Sept. 11, 1934. E. J. GOODMAN 1,972,989

DISPENSING AND DISPLAY DEVICE

Filed Sept. 25, 1933

Fig. 1.

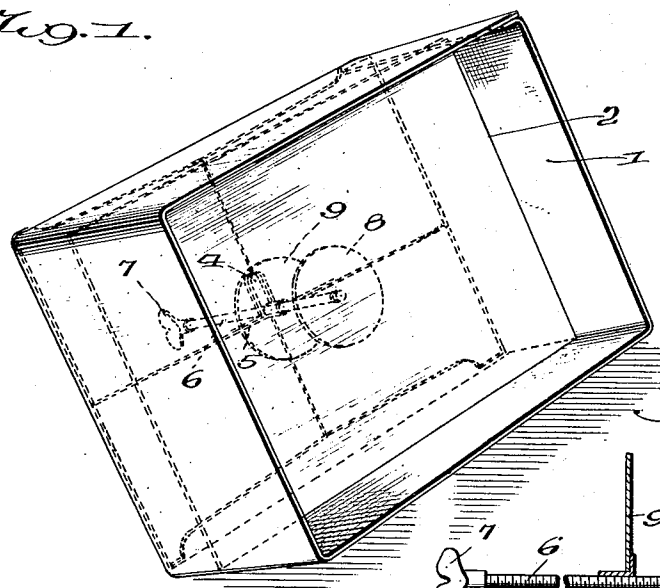


Fig. 4.

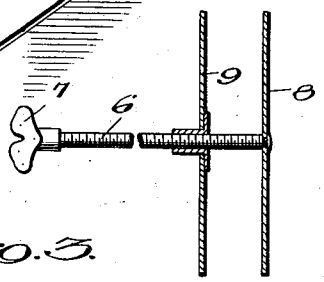


Fig. 2.

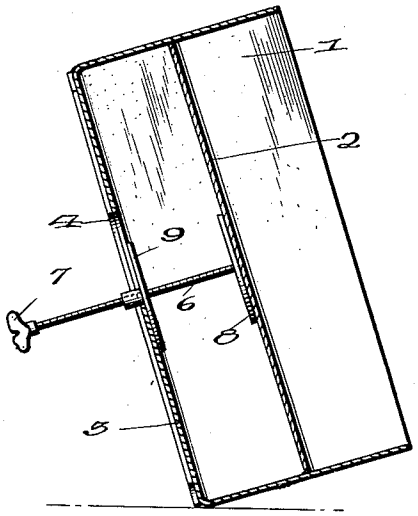
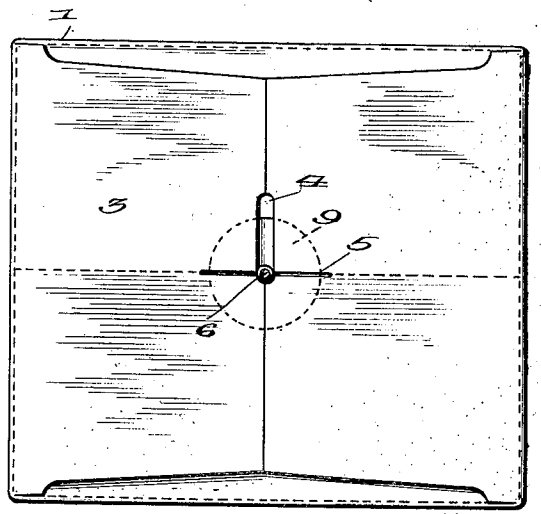


Fig. 3.



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DISPENSING AND DISPLAY DEVICE

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3 Claims. (Cl. 206—44)

This invention relates to certain improvements in display and dispensing containers for cakes, crackers and similar merchandise and has special reference to cartons of the paper or cardboard type adapted to have applied thereto a follower or feeding device of simple design whereby the container or carton will always have the appearance of being full, and the goods will be in a position for display as long as there are enough cakes or the like in the container to make a complete layer.

The object of the invention is the provision of a simple and inexpensive feeding or dispensing arrangement that can be attached to and furnished with each individual receptacle, or, by merely providing a false bottom in each receptacle, the feed device per se can be easily applied to the receptacle by cutting the necessary cross slits in the bottom of said receptacle in a manner to be hereinafter described so that one feed device can be used again a number of times.

The preferred embodiment of the invention is illustrated in the accompanying drawing in which

Figure 1 is a perspective view illustrating the invention showing the follower in operative position behind the false bottom;

Figure 2 is a transverse sectional view;

Figure 3 is a rear or bottom view illustrating the arrangement of the slots in the rear or bottom of the box thru which the follower device is inserted; and

Figure 4 is a view partly in section and partly in elevation of the follower device per se.

Referring to the drawing in detail the invention comprises a box or container 1 of any conventional shape or construction and for the purpose of the present description the box is illustrated as being square or rectangular and being the paper or cardboard carton type.

The box 1 is provided with a false bottom 2 which has a free sliding fit within the interior of the box 1.

The box or carton 1 is provided with the usual bottom 3 and this bottom is constructed with a relatively wide slot 4 and a relatively narrow horizontal slot 5 intersecting one end of the slot 4. These intersecting slots 4 and 5 are provided for inserting therethrough the screw follower device as illustrated in Figure 4. This device comprises a screw shank 6 to one end of which is secured an operating handle 7 and permanently attached to the opposite end is a metal disc or the like 8. Threaded on this shank 6 between the handle 7 and disc 8 is a second disc-like member 9. Of course, these parts 8 and 9 may be square or of any other construction and design, sufficient to answer the purpose of the instant invention.

In positioning the screw follower device the member 9 thereof is threaded down to the end of the screw shank in close engagement with the member 8 thereof and in this position the adjacent members or discs 8 and 9 are inserted in horizontal position through the slot 5 in the bottom of the box, the relatively large slot 4 accommodating the screw shanks 6 permitting the proper insertion of the device. In this position it will be noted that the disc members 8 and 9 of the screw follower device are in position for operation between a false bottom 2 and the main bottom 3 of the box.

It is of course to be understood that the box contains cakes, crackers or any other similar well known commodity and in its full condition the false bottom 2 will be closely adjacent the main bottom 3 of the box.

As the cakes or crackers are removed from the box and in order to give the effect of a full box as said cakes or crackers are removed, the screw device is operated to raise or urge forward the false bottom in an obvious manner. As this operation takes place the disc member 9 will be urged backward against the inner face of the main bottom to properly anchor the screw follower device during its operation.

Although the invention has been illustrated and described as applied to a square or rectangular cardboard box, it is of course understood that the box may be of any shape and made of any material. Furthermore said box may be provided with a removable or hinged transparent front or top as desired, but in view of the fact that this forms no part of the invention, it was thought unnecessary to illustrate or describe such a modification.

The box 1 may be constructed as shown to include the T-shaped slot and a screw follower device, in the first instance, or the box may be supplied with its contents with the T-shaped slot formed in the main bottom of the box together with a false bottom in condition to have inserted by the merchant the screw follower device. Also the box may be furnished with its contents and the false bottom and the T-shaped slot afterward cut in the main bottom of the box by the merchant, to receive the screw follower device so that one and the same screw follower may be used successively in connection with an unlimited number of boxes or cartons.

What is claimed is:

1. In a dispensing and display device, the com-

bination with a container, a false bottom for said container, a T-shaped slotted opening in the main bottom of said container adapted to have inserted therethrough to engage the false bottom, a feed device of the follower type.

2. In a dispensing and display device, the combination with a container, a false bottom for said container, a T-shaped slotted opening in the main bottom of said container adapted to have inserted therethrough to engage the false bottom, a feed device of the screw follower type.

3. In a dispensing and display device, the combination with a container, a false bottom for said container, a T-shaped slotted opening in the main bottom of said container adapted to have inserted therethrough to engage the false bottom, a feed device, said feed device comprising a screw shank, a follower plate permanently secured to one end thereof, an operating handle carried by the opposite end and an intermediate plate threaded on said screw, whereby when the rigid plate and intermediate plate are inserted through the slotted opening in the container, the permanent plate will engage the false bottom and the intermediate plate will engage the inner face of the main bottom upon the operation of the screw.

EDDIE J. GOODMAN.