Dec. 1, 1931. M. DUSHEK 1,834,691

NOVELTY BOX

Filed July 3, 1930

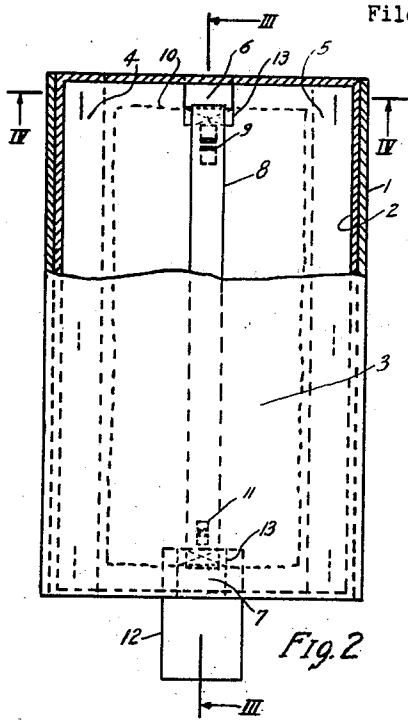


Fig. 2

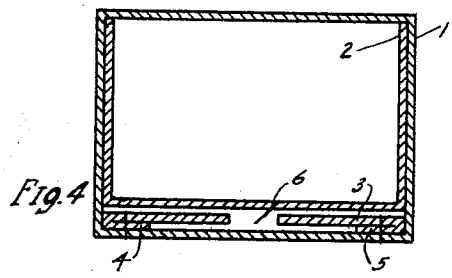


Fig. 4

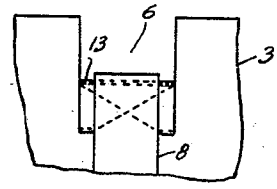


Fig. 5

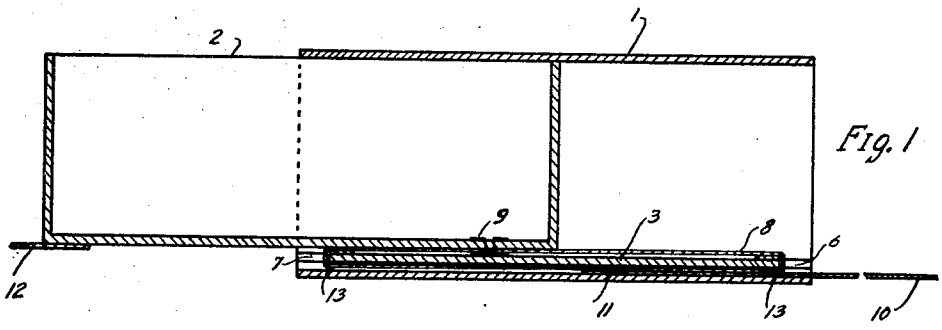


Fig. 1

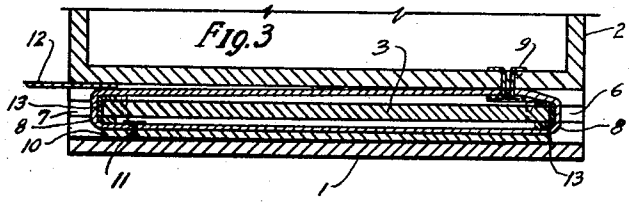


Fig. 3

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Patented Dec. 1, 1931 1,834,691

UNITED STATES PATENT OFFICE

MAURICE DUSHEK, OF CHICAGO, ILLINOIS

NOVELTY BOX

Application filed July 3, 1930. Serial No. 465,547.

This invention relates to a novelty box and more particularly to one adapted for advertising display purposes. The box of my invention is preferably of the type used for confections and the like and embodying a tray portion and a rectangular outer shell portion into and out of which the tray is adapted to slide. My invention is directed to a novel display medium normally concealed in the bottom of the box shell and adapted to be projected to view as the box is opened.

An important object of my invention is the provision of a display box embodying an advertising card or other medium normally therein and adapted to be projected to view when the box is opened.

A further object of my invention is the provision of a box having means normally concealed therein adapted to project an advertising medium when the box is opened.

A further object of my invention is the provision of a structure within the shell of a box and cooperating with the tray thereof and adapted to project a display card or other advertising medium which is normally concealed within said shell.

Other and further important objects of the invention will be apparent from the disclosures in the specification and the accompanying drawings.

On the drawings:

Fig. 1 is a side elevation in cross-section of my device showing the box partially open.

Fig. 2 is a view taken from above in cross-section of my invention.

Fig. 3 is an enlarged cross-sectional view on the line III—III of Fig. 2.

Fig. 4 is a view taken in cross-section of line IV—IV on Fig. 2.

Fig. 5 is an enlarged sectional view showing the means provided for sliding the belt over the bottom member edge.

As shown on the drawings:

The reference numeral 1 indicates the rectangular outer shell of a box, within which a tray 2 of proper size is adapted to slide. A flat bottom member 3 having its opposed longitudinal edges 4 and 5 doubled downwardly upon themselves, as shown in Fig. 4, is adapted to lay upon the inner surface of the bottom of the shell 2 so that only the doubled edges 4 and 5 contact the shell bottom. The member 3 is secured to said shell bottom either by staples passing through the doubled edges 4 and 5 and the shell bottom or by means of glue or other suitable securing medium.

Each of the opposed ends of the member 3 has a cut-out portion, said cut-out portion being indicated as 6 and 7 respectively. The function of said cut-out portion 6 and 7 is to guide a flexible belt 8 and to confine the rotation of said belt to the center of the member 3 around which the belt rotates. The belt 8 is riveted or otherwise secured at a point near one end of the box to the corresponding end of the tray by means of a rivet 9 or equivalent securing means.

Slidably disposed between the shell bottom and the lower portion of the flexible belt 8 is a car 10, preferably of an advertising novelty. Said card 10 is secured to the moving belt 8 by means of rivets 11 or like securing means, said latter attachment being at the end of the box opposite the attachment of the belt 8 to the bottom of tray 2.

A flap 12 of cloth or other flexible material is secured to the bottom of tray 2 at the end opposite the attachment of said tray to the belt 8, said flap 12 providing a means to conveniently pull the tray out of the shell.

Clips 13 of metal or the like are pressed about the edge of the cut-out portions 6 and 7 of the bottom member 3 to eliminate friction as the belt 8 is pulled around said edges, as is clearly shown in Figs. 3 and 5.

It will be apparent from the foregoing that when the tray is pulled in the direction indicated by the flap 12 the belt 8 will be moved

around the bottom member 3 and the display card 10, being secured to the belt 8 at its under side, will be moved outwardly in the direction opposite that in which the tray is moved and will remain projected to view as long as the tray remains withdrawn from the shell. The display of an advertising novelty secured to the box in the manner heretofore described is highly desirable in window and counter displays, and furthermore it eliminates objectionable placement of a separate advertising medium and the maintenance thereof in desired position.

I am aware that many changes may be made and numerous details of construction may be varied through a wide range without departing from the principles of this invention, and I therefore do not purpose limiting the patent granted thereon otherwise than necessitated by the prior art.

I claim as my invention:

1. In combination with a box having a shell and tray slidable therein, a flat bottom member disposed upon the shell bottom, an advertising medium slidable between said shell bottom and said bottom member, and a flexible belt secured to said display medium and said tray and passing about the opposed edges of said bottom member, said tray being adapted to pull the display medium into outward projected position.

2. In a box, an outer shell and a tray slidable therein, an auxiliary bottom member secured to said shell, a belt encircling said bottom member, and an advertising medium slidable between the tray bottom and said auxiliary member, said belt being adapted to project said medium when the box is opened.

3. In a box, a shell and tray slidable therein, the bottom of said shell consisting of two layers separated from each other, a tongue slidable between said layers of said bottom, a belt about one of said bottom layers and secured to said tongue and said tray respectively at opposite ends of the box, said tray being adapted to rotate said belt to project said tongue.

4. In a box, a shell and tray slidable in said shell, an auxiliary bottom secured to and separated from said shell bottom, an endless belt encircling said auxiliary bottom and secured to said tray, and a tongue slidable between said shell bottom and said auxiliary bottom and secured to said belt, the movement of said belt being adapted to project said tongue.

5. In a box, a shell and a tray slidable therein, the bottom of said shell consisting of two layers spaced from each other, a flexible belt about one of said bottom layers and secured to said tray, and a flat member slidable between said bottom layers and secured to said belt, said flat member being adapted to be projected from between said bottom layers when the tray is moved.

6. In a box, a shell and a tray slidable therein, the bottom of said shell consisting of two layers spaced from each other, a flexible belt about one of said bottom layers and secured to said tray, and a flat member slidable between said bottom layers and adapted to be projected by movement of said tray, and gripping means on said tray.

In testimony whereof I have hereunto subscribed my name this 24th day of June, 1930.

MAURICE DUSHEK.