

T. H. PEPPERS.
DISPLAY BASKET.
APPLICATION FILED APR. 23, 1918.

1,329,207.

Patented Jan. 27, 1920.

Fig. 1.

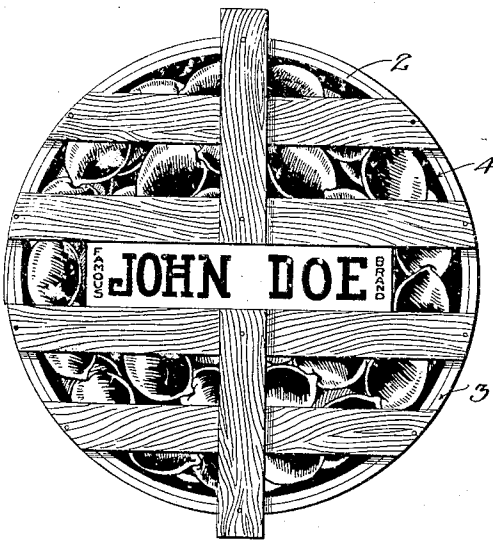


Fig. 2.

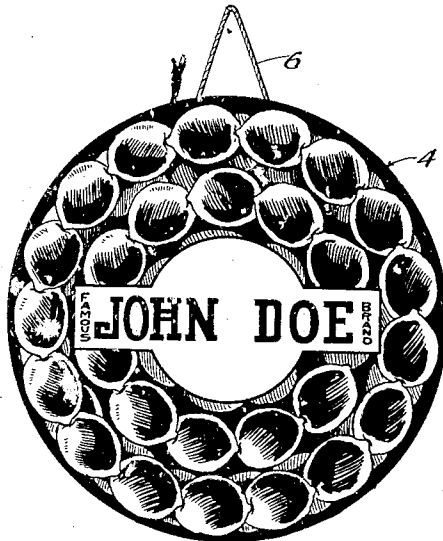


Fig. 3.

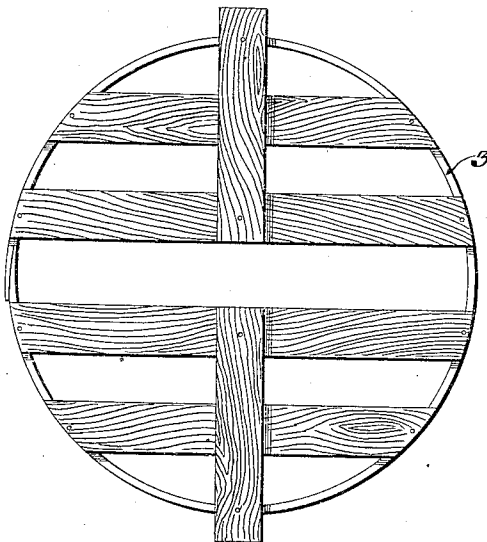
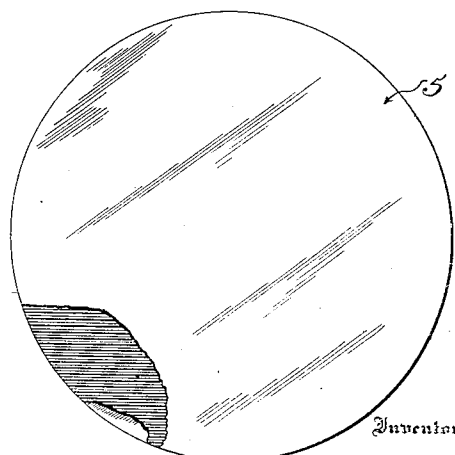


Fig. 4.



Inventor

T. H. Peppers

By *Mason Fennick Lawrence,*
Attorneys

UNITED STATES PATENT OFFICE.

THOMAS HILTON PEPPERS, OF NASHVILLE, ARKANSAS.

DISPLAY-BASKET.

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Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, THOMAS H. PEPPERS, a citizen of the United States, residing at Nashville, in the county of Howard and State of Arkansas, have invented certain new and useful Improvements in Display-Baskets; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to advertising devices, and more particularly to a means for effectually advertising the contents of a receptacle or container during and after its transportation, and also to provide for the effectual display of the brand, trade mark, or other identifying feature of the particular goods to be advertised.

It is one of the objects of the present invention to provide a simple, practicable, inexpensive, and substantial advertising novelty, enabling the general distribution of information concerning the kind and trade name of the goods being transported and offered for sale, and it is another object of the invention to provide for the protection of the contents of the container during its transportation, and to enable the advertisement of the goods in a manner simulating the precise arrangement or disposition of the goods as sent out by the producer or shipper and without necessitating the removal of the cover of the goods. And it is another object of the invention to provide an advertising device not only identifying and illustrating the character and brand of the contents of the package during transportation, but which device may be removed when the container has reached its marketing destination, and may be then displayed in a conspicuous place by the retailer or final dispensing agent.

With these and other objects in view, the invention consists of the construction, the combination, and in details and arrangement of the parts as more particularly hereinafter set forth relative to an embodiment of the invention described in the following specification and illustrated in the accompanying drawings, in which—

Figure 1 is a top plan view of the package in condition for shipment.

Fig. 2 is a top plan view of the separate label or print.

Fig. 3 is a plan view of the separate cover of the container.

Fig. 4 is a plan view of the protecting or cushioning inner liner.

In the illustrated embodiment of the invention, 2 is the top rim or band of a suitable receptacle or container, in the present instance being in the form of a basket adapted to contain, for instance, peaches, the basket when filled being closed at its upper end by a top or cover 3, preferably of such form and construction as to permit the view of an advertising medium or device, preferably in the form of a pictorial illustration upon any suitable medium, as a sheet of paper or other material, this pictorial illustration representing in plan the top layers of the goods precisely as arranged by the packer or original shipper so that the advertising medium overlies the contents of the container, as the basket 2, for instance, and constantly presents to view a picture of the top of the contents. It is one of the important objects of the present invention to provide, in addition to illustrative means of the contents of the basket, for the identification of the goods as by displaying the trade mark, trade name, or brand of the goods conspicuously to view during the transportation of the package. To that end the advertising medium in the form of a label or print, shown in Fig. 2 as a circular disk 4 approximating the size of the top of the basket and adapted to be placed beneath the cover 3, is provided at a suitable location with the identifying legend or means, as, for instance, trade or brand name "John Doe," as illustrated, this name showing through a diametrical aperture across the cover 3, in this instance, the trade name being so located on the label 4 as to show at this aperture, the remaining apertures of the cover permitting a clear view of a considerable part of the label beneath the cover 3.

Preferably, the contents of the package or container is protected by the interposition of an intermediate layer of suitable material, indicated in Fig. 4 as a disk 5 of corrugated or soft paper or other suitable material which cushions the peaches or other substance in the container against excessive bruising or injury, so that when the cover 3 is removed and the identifying label or print taken out, the contents are pre-

sented in a substantially perfect, unmarred, unmutilated condition, just as arranged and forwarded by the original shipper.

From the above it will be seen that by
5 my device the goods are not only protected during transportation both through means of the intermediate cushioning layer 5, if this is used, or through means of the label 4, if it only is used, but also the arrange-
10 ment of the packed goods is clearly illustrated by the superposed label 4, and the trade mark or trade name of the shipper is conspicuously presented to view during transportation or storage of the package
15 at an intermediate agent's establishment. When the goods arrives at the ultimate destination, the selling agent may remove the cover 3 and then the advertising label or print 4, this being adapted to be displayed in
20 a conspicuous position by the dealer so as to continue the advertising of the particular brand of goods, as well as to illustrate the quality and kind of the goods. To facilitate this separate advertisement of the goods
25 after the label is removed from the container, the label is provided in the present instance with a cord or bail 6 by which it may be hung up in any convenient position. By means of the display label the goods can
30 be advertised long after the stock has been

sold by the dealer, and will thus enable the customer to quickly recollect and call for the quality of goods by simply referring to the identifying label which carries the trade or other brand name or mark.

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What I claim is:

1. A display case having a cover with simulations of its contents, and means for covering said box in shipment, said covering means rendering visible said simulations.

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2. A circular display case cover having simulations of the contents of said case on said cover and a trade name medial of said cover, a pair of supporting covers for said circular cover, said pair of covers reticulated
45 to expose portions of said simulations and said pair of covers separated medial of said case to expose said trade name.

3. A display case having a cover with simulations of its contents concealed suffi-
50 ciently to appear realistic, a trade name on said cover shaded to appear to be a separate card and means for supporting said cover partially concealing said cover and exaggerating the realistic effect of said simulations
55 and at the same time exaggerating the appearance of a superposed trade name.

In testimony whereof I affix my signature.

THOMAS HILTON PEPPERS.