

No. 758,777.

PATENTED MAY 3, 1904.

W. J. PFLUGRADT & M. RIES.
DISPLAY DEVICE.

APPLICATION FILED MAR. 1, 1901.

NO MODEL.

Fig. 1.

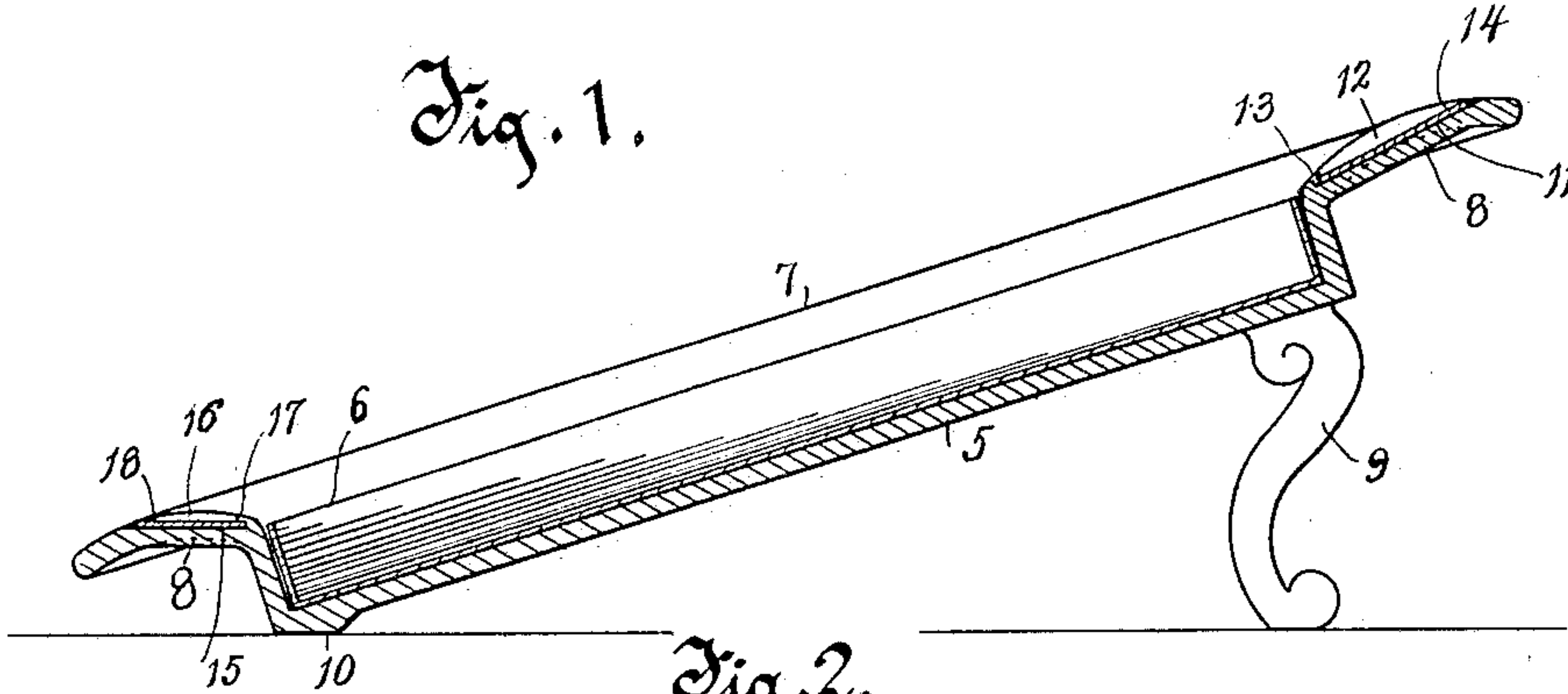


Fig. 2.

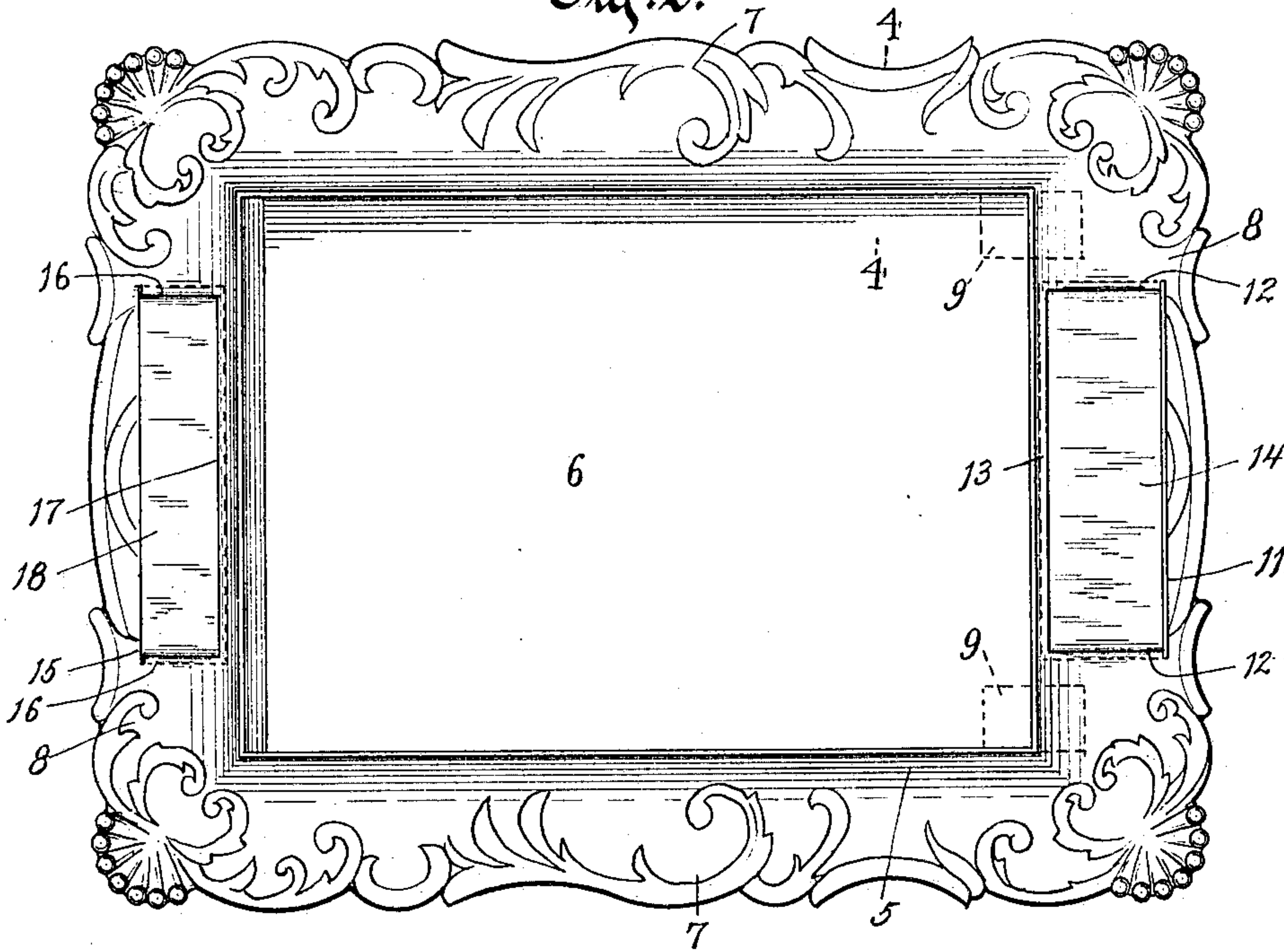


Fig. 3.

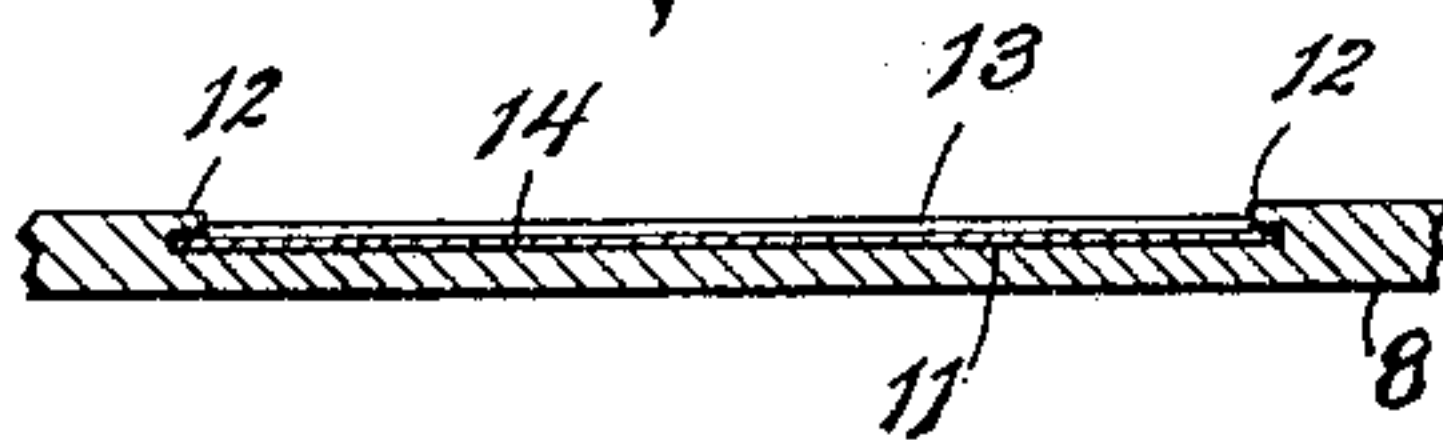
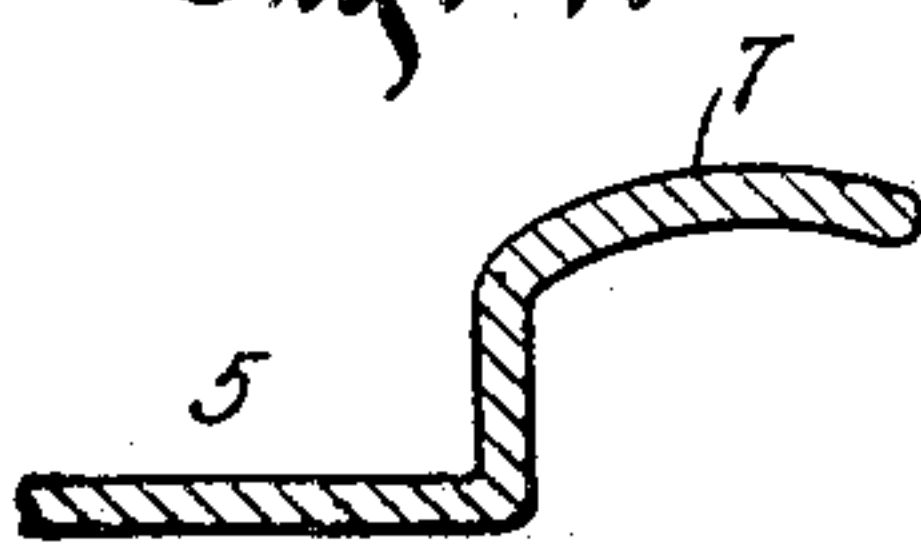


Fig. 4.



Witnesses:

C. H. Keeney.

Anna C. Sanst.

Inventors:

William J. Pflugradt.

Moses Ries.

By Benedict & Mossell.
Attorneys.

UNITED STATES PATENT OFFICE.

WILLIAM J. PFLUGRADT AND MOSES RIES, OF MILWAUKEE, WISCONSIN.

DISPLAY DEVICE.

SPECIFICATION forming part of Letters Patent No 758,777, dated May 3, 1904.

Application filed March 1, 1901. Serial No. 49,406. (No model.)

To all whom it may concern:

Be it known that we, WILLIAM J. PFLUGRADT and MOSES RIES, residing in Milwaukee, in the county of Milwaukee and State of Wisconsin, have invented a new and useful Improvement in Display Devices, of which the following is a description, reference being had to the accompanying drawings, which are a part of this specification.

Our invention has relation to improvements in display devices.

Heretofore no convenient means have been provided for displaying in show-cases or windows boxes containing confections or analogous goods or articles. It has been a common practice to simply elevate at one end the plain or unornamented box containing the goods, thereby obviously detracting from the artistic arrangement and effect of the show-case and at the same time displaying the goods to the least advantage.

It is the primary object of our invention to provide a simple and inexpensive, as well as ornate and artistic, form of device adapted for receiving the box containing the confections or goods and to hold the same at an incline, so as to display said goods to the best advantage.

With the above primary object in view the invention consists of the device, its arrangement and combination of parts or their equivalents, as hereinafter more fully set forth.

In the accompanying drawings, Figure 1 is a longitudinal section of our improved device. Fig. 2 is a plan view. Fig. 3 is a longitudinal section through a fragment of one of the end border-flanges of the receptacle, and Fig. 4 is a section on the line 4 4 of Fig. 2.

Referring to the drawings, the numeral 5 indicates a tray or receptacle, preferably of rectangular form and provided with the side and end rims in order to give it the required depth to accommodate the box 6, generally of pasteboard. This box 6 is adapted to contain confections or other articles, and the depth of the tray or receptacle is such that the upper edges of said box 6 will be flush or substantially flush with the upper edges of the rim of the tray or receptacle. The tray 5 may be made

of glass, china, or similar ware, and the upper edges of its rim are flanged outwardly, preferably on a curve, to form a top border around the receptacle, which border may be suitably ornamented, as shown in the drawings, in order to give an artistic and finished effect thereto. The side border-flanges are indicated by the numerals 7 7, while the end border-flanges are indicated by the numerals 8 8. In order to properly display the goods, it is necessary that the receptacle should be raised or elevated at one end. To accomplish this, we provide the under side of the bottom of the receptacle at one end with depending legs 9 9, the receptacle at its opposite end being formed with a flattened under surface 10, so that said end may have a level and flat support.

In order to provide a convenient means for designating the particular kind of confection or article contained in each tray or receptacle, we form the upper end border-flange 8 with a substantially U-shaped recess 11, said recess being made up of side flanges 12 12 and a lower flange 13. A card 14, containing the designation of the confection or any other suitable designation for that matter, is slipped into the recess beneath the flanges, the outer end of said recess of course being open in order to readily admit the card. The bottom of the recess is advisably flat, so that the card will lie smoothly thereon. The lower end border-flange 8 is provided with a similar recess 15, made up of the end flanges 16 16 and the inner flange 17. The bottom of this recess is also preferably flat, and a card 18, containing the name of the manufacturer of the goods or any other desired information, is slipped into the lower open end of the recess and made to engage under the flanges forming said recess, as clearly shown in the drawings.

From the foregoing description it will be seen that we provide not only a most simple device for the purpose designed, but also a device which subserves convenience to the maximum and at the same time is of an extremely ornamental character and well calculated not only to display the goods to the best

advantage and in the most artistic manner, but also calculated to enhance the appearance of the entire show-case.

What we claim is—

- 5 1. A display device consisting of a tray having upright sides and ends extending at right angles from the bottom of the tray and forming a receptacle for containing a box, and said upright sides and ends flanged outwardly
10 horizontally, a card-holding device formed on one of the flanges, a depending leg or legs at the rear end of the tray for supporting said end at an inclination, and a flat surface on the under side of the opposite end of the tray,
15 forming a firm supporting-base at said opposite end, the entire structure being integral, or in one piece.

2. A display device consisting of a tray having a box-receptacle with outwardly-extending ornamental flanges around its upper edges, 20 a card-holding device on one of the flanges, a depending leg on the rear end of the tray adapted to incline the box-receptacle forwardly, the under part of the front end of the tray having a flattened bearing-surface in a 25 plane with the end of the leg.

In testimony whereof we affix our signatures in presence of two witnesses.

WILLIAM J. PFLUGRADT.
MOSES RIES.

Witnesses:

A. L. MORSELL,
ANNA V. FAUST.