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C. A. PETERSON

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DISPLAY DEVICE FOR CONFECTIONS AND THE LIKE

Filed April 20, 1931

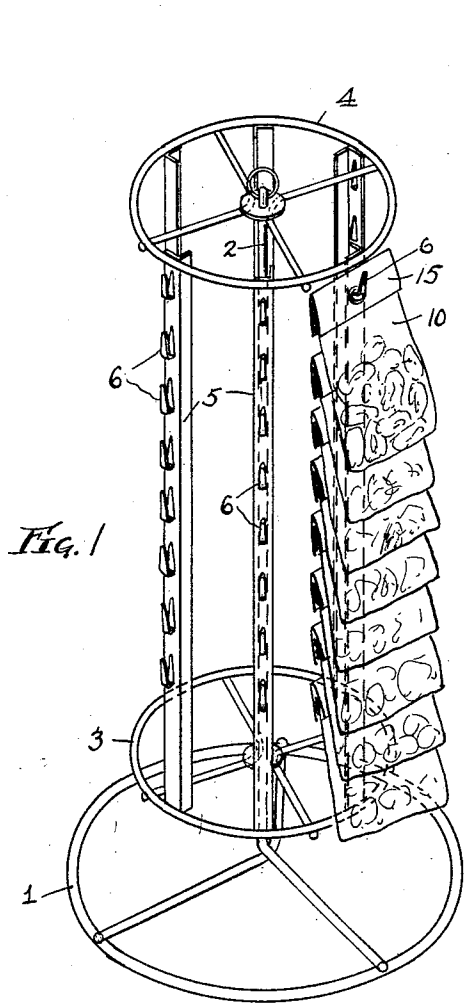


Fig. 1

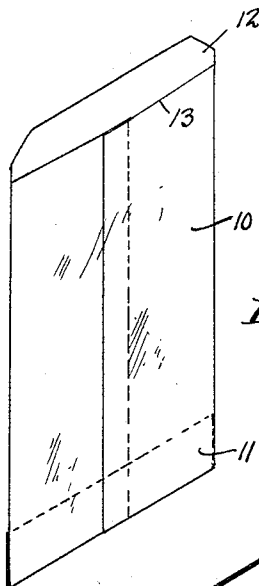


Fig. 2

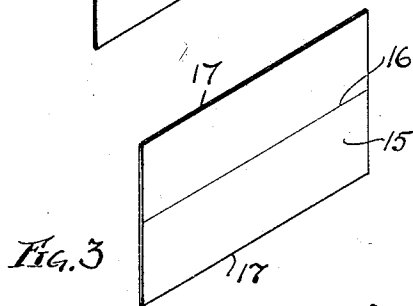


Fig. 3

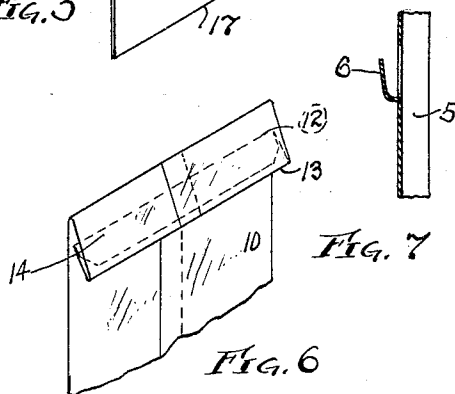


Fig. 4

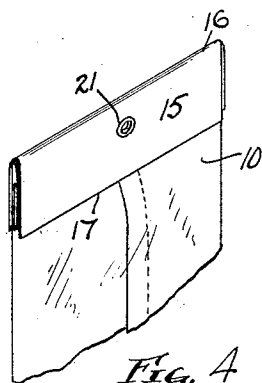


Fig. 5

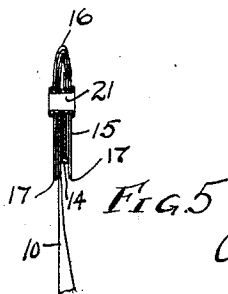


Fig. 6

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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE FOR CONFECTIONS AND THE LIKE

Application filed April 20, 1931. Serial No. 531,347.

My invention relates to containers for the marketing and display of merchandise, and more particularly to a means for the support of a paper container so combined with the container as to adapt the combination for use in connection with a stand adapted to display the commodity thereon. In the sale of small packages of articles such as nuts and candy, it is desirable to have them displayed as openly as possible, and for this purpose it is common to use paper containers of a transparent nature. A very effective method used to accomplish such display is to suspend the packages on stands adapted to such purpose. Well adapted as such receptacles are to revealing the contents, difficulty is commonly experienced in arranging them on such a stand, due to the light weight of the transparent paper and the consequent tendency of such containers to tear when they are placed on or removed from the stand or rack, or merely from the weight of the contents when the package is hanging. It is accordingly an object of my invention to provide a style of supporting means for this type of container such as is best adapted to overcome the weakness above mentioned. It is also the object of my invention to so combine the support with the container that it will not at all interfere with the visibility of the merchandise on display, and at the same time to afford a means of placing advertising matter on the package in a more obvious and attractive manner than may be achieved without the aid of such supporting member. It is a further object of my invention to so combine the support with the container that it will serve as a sealing member, resulting in a virtually air-tight container. Also, my device is designed to facilitate the adjustment and arrangement of a large number of such packages on the rack or stand in the most convenient and attractive manner and to enable any package to be easily removed without disturbing the others. Further, it is designed to afford the easiest means of holding a package of this type while removing the contents. Moreover, although designed to adequately accomplish the above mentioned objects, I have maintained such

a simplicity in the construction of my device, that the process involved in making the supporting means and its combination with the container are reduced to a minimum, thereby effecting an economy in manufacture. To the accomplishment of the foregoing and related ends, said invention, then, consists of the means hereinafter fully described and particularly pointed out in the claims.

The annexed drawing and the following description set forth in detail certain mechanism embodying the invention, such disclosed means constituting, however, but one of various mechanical forms in which the principle of the invention may be used.

In said annexed drawing:

Fig. 1 is a perspective view of the display stand and containers in position thereon; Fig. 2 is a perspective view of the confection container alone; Fig. 3 illustrates the cardboard reinforcing support 1 before folded and secured to the transparent container; Figs. 4 and 5 represent the manner in which the reinforcing member is secured to the top of the transparent container; Fig. 6 is a fragmentary perspective view illustrative of the manner in which the upper portion of the transparent container is folded back upon itself; Fig. 7 is a fragmentary section illustrative of the form of construction of one of the supporting hooks of the display stand.

Referring more particularly to Fig. 2, the container 10 is of the size best adapted to contain a small quantity of merchandise such as nuts or candy; is of extremely light weight; of rectangular shape in the described embodiment of my invention; and is composed of paper of a transparent nature, such as cellophane, by way of illustration. The container has a seam 11 at the bottom so that it may be most conveniently opened, but is air-tight throughout to maintain the freshness of the contents. The container has a flap 12 on the top, which flap is folded in along the line 13 and an extra fold 14 is taken in the top of the container, aiding in keeping out the air at this point and making for additional security in the method of fastening the container to the relatively heavy tab or sup-

porting member 15 by which the container is attached to the display stand 1.

The supporting means 15 is of heavy, opaque paper or cardboard, creased along the line 16 to form a two-ply holder to fit the previously creased top portion 14 of the container 10. The supporting member 15 has its lower edges 17 extended down the sides of said container, being arranged so as to adequately embrace the folded top portion 14 of the container 10 for purposes of support, and at the same time so as not to interfere with the display of the contents in the package. This supporting member 15 is fastened to the upper portion of the container by means of a metal eyelet 21, shown in Figs. 4 and 5, inserted through both sides of the cardboard and the folded thickness of the container. In the process of manufacture, the bag is first creased as above described, following which the two-ply cardboard 15 is placed over the end as illustrated, and in this form the whole is passed through a machine which punches a hole in the container and support and inserts the eyelet 21. The eyelet 21 and the support 15 cooperate to produce a sealing effect on the top of the container, the eyelet being so located that the cardboard support also tightly grips the container along its entire upper edge, making this portion of the package very durable and neat, and reducing the bulk to a minimum, facilitating the proper arrangement of a large number of packages on the display stand.

From the above description, the simplicity of the process of manufacture is apparent. The heavy paper or cardboard forming the support for the container consists of a single rectangular sheet of the same length as the width of the container, and while unfolded it is impressed with such printed matter as is desirable to use in displaying the article. In the process of manufacture, the cardboard is heavily creased along its center line, adapting it to be readily folded over the top of the container which has previously been creased in the manner above explained. When folded, the deep crease 16 in the cardboard support causes its sides to lie in a position parallel to the sides of the container, fitting the container snugly, and thus preparing the combination for the fastening and sealing process above described.

The eyeleted arrangement above described adapts the combination package to be placed on a stand in the manner illustrated in Fig. 1. The base 1 carries the vertically projecting supporting rod 2 upon which are rotatably positioned the lower and upper circular supporting racks 3 and 4, respectively. Secured to the periphery of the supporting racks 3 and 4 are the vertical members 5 carrying a plurality of laterally projecting hooks 6. The hooks 6 on the display stand 1 are so arranged that when the packages are placed

thereon, both the contents of each container and the label or printing on the cardboard support are visible, making a neat and attractive display, and enabling the purchaser to completely inspect before making a selection.

The eyeleted device and support 15 permits any package to be removed with the utmost ease and convenience by merely grasping the support and lifting the package from the hook. My device prevents any bearing of the container portion, and serves to keep the package intact after being removed from the stand, insuring the keeping of the contents in the best of condition until in the possession of the purchaser, and also enabling one to carry the package in an unbroken condition as long as may be desired. My invention also guards against the displacement of any other packages than the one being removed, which difficulty is often met with in other devices adapted for display. Further, the cardboard folder on the end serves as a most convenient means for holding the package when extracting the contents, doing away with the need of grasping the container portion, thus preventing any such breakage or softening of the contents as occurs when the hand is around the container.

Other modes of applying the principle of my invention may be employed instead of the one explained, change being made as regards the mechanism herein disclosed, provided the means stated by any of the following claims or the equivalent of such stated means be employed.

I therefore particularly point out and distinctly claim as my invention:

1. A display device including a base comprising a ring-like member, a bowed angular member having its ends secured to the ring, a vertical standard having an offset portion, the end of said offset portion being attached to the ring and the bend between the offset portion and the standard being secured to the bend in the first mentioned member, and a rack rotatably supported on the standard.

2. A display device comprising a base including a standard, a reel including opposite ring-like members, crossed connecting members for each ring and display bars having hooks connecting and spacing the rings, and annular members secured at the junction of the crossed members of each ring and constituting a journal for receiving the standard of the base.

Signed by me this 17th day of April, 1931.
CHARLES A. PETERSON.