

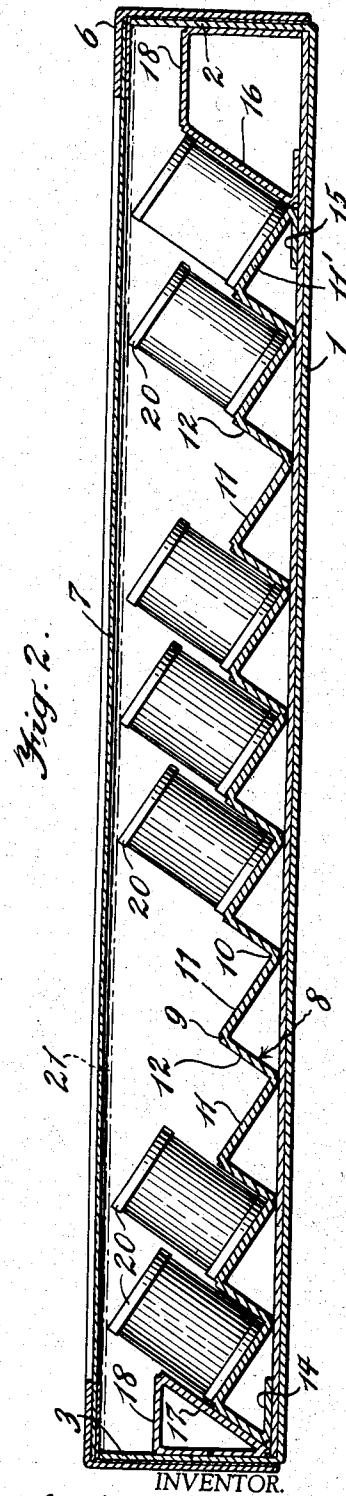
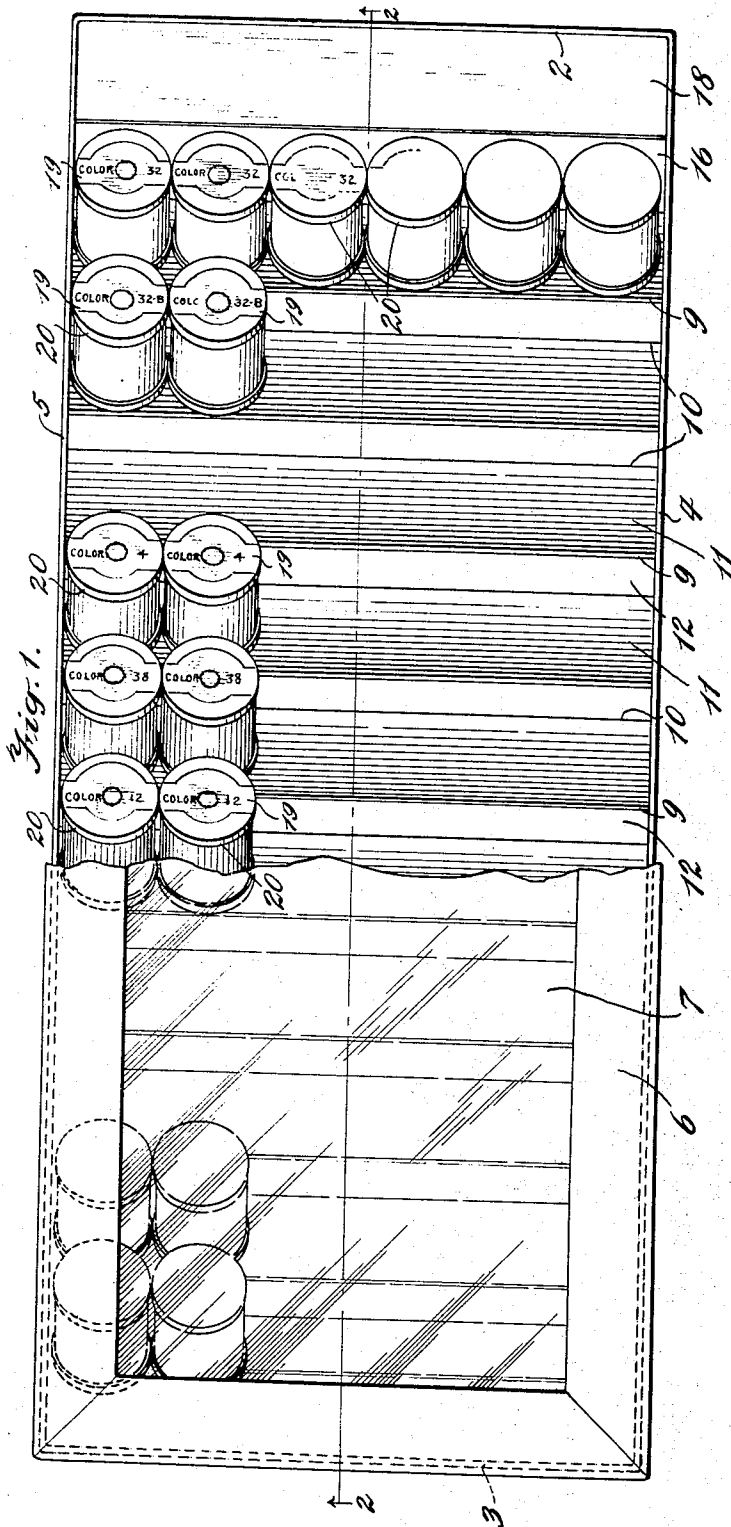
Dec. 28, 1937.

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2,103,241

DISPLAY DEVICE

Filed Jan. 22, 1935



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UNITED STATES PATENT OFFICE

2,103,241

DISPLAY DEVICE

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Application January 22, 1935, Serial No. 2,888

1 Claim. (Cl. 206—44)

This invention relates to a novel and improved form of display device, the novel features of which will be best understood from the following description and the annexed drawing, in which I have shown a selected embodiment of the invention and in which:

Fig. 1 is a top view of a container embodying my invention, parts being broken away to show the interior of the container;

Fig. 2 is a section approximately on the line 2—2 of Fig. 1.

Hitherto, in displaying spools of thread for sale, it has been customary to arrange them with their tops all on a single plane or so that the tops are invisible. For example, it has been common to place the spools on their bottoms in a box or on any support used for display purposes so that the tops will all be in substantially the same plane and the spools will be close enough together so that only the tops will be visible. This arrangement is not altogether unsatisfactory when all of the thread is of one color, but where different colors are offered for sale and identified by numbers or other characters on the tops of the thread spools, the purchaser must know the number of the thread color which she intends to buy or must see the desired thread color itself.

On the other hand, it also has been customary to lay the spools end to end on their sides so that the thread itself is visible and so that the purchaser may thus see and select the color desired. This, however, covers the top of the spool so that if one wishes to order by number as oftentimes is the case, she is hindered in so doing.

Another disadvantage of the prior art arrangements just described is that purchasers in making their selections pick the spools up and handle them. They may not be returned to their proper places and the result is a disarrangement of the original display, together with deterioration of the goods from handling and from exposure.

In the following description and in the claim I shall for the sake of convenience use the word "spool", although it is of course to be understood that this term is not intended to be limiting, as the invention can be applied to other holders of yarn, thread or the like which may not usually be referred to as spools.

According to my invention, I provide a display device in the form of a support so constructed that the purchaser may see both the thread on the spool and the top of the spool containing the color number or other identifying characters.

In the selected embodiment, I have shown the invention as installed in a container or box hav-

ing a bottom 1, end walls 2 and 3, and side walls 4 and 5. The box may be provided with a cover 6 having a panel 7 of transparent material through which the contents of the box may be seen when on display.

The support for the spools is shown as in the form of a sheet of material 8. This sheet may be formed of cardboard, for example, and provided with reverse bends 9 and 10 forming between them seats 11 and backs 12, with each back connecting the low edge of one seat 11 to the high edge of the adjacent seat 11. These bends may conveniently be formed by notching the sheet as indicated and then bending the sheet until the backs and seats are substantially normal to each other and until the seats have the desired inclination to the horizontal. This inclination may be whatever is desired.

The support may be placed in the bottom of the container and there secured in place as by securing the bends 10 to the bottom by a suitable adhesive (not shown). The ends of the sheet may be folded under, as indicated at 14 and 15, and these ends may likewise be secured to the bottom by adhesive.

To still further aid in locating and securing the support in the bottom of the container, I may provide suitable abutments 16 and 17 at opposite ends of the container between the support and the end walls 2 and 3, respectively. These abutments may be of any desired construction, although for the sake of convenience I have shown them as being formed of sheet material formed into their desired shape by bending, and here again the abutments may be secured in place by suitable adhesive if desired. The abutment 16 in particular is used to form a back for the end seat 11', and the abutment 17 is shown as extending upwardly a short distance over the spool on the adjacent seat. The tops 18 of the two abutments may be used for advertising matter or for any other information which it is desirable to convey to the purchaser.

Looking particularly at Fig. 1, it will be seen that the result of my invention is to provide a device wherein, when the spools are viewed from above the support, one may readily see the thread itself on the spools and also the color designations 19 on the tops of the spools. Then the purchaser may select the color either by the number or by the actual color of the thread itself.

Thus it is not necessary for the spools to be handled before purchasing as is necessary in the prior art. In turn, this makes it possible to display the thread spools in a closed container with

the transparent panel through which the goods may be seen. Thus, the goods are protected from handling and from deterioration while nevertheless being conveniently displayed.

- 5 In shipping, it is desirable to prevent dislocation of the spools and therefore I provide between the cover and the upper portions 20 of the spool tops a filler 21 of such thickness as to engage the cover and the portions 20 so as to hold the spools
10 on their seats.

- While I have shown the invention as embodied in a specific form, it is to be understood that various changes in details may be made without departing from the scope of the invention, as defined by the appended claim.

I claim:

- A combined shipping and display package comprising a box having a flat bottom and a removable cover parallel to each other when the cover is
20 in place on the box, spools within the box and arranged in closely adjacent transverse rows, the longitudinal axes of said spools being parallel to each other and inclined to the perpendicular, a

stepped support between said spools and bottom and comprising inclined seats engaging the bottoms of the spools and backs connecting the edges of adjacent seats, said seats and backs being disposed at right angles to each other and the
5 lower edges of the seats and backs resting on said bottom of the box, the lowest and highest points of the spools lying respectively in parallel horizontal planes spaced apart a vertical distance substantially equal to that between the bottom and
10 cover of the box, the spools in one row overlapping those in an adjacent row, the spools in each row being freely removable from the box in a direction parallel to their longitudinal axes without disturbing the spools in adjacent rows and
15 each spool having its top end and part of its side visible when in the box, each end row being spaced a clear distance from the adjacent end of the box which is insufficient to accommodate another row of similarly arranged and inclined spools but
20 which is sufficient to permit ready removal of the spools in said end row.

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