

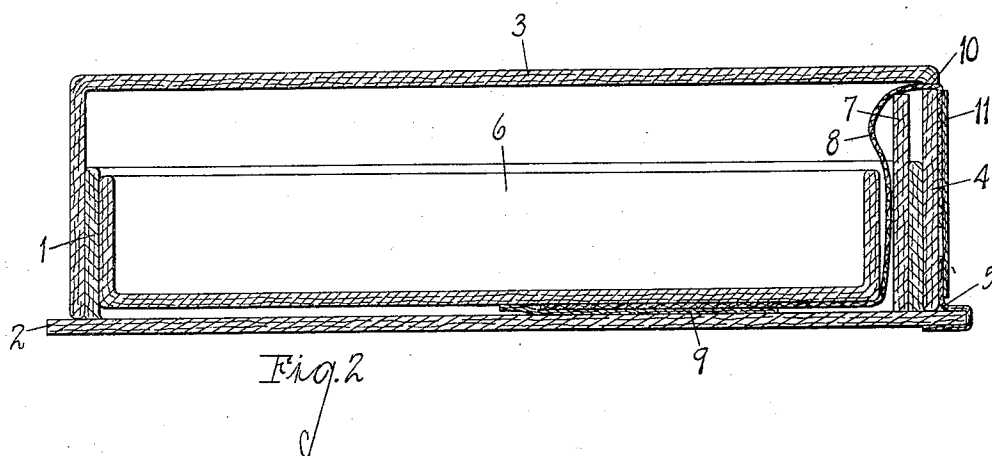
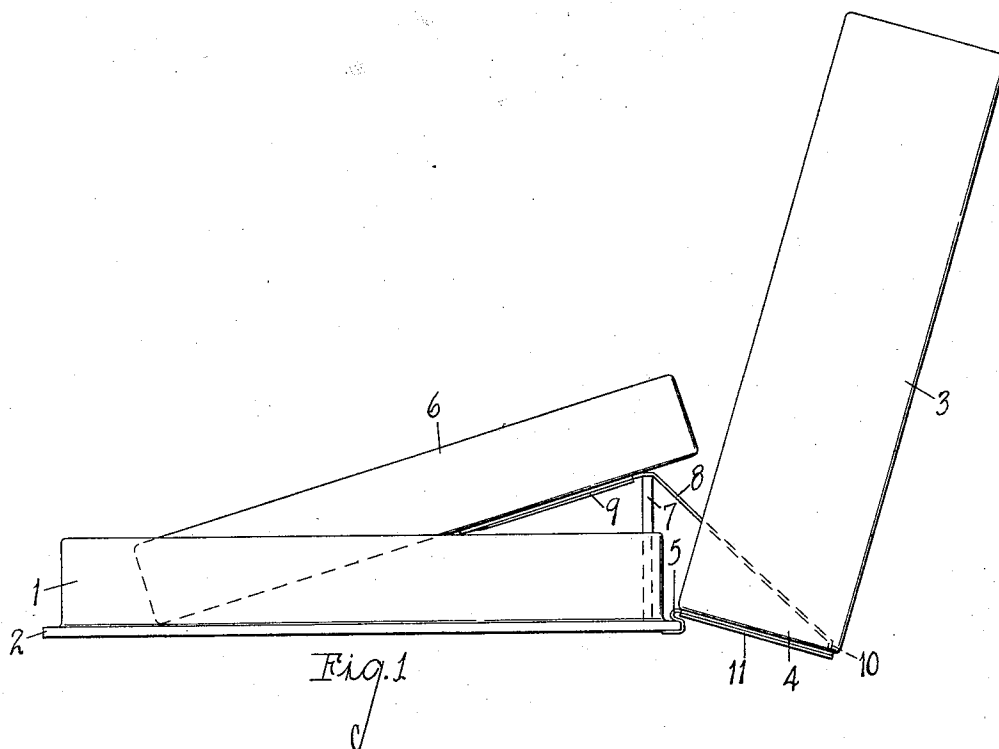
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E. W. POPPE

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DISPLAY BOX

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## UNITED STATES PATENT OFFICE

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## DISPLAY BOX

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The main objects of this invention are:

First, to provide an improved display box having a merchandise or display tray in which the tray is automatically lifted and adjusted to an inclined supporting position by the opening of the box and collapsed within the box by the closing of the box.

Second, to provide a structure having these advantages which is very simple and economical in its parts and at the same time attractive in appearance.

Third, to provide in a display box an arrangement of the parts of very wide adaptability in the matter of size, shape and proportions of the box without material modification of the structure.

Objects relating to details and economies of my invention will appear from the description to follow. The invention is defined and pointed out in the claims.

A structure which is a preferred embodiment of my invention is illustrated in the accompanying drawings, in which:

Fig. 1 is a side elevation of my improved display box, open,

Fig. 2 is a vertical section from front to rear, closed.

My improved display box in the embodiment illustrated comprises a body member 1 preferably provided with a projecting flange 2, the bottom being extended beyond the walls of the body member to provide this flange.

The cover member 3 is of such dimensions as to telescopically embrace the walls of the body member, resting upon the flange 2 thereof when the cover is closed.

The bottom edge of the rear wall 4 of the cover member is hingedly secured to the rear flange of the body member by means of the flexible hinge connection 5 so that the cover may be swung to the open position shown in Fig. 1 or telescopically closed over the body member.

The walls of the cover member in this embodiment illustrated are of substantially greater depth than the walls of the body member.

The merchandise tray 6 is adapted to collapse or telescope within the body member.

At the rear of the body member, preferably on the inner side of the rear wall thereof, I mount a tray support 7, the upper edge of this support being substantially above the upper edge of the walls of the body member.

The strap 8 is secured to the bottom of the tray in spaced relation to the rear thereof as shown at 9. The other end of this strap is secured to the rear wall of the cover member, being passed through a hole 10 therein and secured to the rear side thereof as by the means indicated at 11.

It will be noted that the connection for the strap to the rear wall of the cover member is substantially spaced from the hinge 5 so that when the cover member is swung open on its hinge, the tray is lifted from the body member and drawn rearwardly upon the support 7 thereby supporting the tray in a forwardly inclined position for the effective display of its contents. When the cover is closed, the tray is pushed forwardly from the support, the strap being slackened so as to allow the tray to drop or collapse into the body member as shown in Fig. 2.

My improvements are readily adapted to a very great variety of uses; that is, the size and character of the box may be varied without materially varying the structure other than the matter of proportion, material, finish and the like.

My improved display boxes are very economical to produce and effectively display the merchandise when the box is open and effectively house the same when the box is closed.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. In a display box, the combination of a body member having an outwardly projecting flange at the bottom thereof, a cover member of a depth substantially exceeding that of the body member, the rear wall of the cover being hinged to the rear flange of the body member so that the cover member telescopes with the body member and rests upon the said flange thereof when closed, a tray loosely disposed within the body member, a rigid tray support mounted on the inner side

- of the rear wall of the body member and projecting above the same, and a strap secured to the bottom of the tray in spaced relation to its rear side and to the rear wall of the cover member adjacent the top thereof, said strap being arranged over said support and being of such length as to lift the back of the tray from the body member and draw it upwardly and rearwardly upon said support when the cover is open at an angle of about 90° relative to its closed position, the cover acting to push the tray forwardly thereby permitting it to be lowered by said strap into the body member when the cover is closed.
2. In a display box, the combination of a body member, a cover member adapted when closed to telescopingly embrace the walls of said body member, a hinge connection for the lower edge of the rear wall of said cover member to the bottom of said body member, a tray loosely disposed within said body member, a rigid tray support disposed on the inner side of the rear wall of said body member and projecting above the same, and a strap secured to the bottom of said tray and to the rear wall of said cover member in substantially spaced relation to its hinge whereby when the cover is opened the back of the tray is lifted upwardly from the body member and drawn backwardly upon said support.
3. In a display box, the combination of a body member, a cover member adapted when closed to telescopingly embrace the walls of said body member, a hinge connection for the lower edge of the rear wall of said cover member to the bottom of said body member, a tray loosely disposed within said body member, a rigid tray support at the rear of said body member, and a strap secured to the bottom of said tray and to said cover member in substantially spaced relation to its hinge whereby when the cover is opened the back of the tray is lifted from the body member and drawn backwardly upon said support.
4. In a display box, the combination of a body member, a cover member having its rear wall hinged to the rear of the body member at the bottom thereof so that the cover member telescopes with the body member when closed, a tray loosely disposed within the body member, a rigid tray support at the rear of the body member, and a strap secured to the bottom of the tray and to the cover and arranged over said support so that the bottom of the tray is lifted from the body member and drawn rearwardly upon said support when the cover is opened.
5. In a display box, the combination of a body member, a cover member hingedly connected to the body member to telescope therewith when closed, a tray loosely disposed within said body member, a strap connected to the bottom of said tray in spaced relation to its rear edge and to said cover member in spaced relation to its hinge, and a rigid tray support at the rear of said body member and over which said strap is disposed, said support projecting above the walls of the body member.
6. In a display box, the combination of a body member, a cover member hingedly connected to the body member to telescope therewith when closed, a tray loosely disposed within said body member, a strap connected to the bottom of said tray in spaced relation to its rear edge and to said cover member in spaced relation to its hinge, and a rigid tray support at the rear of said body member and over which said strap is disposed, said support projecting above the walls of the body member, whereby when said cover is raised and turned through an arc of about the fourth part of a circle so as to rest on its side the back of said tray is lifted upwardly by said strap and then backwardly so as to rest securely upon the top of said support, and when said cover is moved to its closed position said cover automatically and positively forces said tray forwardly over the top of said support and lowers it by said strap into said body member.
- In witness whereof I have hereunto set my hand.
- EDWARD W. POPPE.