Oct. 16, 1923. 1,470,688

R. J. CLEELAND

DISPLAY DEVICE

Filed Aug. 26, 1920

Fig. 1.

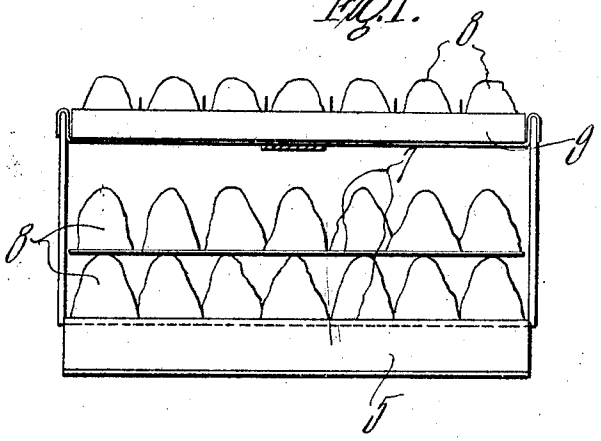


Fig. 3.

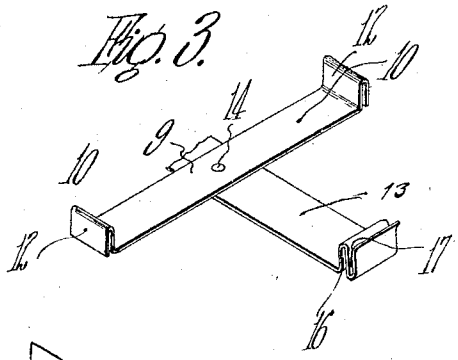
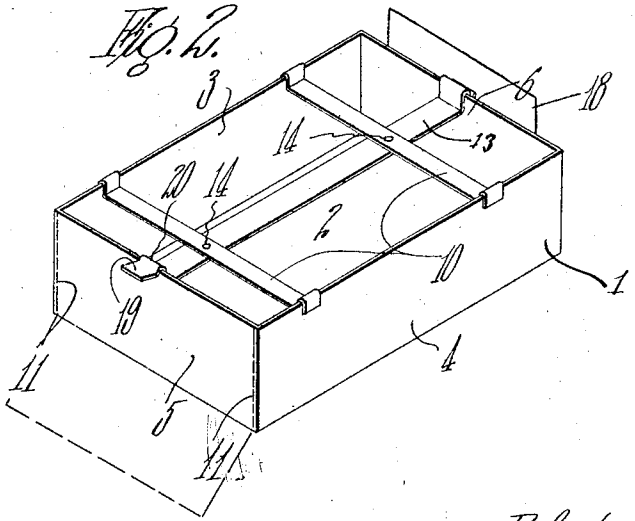


Fig. 2.



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UNITED STATES PATENT OFFICE.

ROBERT J. CLEELAND, OF SPRINGFIELD, MASSACHUSETTS, ASSIGNOR TO KIBBE BROTHERS COMPANY, OF SPRINGFIELD, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS.

DISPLAY DEVICE.

Application filed August 26, 1920. Serial No. 406,141.

To all whom it may concern:

Be it known that I, ROBERT J. CLEELAND, citizen of the United States, residing at Springfield, in the county of Hampden and State of Massachusetts, have invented new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to an improved display device which while adapted for many and varied uses in connection with the display of articles to be offered for sale is particularly adapted for use in connection with the display of confectionery.

One object of the present invention is to overcome the disadvantages above-mentioned and provide a suitable display device of the character wherein the construction and arrangement of the parts is such as to permit the original package to be readily employed for the purposes of displaying the goods and at the same time enable the retail dealer to sell from the stock contained in the original package while the same is used for display purposes.

Another object of the invention is to provide a device of this character wherein the topmost holder or tray of articles contained in the original package may be raised slightly above its original position and there held in place while the contents of the package below the topmost holder may be removed for the purpose of dispensing the articles to purchasers.

A further object of the invention is to provide suitable means for sustaining the tray in slightly raised position without interfering with the remaining contents of the package.

Other objects of the invention relate to further improved structural features of a device of this character and the manner of utilizing the same will be more fully set forth in the detailed description to follow.

Referring to the drawings:

Fig. 1 is an end elevational view of a display device of this character showing the end portion of the original package cut away to facilitate removal of the articles in the lower portion thereof;

Fig. 2 is a perspective view of the empty package showing the position of the supporting means for the tray; and

Fig. 3 is a perspective view of one of the supports and a part of the transverse member.

In the embodiment of the invention illustrated herewith, 1 designates a box ordinarily constructed of pasteboard or similar material in the manner in which receptacles of this kind are usually formed, said box being provided with a base portion 2, sides 3 and 4 and ends 5 and 6. In the present instance the invention is illustrated in connection with a box in which confectionery, such as chocolates, is adapted to be packed. In order to arrange the package to better display the articles and to provide means for obtaining ready access to the articles below the tray, means are provided for supporting the tray slightly raised from the chocolates arranged therebelow whereby the tray may be held supported by the sides of the box and the chocolates below the tray may be removed without disturbing those in the tray. By this arrangement, also the chocolates arranged in the tray may be displayed to the view of the customers without any handling of the chocolates. When the original package is received by the retailer, it becomes necessary only to remove the cover, raise the topmost holder or tray and insert supporting members 10 in position whereupon the tray may be replaced upon the supporting members by which it is held slightly elevated above the top of the next lower layer of chocolates.

Each member 10 is formed of suitable length to extend approximately across the width of the box and is provided at its opposite ends with outturned portions 12 bent back upon themselves for fitting over and closely engaging the upper edges of the sides 3 and 4 of the box whereby the intermediate portion of each member 10 is located a sufficient distance beneath the top of the box to suitably support the tray relative to the top of the box and slightly elevated from the next lower layer of chocolates.

When arranging the box for display pur-

poses the end 5 is preferably cut along the dotted lines indicated by the numeral 11 in Fig. 2 of the drawings, thus permitting the end 5 to be turned down into the position shown in Figs. 1 and 2 of the drawings whereby access may be had to the layers of chocolates located beneath the topmost holder of the box and each cardboard strip or holder in turn is drawn out and the chocolates removed therefrom as they are sold to purchasers.

It will be noted also that the portions 12 are bent back upon themselves so as to have the bent parts spaced from each other a suitable distance to fit closely against the inner and outer faces of the sides of the box and thus serve to support the sides of the box and maintain the same in upright position and prevent their bending out of place when the end 5 of the box is removed. As an additional means for holding the sides and uncut end portion of the box in upright position, and prevent bending of the same while supporting the tray as well as to provide means for normally holding the end portion 5 in upright position, a transverse member 13, preferably formed like the strips 10 of thin metal or similar material, is provided and the strips 10 may be secured thereto as at 14. It will be readily understood that the strips 10 may each be secured to the member 14 by a single rivet or similar means to permit the strips 10 to pivot on the member 13 and thus the parts of the supporting frame may be folded together into a small space when desired. One end of the member 13 has a portion bent back upon itself to form a loop 16 which is adapted to fit over the end 6 of the box and a second looped portion 17 is adapted to hold a card 18 in upright position upon which may be printed or written the price or other data. The opposite end of the member 13 is provided with a slightly upturned portion 19 and has a groove 20 formed therein so that the end portion 5 may be pressed under the upturned portion 19 and into the groove 20 by which it will be held in closed position until such time as it is desired to obtain access to the contents of the box.

The strips 10 and member 13 thus together, constitute a frame the parts of which are normally secured together and serve to support the tray in proper position for displaying the articles while the frame itself is concealed from view. It is to be understood that, if desired, the member 13 may be dispensed with and the strips 10 only employed for supporting the tray which strips alone will, under ordinary circumstances, be adequate to support the tray and hold the sides of the box in proper position.

With the construction shown herewith, it becomes unnecessary to provide specially constructed display devices or make any changes in the boxes themselves or in the trays contained therein. Moreover, the removal of the end of the box and the means employed for supporting the tray make it unnecessary to remove or in any way disturb the tray in dispensing articles from the box.

By the use of this construction, it becomes unnecessary to remove articles, such as chocolates and rearrange them in other display boxes after they are received by the retailer, thus eliminating a certain amount of labor and improving the sanitary conditions surrounding the dispensing of the chocolates as it becomes in this way unnecessary to handle the chocolates in displaying them or in delivering them to customers. Moreover, since means is provided for holding the slitted end 5 of the box in upright position, the chocolates in the box are protected from dust and foreign matter as effectively as in the original package before the cover has been removed.

The invention has been disclosed herein, in an embodiment at present preferred, for illustrative purposes but the scope of the invention is defined by the appended claims rather than by the foregoing description.

What I claim is—

1. In a display device comprising a box provided with a hinged end portion, a tray formed of such size as to fit within the box and adapted to contain a plurality of articles, and supporting members extending across the box and engaging the opposite sides thereof for supporting said tray from the sides of the box and for holding the sides in proper upright position when said hinged end portion of the box has been removed to permit ready access to the portion of the box beneath said tray without disturbing the tray.

2. In a display device comprising a box provided with side and end portions, one of said end portions being separated from the sides of the box to hinge about the bottom thereof, a holder formed of such size as to fit within the box, and adapted to contain a plurality of articles, and supporting means separate from said holder for supporting said tray from the sides of the box so as to give it the appearance of occupying its normal position within the box and adjacent the top thereof, and means carried by said supporting means adapted to engage a portion of the hinged end when the same is in upright position and hold it in place.

3. In a display device comprising a box provided with side and end portions, one of said end portions being separated from the sides of the box to hinge about the bottom thereof, a holder formed of such size as to fit within the box and adapted to contain a plurality of articles, and supporting means

for said holder comprising a longitudinally extending member and a transverse member secured to said longitudinally extending member said transverse member being provided with means engaging opposite sides of the box and said longitudinally extending member being provided with means for engaging a portion of the hinged end when the same is in upright position to hold it in place.

In testimony whereof I have affixed my signature this 24th day of Aug., 1920.

ROBERT J. CLEELAND.