

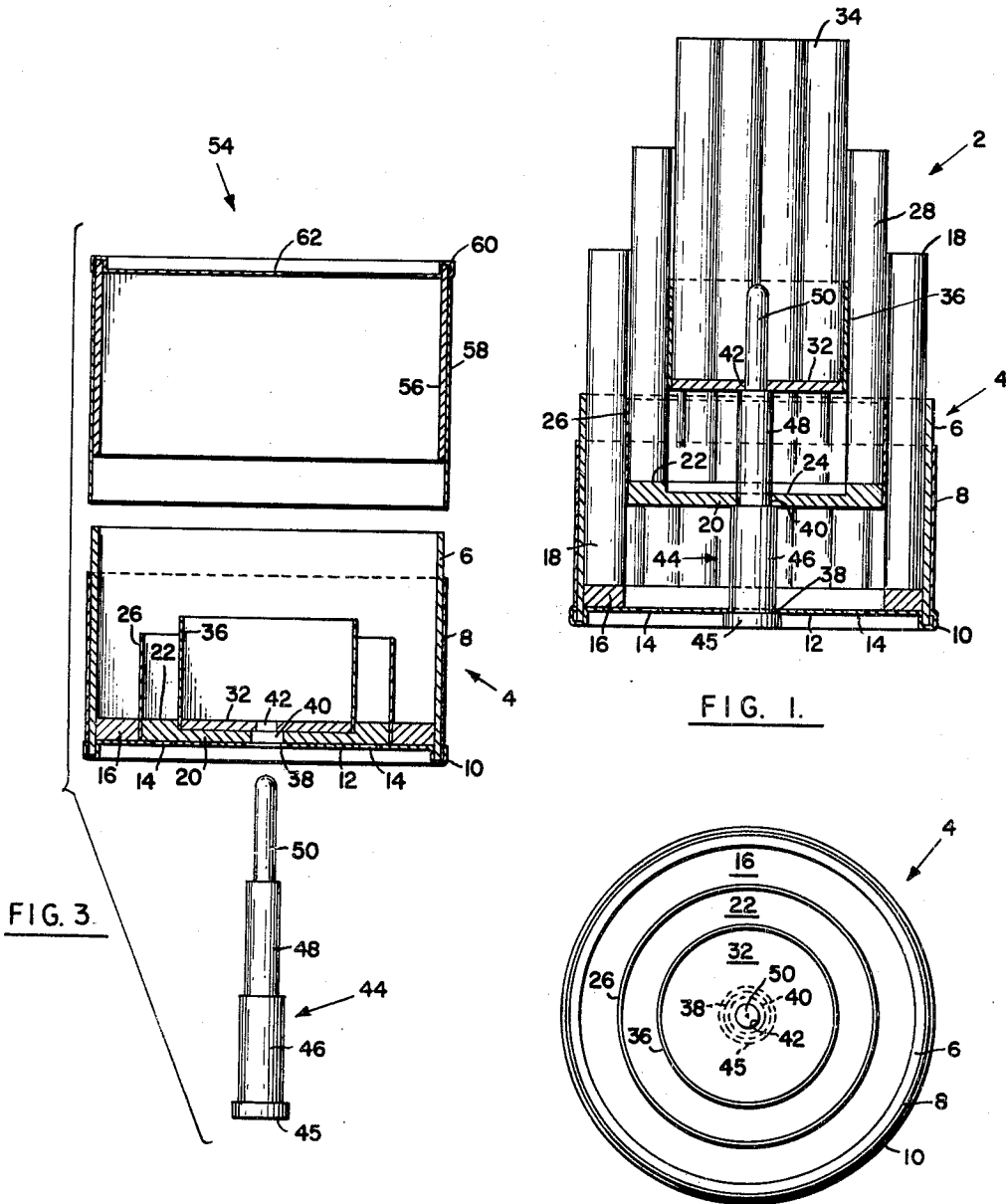
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J. F. CAIN ETAL
DISPLAY CONTAINER

3,190,438

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2 Sheets-Sheet 1



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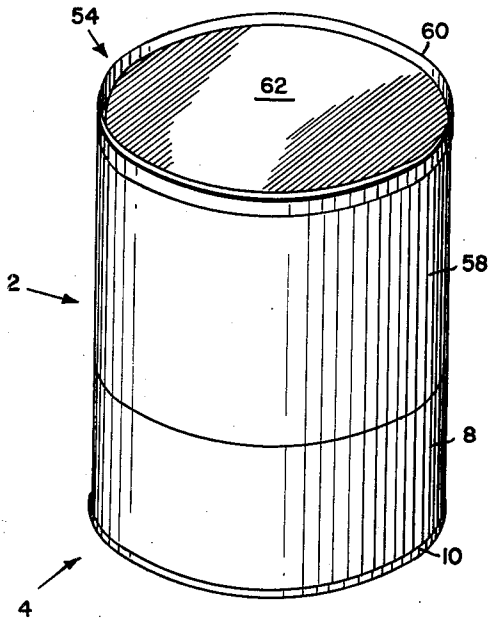


FIG. 4.

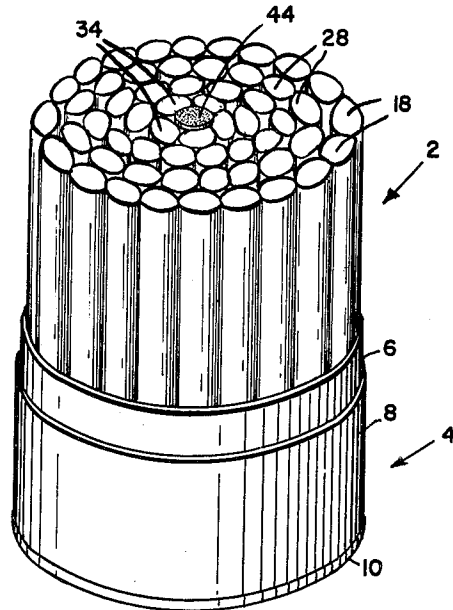


FIG. 5.

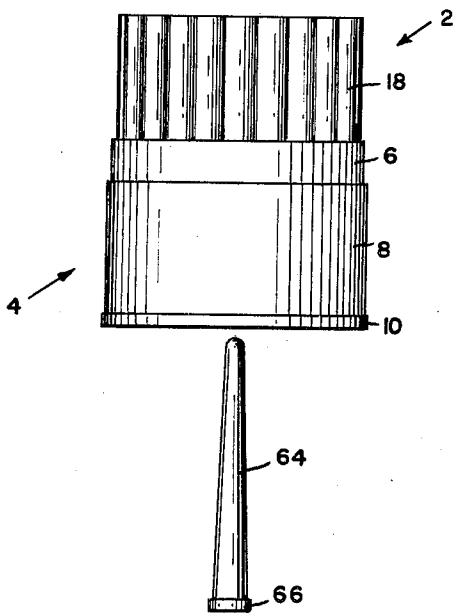


FIG. 6.

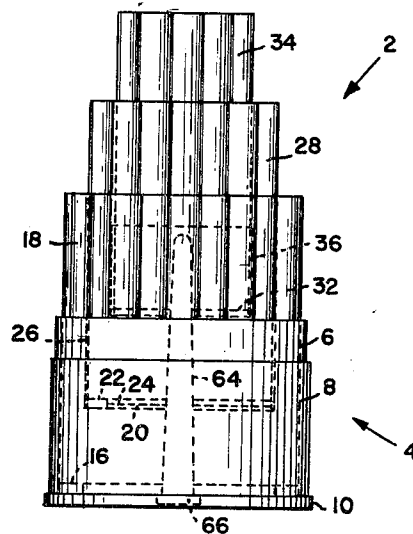


FIG. 7.

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DISPLAY CONTAINER

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4 Claims. (Cl. 206—45)

This invention relates to a display container and more particularly relates to a display container suitable for the display of a mass or plurality of upstanding elongated objects, such as, for example, cigarettes or cigars. For purposes of convenience and without intending any limitation thereby, the display container of this invention will be described in connection with cigars.

The display container of this invention provides a container in which the cigars can be tightly packed for storage and shipment and in which the cigars or any portion thereof can be elevated for purposes of making an attractive sales display of the cigars.

The invention and its objects will be further clarified by reading the following description in conjunction with the drawings in which:

FIGURE 1 is a vertical section through the body of a display container of the invention in the display position;

FIGURE 2 is a top plan view of the body of the display container of FIGURE 1;

FIGURE 3 is a vertical section through the container of FIGURE 1 showing a portion of the parts nested and additionally showing a top for the container;

FIGURE 4 is a front perspective view of the assembled container of FIGURE 3 ready for shipment;

FIGURE 5 is a front perspective view of the container of FIGURE 4 with the top removed;

FIGURE 6 is a front elevation of the container of FIGURE 4 with the top removed and showing an alternative rod for elevating the cigar supporting platform; and

FIGURE 7 is a front elevation showing the container of FIGURE 6 in the display position with the cigar supporting platforms elevated by the elevating rod.

Referring to FIGURES 1 through 3, a display container 2 in accordance with the invention has a body 4 having by way of specific illustration a cylindrical inner wall 6 and a cylindrical outer wall 8, the top of which lies below the top of wall 6. Walls 6 and 8 are crimped in the downwardly extending periphery 10 of bottom wall 12. Bottom wall 12 is provided with vent openings 14.

A ring 16 of, for example, fiber board lies on bottom wall 12 adjacent inner wall 6 and supports an upstanding circle of cigars indicated at 18. A platform 20 has an elevated ring portion 22 adjacent its periphery and a recessed central portion 24. An upstanding skirt 26 is secured to the outer periphery of platform 20, for example, by an adhesive. Platform 20 and the lower portion of skirt 26 are dimensioned to nest inside ring 16. A circle of cigars 28 are supported on upstanding ring portion 22, and receive lateral support from skirt 26.

A platform 32 supports an upstanding mass of cigars indicated at 34 and has secured to its periphery, for example, by an adhesive an upstanding skirt 36 which gives the mass of cigars 34 lateral support. Platform 32 and the lower portion of skirt 36 are dimensioned to nest in recessed central portion 24 of platform 20.

Bottom wall 12, platform 24, platform 32 are respectively provided with concentric openings 38, 40 and 42 which in the order named become progressively smaller. An elevating rod 44 is provided with a head 45 and progressively reduced portions 46, 48 and 50 which respectively have slightly smaller diameters than openings 38, 40 and 42. Thus, as best seen in FIGURE 1, portion

50 passes through opening 42, the upper end of portion 48 abuts against platform 32 and passes freely through openings 38 and 40, and the upper end of portion 46 abuts against platform 20 while portion 46 passes freely through opening 38. The upward movement of elevating rod 44 is limited by the engagement of head 45 with bottom wall 12.

Display container 2 is provided with a top 54 (FIGURE 3) which has an inner cylindrical wall 56 of the same diameter as wall 6 and an outer cylindrical wall 58 which extends below wall 56 and is of the diameter of wall 8. Walls 56 and 58 are held crimped in upstanding peripheral portion 60 of top wall 62. As illustrated in FIGURE 4, top 54 can be placed on body 4 with outer wall 58 telescoping over inner wall 6 and the lower portions of walls 56 and 58 respectively abutting against the upper portions of walls 6 and 8. The walls 6, 8, 12, 56 and 58 and 62 can be made from a wide variety of materials conventionally used in box making, for example, from cardboard for walls 6, 8, 56, 58 and tin for walls 12 and 62.

Operation

In use, the above-described display container will be packed with cigars with platform 20 nested inside ring 16 and platform 32 nested inside platform 20 so that the top surfaces of ring 16 and platforms 22 and 32 will lie in substantially the same plane (see FIGURE 3) to place the top of the cigars in substantially the same plane where they can be tightly held by top 54. As best seen in FIGURE 5 which shows the cigars packed in display container 2 in this manner, elevating rod 44 is inserted substantially in the center of the mass of cigars 34 to be coaxial with openings 38, 40 and 42. With the display container thus packed, top 54 is telescoped onto body 4 to form the completed container shown in FIGURE 4.

When the retailer receives the display container 2, he removes top 54 and then withdraws elevating rod 44 from the mass of cigars 34. He then inserts elevating rod 44 through opening 38 in bottom wall 12 with the end portion 50 passing through opening 42 in platform 32 and into the opening in the center of cigars 34 made by rod 44 when in its packed position. As he continues to push the rod 44 into body 4, the portion 48 of rod 44 engages platform 32 and elevates it together with the mass of cigars 34. Subsequently, portion 46 of rod 44 engages platform 20 and raises it together with the ring of cigars 28 until the head 45 abuts against bottom wall 12 at which point its lower face lies in the plane of the lower edge of periphery 10. This provides the display illustrated in section in FIGURE 1.

It will be understood that if the display container is to be used only for display purposes and not for the sale of the displayed items from the display container, simplification of the structure can be achieved, for example, by the elimination of portion 50 of rod 44 and by eliminating skirts 36 and 26. However, these structural features are desirable where purchasers will remove cigars from the display container. Thus, after the ring of cigars 18 and ring of cigars 28 are removed, portion 50 of rod 44 prevents the lateral displacement of platform 32. Similarly, skirt 36 prevents the mass of cigars 34 from tumbling out laterally. Similarly, if only the ring of cigars 18 is removed, skirt 26 prevents the ring of cigars 28 from tumbling outwardly.

It will be apparent that the above specifically described embodiment of the invention is not intended to be limiting and that numerous modifications may be made. Thus, for example, as illustrated in FIGURE 6, a conically shaped elevating rod 64 having an enlarged head 66 can be employed, the only requirement with respect to the elevating rod being that it have spaced succes-

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sively enlarged portions for the engagement of the platforms to raise them to different levels.

What is claimed is:

1. A display container for a plurality of upstanding objects comprising

a container body having an upstanding casing portion and a bottom portion with an opening therein and with a surface for the support of a portion of the said objects,

a platform having a periphery spaced inwardly from the casing portion and a surface for the support of at least a portion of said objects,

said platform having an opening therein,

means forming a nest adjacent the bottom portion receiving the platform with the opening in the platform aligned with the opening in the bottom portion and the supporting surfaces of the bottom portion and the platform lying substantially in the same plane,

a rod inserted through the opening in the bottom portion and into the opening in the platform with a portion engaging the platform and elevating the platform to a level below the level of the top of the objects supported on the bottom portion to display the objects supported on the platform.

2. A container in accordance with claim 1 in which an upstanding skirt is secured to the periphery of the platform to provide lateral support to the objects on the platform and to the objects on the bottom portion.

3. A display container for a plurality of upstanding objects comprising

a container body having an upstanding casing portion and a bottom portion with an opening therein and with a surface for the support of a portion of the said objects,

a platform having a periphery spaced inwardly from the casing portion and a surface for the support of at least a portion of said objects,

said platform having an opening therein,

means forming a nest adjacent the bottom portion receiving the platform with the opening in the platform aligned with the opening in the bottom portion and the supporting surfaces of the bottom portion and

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the platform lying substantially in the same plane, a second platform having a periphery spaced inwardly from the periphery of the first mentioned platform and a surface for the support of at least a portion of said objects,

said second platform having an opening therein, means forming a nest in the first mentioned platform for the reception of the second platform with the opening in the second platform aligned with the opening in the first mentioned platform and the supporting surfaces of the platforms lying substantially in the same plane, and

a rod inserted through the opening in the bottom portion and into the openings in the platforms with a portion engaging the first mentioned platform and elevating it to a level below the level of the top of the objects supported on the bottom portion and a portion to engage the second platform and elevate it above the first mentioned platform to a level below the level of the top of the objects supported on the first mentioned platform.

4. A container in accordance with claim 3 in which an upstanding skirt is secured to the periphery of the first mentioned platform to provide lateral support to the objects on the first mentioned platform and to the objects on the bottom portion, and

an upstanding skirt secured to the periphery of the second platform to provide lateral support to the objects on the first mentioned platform and to the objects on the second platform.

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