

Sept. 2, 1958

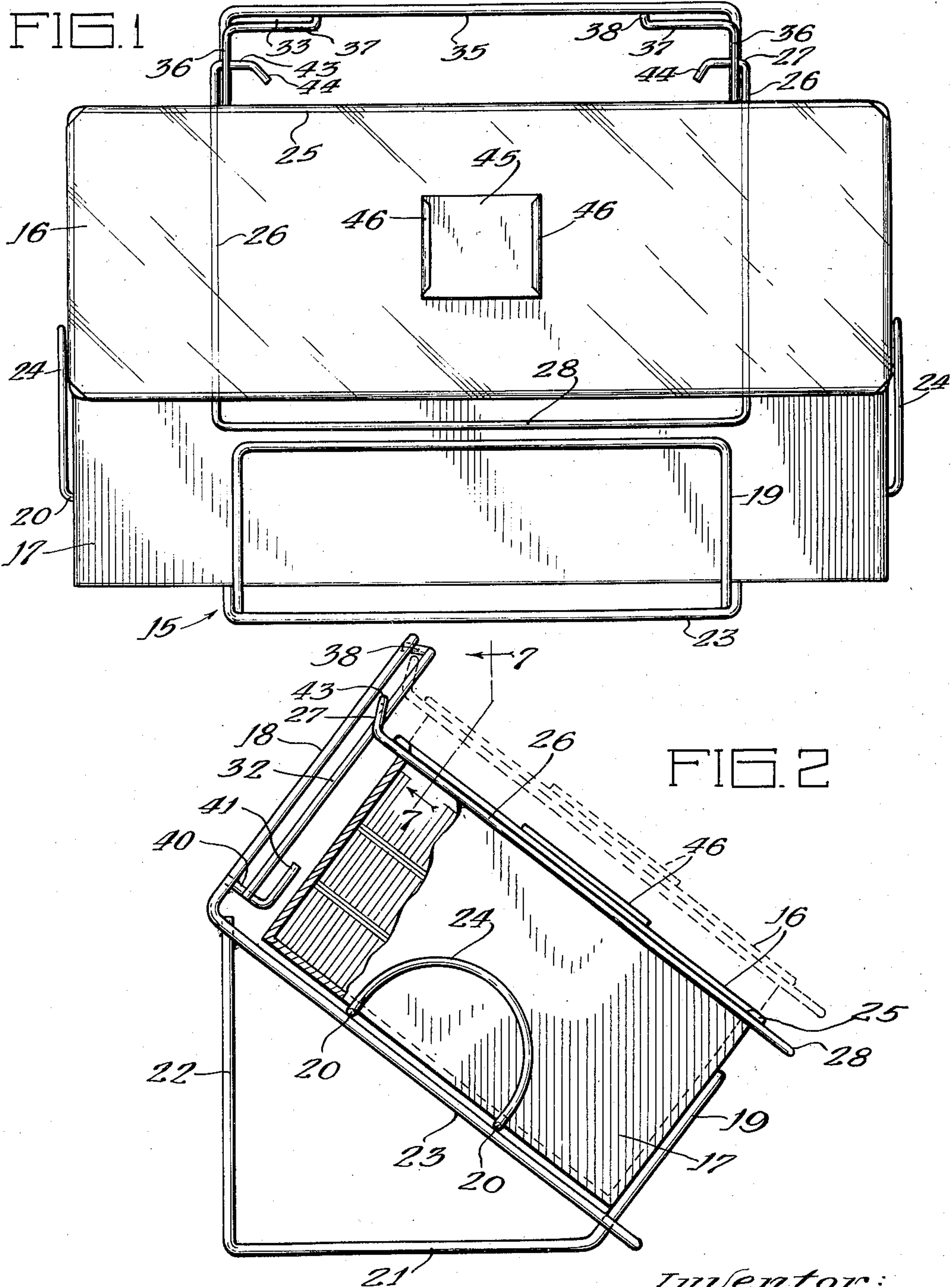
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2,850,170

DISPLAY DEVICE

Filed Feb. 11, 1954

3 Sheets-Sheet 1



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3 Sheets-Sheet 2

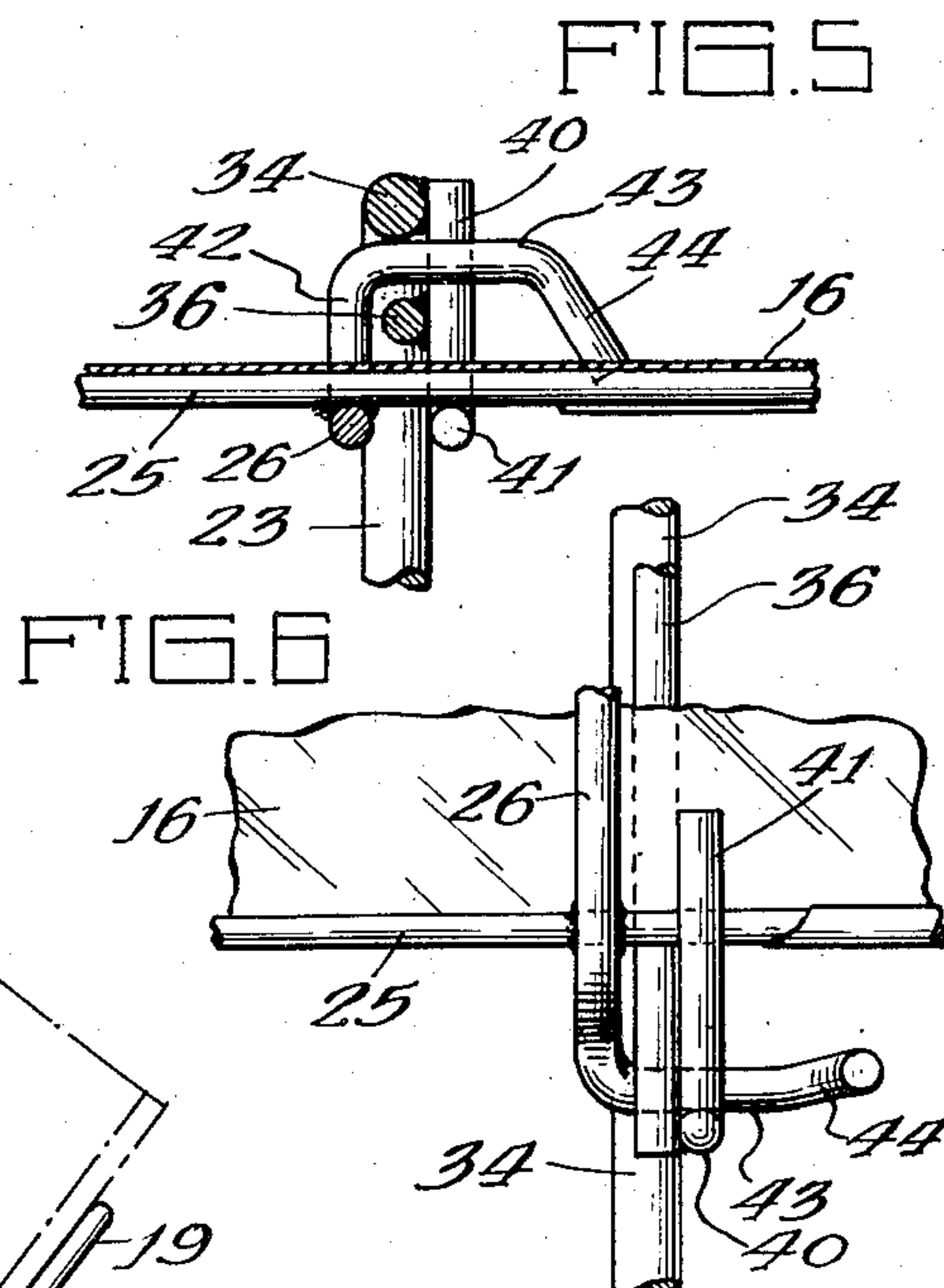
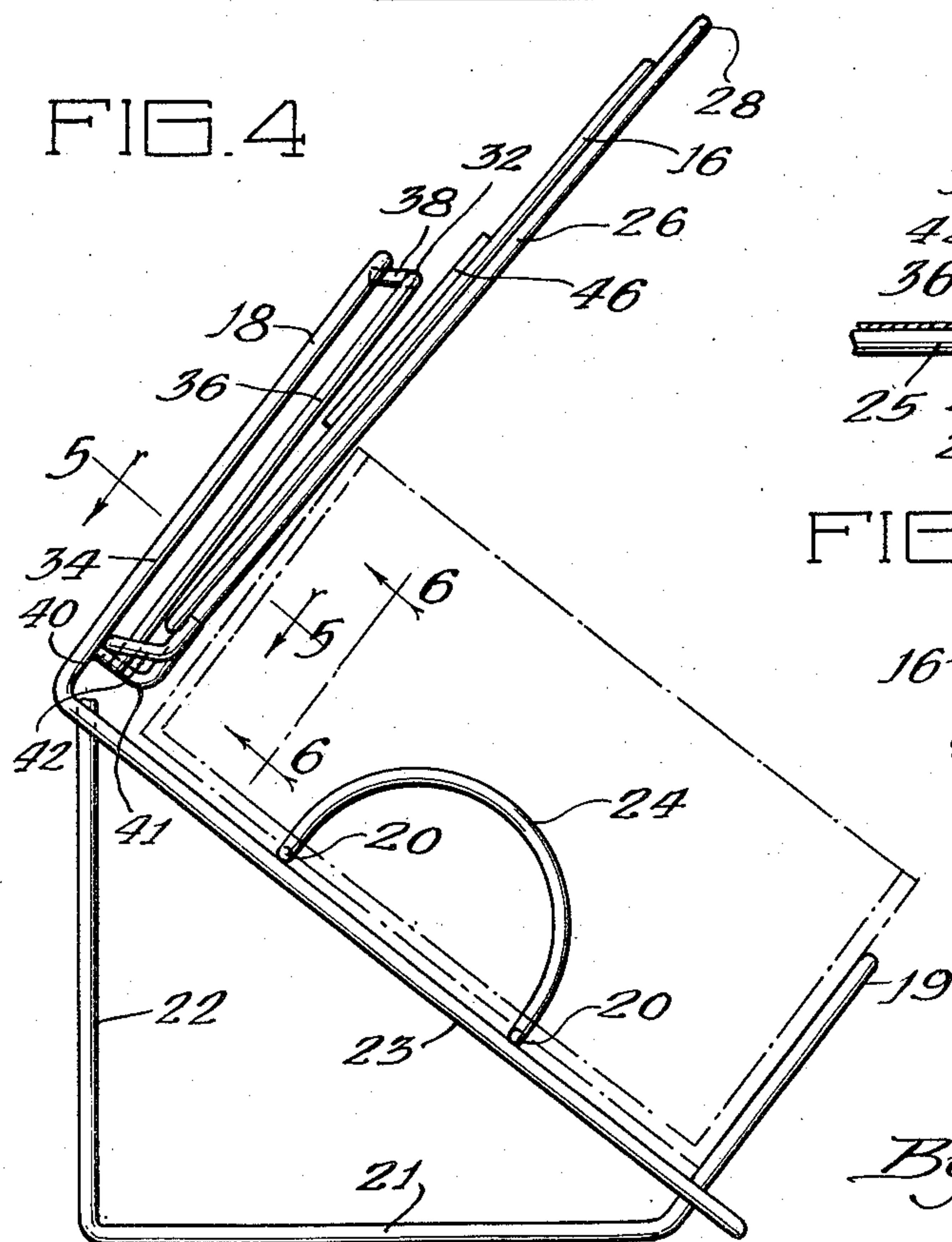
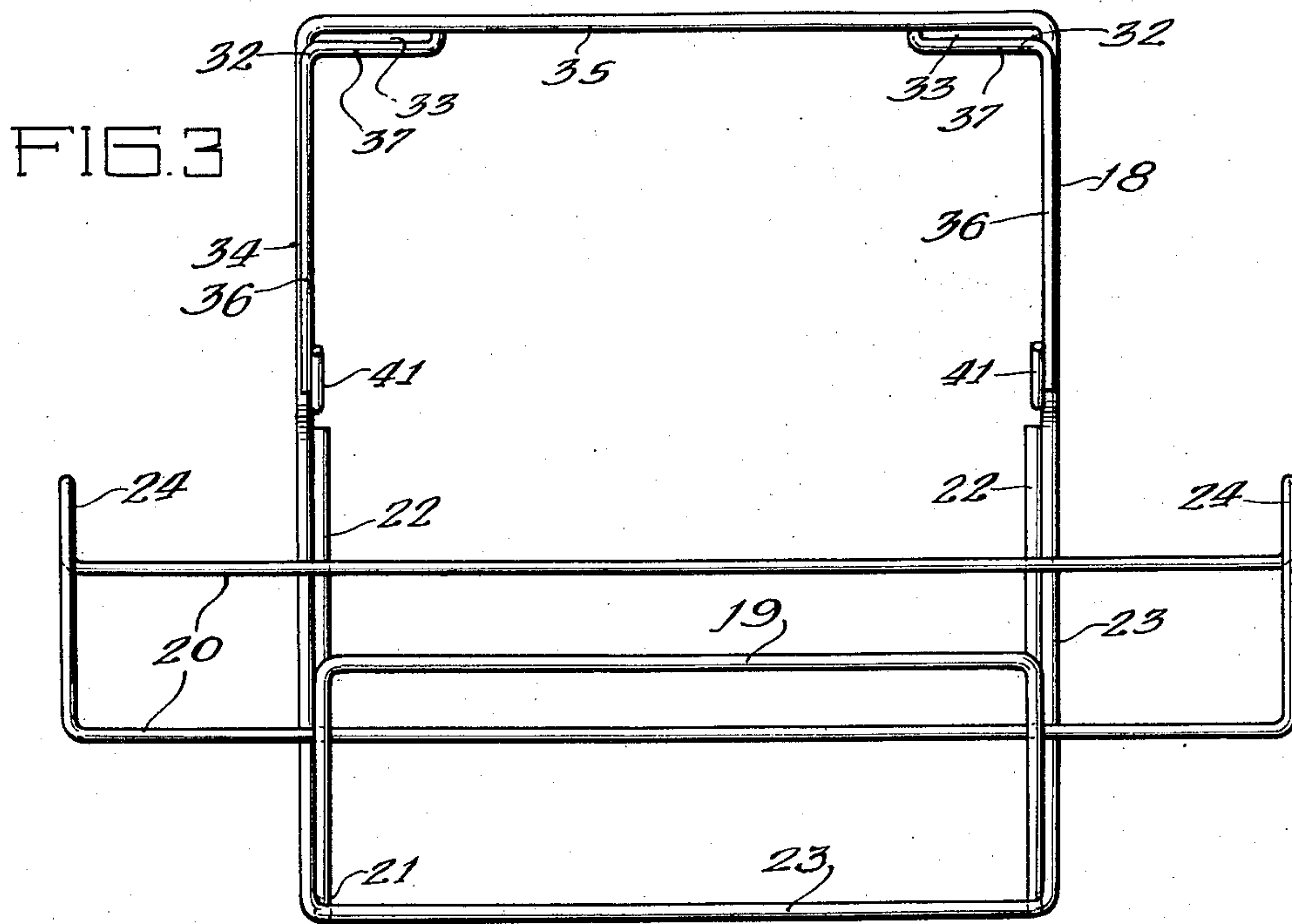
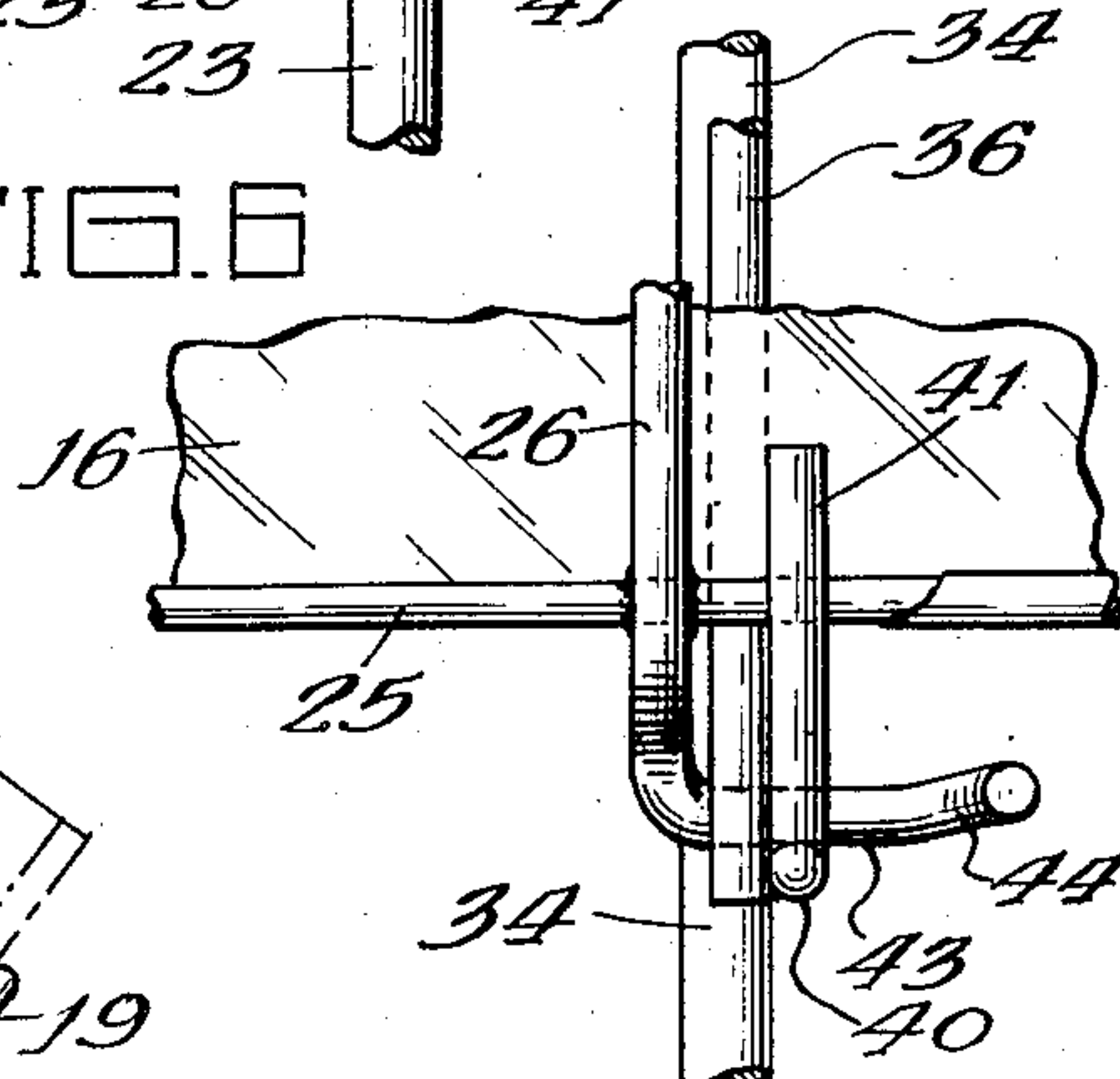


FIG. 6



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3 Sheets-Sheet 3

FIG. 7

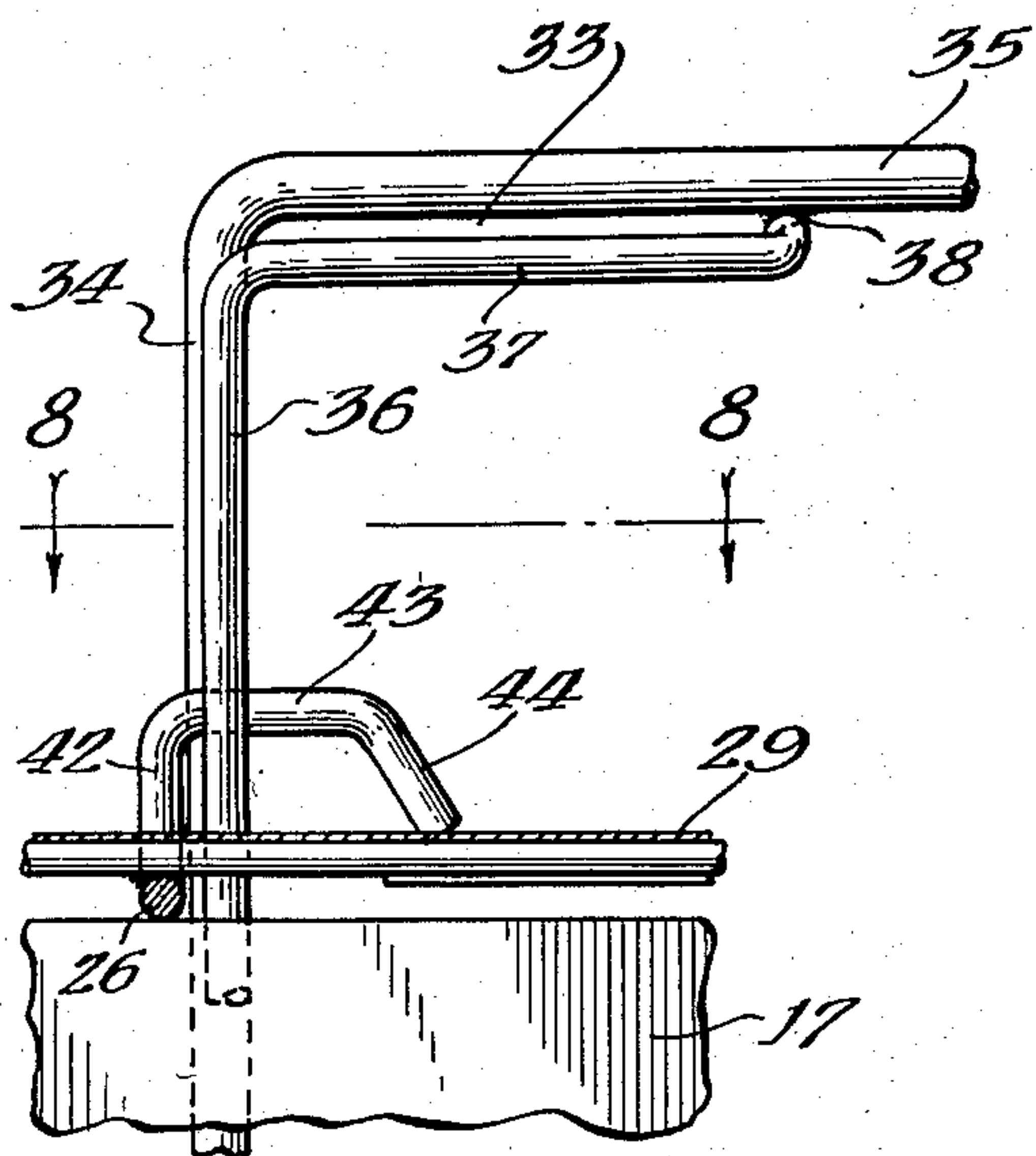


FIG. 8

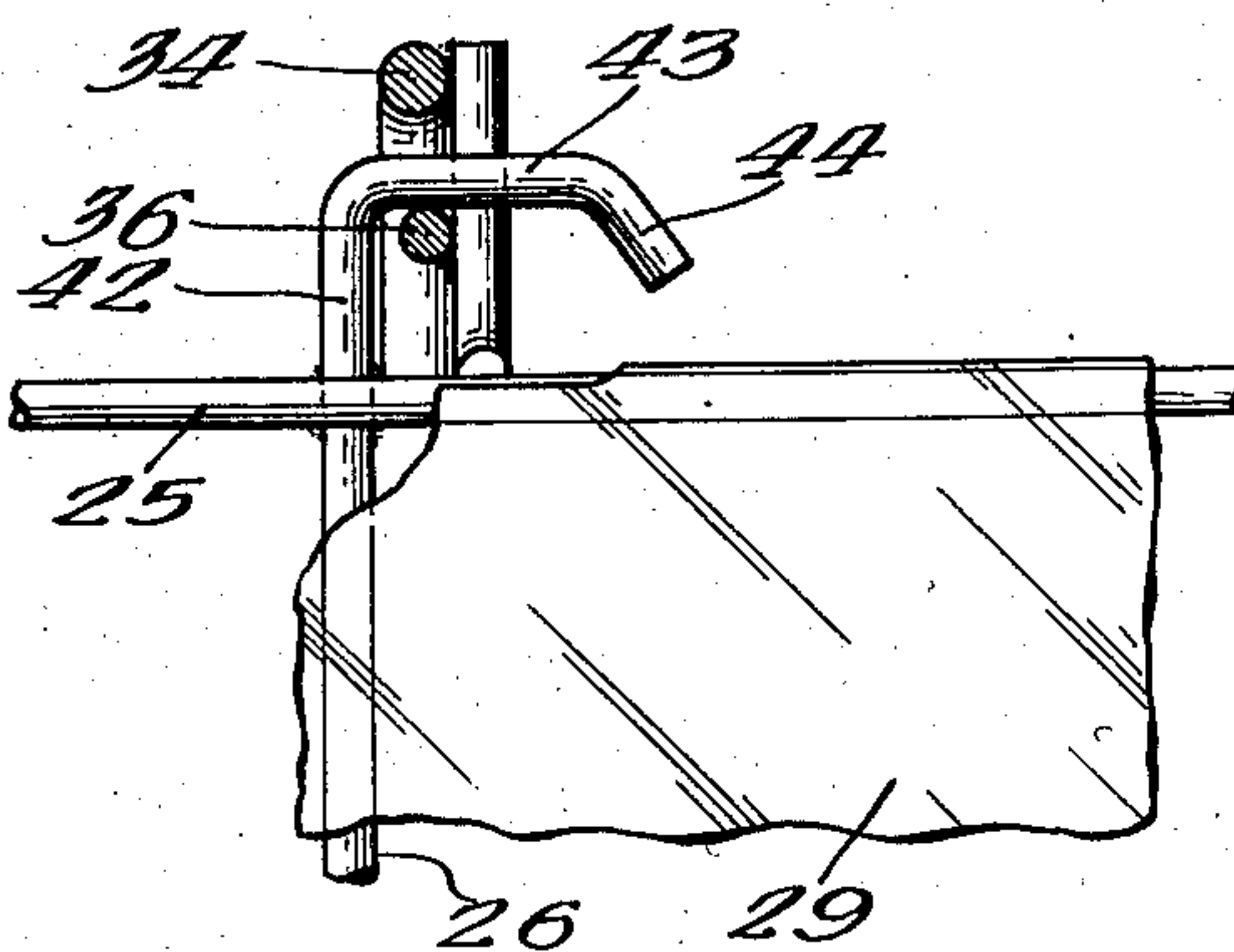


FIG. 9

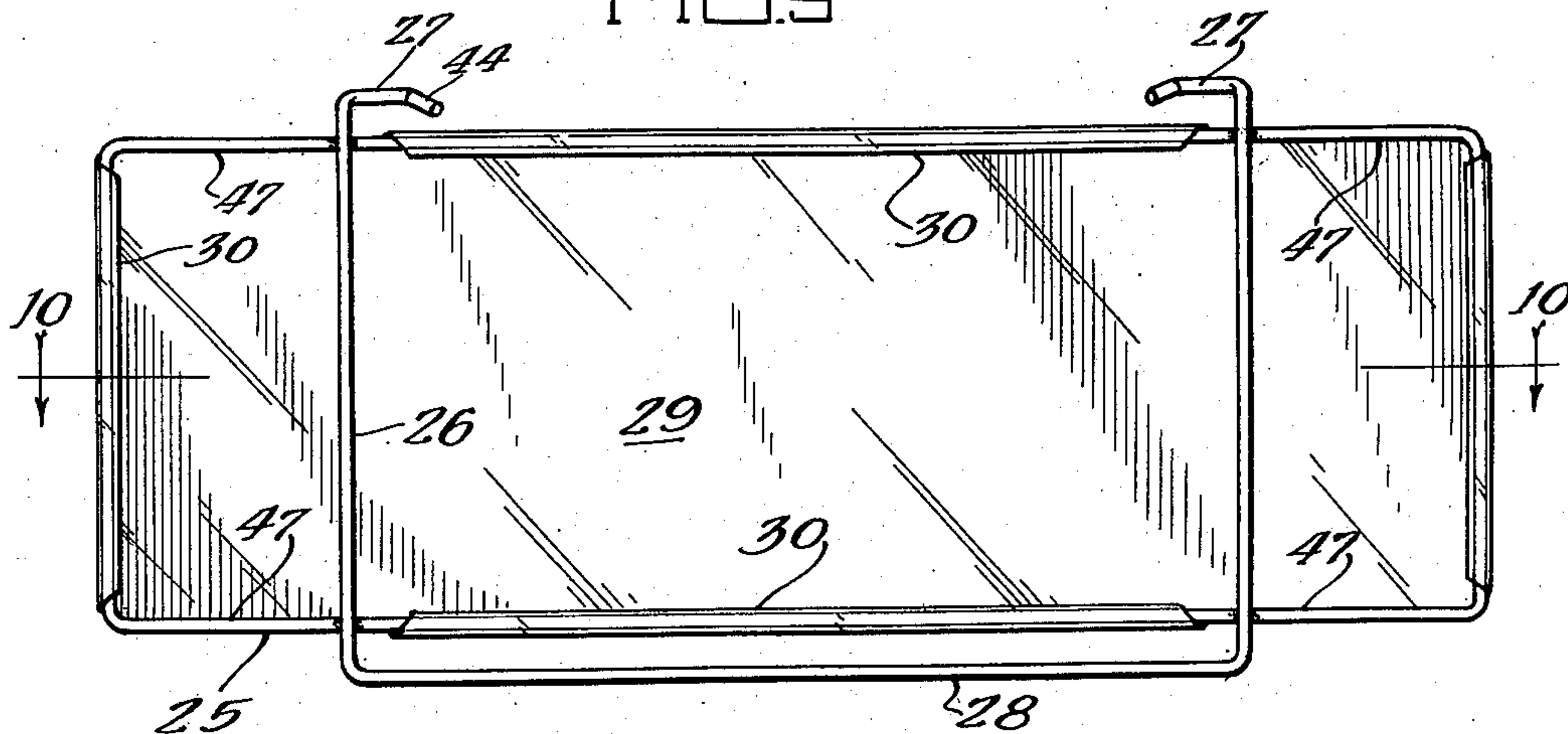
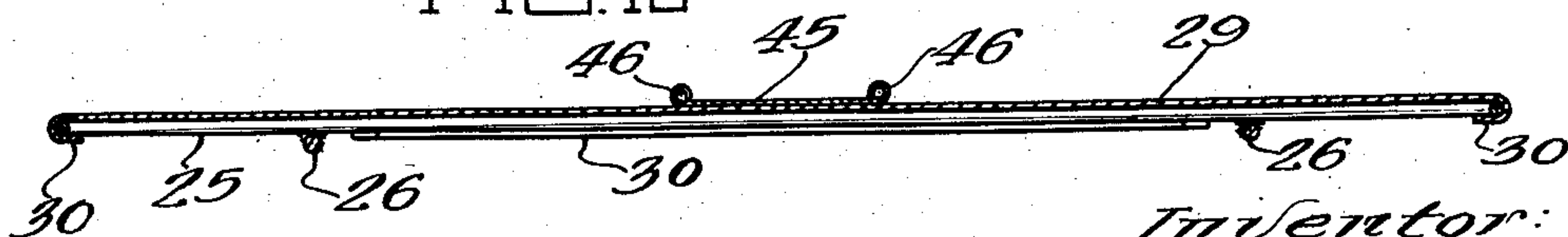


FIG. 10



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1

2,850,170

## DISPLAY DEVICE

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Application February 11, 1954, Serial No. 409,587

5 Claims. (Cl. 211—84)

This invention relates to an improved display device for use in connection with the sale of bulk cookies, candies and the like.

In the sale of bulk cookies, for instance, the cookies are delivered to the retailer in cardboard cartons referred to as "caddies" or "double caddies."

It is an object of my invention to provide a display device for holding a caddy, and which also incorporates a hingedly mounted cover which cooperates with the caddy so that the cookies within the caddy may be protected.

These caddies are of standard length and width dimensions, but there is considerable variation in height. For instance, a double caddy is about twenty inches long and ten inches wide. For a relatively heavy cookie, such as a fig bar, the caddy may be about five inches high; for a relatively light cookie, such as a marshmallow cookie, the caddy may be ten inches high. Caddies for other types of cookies may be seven inches or eight inches high.

A further object is to provide an improved hinge construction by means of which the cover may be adjustably mounted on the display rack so that it can be used in connection with caddies of different heights.

A further object is to provide a new and improved connection between the cover and the rack which permits the cover to become locked in its open position. Thus, the storekeeper does not need to hold the cover open with one hand while he is removing cookies from the caddy and placing them in a paper bag or the like.

Still another object is to provide in a display device of the type indicated, an improved cover construction which comprises a wire frame and a transparent cover sheet which is removably mounted on the wire frame so that it may be replaced from time to time.

Other objects, features and advantages will become apparent as the description proceeds.

With reference now to the drawings in which like reference numerals designate like parts:

Fig. 1 is a front elevation of a preferred embodiment of my invention, with the cover in closed position;

Fig. 2 is a side elevation thereof;

Fig. 3 is a front elevation thereof with the cover and container removed;

Fig. 4 is a side view showing the cover in open position;

Fig. 5 is a section taken along line 5—5 of Fig. 4 and showing the locking means in detail;

Fig. 6 is a detailed section taken along line 6—6 of Fig. 4;

Fig. 7 is an enlarged front elevation showing the sliding hinged connection in detail;

Fig. 8 is a section taken along line 8—8 of Fig. 7;

Fig. 9 is a bottom view of the cover, and

Fig. 10 is a section taken along line 10—10 of Fig. 9.

The display device comprises a rack 15 having a cover 16 removably mounted thereon. The rack is adapted

2

to hold a removable container 17 which, as indicated previously, may be a cookie caddy.

The rack comprises a rear wall portion 18, a front wall portion 19, a support member 20 and a base portion 21. The term "wall portion" as used herein refers to a portion of the rack which is disposed adjacent to the corresponding wall of the container 17. Since the rack is formed of rod or wire stock, the term "wall portion" does not imply a solid member such as a web or a sheet.

The exact construction of the front wall portion, the support member and the base is subject to considerable variation. In the present embodiment, a first member 22 is provided, in the form of an open U, which is bent to provide the legs of the base 21 and the front wall portion 19. A second member 23, in the form of a closed loop, is provided which is bent in such a manner as to provide the rear wall portion 18 and the diagonal part of the base portion upon which is mounted the support member 20. Thus, the rack comprises essentially only three separate members 22, 23 and 20, which are welded to each other at their points of intersection. The support member 20, also in the form of a closed loop, has bent-up portions which provide end wall portions 24.

The cover 16 comprises a closed rectangular wire loop 25 and a U-shaped auxiliary member 26 which is welded thereto. The legs of the auxiliary member 26 are extended rearwardly and bent to provide lugs 27, and the front portion provides an open handle 28. The cover also includes a transparent sheet 29, made of suitable material, such as acetate, which is provided with marginal flanges 30 which snap over the adjacent portions of the loop 25. Thus, the transparent sheet 29 may be replaced from time to time.

A sliding hinged connection is provided between the cover 16 and the rear wall portion 18. A sliding connection is desired in order that the cover may adjust itself to the varying heights of the various containers 17 which are to be supported by the rack. A hinged connection is desirable in order to permit the cover to be raised to remove the contents of the container 17. This sliding hinged connection includes means providing two slots to receive the two lugs 27. The slots are L-shaped slots to permit removal of the cover.

This sliding hinge connection is best illustrated in Figs. 2, 4, 7 and 8. A pair of L-shaped guide bars 32 are provided which cooperate with the rear wall portion 18 to provide L-shaped slots 33. The rear wall portion 18 is in the form of an inverted U-shaped structure having vertical spans 34 and a horizontal span 35. Each L-shaped guide bar 32 comprises a vertical leg 36, and a horizontal leg 37, and these legs are spaced from and arranged parallel to the adjacent portions of the vertical and horizontal spans 34 and 35, respectively. The end of each horizontal leg 37 is welded to the horizontal span 35 at points 38. The bottom of each vertical leg 36 is secured to each vertical span 34 by suitable connecting members 40, and suitable welds. Each connecting member 40 also has a vertically projecting locking arm 41, the purpose of which will be later described.

The lugs 27 are offset rearwardly, as viewed in Fig. 4, from the plane of the cover 16 so that the cover 16 may be opened up to a full 90 degrees in which it is disposed parallel to the rear wall portion 18, as shown in Fig. 4.

Each lug 27 comprises a shank portion 42, a horizontal portion 43, and a terminal portion 44, all being arranged more or less in the shape of a U. The plane defined by these three portions forms an angle of substantially 110 degrees from the legs of the auxiliary member 26. Thus, when the cover 16 is moved from its solid line position shown in Fig. 2 upwardly into its dotted line position, the angular disposition of the terminal por-



tion 40 causes it to engage the horizontal leg 37 so that the lug cannot be removed from the L-shaped slot 33. However, if the cover is tilted in the clockwise direction about 20 degrees, the terminal portion 44 will be aligned with the slot 33 with the result that the cover can be readily removed or replaced.

In other words, the lugs 27 and the L-shaped slots 33 cooperate in such a manner that a hinged connection is provided which is slidably adjustable to any given height. Although the cover is removable, it is removable only in a particular angular position which is not encountered in ordinary use. Therefore, when lifting the cover to remove cookies, there is no danger of having the lugs 27 slip out of the slots 33.

The locking means is shown in Figs. 4, 5 and 6. When the cover is lifted to its fully opened or 90 degree position, as shown in Fig. 4, and permitted to slide downwardly so that the lugs 27 rest against the connecting member 40, it will be seen that a portion of the rectangular loop 25 will be disposed between the vertical leg 36 and the vertically projecting locking arm 41, as shown in Figs. 5 and 6. The projection of the distance between the horizontal portion 43 and the above referred to portion of the rectangular loop 25, as viewed in Fig. 6, is substantial, being of the order of the projection of this distance as shown in Fig. 5. Therefore, the vertical projecting locking arm 41 serves to maintain the cover 16 in substantially its fully open position, the points of reaction being vertical elements 34 and 41, as shown in Fig. 5. Sufficient clearance is provided between the rear wall portion 18 and the container 17 to accommodate the cover.

Thus, the cover may be very easily locked in its 90 degree position merely by opening the cover to that position and then letting it slide downwardly behind the container 17.

The transparent sheet 29, may have secured to it, by suitable adhesive, a price tag holder 45. This latter may be a small sheet of acetate with curled edges 46 so that a price tag may be slipped under the edges and held in position.

The operation has been described in connection with the description of the various parts and sub-assemblies. To summarize the operation, the cover 16 may first be placed on the rack, by tilting the plane of the cover in such a manner that the lugs 27 will drop within the L-shaped slots 33. Then the cover is lifted to its 90 degree position and permitted to slide down into locking engagement with the vertically projecting locking arms 41. Then a suitable caddy full of cookies may be placed in the rack, and the cover slid upwardly and closed. It will always lie flush on the top of the caddy, due to its self adjusting, or sliding hinge connection.

The forwardly projecting handle 28 makes it very easy to manipulate the cover.

Suitable price tags, not shown, may be inserted into the holder 45.

However, at times, it may be desired to change the transparent sheet; for instance, a separate sheet can be provided for each type of cookie which carries suitable advertising matter imprinted thereon. This interchange of transparent sheets is rendered extremely simple by the provision of the marginal flanges 30 which can be snapped over the side of the rectangular loop 25. Acetate, for instance, has sufficient resilience so as to permit this snapping action, and it also is possessed of sufficient stiffness so that it is not necessary to bring the horizontally disposed flanges 30 all the way out to the corners. The arrangement shown, which includes the unattached edge portions 47, has the merit of providing a certain freedom of movement of the acetate sheet along its vertical edges even after the horizontal edges have been secured to the loop 25 which considerably facilitates the installation or removal of the sheet 29. The flanges 30 are extended a

sufficient distance beyond the wire to afford a finger grip, as shown in Figs. 9 and 10.

Although only a preferred embodiment of this invention has been shown and described herein, it will be understood that various modifications and changes may be made in the construction shown without departing from the spirit of this invention.

I claim:

1. In a display device for cookies or the like including a display rack and a cover hingedly mounted thereto, the combination of a sliding hinged connection between said cover and the rear wall portion of said display rack, said hinged connection comprising two L-shaped guide bars each secured only at its ends to said rear wall portion to provide an L-shaped slot, and said cover being provided with two lugs having horizontally disposed portions offset rearwardly from the plane of said cover, each one of which extends horizontally into one of said L-shaped slots, thereby providing a sliding hinged connection, said rear wall being in the form of an inverted U-shaped structure of wire stock having generally vertical spans and a horizontal span, the vertical leg of said L-shaped guide bar being disposed parallel to a vertical span, and the horizontal leg of said L-shaped guide bar being disposed parallel to said horizontal span, said cover comprising a rectangular loop, a transparent sheet having marginal flanges removably engaging the sides of said loop, and an auxiliary U-shaped member secured to said loop, the legs of which are extended rearwardly and bent inwardly to form said lugs.

2. In a display device for cookies or the like including a wire display rack and a cover hingedly mounted thereto, the combination of a sliding hinged connection between said cover and the rear wall portion of said display rack, said rear wall portion including spaced vertical spans and a horizontal span connecting same, said hinged connection comprising two L-shaped guide bars each secured only at its ends to said rear wall portion and each guide bar overlying one of said vertical spans and a portion of said horizontal span to provide an L-shaped slot, and said cover being provided with two lugs having horizontally disposed portions offset rearwardly from the plane of said cover, each one of which extends inwardly and horizontally into one of said L-shaped slots, thereby providing a sliding hinged connection, and a vertically projecting locking arm mounted forwardly of the L-shaped guide bar on the rear wall portion and at the lower portion thereof and being parallel to the plane of said rear wall portion, said locking arm engaging the forward side of said cover when in opened position to maintain said cover in opened position.

3. A display device for cookies or the like comprising a display rack, and a cover, said display rack comprising a base portion, a front wall portion, and a rear wall portion, said rear wall portion being in the form of an inverted U-shaped structure of wire stock having vertical spans and a horizontal span, said rear wall structure also including L-shaped guide bars each having a vertical leg and a horizontal leg, means for securing each of said guide bars to said U-shaped structure so that the vertical leg portion is spaced from and parallel to one of said vertical spans of said U-shaped structure and so that said horizontal leg portion is spaced from and parallel to said horizontal span of said U-shaped structure, thereby forming an L-shaped slot, said cover including a rectangular frame having spaced lugs projecting from the rear edge thereof and extending inwardly into said L-shaped slots whereby said cover is hingedly mounted with respect to said rear wall structure and is mounted for sliding movement within said L-shaped slot, said L-shaped slot permitting withdrawal of said lugs from said rear wall structure.

4. A display device as claimed in claim 3 in which each of said lugs is provided with a bent terminal portion



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which prevents withdrawal of said cover from said rear wall structure except when said cover is oriented in a predetermined plane.

5. A cover for a display device for cookies or the like comprising a rectangular loop of wire providing a frame having horizontal and vertical spans, a sheet of transparent resilient plastic material overlying said frame and provided with marginal flanges which are folded around said horizontal and vertical spans whereby said sheet is removably mounted on said frame, said flanges being extended inwardly beyond said spans to afford a finger grip, and said horizontal flanges terminating short of the corners of said frame to provide unattached edge portions which permit flexure of said resilient sheet at

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points adjacent to said vertical flanges to facilitate disengagement of said vertical flanges from said vertical spans while said horizontal flanges are still engaged.

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