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DISPLAY CONTAINER

Filed March 31, 1927

FIG. 1.

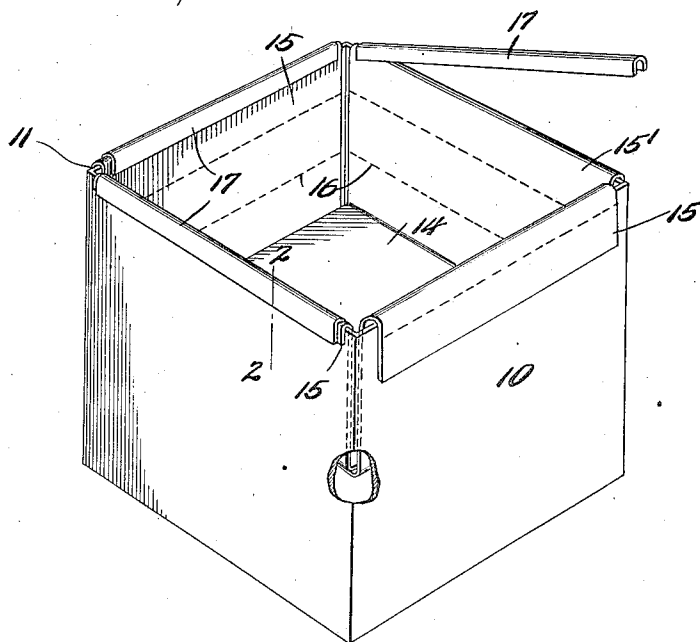
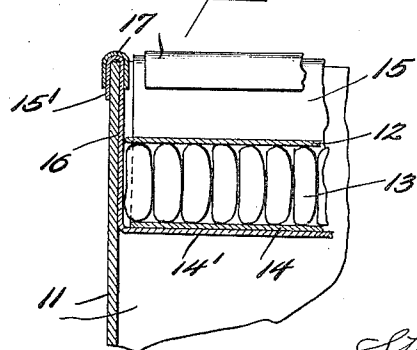


FIG. 2.



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DISPLAY CONTAINER.

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The present invention relates to containers for crackers, cakes, pastries and similar confections, and more particularly to an adjustable false bottom for the container.

5 It is a well known fact that purchasers of cakes, crackers and confections sold in bulk are quite frequently influenced by the appearance of a display container of the type generally employed in grocery and other
10 food stores, it being recognized in the trade that when a number of containers are on display, a full container is usually selected by the purchaser. This preference is doubtless caused by the desire on the part of the
15 buyer to obtain fresh cakes, partially empty boxes having the appearance of having been in stock for some length of time, leading the purchaser to believe they are stale. For this reason it is sometimes difficult to sell
20 goods which, as a matter of fact, are quite fresh, after one or two layers have been removed from the container.

Containers for dispensing cakes and crackers in grocery and other food stores
25 are usually provided with a hinged lid, the greater part of which is transparent so that the contents of the container may be readily seen. Of recent years the container itself is made from cardboard, the cover, of which
30 the lid forms a part, being permanent equipment of the store and interchangeable with respect to the containers, the latter, when emptied, being disposed of in any desired manner.

35 After a container is emptied the cover is removed and placed on a newly opened container. The containers are grouped on a rack and usually tilted at an angle to permit the contents to be seen as well as to provide
40 for ready access to their contents.

With the above facts in view, it is one of the objects of this invention to provide an adjustable inner bottom or support for this type of container in order that, as each
45 layer is disposed of, the next succeeding layer may be lifted to the top of the box, adjacent the lid.

It is another object of the invention to provide an adjustable bottom of light and
50 inexpensive, yet durable, material, which is intended to be placed in the container as the cakes or crackers are packed.

It is a further object of this invention to provide metallic clamps for securing the

bottom to the container, these clamps being
55 furnished as initial equipment with the removable cover.

It is still another object of this invention to provide a false bottom which is adjusted from the top of the container, to prevent, as
60 far as possible, access of air and moisture to the lower layers of cakes and thus insure their freshness.

The invention will be more fully understood from the following description, taken
65 in connection with the accompanying drawings, which illustrate a preferred embodiment of the invention, and in which:

Figure 1 is a perspective view of a container provided with an adjustable bottom
70 of the form referred to above, and having metallic clamps, one of which is shown partially removed, for securing the bottom to the container.

Figure 2 is a partial section of one side
75 of the container taken along the line 2-2.

Referring to the drawings, the container
10, having side portions 11, and partition members 12, is designed to contain a plurality of layers of crackers, cakes or similar
80 confections 13 in the usual manner. Beneath the lowermost layer of cakes is disposed a false or adjustable bottom 14, preferably made of a light cardboard and intended to support the cakes at any desired
85 height within the container.

As shown in the drawing, a second support 14', disposed at a right angle to the support 14, is also provided, but, unless the contents of the container are relatively heavy
90 a single support is sufficient. Each support is provided at its opposite ends with a vertically disposed flap 15, 15', preferably the same width as the bottom and forming a continuation of the same so that the bottom
95 and flaps may be formed from a single rectangular sheet of cardboard. If desired, the flaps may be provided with several transverse scores 16, the purpose of which will be explained hereinafter.
100

Although it has been found in practice that, when they are properly proportioned, the bottom and flaps will support a relatively great weight by frictional engagement with the sides of the container, for
105 providing a more secure support the clamps 17, formed from relatively thin bent sheet metal, and preferably U-shaped, are intended

to clamp the flaps to the top edges of the container to retain the bottom in its adjusted position.

In applying the above described invention to practice, the supports 14, 14' may be first placed in the container, being forced downwardly to contact with the actual bottom of the container. The cakes are then placed in the container, generally in several layers with partition members 12 between adjacent layers. This initial filling of the receptacle is done at the factory or plant at which the goods are made or baked. The container is then sealed with a cover, which is later removed by the retailer and replaced by the removable metallic cover and transparent lid referred to above.

After the uppermost layer of cakes has been sold the flaps 15, the original length of which is substantially equal to the height of the container 10, may be grasped and the false bottom 14 elevated the height of one layer, so that the next succeeding layer is lifted approximately to the top edges of the container. Those portions of the flaps projecting above the top edges of the container are bent over the said top edges, and the metallic clamps 17 pressed over the bent portions of the flaps to frictionally hold the latter in engagement with the side portions of the box. In this manner the false bottom is securely retained in its elevated position. The partition member 12 being removed, the removable metallic cover and transparent lid are forced over the top edges of the container. The clamps are sufficiently narrow to be hidden by the downwardly projecting flanges of the cover. Should the bent over portions of the flaps project below the edges of these flanges, they may be readily torn off and, to facilitate the fracture of the cardboard, the scores 16 may be provided for this purpose. As each succeeding layer is lifted to the top of the container after a layer has been sold, the container always has the appearance of being full. This result is accomplished without altering the outward appearance of the container or the equipment now in general use.

By making the clamps 17 of a length substantially equal to the width of the body portion and flaps when these channel shaped cross-sectional clamps are engaged over the folded portions of the flaps they hold the latter in frictional engagement with the sides of the box, while the medial portions likewise protect the light cardboard flaps from the action of a display lid which is adapted to be placed on the container. Moreover, the lower outer edge of each clamp

serves in the nature of a cutting edge to facilitate the tearing away of the extending terminal portions of the flaps preferably along the scores 16.

From the above description it will be readily seen that there has been provided a combination false bottom and supporting member for cake containers having the advantages of strength and cheapness, which, when applied to the container, is inconspicuous and does not interfere with or alter the usual construction of the container and removable cover. Since the false bottom, like the container, is constructed of cheap material, it may be disposed of with the container when the latter becomes empty.

Further, owing to the fact that the adjustment of the support is made from the top of the container, it will be unnecessary to provide openings in the sides or bottom of the container, thus insuring that the container will be substantially air-tight and that the unexposed lower layers of cakes will be kept in fresh condition.

Although a preferred embodiment of the invention has been described in detail, it is understood that changes and modifications of the particular form illustrated herein may be made without departing from the spirit of the invention, as set forth in the appended claim.

I claim:

In a display box for receiving layers of cakes or equivalent articles, the combination, a follower formed from a single blank of light cardboard of a width conforming substantially to the width of the box, including a body portion forming a bottom adapted to be arranged under the lowermost layer of cakes, side flaps continuing therefrom and arranged adjacent the inner surfaces of the sides of the box and scored transversely at uniform intervals, and adapted to be folded over the upper edges of the sides of the box during the display of the cakes, clamping elements of channel formation in cross-section detachably engaged over the terminals of the flaps to frictionally hold the latter in engagement with the upper portions of the sides of the box and being of a length substantially equal to the width of the blank to protect the same against the action of a display lid adapted to be placed on the box, and the lower outer edges of the clamping elements constituting cutting edges to facilitate the tearing away of the extended terminals of the flaps of the follower, substantially as and for the purposes set forth.

In testimony whereof, I affix my signature.

STEPHEN I. SHEEHY.