April 23, 1940. R. S. POTTS 2,198,459

DISPLAY CASE

Filed Aug. 4, 1937 2 Sheets-Sheet 1

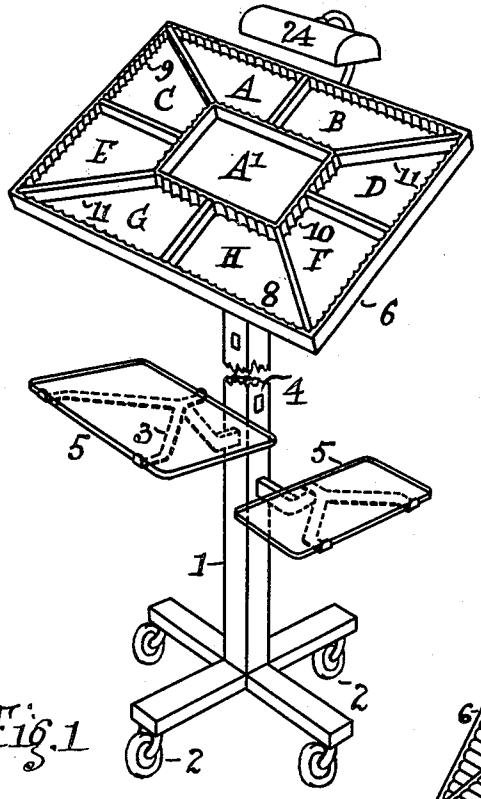


Fig. 1

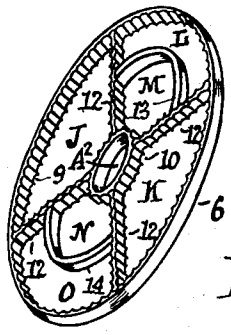


Fig. 2

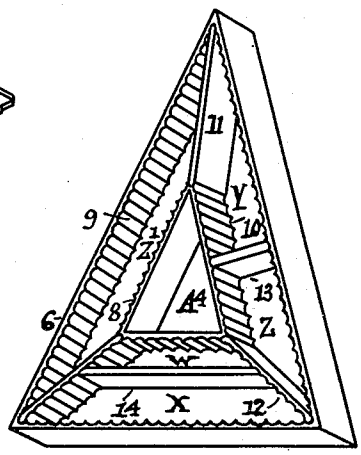


Fig. 3

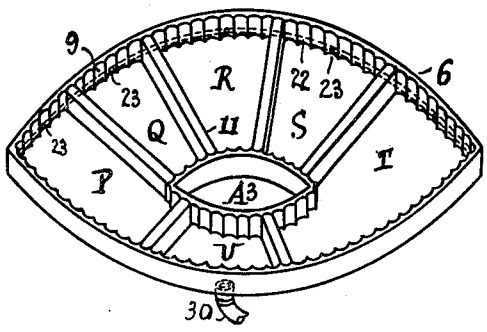
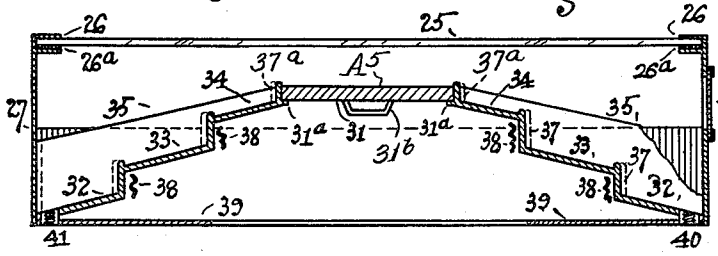


Fig. 4

Fig. 5



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DISPLAY CASE

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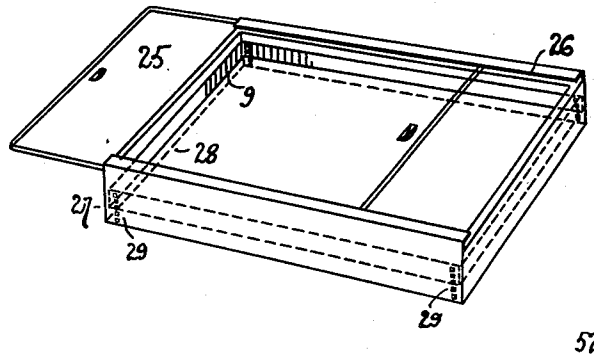


Fig. 6

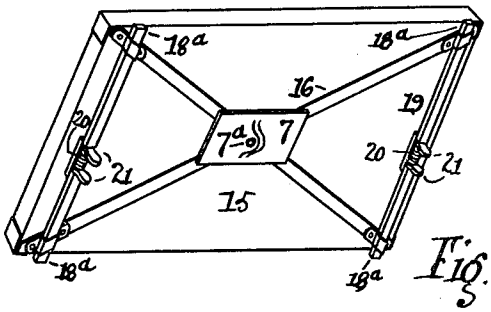


Fig. 7

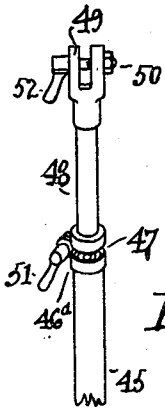


Fig. 11

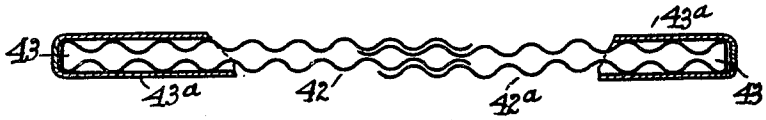


Fig. 9



Fig. 10

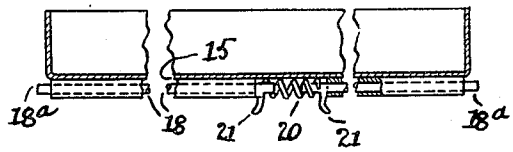


Fig. 8

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Patented Apr. 23, 1940

2,198,459

UNITED STATES PATENT OFFICE

2,198,459

DISPLAY CASE

Robert Stanley Potts, Ballarat, Victoria, Australia

Application August 4, 1937, Serial No. 157,263
In Australia August 28, 1936

6 Claims. (Cl. 206—72)

This invention relates to display cases, trays, or containers, adapted to promote the sales of goods, particularly those which are covered and including trays which are pivoted on portable pedestals, and are adjustable to allow of setting their decks into oblique, horizontal, or other planes.

According to this invention a tray has one or more changeable or fixed inner areas or locations, and partitions therefrom to the tray rim, whereby compartments are made in which to display goods, and/or other publicity matter. Such trays are placeable outside or inside shops—in fairs, on show grounds, and so on; and travellers may treat the trays as portable shop windows. The trays secure individuality of goods' appearance without waste of space. These trays also reduce the labour involved in window and show case dressing; and may be prepared, in advance of sales to shopkeepers, manufacturers and wholesalers ready to be set in public view.

For brevity in this specification, trays, display cases, and containers, are generally referred to as trays, and their bases or surfaces to bear goods and so forth are usually called decks.

Decks are flat, recessed, or of other contours, and are in some cases apertured to facilitate settings of goods of various sizes and forms. In most instances ordinary air within trays is suitable; but I provide, in some arrangements, sterilized, warm, cold, dry, moist, or rarefied air, or gas or any suitable liquid, as brine, and under pressure when desired, adapted to be discharged or changed when desired. Liquid, for example, is fed to the upper part of an inclined tray and flows by gravity to the lower part, and escapes as required.

My trays are made for comprehensive displays, in some cases of large deck area, for example up to ten square feet. Smaller trays suffice for many small goods. Stationers, tobacconists, confectioners, jewellers, grocers, and various other tradesmen, sell goods many of which are small, and for them an inch of space over the deck of a tray will suffice. I provide, however, for adjusting the height available to suit large goods; thus I make a part, as the tray cover, raisable or lowerable relatively to the deck.

Accompanying drawings—in which scales differ—illustrate embodiments of the above described and other features of this invention, by way of example. Parts shown of simple forms are, in practice, variously designed and ornamented, such details not being claimed.

Figure 1 illustrates one of my trays on a pedestal and having an inner area.

Figures 2, 3 and 4 each shows a compartmented body of a modified tray.

Figure 5 is a sectional diagram of a modified tray, having a terraced deck.

Figure 6 shows parts of a tray, having its cover fitted with a glass pane, shown slid some distance open.

Figure 7 shows a tray underside.

Figure 8 shows—relatively to Figure 6 and Figure 7—a device adapted to enable a user to regulate the height of the glass pane of a tray cover over the tray deck.

Figures 9 and 10 illustrate partitions, of which the length can be readily altered by hand.

Figure 11 shows the upper part of a rotatable telescopic pedestal column adapted to support a tray.

These drawings show a pedestal column 1 with base wheels 2, and sockets 4 carrying brackets 3 carrying fittings, such as glass shelves 5. To allow a tray to be adjustably pivoted on the column, the tray carries an apertured bracket or member 7 on its under side, and a bolt is passed through the aperture 7a.

The tray has any suitable outer rim 6, and deck 8, and within the rim, a multidinously corrugated, fluted, or like wall 9 suitable for partition end locating. The tray has also within it a rim or wall 10, which is corrugated or adapted for partition end location.

Tray forms are variable, and include rectangular, circular, oval, triangular, and so on; and the trays are made of any suitable materials, including stainless steel or other metal or alloy, glass, Celluloid, resinous products, wood, and wire mesh.

I provide, extending between the outer and inner flutes or the like, fluted or plain partitions, 12, 11, respectively, to divide the deck into compartments, such as A to H in Figure 1, and compartments P to U in Figure 4. In Figures 2 and 3 some compartments are shown subdivided by partitions such as 13 and 14 which connect radial partitions, making Figure 2 contain compartments J to O, and Figure 3 Z^1 and W to Z.

The tray underside—15, Figure 7—is shown strengthened by optional bracing 16.

The partitions are prominently visible, and are set in any of many positions available, and extend from an outer rim or wall of the tray to an inner area or location.

They are of variable or of fixed length, some forms carrying caps or sleeves engaging the cor-

rugated, or like walls. Partitions are straight, curved, or angular, and of any predetermined dimensions; and are flexible, bendable, or rigid. Walls and/or partitions are fluted on one or both sides, the latter enabling partitions to be bridged.

In Figure 2 the walls locating fluted partitions consist of long strips of corrugated or fluted material, curved or bent into shape, and their ends meet or overlap. Instead of corrugations or flutes being arcuate, other contours are obviously usable.

Figure 9 shows a doubled corrugated strip **42**, gripping another doubled strip **42a**, the length of overlap being regulated to produce a partition of required length.

The appearance of any partition is, at will, made uniform along its length, by having thereon sleeves as next described.

On any partition, as on ends **43**, I set at will, a rubber or other sleeve **43a** or cap of any desired length which is allowed to project when desired so that the partition shall fit into its place snugly.

Modified partition elements **42**, **44**, grip together and also allow of length adjustment by hand. Short partitions can usually, however, be made from longer ones by cutting. When metal strips are used, they will often, in practice, be thicker than is illustrated.

A^1 in Figure 1, A^2 in Figure 2, A^4 in Figure 3, and A^3 in Figure 4 are examples of inner locations or areas surrounded by compartments.

Any desired area—A^1 for example—is permanently fixed on the deck, while any inner area—A^3 for example—is from time to time varied in position on the deck and held by partitions of suitable length.

A^5 in Fig. 5 is an inner area of the deck formed by a removable base **31** surrounded by an inner frame **37a**. Base **31** rests on suitable supports, such as ledges **31a**, and may comprise a handle **31b** to facilitate its removal and replacement. When the base **31** is removed, a hand may be thrust through the opening A^5 for the insertion or the removal of goods onto or from the tray or for the displacement of partitions without lifting the cover. Such an inner part is advantageous to exhibit valuable wares, such as jewellery, which may then be easily removed from the tray at intervals for safe storage, or other purpose.

A tray cover is movable, or is fixed. It has a slidable pane of glass or the like for example, or the cover can be lifted off and replaced, allowing of inserting and/or removing goods on the tray deck. The cover has in some cases sliding panes which overlap, and air-tightness of panes is secured, as by rubber gaskets.

Means are provided to connect a tray body and its cover adjustably. A cover—of sheet metal for example—may be used, having relatively deep walls or sides **27**, and being provided along the upper edges of opposite sides with grooves **26** to receive opposite edges of a slidable glass pane **25**. In opposite walls **27**, there are disposed spaced holes or sockets **29**, selected pairs of holes being engageable by tray body projections **18a** shown more clearly in Figures 7 and 8. By disengaging the projections **18a** from one pair of holes and engaging them into another pair, the height of the cover top may be varied for the purpose of providing the necessary space for accommodating on the deck goods of different heights. In the case illustrated by Figure 8 the body carries spaced apart bolts **18**, the ends **18a** of which project from guides or sheaths **19**, the bolts being pressed outwardly by springs **20**. The bolts have handles or grips **21** finger pressure on which retracts the bolts and disengages ends **18a** from holes or sockets **29** in the tray cover sides **27**. The cover is shown in Figure 6 in full lines and the tray body **28** in broken lines, and some of the wall flutings **9** are illustrated.

In the case shown by Figure 5 the covering pane **25** is movable, for example sliding in grooves **26**, and will allow a user to have ready access to the tray contents. **26a** is a rubber or like suitable gasket adjacent to the pane to keep the tray top air and/or liquid tight.

Figure 5 shows also terraced decks **32**, **33**, **34**, which provide different depths under the top **25** to allow of exhibiting goods which occupy widely different heights. Partitions **35** will, in practice, have upper edges at any height desired. In this tray rim **36** shows a slide or door. Inner walls **37** of terrace surfaces may be transparent or translucent so that light from lamps or illumined tubes diagrammatically shown at **38** may enter the compartments. Another means of tray illumination is shown at **24** (see Fig. 1).

I illustrate shelving **39** at a tray back.

A supply pipe to regulate air, gas, or liquid in a tray has in some cases perforations to feed respective compartments, and may have a connection to a pump or exhaust means.

Pluggable sockets **40**, **41**, in suitable positions allow of pipe connections whereby to introduce and withdraw air, gas, or liquid. Such a connection is marked **30** in Figure 4. A supply tube is shown by broken lines **22** in Figure 4 and has inlets **23** to different compartments.

In Figure 11, a pedestal **45** is engaged telescopically by a pillar **46**, for easy rotation of which ball bearings **47** are shown resting upon a collar **46a** supported by tube **45**. Member **48** can be fixed as by a clamp having a handle **51**.

For tray pivoting, a yoke **49** is shown, with a bolt **50** passed through it. The bolt also passes through hole **7a**, or the like, and when the tray plane has been adjusted, the pivoting elements are fixed as by a clamp having handle **52**.

I claim by United States Letters Patent:

1. A display tray, comprising a deck for supporting the goods to be displayed, a boundary flange surrounding said deck and having corrugations on its inside, an inner frame disposed on said deck at right angles thereto and having corrugations on its outside, said frame encircling part of the area surrounded by said boundary flange and being spaced from the latter, and a plurality of radial partitions removably inserted into corresponding corrugations of said boundary flange and inner frame to form radial compartments.

2. A display tray, as claimed in claim 1, in which said inner frame is movable with respect to said deck and is held in place thereon by means of said radial partitions.

3. A display tray, as claimed in claim 1, in which said radial partitions are provided with corrugations, comprising further a bridging partition removably inserted into corresponding corrugations of two of said radial partitions to subdivide the radial compartment formed by the latter.

4. A display tray, as claimed in claim 1, in which said radial partitions are of variable length, whereby they may be inserted between differently spaced pairs of corrugations.

5. A display tray, as claimed in claim 1, in which said inner frame is movable with respect to said deck and is held in place thereon by means of

said radial partitions, the latter being of variable length.

6. A display tray, comprising a terraced base for supporting the goods to be displayed, an outer boundary flange surrounding said base and having corrugations on its inside, an inner boundary flange for each of the terrace decks, each of said inner flanges having corrugations on its outside and a plurality of angularly directed partitions stepped in accordance with the terrace formation of the base and recessed to accommodate said inner boundary flanges, each of said partitions being removably inserted into corresponding corrugations of said outer flange one of each of said inner flanges, respectively.

ROBERT STANLEY POTTS.