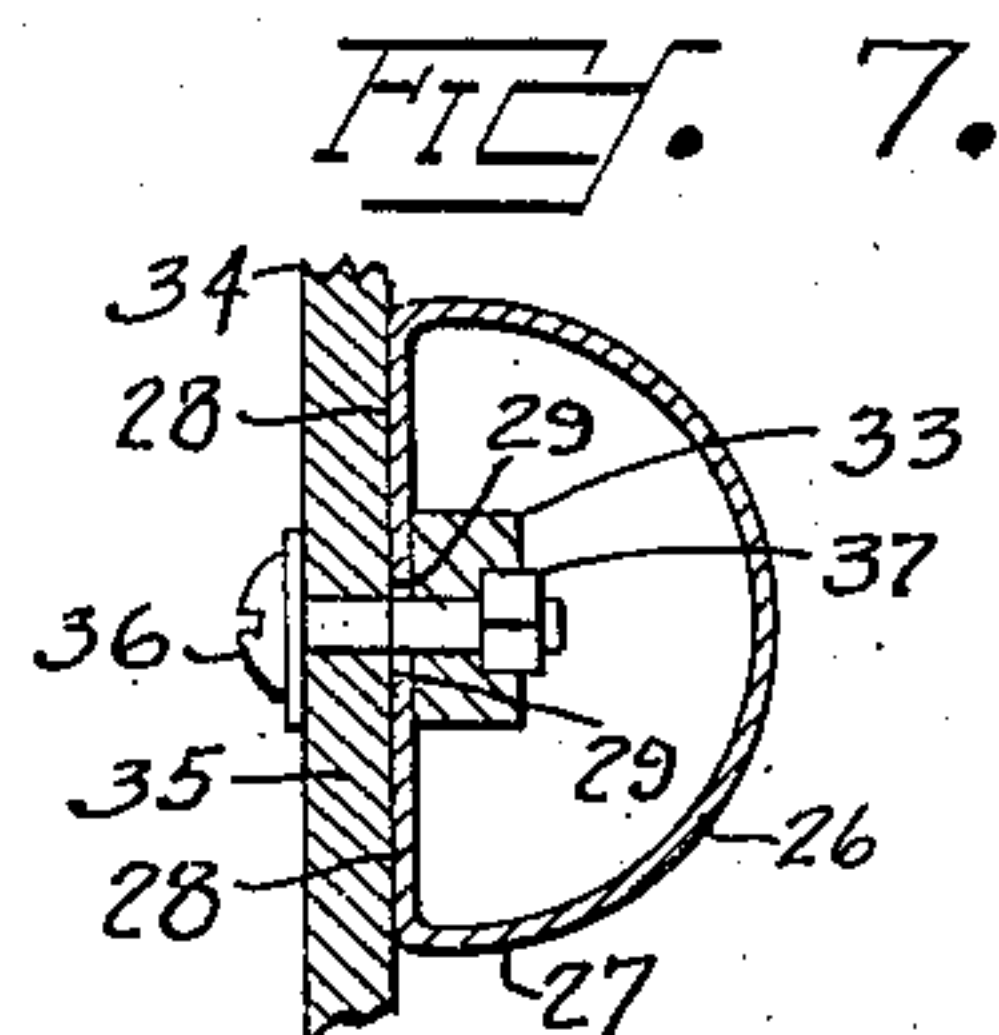
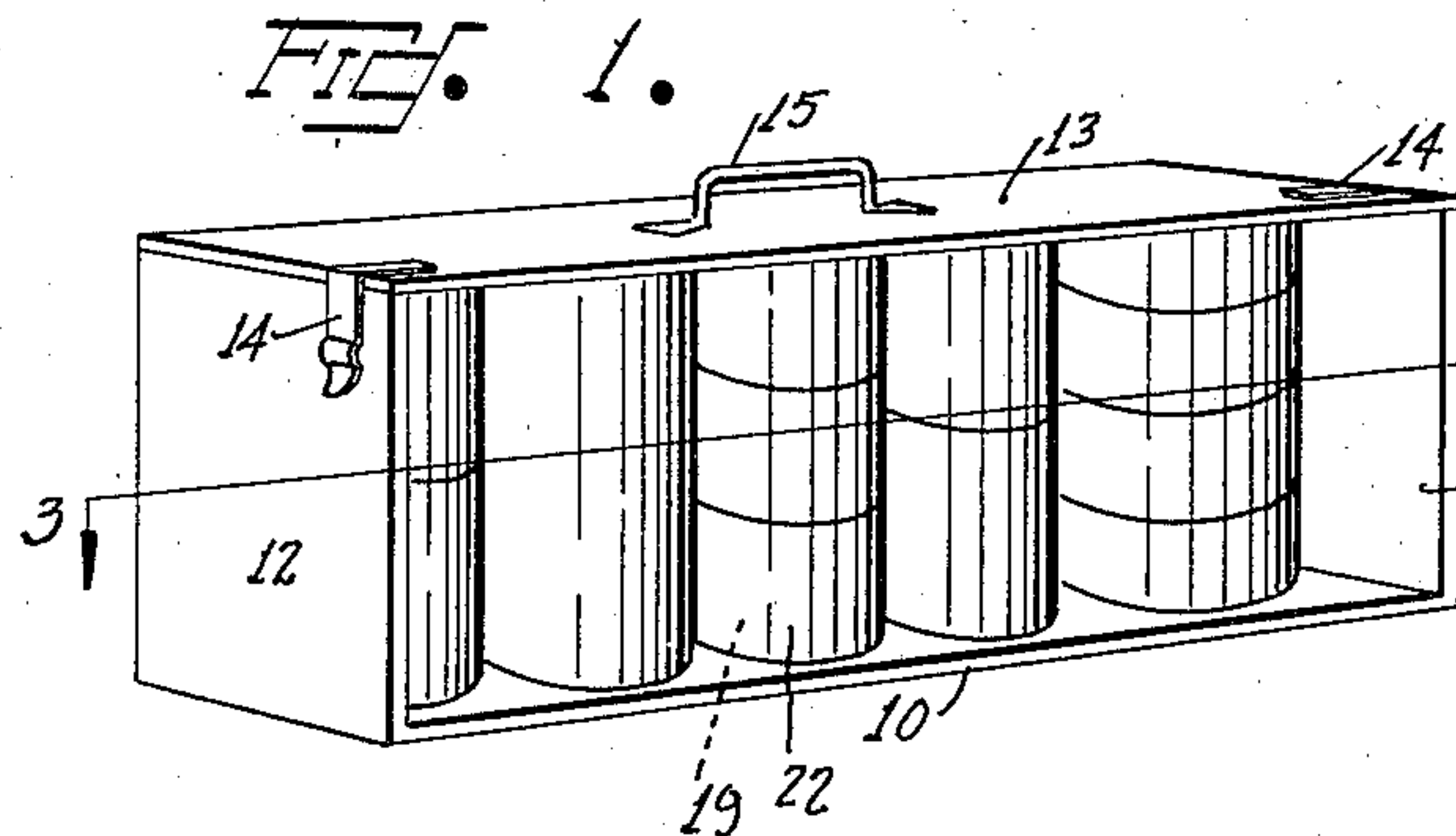
July 12, 1938.

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2,123,680

DISPLAY CASE

Filed March 1, 1937



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## UNITED STATES PATENT OFFICE

2,123,680

## DISPLAY CASE

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Application March 1, 1937, Serial No. 128,453

3 Claims. (Cl. 40—126)

This invention relates generally to advertising devices, and particularly to a display case.

The main object of this invention is to enable a canned goods salesman to quickly and easily show his wares to a merchant and at the same time enable the merchant to see how they will actually appear upon his shelves when delivered.

The second object is to economize time and sales effort on the part of the salesman and thereby enable him to utilize in the most effective manner the limited amount of time which the merchant will give him for his purpose.

The third object is to render unnecessary investment of large stocks of samples which must be carried in stock and transported from one store to another by the sales organization.

The fourth object is to reduce the weight of the display case which the salesman must carry and also to so construct the case and its contents that various combinations of canned sizes and the number of stacks displayed, as well as the labels on the imitation cans themselves, can be easily varied at the discretion of the salesman.

I accomplish these and other objects in the manner set forth in the following specification as illustrated in the accompanying drawing, in which:

Fig. 1 is a perspective view of a section of the sales case in a demonstrating position.

Fig. 2 is a perspective view of the case in an open position with the contents removed.

Fig. 3 is a horizontal section taken along the line 3—3 in Fig. 1.

Fig. 4 is a front elevation of a representative form of label.

Fig. 5 is a perspective view of an imitation can showing the manner of applying the label thereto.

Fig. 6 is a fragmentary perspective view showing a modified form of the can.

Fig. 7 is a horizontal section taken along the line 7—7 in Fig. 6.

Similar numbers of reference refer to similar parts throughout the several views.

Referring in detail to the drawing, there is shown a case consisting of a bottom 10 which corresponds with the bottom of a shelf, a back 11 and end walls 12. To the back 11 is hinged a cover 13, preferably provided with catches 14 and a carrying handle 15.

Against the back 11 are secured a plurality of dovetailed cleats 16 by means of the screws 17. A plurality of holes 18 are formed in the back 11 to permit the spacing thereof to be varied to suit the different sizes of cans to be displayed. The cans themselves are merely imitations and are

preferably in the form of "papier mâché" blocks 19 which are semi-cylindrical in form and have provided on the straight side 20 a dovetailed groove 21 which can freely receive a cleat 16.

In Fig. 4 is shown a representative form of label 22 whose edges 23 may be folded against the sides 24 of the dovetailed groove 21 for the purpose of holding the label 22 in place without gluing same to the curved surface 25.

It can be seen from the foregoing that it is only necessary for the salesman to determine the arrangement of the cans on the shelf and the sizes of the cans of merchandise he is offering for sale. He moves the cleats 16 to the proper positions and then places the various labels 22 in position on the imitation cans 19 and then slides them downwardly along the cleats 16. When he has placed as many of the cans on the shelf as he wishes, he closes the cover 13 and is ready to show the merchant how the goods will appear upon the shelf thereby securing a great saving in time and increasing the possibilities of making a sale by enabling the merchant to visualize the goods for which the order is being sought.

Obviously, the manner of forming the imitation cans and supporting them in position, as well as the manner of attaching the labels to the can, may be varied without departing from the spirit of this invention.

In Figs. 6 and 7 the can 26 is made of tin, portions of the side 27 being turned to form the flat wings 28 whose edges 29 are spaced from each other in a manner to form a vertical slot. The top 30 of the can 26 is folded downwardly along the edge 31 so that the portion 32 is substantially parallel with the wings 28 and spaced therefrom to make room for the upright cleat 33. The back 34 is provided with horizontal slots 35 adapted to receive the screws or bolts 36 which extend through the cleats 33 into the nuts 37.

It can be seen that in this form of the device, standard can shapes may be employed requiring only a slight modification to make them usable with my display case. This construction provides the additional advantage of showing the tin edges of the upper and lower ends of the can after the label is affixed between the edges.

In the form of the device shown in Figs. 6 and 7, the label is affixed in the same manner as described for Fig. 5.

I claim:

1. A display case consisting of a shelf having

a back associated therewith, a plurality of simulated cans mounted on said shelf and clamping means for holding said simulated cans in superimposed positions and in a predetermined lateral relationship.

2. A display case of the class described consisting of an open-sided case having a hinged top and having a plurality of dovetailed cleats secured on the back thereof and a plurality of imitation cans of semi-cylindrical shape having cleat engaging grooves formed therein and means

for variably positioning the lateral spacing of said cleats which are vertically disposed.

3. In a device of the class described, the combination of an upright supported wall, a vertical dovetailed cleat movably mounted on said wall and a plurality of semi-cylindrical members having dovetailed grooves on the upright side thereof adapted to hold said semi-cylindrical members with their axes in a vertical position and in alignment with each other.

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