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DISPLAY HOLDER FOR EDIBLES

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This invention relates to an improved display holder for edibles, such as lollipops, and is adapted to provide a pleasing display means for articles of this character to attract the attention and arouse the interest of prospective purchasers.

One object of the invention is the provision of a display holder of the character so formed as to provide a box-like structure adapted to support and display the articles to be sold in conjunction with a suitable background therefor, the background as well as the box-like structure being capable of being printed, engraved, embossed or otherwise provided with attractive surface ornamentation or pictorial illustrations of an interesting and pleasing character.

Another object of the invention is to provide a display holder of this character which may be formed from a single sheet of bendable material, so shaped that its parts are capable of being folded into position to form the box-like structure and backing plate therefor and be retained in such folded position.

A further object of the invention is the provision of a display holder of this character formed from a single sheet of bendable material and having openings formed in one wall of the box-like structure to receive elongated supports upon which the edibles are mounted and means within the box-like structure for guiding the elongated supports and retaining them in fixed position relative to the box-like structure.

Another object of the invention is the provision of a display holder of the character described having spaced members provided with registering openings in which the elongated supports are adapted to be mounted together with means carried by the spaced members and projecting into the paths of registering openings to engage the elongated supports frictionally and maintain them in fixed position relative to the box-like structure.

Other objects and advantages of the invention relate to various improved details of construction and novel arrangements of the parts as well as improved methods of forming the same and will be more fully set forth in the detailed description to follow.

Referring to the drawings:

Fig. 1 is a perspective view of the device showing the box-like structure and backing plate in their assembled position relative to each other, and showing certain of the edible members mounted in display position in the box-like structure.

Fig. 2 is a vertical transverse sectional view taken through the box-like structure and backing plate, substantially along the line 2-2 of Fig. 1.

Fig. 3 is a detail perspective view of one end portion of the device with the normally infolded end flaps opened to better illustrate the construction.

Fig. 4 is a vertical longitudinal sectional view through the box-like structure showing the relation of the guiding means to the top and bottom walls of the box-like structure as well as the relation of the registering openings and tongues for receiving and frictionally engaging the elongated supports.

Fig. 5 is a perspective view of a modified form of the invention.

Fig. 6 is a vertical transverse sectional view through the box-like structure and backing plate, taken substantially along the line 6-6 of Fig. 5.

Fig. 7 is a vertical longitudinal sectional view through the box-like structure, taken substantially along the line 7-7 of Fig. 5, and,

Fig. 8 is a perspective view of the box-like structure and backing plate with the parts partially separated to illustrate more clearly the manner of joining these parts and of forming the rear side wall of the box-like structure.

In the embodiment of the invention illustrated in Figs. 1 to 4 of the drawings, 1 designates the box-like structure formed by folding a bendable sheet of pasteboard, cardboard or similar material along longitudinal fold lines 2, 3 and 4 to form a top wall 5, side wall 6 and bottom wall 7 of the box-like structure, and a backing plate 8 arranged substantially parallel with and extending outwardly of the side wall 6 beyond the top wall 5. Those portions of the sheet material forming the top and bottom walls of the box-like structure have flaps 10 and 11 respectively, extending beyond the ends of the top and bottom walls of the box-like structure, which flaps are bent along lines 14 and 15 respectively and are adapted to be infolded beneath a flap 16 formed integral with and projecting outwardly beyond each end of the side wall 6 of the box-like structure in completing the formation of the device. The flaps 16 are each bent relative to the side wall 6 of the structure along the lines of fold 17 to form the end walls of the completed box. Each flap 16 is provided with a free end portion 18 adapted to
to be folded relative to the main portion there-of along a line of fold 19, which line of fold substantially coincides with the edge 20 of the backing plate when the parts are in folded position. Each end portion 18 is provided with locking tongues 22 adapted to fit within slots 23 formed in the backing plate to hold the end flaps 16 in folded position and maintain the backing plate in parallel relation with the side wall 8 of the box-like structure.

A guide plate 24, which may be formed from cardboard by punching a circular material is positioned within in the box-like structure and has a portion 25, which, as shown, is spaced from and may be arranged substantially parallel with the top wall 5 of the box-like structure, and a side portion 26, which, as shown, is located at substantially right angles to the portion 25 and which in the present instance bears against the inner face of the backing plate 8. The guide member 24, as shown, is also provided with end portions 27, each of which is turned downwardly along a line of bend 28 and rests upon the bottom face 7 of the box-like structure to additionally support the portion 25 of the guide plate in position to receive the elongated edible supporting members.

The top wall 5 of the box-like structure and the portion 25 of the guide member 24 are provided with registering openings 30 and 31 respectively, which may be formed by striking down triangular shaped portions of the top plate 5 and guide member 24 to form tongues 32 and 33 respectively. The edibles, which are designated by the reference character 34, may be lollipops or the like, suitably wrapped in papers 35, and are each mounted upon an elongated support 36. The lollipops are mounted in the box-like structure by inserting each staff 36 through registering openings 30 and 31, after the manner shown, and the free ends of the tongues 32 and 33 are adapted to bear against the staff and frictionally engage the same with sufficient force to prevent the edible members from shattering against the edges of the material surrounding the opening to cause abrasion of the edges of the staffs as well as to prevent the edible members from dropping out if the box-like structure is inverted.

The outer faces of the top, side and end walls of the box-like structure may be printed or otherwise ornamented to simulate the appearance of any desired form of container or may be ornamented with fanciful pictorial illustrations, and the portion of the backing plate 8 which extends beyond the top wall of the box-like structure may be similarly printed or ornamented to correspond with the box-like structure or serve as a suitable background for the lollipops.

As shown in the illustrated embodiment of the invention the box-like structure may be of substantially rectangular form with the lower portion of the backing plate serving as the rear wall of the box-like structure. The guide member 24 may be of a similar rectangular form when the portions 25 and 26 are arranged in their normal positions and the end flaps 27 folded downwardly as shown in Fig. 3 of the drawings. The guide member 24 after being folded as above described may be inserted within in the box-like structure before bending down the top face along the line of bend 2, or may be inserted from one end before the flaps 10 and 11 are infolded and before the flap 16 is bent along the line of bend 17 to form the end wall of the completed structure.

In forming the completed structure the sheet material which is adapted to be bent into position to form the walls for the box-like structure and the backing plate may be provided with weakened lines corresponding to the various lines of fold and may be folded along these lines as above described to provide a completed structure such as shown in Fig. 1 of the drawings. As previously stated the guide member 24 may be inserted within the box-like structure at any desired period in its formation. The backing plate 8 is bent along the line of fold 4 into the position shown in Fig. 1, and after infolding the flaps 10 and 11, the flaps 19 may then be turned about their lines of bend 17 so as to overlie the flaps 10 and 11 and the locking tongues 22 may then be inserted in the slots 23 to close the ends of the box-like structure and maintain the backing plate 8 in upright position as shown in Fig. 1 of the drawings.

If desired, the box-like structure 1 may be formed separate from the backing plate 8, and the backing plate secured thereto in any suitable or desired manner so as to form a rear face or wall for the box-like structure, or by attachment to the rear wall thereof it may be found desirable in practice. In the embodiment of the invention illustrated in Figs. 5 to 8 of the drawings, a box-like structure 40 of slightly modified form is shown in connection with a backing plate 41 with the parts formed and arranged in a manner somewhat different from that described above.

In this form of the invention the box-like structure 40 and backing plate 41 are shown as formed from a single sheet of bendable material, which is folded longitudinally of the box as along lines of fold 42, 43, 44 and 45 to form a locking tongue 46, top wall 47, side wall 48 and bottom wall 49 for the box, the bottom wall 49 being separated from the backing plate 41 by the line of bend 45. The end walls 50 of the box-like structure are formed integral with the sheet material and extend from opposite ends of the side wall 48. The end walls 50 are each separated from the side wall 48 by a line of bend 51, and are each provided with a free end portion 52 terminating in a locking tab 53, each end portion 52 being bent relative to the end wall 50 along a line of bend 54, and the locking tabs 53 interfitting with each other to lock the portions 52 together for forming the rear wall of the box-like structure.

End flaps 55 and 57 may be formed integral with the top and bottom walls respectively of the box-like structure, and are adapted to be infolded beneath the end walls 50 of the box as shown in Fig. 7 of the drawings. Spaced slots 58 and 59 are formed in the backing plate 41 to receive the locking tongue 46 when the parts are in assembled position and thus retain the backing plate in upright position relative to one side of the box-like structure.

The top wall 47 of the box-like structure may be provided with a plurality of openings 60, which as shown herein are formed by striking down a portion of the top wall to form a tongue 62 integral with the top wall. A guide member 63, which in this case may be a plain sheet of cardboard or other suitable material is provided with a plurality of openings 64 arranged in registering relation with the openings 60 formed in
the top wall of the box-like structure. The openings 64 may be formed by striking down portions of the guide plate 63 to form tongues 66 after the manner previously described in forming the openings 60. The openings 60 of the top wall and the openings 64 of the guide plate are arranged in registering relation to permit the insertion of one of the elongated supports or staffs 66 in correspondingly arranged openings to support one of the edible members 68 in upright position above the top wall 47 of the box-like structure. As each elongated support or staff 66 is inserted in registering openings in the top wall and guide member the tongues 62 and 63, which are adapted to project within the path of movement of the staff 66, will engage this staff frictionally and thus serve to hold the edible member firmly in position and prevent it from falling from the box-like structure when the box is inverted.

In this form of the invention the box-like structure 40 is formed with downwardly converging sides, and as a result of this shape the guide member 63 may consist of a single plane sheet which may be inserted within the box-like structure before the locking tabs 53 are interlocked together and be supported by the downwardly converging side walls in suitable position for receiving the elongated supports or staffs 66, although other suitable shapes of guide member may be employed if desired.

In assembling the structure shown herein the sheet material may be bent along the lines of fold 42, 43 and 44 and the end flaps 56 and 57 may then be infolded with relation to the top and bottom wall portions of the box. The end wall 50 may then be bent relative to the plane of the side wall 48 along the line of bend 51 to form the end walls of the box. The guide member 63 may then be inserted within the box and the end portions 52 of the end walls 50 bent inwardly along the lines of bend 54 and their locking tabs 53 interengaged to form the rear wall of the box. The structure then assumes the appearance as shown in Fig. 8 of the drawings. The backing plate 41 may then be turned upwardly along the line of bend 45 and into substantial engagement with the rear wall of the box structure. The locking tongue 46 may then be inserted in the slot 59 and passed therethrough and its end inserted in the slot 58, when the structure assumes the form shown in Figs. 1 and 2 of the drawings.

While the invention has been illustrated herein to show the backing plate integral with the sheet material from which the box-like structure is formed it is to be understood that the backing plate may be formed as a separate entity and secured to the box-like structure in any desired manner or may be formed as an extension of other portions of the box-like structure than the bottom wall thereof whenever such variations in the method of construction may be found to be desirable.

In each form of the invention the guide member positioned within the box-like structure for receiving and maintaining the elongated supports in position may be of any suitable shape and may be held in place by any desired means, and the openings formed in the top wall of the box-like structure and in the guide member may be of any desired shape.

What I claim is:

A display holder for edibles mounted upon elongated supports comprising a box-like structure having bottom, top, side and end walls consisting of a single sheet of cardboard material and provided with a guide plate located therein and arranged substantially parallel with said top wall, said top wall and guide plate being provided with a plurality of registering openings adapted to receive the elongated supports having edibles mounted thereon, said supports being adapted to fit within the opening in said top wall and guide plate to conceal the elongated supports from view and maintain the edibles in upright position with reference to and in close proximity with said top wall, and means carried by said top wall and guide plate to hold the elongated supports against accidental separation therefrom.

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