United States Patent [19]

Bergh et al.

[11] **3,849,917**

[45] **Nov. 26, 1974**

[54] **DISPLAY COMPONENT**

[75] Inventors: **George G. Bergh; Robert G. Bergh,** both of Plainville, Mass.

[73] Assignee: **Bergh Bros. Co., Inc.,** Attleboro Falls, Mass.

[22] Filed: **June 7, 1973**

[21] Appl. No.: **367,786**

[52] **U.S. Cl.** **40/16,** 40/312

[51] **Int. Cl.** **G09f 3/18**

[58] **Field of Search** 40/312, 10, 16

[56] **References Cited**

UNITED STATES PATENTS

1,544,463	6/1925	Lengsfield	40/312 X
2,376,916	5/1945	Harden	40/312
3,545,111	12/1970	Spiegel	40/152.1 X

FOREIGN PATENTS OR APPLICATIONS

4,423	2/1907	Great Britain	40/312

Primary Examiner—Robert W. Michell
Assistant Examiner—Wenceslao J. Contreras
Attorney, Agent, or Firm—Thompson, Birch, Gauthier & Samuels

[57] **ABSTRACT**

A component which may serve, for example, as a lid for a box or other like container. The component includes a continuous multi-sided wall member having inwardly disposed flanges which cooperate with a support member to slidably receive and retain an insert in an attractive decoratively displayed position.

4 Claims, 4 Drawing Figures

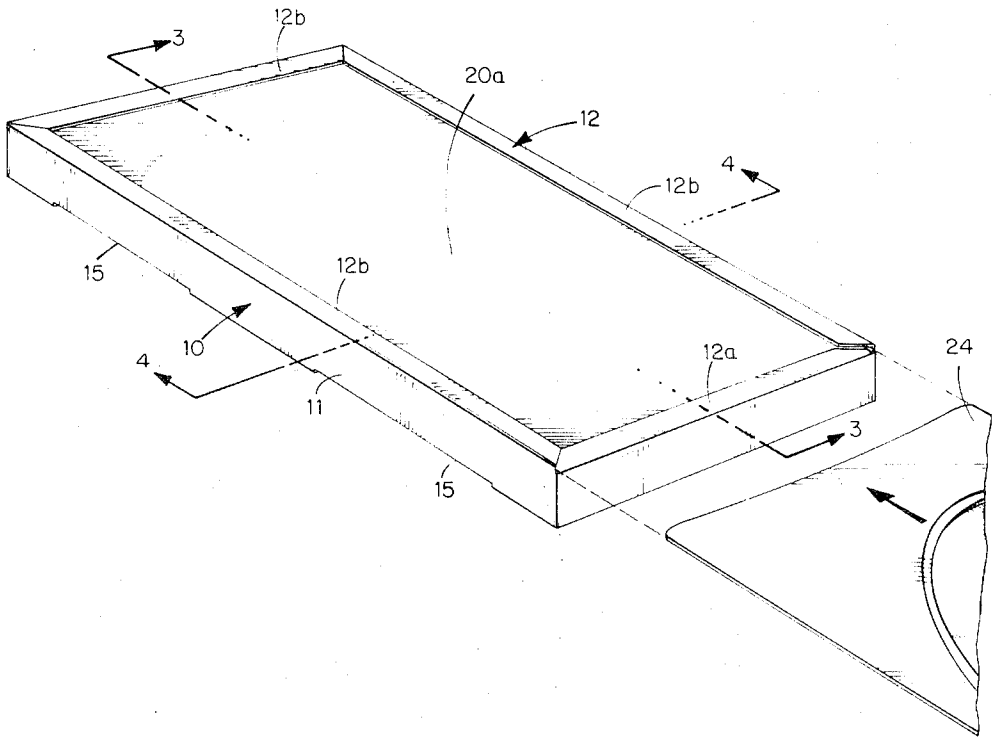


Fig. 1.

Fig. 2.

Fig. 4.

Fig. 3.

DISPLAY COMPONENT

DESCRIPTION OF THE INVENTION

This invention relates to a novel and improved component which may serve, for example, as a lid for a box or other like container.

An object of the present invention is the provision of a component of the above-mentioned type which is specially adapted to receive and display inserts, in particular planar inserts including photographs, cards and the like. To this end, the component includes a continuous multi-sided wall member having upper and lower flange means extending inwardly from the upper and lower edges respectively thereof. A support member is located within the confines of the wall member and between the flange means. The upper flange means includes a first upper flange member which is on one wall side and which lies in a first plane, and second upper flange members which are on the other wall sides and which lie in a second plane spaced above the first plane. The aforesaid flange members cooperate with the support member to slidably receive and retain an insert, the latter being slidably received over the first upper flange member and beneath the second upper flange members to a position overlying the support member and within the confines of the wall member. The insert is preferably suitably dimensioned to cover the support member, with all of the edges of the insert with the exception of one being completely overlapped by the second upper flange members, the said one edge being spaced inwardly from the wall member to expose the first upper flange member. The resulting visual effect is thus characterized by continuity in that the insert appears in plan as being framed by the upper flange means. This arrangement is extremely attractive, yet highly practical, since the insert may be quickly and conveniently withdrawn and re-inserted without having to disassemble or disturb the elements making up the component.

Other objects of the present invention include the provision of a component of the above-mentioned type which is inexpensive to manufacture, and which may be assembled easily and by hand without the need of jigs, fixtures, tools and the like.

These and other objects and advantages of the present invention will become more apparent as the description proceeds with the aid of the accompanying drawings, wherein:

FIG. **1** is a view in perspective of a container made up in part of a component embodying the concepts of the present invention;

FIG. **2** is another perspective view of the component shown in FIG. **1**, with the insert removed therefrom;

FIG. **3** is a sectional view taken along lines **3—3** of FIG. **2**; and,

FIG. **4** is a sectional view taken along lines **4—4** of FIG. **2**, but modified to show the insert in position within the confines of the wall member.

Referring now to the drawings, and with initial reference to FIG. **1**, there is shown at **2** a container having a base **4** joined by means of hinges **6** to a component **10** of the present invention. In this particular arrangement, the component **10** serves as the lid for the container **2**.

The component **10** includes a multi-sided wall member **11** having upper and lower flange means **12** and **14** extending laterally and inwardly from the upper and lower edges respectively thereof. The lower flange means **14** may if desired be coextensive with the lower edges of the wall sides, or as herein shown, the lower flange means may have cut-away portions as at **15** to accommodate the hinges **6**. The upper flange means **12** includes a first upper flange member **12*a*** on one side or end of the wall member **11**, and second upper flange members **12*b*** on the remaining sides of the wall member. As is best shown in FIG. **3**, the first upper flange member **12*a*** lies in a first plane **16**, and the second upper flange members **12*b*** lie in a second plane **18** which is spaced vertically above the first plane **16**. The first and second planes **16** and **18** are preferably substantially parallel.

A support member **20** is located within the confines of the wall member **11** and between the upper and lower flange means **12** and **14**. The support member has a planar surface **20*a*** lying in a third plane **22** which is beneath and directly adjacent to the plane **16** containing the first upper flange member **12*a***. The support member **20** is further provided with depending legs or flanges **20*b*** which cooperate with the lower flange means **14** in locating the support member in relation to the upper flange means **12**.

It will be understood that preferably, the wall member **11** and its flange means **12** and **14** are fabricated in a single integral unit as by stamping from a metal strip. The opposite ends of each stamped unit are provided respectively with male-female connecting means (not shown). During assembly, the stamped unit is bent at appropriate locations defined by notches in the flange means **12** and **14**, thereby forming a multi-sided wall configuration surrounding the support member **20**. The male-female connecting means is then connected to complete the assembly.

As herein illustrated, the component **10** is adapted to slidably receive an insert indicated generally at **24**. The insert may consist of a single planar sheet such as for example a photograph or card, or the insert may comprise an assembly of a plurality of layers or sheets which are arranged in an attractive combination with the top sheet or layer providing a mat for an underlying photograph. Accordingly, it will be understood that the present invention is not limited to any particular type of insert.

The insert **24** is positioned by sliding it over the first upper flange member **12*a*** and between the planar surface **20*a*** of support member **20** and the second upper flange members **12*b***. When fully inserted, all of the edges of the insert with the exception of one (indicated at **24'**) are overlapped by the second upper flange members **12b**. Edge **24'** is spaced inwardly from the wall **11**, thereby exposing the first upper flange member **12a**.

This combination is both convenient and attractive. Convenience is achieved by the fact that the insert **24** may be easily withdrawn and/or inserted without having to disturb the other elements of the assembled combination. Attractiveness is achieved by a neat appearance which is characterized by continuity in that as previously indicated, the insert appears in plan as being framed by the upper flange means even though the first upper flange member **12*a*** is actually in a plane beneath that of the remaining second upper flange members **12*b*** in order to facilitate slidable movement of the insert into and out of its retained position within the confines of the wall member.

In light of the foregoing, it will now be apparent to those skilled in the art that numerous changes and modifications can be made to both the structure and intended use of the embodiment herein chosen for purposes of disclosure without departing from the spirit and scope of the invention. For example, and as previously indicated, the invention is not limited to the particular type of insert being employed, nor is the invention limited to a container lid or wall. The shape of the wall member **11**, the number of wall sides, as well as the size of the unit may all be changed to suit particular commercial requirements.

It is our intention to cover these and any other changes or modifications to the embodiment herein chosen for purposes of disclosure which do not depart from the spirit and scope of the invention as hereinafter claimed.

We claim:

1. A display component for use for example as a lid for a box or other like container, said component comprising: a continuous multi-sided wall member, upper and lower flange means extending laterally and inwardly from the upper and lower edges respectively of said wall member, said upper flange means including a first upper flange member on one side of said wall member, said first upper flange member lying in a first plane which extends transversally to the wall member, said upper flange means further including second upper flange members extending inwardly from the remaining sides of said wall member, said second upper flange members lying in a second plane which is substantially parallel to and spaced vertically above said first plane, a support member located within the confines of said wall member between said upper and lower flange means, said support member having a planar surface lying in a third plane directly adjacent to said first plane and spaced vertically beneath said second plane, said planar surface cooperating with said second upper flange members to provide means for retaining therebetween an insert which may be slidably inserted over said first upper flange member to a position located within the confines of said wall member.

2. The component claimed in claim **1** wherein said support member is further characterized by leg means depending from opposite edges of said planar surface, said leg means cooperating with said lower flange means to locate said planar surface in relation to said upper flange means.

3. The component as claimed in claim **1** wherein said wall member and said upper and lower flange means are integrally formed as a single elongated unit which may be subsequently bent during assembly to produce a predetermined configuration.

4. The component as claimed in claim **1** wherein said planar insert is suitably dimensioned to cover said planar surface, with all of the edges of said planar insert with the exception of one being completely overlapped by said second upper flange members, the said one edge being spaced inwardly from said wall member to expose said first upper flange member.

* * * * *