

May 21, 1935.

L. H. SCHREIBER

2,001,798

DISPLAY DEVICE

Filed April 10, 1933

2 Sheets-Sheet 1

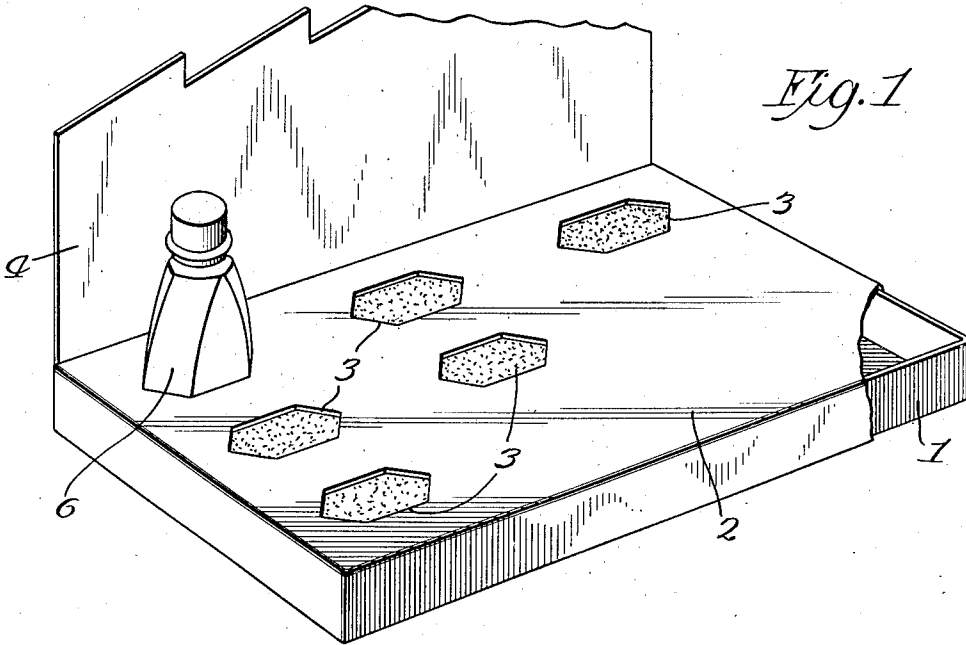


Fig. 1

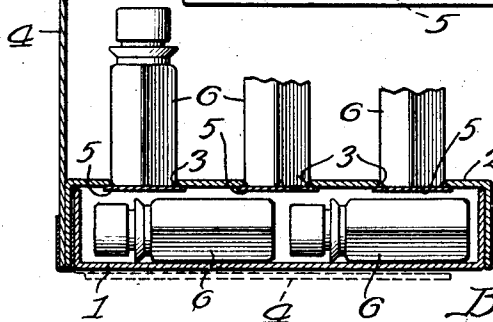
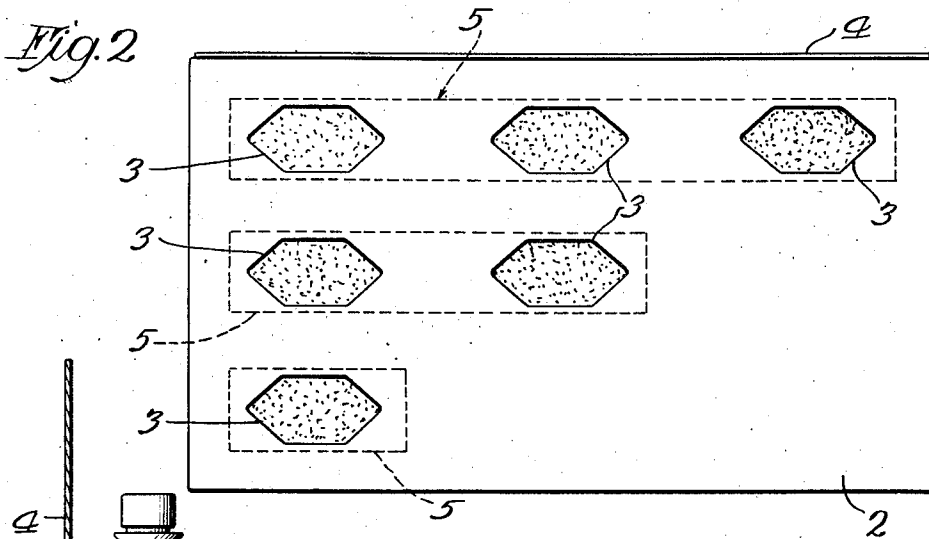


Fig. 3

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Fig. 4

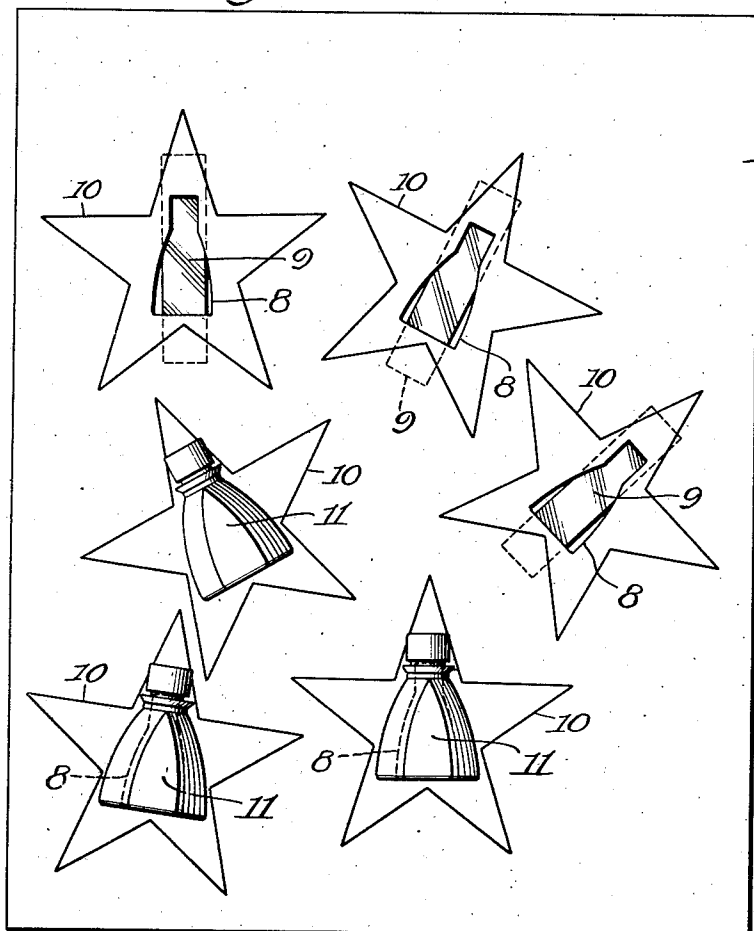


Fig. 5

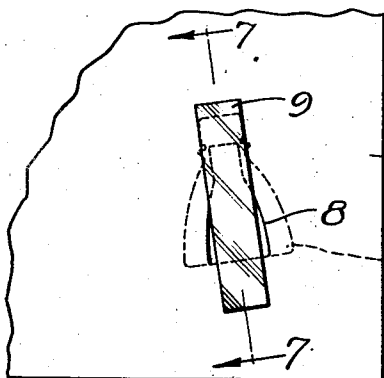
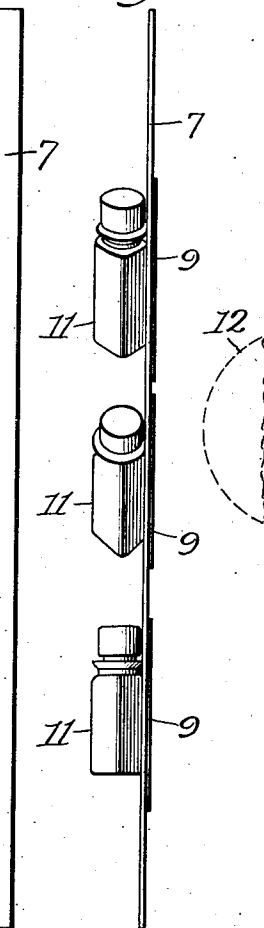


Fig. 6

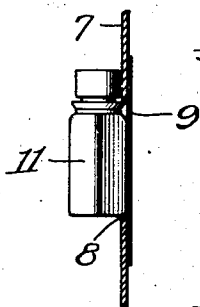


Fig. 7

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UNITED STATES PATENT OFFICE

2,001,798

DISPLAY DEVICE

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Application April 10, 1933, Serial No. 665,268

12 Claims. (Cl. 206—44)

This invention relates to display devices for displaying articles for sale on the counters of stores or in other places.

Generally stated, the object of the invention is to provide a novel and improved construction and arrangement whereby the articles to be displayed and sold are secured by adhesive to a card or box cover or other support, in fixed positions thereon, the adhesive being of such character that the articles can be pulled off, and also being of such character that it will remain soft for some time, whereby fresh articles can be substituted for those taken off, all without the necessity of renewing the adhesive or moistening it with water or anything of that kind, the adhesive for this purpose being practically non-drying in character.

It is also an object to provide certain details and features of construction and combinations tending to increase the general efficiency and the desirability of a display and selling device of this particular character.

To the foregoing and other useful ends, the invention consists in matters hereinafter set forth and claimed and shown in the accompanying drawings, in which—

Fig. 1 is a perspective of a display and selling device embodying the principles of the invention, with certain portions shown broken away for convenience of illustration.

Fig. 2 is a top view of the cover of the box shown in Fig. 1 of the drawings.

Fig. 3 is a transverse section of the said display device.

Fig. 4 is a plan view showing another form of the invention.

Fig. 5 is an edge view of the structure shown in Fig. 4 of the drawings.

Fig. 6 is a fragmentary detail view.

Fig. 7 is a detail section on line 7—7 in Fig. 6 of the drawings.

As thus illustrated, referring to Figs. 1, 2 and 3, the invention comprises a box body 1 having a removable cover 2 provided with openings 3 in the top thereof. The box also has an ornamental upright back portion 4 upon which may be printed information or advertising regarding the articles to be displayed and sold.

Strips of adhesive tape or paper 5 are pasted on the under side of the box cover 2, under the openings 3, in the manner shown, thereby exposing the adhesive side of the tape or paper strips through the openings. The adhesive is of such character, such as those that contain rubber or similar substances, that it is practically

non-drying. As shown, little bottles 6 of perfume or other commodities, preferably shaped to fit the openings 3, are placed in these openings, with their bottoms on the adhesive surface of the tape or strips of paper, and the adhesive holds the bottles firmly in place. When a bottle is taken off and sold, it can be immediately replaced by another bottle. In this way, the box may be shipped full of the bottles, a few of them may be taken out and placed on the adhesive spots on the top of the cover, and the others allowed to remain within the box. When a bottle on display is sold, another one is taken out of the box and applied to the vacant space.

In this way, fastening devices such as string or wire or other things, commonly employed to fasten bottles and other articles to a display card, are not necessary. No fastening devices of any kind need be employed, as the non-drying adhesive is fully effective to hold the bottles or other articles in display position.

In Figs. 4 to 7, inclusive, the construction is substantially the same in general principle, but in this case the support 7 is a card or board, and the openings 8 therein are of somewhat different shape, and are each backed by an adhesive strip 9 in the manner shown. Decorative star-like Figures 10, or other decoration, may be associated with the said openings in the manner shown. In this way, the sides of the bottles 11, instead of their bottoms, are placed against the adhesive surfaces of the strips 9, and the bottles are held in place in the manner shown. Also, if desired, an electric light 12 may be placed back of the card or board 7, so that the bottles 11 will be illuminated, the strips 9 being for this purpose made of transparent material, or of translucent material, with a coating of transparent or translucent adhesive applied to the surface thereof. Thus the sides of the bottles face outwardly, and if the light is employed, each bottle will be illuminated by the light that passes through the opening behind the bottle.

Thus two ways of using the invention are shown and described, and it is obvious that other modifications or different ways of using the invention may be employed without departing from the scope of the invention.

It will be understood that either one or a plurality of articles may be placed on a single spot, and that the spots can be of any desired size or shape, depending upon the use to be made thereof.

From the foregoing it will be seen that the invention involves a surface with shallow sockets

or recesses therein forming predetermined spots or places for the articles to be displayed, with the non-drying adhesive on the depressed surface of each spot or place, and with the surface every-
 5 where between said spots or places of a non-adhesive character. In this way the articles can be shipped in the boxes, and the boxes can be stacked or superposed upon each other, without any danger of sticking together, as the bottom of
 10 one box will not be in contact with the adhesive spots of the cover of the box below. As shown, adhesive strips of paper or other sheet material are preferably used to provide a bottom surface for each depression or shallow socket, but it is
 15 obvious that the depressions with the adhesive bottom surfaces may be provided in any suitable or desired manner, without departing from the spirit of the invention.

What I claim as my invention is:

20 1. In a display device, the combination of a support, means forming adhesive spots arranged in fixed relation to each other on said support, forming predetermined definite positions for the articles to be displayed, with a raised non-adhesive surface between said spots, and articles
 25 for sale held in display position by said adhesive, the latter being practically non-drying in character, whereby when an article is removed and sold, another one may be put in its place.

30 2. A structure as specified in claim 1, said support having openings therein, and said adhesive being in the form of adhesive strips secured to the under or rear side of said support, under or behind each of said openings, whereby each opening
 35 defines the position of one of said articles, and exposes the adhesive to direct engagement with the article.

40 3. A structure as specified in claim 1, said support having openings therein, and said adhesive being in the form of adhesive strips secured to the under or rear side of said support, under or behind each of said openings, whereby each opening
 45 defines the position of one of said articles, and exposes the adhesive to direct engagement with the article, said strips and adhesive being sufficiently transparent or translucent to permit
 50 light rays to pass through, together with a light in rear of said support to illuminate the articles, the latter being more or less transparent or translucent for that purpose.

55 4. A structure as specified in claim 1, said support being the cover of the box in which said articles are shipped and sold to a retail dealer, with said spots depressed in the top of said cover,
 60 whereby some of the articles can be removed from the box and placed on said adhesive spots, with the others remaining in the box until needed to replace articles removed from said adhesive spots, and whereby the loaded boxes of this kind can be stacked one upon another without adhering to each other, the bottom of each depression being spaced from the bottom of the box above.

5. A structure as specified in claim 1, said support comprising an upright card or board, the latter being formed with raised edges around each adhesive spot, with the rear sides of said
 5 articles adhering to the adhesive spots thereon.

6. A structure as specified in claim 1, said support comprising an upright card or board, with the rear sides of said articles adhering to the adhesive spots thereon, together with means behind said support to illuminate said articles, the
 10 adhesive spots being translucent for this purpose.

7. In a display device, a support having a non-adhesive surface broken at places by depressions therein, with a non-drying adhesive surface for the bottom of each depression, whereby prede-
 15 termined spots or places are provided for the articles to be displayed on said support.

8. A structure as specified in claim 7, said support being in the form of a box cover with a box body fitting said cover, in which box the articles
 20 are packed for shipment, said depressions permitting the bottom of one box to rest on the top of said cover for shipping purposes without danger of adhering thereto, whereby several boxes can be stacked and shipped without danger of
 25 sticking together, the bottom of each depression being spaced from the bottom of the box above.

9. In a display device, a support having a surface provided with a predetermined spot or place for each article to be supported thereon, forming
 30 definite predetermined spots or places for said articles, each spot having circumscribing means defining the position of a single article, with non-drying adhesive on the surface of each spot or
 35 place, the surface between said spots being of a non-adhesive character.

40 10. In a display device, the combination of a support having a non-drying adhesive on the surface thereof, providing places for the adhesion of the articles to be displayed, with non-adhesive
 45 means in a plane above the plane of the adhesive surface, whereby one support may rest on top of another without danger of adhesion thereto in the shipment of the articles and a plurality of display devices therefor of this kind.

50 11. A structure as specified in claim 10, said adhesive being sufficiently transparent or translucent to permit light rays to pass through, together with a light under or behind said support, to illuminate the articles, the latter being more or less transparent or translucent for that purpose.

55 12. A structure as specified in claim 10, said adhesive being sufficiently transparent or translucent to permit light rays to pass through, together with a light under or behind said support, to illuminate the articles, the latter being more or less transparent or translucent for that purpose, and the surface of said support between said articles being opaque to confine the illumi-
 60 nating effect to said articles.

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