May 31, 1955 L. D. YOUNG 2,709,517

TRAY WITH RAISED DISPLAY INSERT

Filed March 30, 1953

FIG. 1

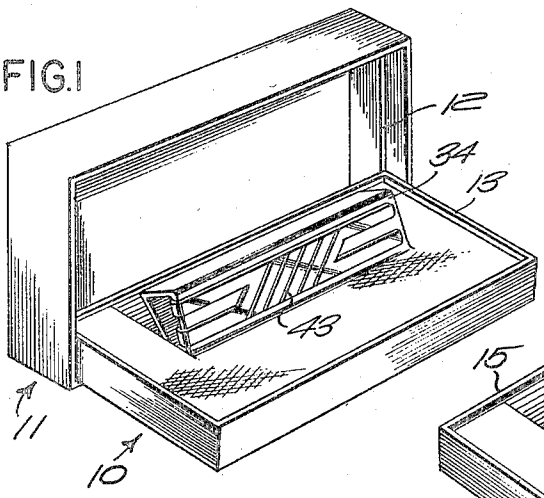
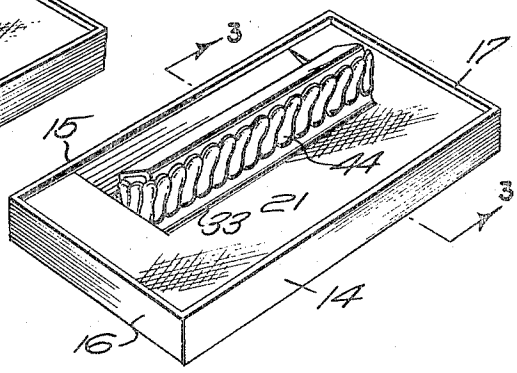


FIG. 2



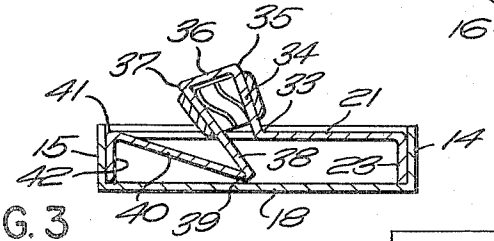


FIG. 3

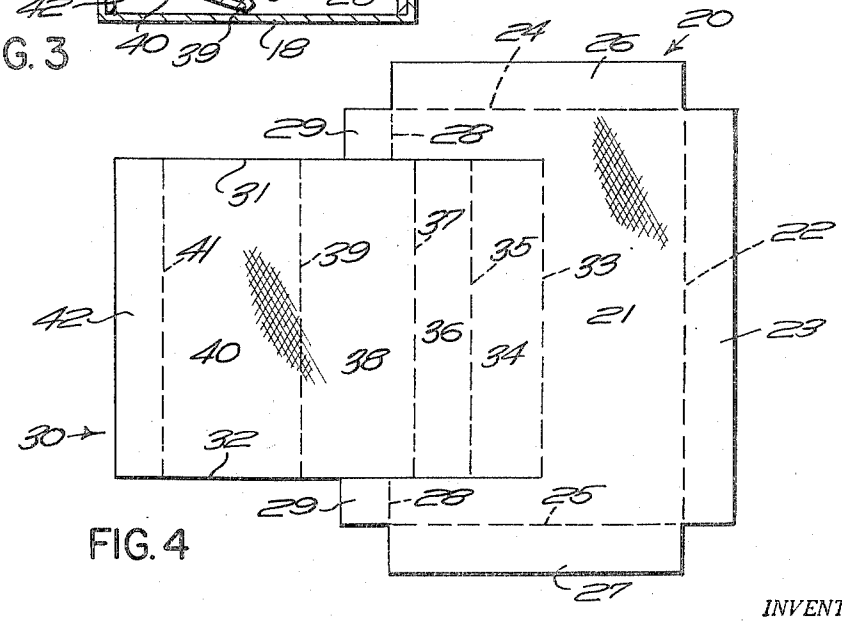


FIG. 4

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TRAY WITH RAISED DISPLAY INSERT

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2 Claims. (Cl. 206—45.14)

This invention relates to a device for displaying articles of merchandise, more particularly articles of jewelry in a tray-like container such as a shallow cardboard body of a box which may have a cover placed over it if desired for transportation but which cover when removed will leave the article which is contained in the box attractively displayed for selling.

One of the objects of this invention is to provide a simple insert for a shallow box or tray, which insert may have suitably mounted upon it an article of merchandise such as an article of jewelry.

Another object of this invention is to provide a display device of this character which may be formed of a single piece of sheet stock such as cardboard.

Another object of this invention is to provide a mounting for an article of jewelry or the like which will have a pleasing appearance and may serve to set off the article displayed in an attractive manner.

Another object of this invention is to provide a mounting for an article, such as an article of jewelry, which may be cut out from a single piece of blank stock and scored to be folded into the desired shape.

Another object of this invention is to provide a device which will be held in position by the side walls of the box or tray in which it is mounted and will need no other fastening of any kind.

With these and other objects in view, the invention consists of certain novel features of construction as will be more fully described and particularly pointed out in the appended claims.

In the accompanying drawings:

Figure 1 is a perspective view of a box with my display device located therein and with a cravat holder positioned on the device;

Figure 2 is a perspective view similar to Figure 1 but with the cover of the box omitted and illustrating a bracelet as mounted upon the display device;

Figure 3 is a section on line 3—3 of Figure 2;

Figure 4 is a plan view illustrating a blank as cut from a piece of sheet stock and scored for bending.

In proceeding with this invention, in order to provide a display device for a shallow tray-like box, I cut out from sheet stock a shape, the main portion of which will be of substantially the size and shape of the tray-like box which is to contain the device with portions extending from the opposite edges to be bent down to provide legs for spacing the main deck portion from the bottom of the box, and from a location substantially the midpoint of the deck section I extend a strip which may be folded to extend upwardly, rearwardly, downwardly to contact the bottom of the box, and then again rearwardly up to the plane of the deck portion and then downwardly to conform to the feet along the rear edge of the device, thus raising from this deck a projection which may serve either to have a tie clip mounted on the thickness of the stock of the upward projection or which may serve to be embraced by a bracelet extending completely around it.

With reference to the drawings, **10** designates the body

portion of the box, which I have shown as shallow or in tray-like form. A cover **11** telescopes over this body portion of the box and is limited in this telescoping movement by abutments **12** extending about the inner side walls of the cover which will engage the edges **13** of the body and prevent the cover from sliding on to the box beyond a predetermined amount.

The body portion of the box **10** has a front wall **14** with a rear wall **15** and end walls **16** and **17**. The display device which is placed into the body of the box and retained by these side walls is shown as formed from a blank of a single piece of sheet stock such as cardboard and which blank is designated generally **20**. The deck portion or section **21** is generally rectangular and is of the size and shape to fit within the front and back walls **14** and **15** and end walls **16** and **17**. From the front edge **22** of this deck section, a leg **23** is folded downwardly, which is of a length to support the deck portion **21** at substantially the height of the wall **14** of the box. Folded from the ends **24** and **25** of this deck section **21** there are legs **26** and **27** also of the same height as the leg **23**, which extend along and telescope within the end walls **16** and **17**. From the back edge **28** of this deck section there are folded legs **29** also of the same height as the legs **23**. These legs **29** extend along the wall **15** but are interrupted intermediate their ends by a section designated generally **30** having opposite edges **31** and **32**, which extend substantially to the middle of the deck **21**, terminating at a fold line **33** which determines the location of folding of this section **30** with relation to the deck **21** so that there is provided a portion **34** which extends upwardly at an angle to the deck (see Figure 3). This portion is again folded as at **35** so as to provide a rearwardly extending portion **36** and is again folded at **37** so as to provide a downwardly extending portion **38** which is of such an extent as to contact the bottom **18** of the box upon which the legs **23**, **26**, **27**, and **29** rest. The section **30** is again folded as at **39** and extends rearwardly as at **40** to a fold line **41** and at the same time upwardly so that this fold **41** is substantially in the plane of the deck **21**. The section then is folded downwardly to provide a leg **42** which will extend along the inner surface of the wall **15** and be in substantially the same plane with the leg portion **29** previously referred to. The downwardly and rearwardly extending portions form a generally S-like shape, as seen in Figure 3.

The proportions of the sections **34** and **38** are such that they extend rearwardly at an obtuse angle to the deck **21** so that any article mounted on them is at an angle to the deck **21** and its surface will be better displayed for viewing the device from above.

In some cases a cravat holder **43** may be mounted upon the portion **34** by sliding its back jaw along the rear of the section **34**, which will cause section **34** to be gripped between the front bar and the rear bar to retain the cravat holder slightly above the deck **21** and in a convenient position to be observed. The cravat holder can be readily slid off the portion **34** for use. Again a bracelet **44** may be positioned over the top of the projection formed by the sections **34**, **36**, and **38**, as shown in Figures 2 and 3, so that its entire outer surface may be exposed for examination with one surface tilted at an angle to the support upon which the tray-like box is mounted so as to be readily observed.

It will be apparent that by merely cutting out a blank in the shape which I have shown and scoring it and folding it as above described, the blank may be positioned within a tray-like box and there be held with a part projecting upwardly for the mounting of merchandise thereon. The cover may be utilized for closing the box for shipment or storage and yet when opened the merchan-

dise will be in a position to be readily displayed without any adjustment.

I claim:

1. A display device comprising a rectangular tray-like container having a rectangular bottom wall and upstanding side and end walls, a deck of sheet material spaced from and in a plane parallel to the bottom wall with flanges at the periphery of the deck extending from the deck to the bottom wall along the upstanding walls, an article mount comprising an integral portion of the sheet stock which forms the deck extending upwardly and rearwardly from the plane of the deck along a fold line parallel to two of the upstanding walls and of a width less than the distance between the other two upstanding walls, said portion then being folded in generally S-like shape to extend downwardly and rearwardly, then downwardly and forwardly, to engage the bottom wall, then rearwardly to contact the upstanding rear wall parallel to said fold line

and by its engagement therewith support the article mount in a position raised above the deck.

2. A display device as in claim 1 wherein the end of said portion which extends rearwardly also extends upwardly to contact an upstanding wall which is parallel to said fold line and then downwardly to the bottom wall in engagement with the last said upstanding side wall.

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