

J. H. BOLLER.
 DISPLAY TRAY.
 APPLICATION FILED FEB. 6, 1913.

1,059,266.

Patented Apr. 15, 1913.

Fig. 1.

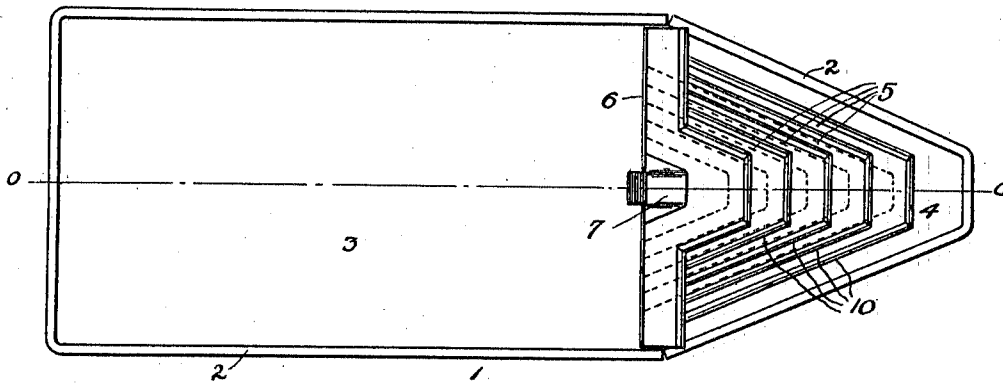


Fig. 3.

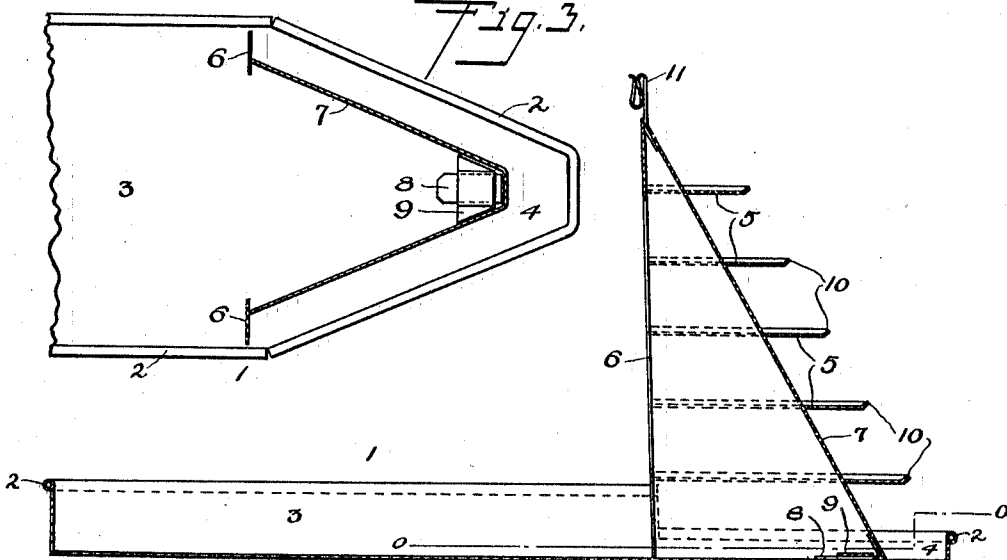


Fig. 2.

Witnesses

Roy E. Skatz.
 Blanche A. Sweet.

Inventor

Joseph H. Boller

By

Millard Eddy
 Attorney

UNITED STATES PATENT OFFICE.

JOSEPH H. BOLLER, OF WOODBINE, IOWA.

DISPLAY-TRAY.

1,059,266.

Specification of Letters Patent.

Patented Apr. 15, 1913.

Application filed February 6, 1913. Serial No. 746,429.

To all whom it may concern:

Be it known that I, JOSEPH H. BOLLER, a citizen of the United States, residing at Woodbine, in Harrison county, in the State of Iowa, have invented certain new and useful Improvements in Display-Trays, and have described the same in the following specification, illustrated by the accompanying drawings.

My invention relates to that class of trays which are commonly used on counters and under glass in retail stores for the display of chocolates, dipped nuts, caramels and other candies or pieces of confectionery, or other small articles, arranged collectively to attract the eye of the purchaser.

It is the object of the invention to fit a tray of this class for holding in undisturbed position and arrangement in the front part of the receptacle one portion of its load, or contents, for purposes of display only, and for holding in bulk in the back part of the apparatus, without any definite arrangement, attractive or otherwise, another and larger portion of its contents, from which alone all ordinary sales are to be made; to hide from the eye of the observer, looking either obliquely downward or horizontally toward the tray that part of its contents which is not arranged for display; to adapt the tray to be used with economy of space in the ordinary box-shaped showcase by enlarging the apparatus in a vertical direction without any corresponding lateral extension; to retain the displayed contents of the tray securely in the positions and arrangement in which they are placed for display; and at the same time to produce a generally superior display tray of the specified class. To accomplish these objects I incorporate in my improved tray, which is preferably made of sheet metal, a shallow pan, of special form, constituting the base of the tray, and a plurality of rigidly connected horizontal shelves arranged in a special manner and removably erected in the pan.

In said drawings, which illustrate the best manner contemplated by me for applying the principles of the invention, Figure 1 is a plan of a display tray which is constructed in accordance with these principles. Fig. 2 is a central vertical longitudinal section of the same tray, taken on the section line 0—0 in Fig. 1. Fig. 3 is a partial horizontal section of the same, on the section line 0—0 in Fig. 2.

In the illustrative tray shown in these figures, the base of the tray is a shallow tin pan, having a flat bottom 1 and an endless peripheral and vertical brim 2. This pan comprises a rear rectangular portion 3 and a smaller tapering forward portion 4. The brim contiguous to the portion 3 is made of considerable depth for the purpose of retaining a considerable quantity of the candy or other contained articles; while the brim of the portion 4 is of less depth, as shown in Fig. 2, so as to permit the displayed contents of the tray to be seen without obstruction. The shelves 5, being five in number, are soldered one above another at uniform distances apart to the supporting back plate 6 and to the wedge-shaped hollow and tapering extension 7 which is soldered to that plate. The opposite faces of this extension, as seen from above, have an inclination of forty degrees, more or less, toward each other. Making central detours around the front of this extension, the shelves, being of unequal length, reach entirely across the vertical face of the plate 6 and have their free edges bent slightly upward as guards 10 to hold the contents of each shelf in position thereon. Within the hollow interior of the extension 7, is seated a spring tongue thereof 8; and in the bottom of the pan is fixed a keeper 9; whereby the shelf-carrying plate 6 and its extension 7 are collectively and detachably fastened to the pan in the normal position for use, as shown. In that position the plate 6 extends across the body of the pan from side to side, while the extension 7 projects forward coaxially in the tapering front of the pan, equidistant from its converging edges. A spring clamp 11 is mounted at the top of the plate 6 to hold a card naming the articles displayed or their price.

I claim as my invention—

1. A display tray of the specified class, comprising an angular flat pan having a rear portion for storage, a front tapering portion for display and a continuous peripheral brim, deeper along the rear portion than along the front portion, a removable vertical cross-plate, demarking said portions and having a central tapering and wedge-shaped hollow forward extension opening backward, and a plurality of horizontal shelves mounted one above another across the face of the plate and along the converging faces of the wedge-shaped projection.

2. A display tray of the specified class, comprising an angular flat pan having a rearwardly extended portion for storage, a forwardly extended tapering portion for display, and a peripheral brim encircling both portions, a vertical cross-plate, demarking said portions and having a central tapering wedge-shaped hollow forward extension opening backward for storage, a spring catch within the extension for holding the cross-plate to the pan removably, and a plurality

of horizontal shelves mounted across the face of the cross-plate and continuously along the converging faces of its wedge-shaped extension.

In testimony whereof I hereunto affix my signature in the presence of two witnesses.

JOSEPH H. BOLLER.

In presence of—

JAS. C. CROMIE,

FRANK R. WHARTON.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."