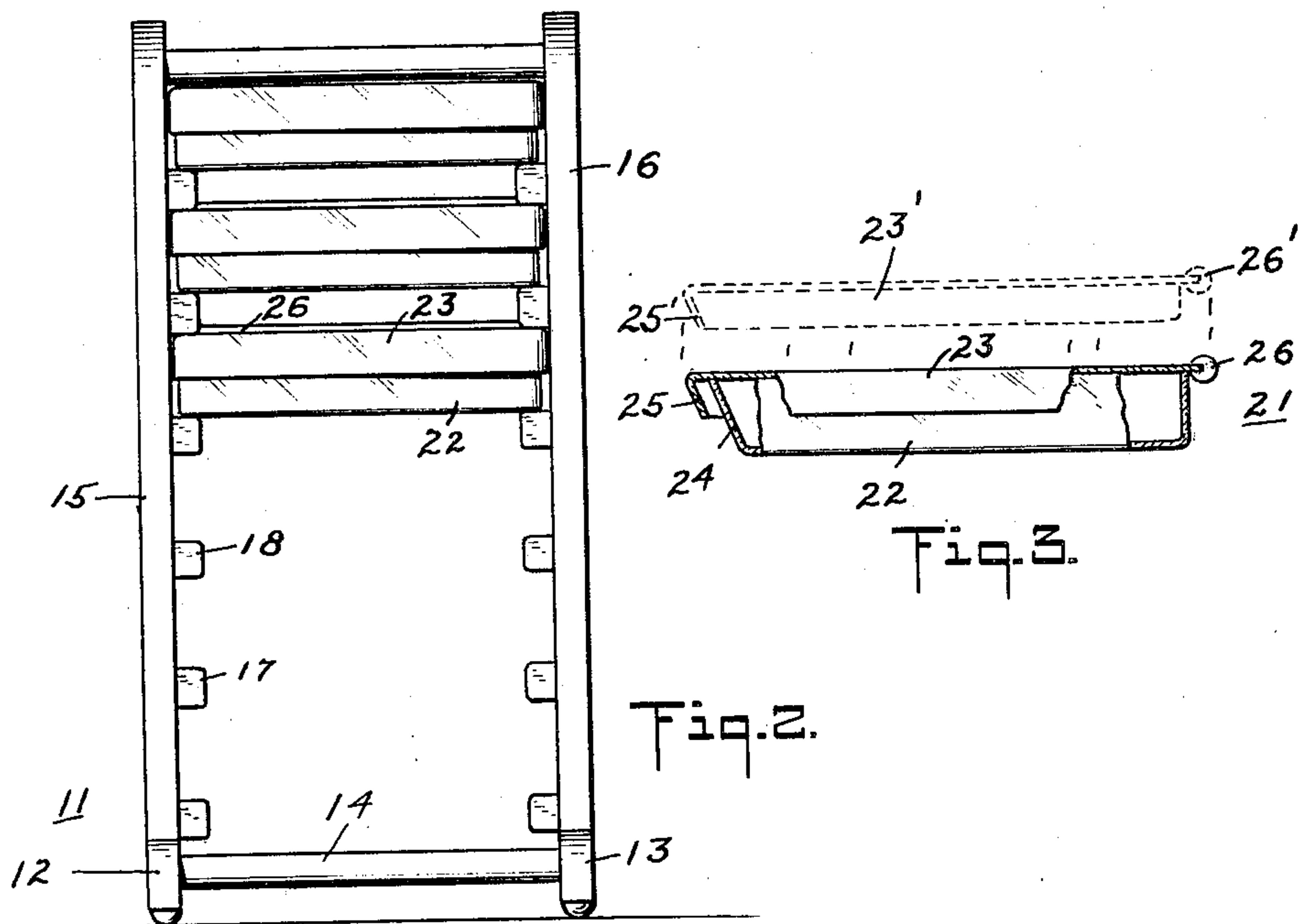
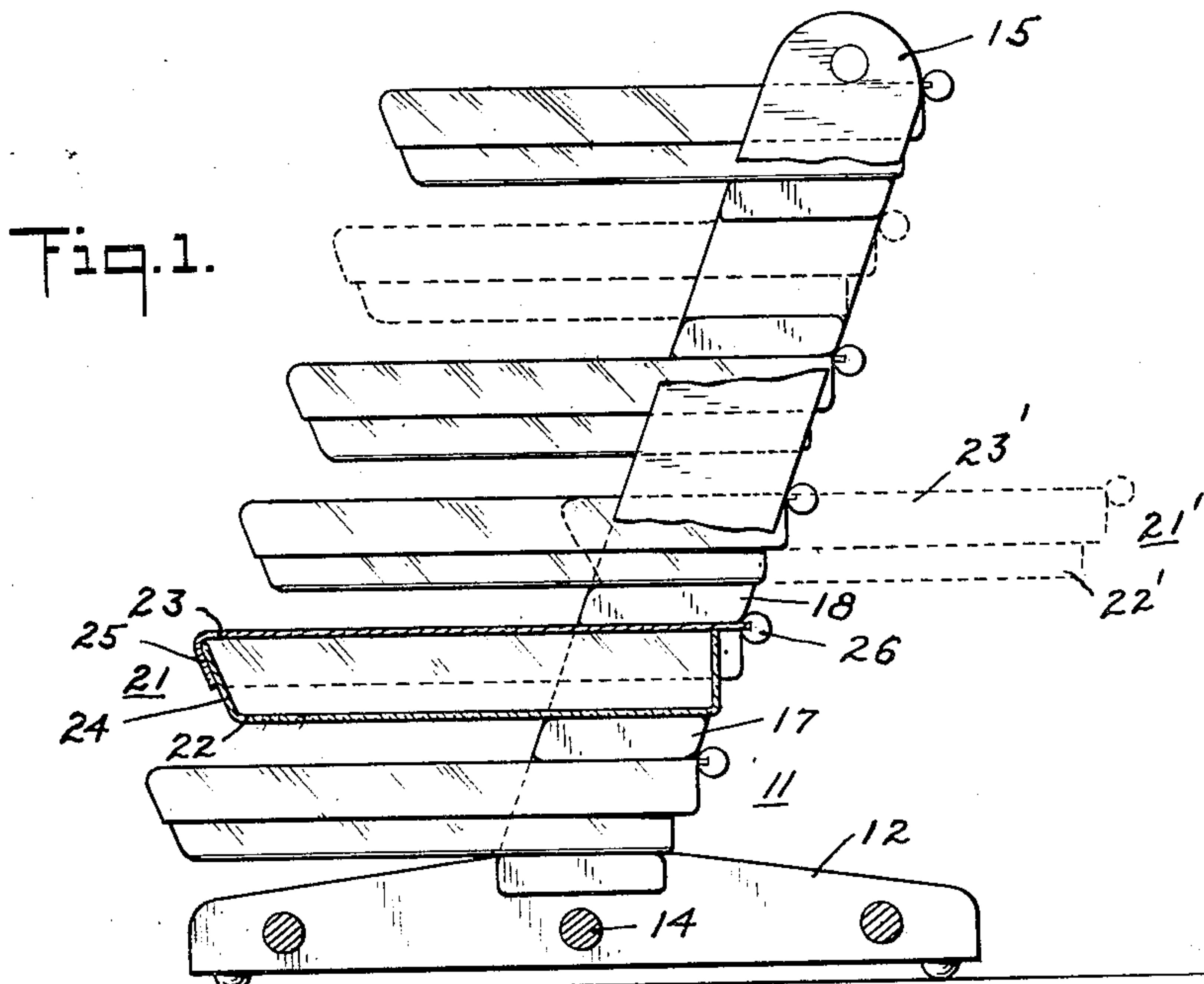


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DISPLAY CONTAINER

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DISPLAY CONTAINER

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2 Claims. (Cl. 206—45.34)

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This invention relates to containers for displaying merchandise for sale.

It is an object of this invention to provide display containers for the purpose of displaying merchandise for sale in a compact and orderly manner in such a way that the merchandise will be in view for the customer and at the same time readily accessible to the sales person.

Another object is to provide a container which will be enclosed thereby keeping the merchandise clean by having a cover which, when removed, may serve as a separate tray.

Another object is to provide interlocking between the cover and the tray portion of the container.

Another object is to provide in unit form a number of individual transparent containers which may display merchandise in such a way that each container will be in view without obscuring other merchandise.

Other objects will be apparent after a study of the following description, claims and drawings in which—

Figure 1 is a side elevation with portions partially cut away showing a display rack and a number of containers arranged in accordance with this invention;

Figure 2 is a front elevation of a display rack and containers; and

Figure 3 illustrates the container details in partial cross section.

Referring now in more detail to Figure 1 there may be seen a display rack indicated generally by the numeral 11 containing a number of containers indicated generally by the numeral 21. Display rack 11 is comprised of a base and two supporting arms. The base is made up of two sides 12 and 13 connected by transverse pins or rods 14, or other suitable connecting means.

Attached to each side 12 and 13 of the base are side arm supports 15 and 16. Each side arm support has a number of flanges 17 and 18 positioned periodically along their length on the inner side thereof. These flanges 17 and 18 arranged in pairs along side arm supports 15 and 16 form the supporting means for containers 21. Each pair is in a common plane and the distance between the flanges along each side arm 15 and 16 is equal to the thickness of container 21 so that each flange supports the bottom of one container and the top of another.

As may be seen in Figure 1 side arm supports 15 and 16 are elongated rectangular sections running upwardly from sides 12 and 13. As illustrated each flange 17 and 18 extends across a

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substantial portion of the width of each arm 15. Container 21 may be inserted between arms 15 and 16 and between flanges 17 and 18 so that the forward edge extends well out in front of arms 15 and 16. In this way the support of container 21 is a cantilever action.

It will be apparent that although each flange has been illustrated as a single piece running across arms 15 and 16 other forms of support may be used, such, for instance as a series of pegs.

In the preferred form, upwardly extending arms 15 and 16 are not normal to the plane of the base but slope backwardly somewhat. In this way, containers 21 placed between side arms 15 and 16 are staggered, thus providing a better view of each container. At the same time each container 21 may be readily slipped out of the rack by a sales person from the back.

With the construction described the display rack 11 is open so that when placed over a counter, for instance, having a glass top the rack will in no way interfere with the view of the merchandise beneath. However, if the display rack is to be used in such a way that it is not material that the rack obscure the material on which it is placed then any form of base will be satisfactory for supporting side arms 15 and 16. Also, these arm supports may be mounted against and supported by a wall space or wall fixture if desired.

The rack may be made of any suitable material such as, for instance, wood plastic, or a light metal. It also may be made to support any desired number of containers 21.

Container 21 is comprised of two principal parts, a tray 22 and a cover 23. The container may be any shape desired. However, I prefer to use a rectangular form since this form is more satisfactory for support between flanges 17 and 18 of the display rack 11. Each tray portion 22 and cover 23 may be made from a transparent sheet plastic material having sufficient rigidity to be self-sustaining when shaped to a desired configuration.

Thus, tray 22 may be made of one piece by bending upwardly each edge so as to form suitable sides for the tray. As may be seen in Figures 1 and 3, one side 24 of tray 22 forming the front edge thereof, slopes outwardly for reasons which will hereinafter be apparent.

Cover 23 may be formed of one sheet of the same material with the sides bent downwardly so as to form three walls. The side walls of cover 23 are complementary to the side walls of tray 22. Forward wall 25 of cover 23 slopes inwardly

so as to be complementary to the forward wall 24 of cover 23.

The tray 22 and cover 23 may be formed by molding. This method is preferred if larger sized containers are to be provided.

It is not necessary that the fourth side of cover 23 be formed. However, along this edge there is provided an elongated ridge 26 affixed by any suitable means such as cementing. Ridge 26 may be of any desired shape, cylindrical, octagonal, or other, so long as it provides an enlarged edge extending across the edge of cover 23.

The container may be subdivided if desired by inserting one or more transverse or longitudinal strips making a number of compartments of any size desired and the strips may be cemented in position or made removable.

As may be seen in Figures 1 and 3, cover 23 is somewhat longer than tray 22. Thus, cover 23 may be placed over tray 22, as shown in Figure 3, with forward side 25 overlapping and extending beyond forward side 24 of tray 22. The ridge 26 of container 21 may then be grasped between the thumb and forefinger with the other fingers of the hand pressing against the rear side wall of tray 22. Grasping the container in this way causes cover 23 to slide backwardly so that forward wall 25 of cover 23 fits closely against forward wall 24 of tray 22. The sloping walls thus engaged form a suitable interlocking between the tray 22 and cover 23 so that the container 21 may be readily carried about in one hand without separating.

Each container 21 is then slipped into position in rack 11 as previously described. The container may be shoved forwardly in rack 11 until ridge 26 abuts against upper flange 13. In this way ridge 26 serves to prevent container 21 from moving forwardly and falling out the front end of rack 11 and at the same time the pressure of flange 13 caused cover 23 to be forced backwardly so that forward wall 25 is locked around the forward wall of the tray 22. Thus, when the container is in position in the rack, cover 23 is locked on tray 22.

With the merchandise thus on display in container 21 a closer inspection may be desired. The sales person then grasps container 21 drawing it back out of rack 11. Being of a smooth plastic finish the container 21 is drawn out of position readily without catching in any way either the rack or other containers which may be mounted thereon.

It is not necessary that the rack 11 be used. The construction is such that the containers 21 are admirably suitable for stacking, that is, each container resting on and supported by the one beneath. Each is held in interlocked position by the abutting action of ridge 26 against the rear wall of the container immediately above. Since each container has smooth flat surfaces, one of the stack may readily be withdrawn without binding or catching the adjacent containers. In the course of withdrawing one container, the container immediately above, resting thereon, slides down smoothly over the rounded forward edge of the cover 23, into the space occupied by the one withdrawn.

The sales person having the container grasped in one hand may set it on the counter along side of the rack. The container is quickly and conveniently opened with the same hand by a forward and upward thrust of cover 23 thus removing the interlocking engagement of walls 24 and 25 as illustrated in Figure 3. The cover 25 may then be placed on its back along side of tray 22, providing a convenient additional tray into which merchandise originally contained in tray 22, may be placed.

The above description constitutes the preferred form. It will be apparent that a great many modifications are possible without departing from the scope of the invention.

What is claimed is:

1. A container for displaying merchandise for sale comprising a tray portion and a cover portion, said tray portion being of a smooth-finish non-fibrous material with the side at one end thereof sloping outwardly, said cover being of a smooth-finish non-fibrous material and having side portions with the side at one end thereof sloping inwardly, said inwardly sloping side corresponding to and complementary to said outwardly sloping side of said tray, said cover being longer than said tray and an enlarged portion on the other end of said cover forming an abutment for the application of pressure to retain said cover on said tray with said complementary sloping sides in contiguous relationship.

2. A container for displaying merchandise comprising a tray portion and a cover portion, said tray portion being formed of one-piece transparent smooth-finish non-fibrous material, forming smooth rounded edges and corners and with the forward side sloping outwardly, said cover portion being formed of one piece transparent smooth-finish non-fibrous material forming smooth rounded edges and corners with the forward side sloping inwardly complementary to the outwardly sloping side of said tray portion, the rear of said cover being open and having an extended lateral surface, said extended surface having an enlarged ridge along the end thereof extending transversely and forming an abutting surface for pressure exerted longitudinally of said cover.

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