March 4, 1941. H. J. GROSSMAN 2,233,813

DISPLAY CONTAINER

Filed March 30, 1938 2 Sheets-Sheet 1

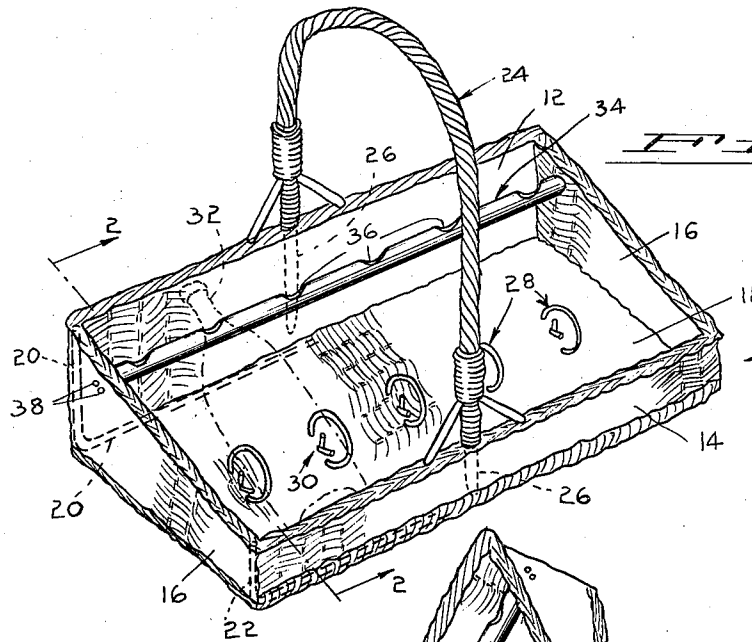


Fig. 1.

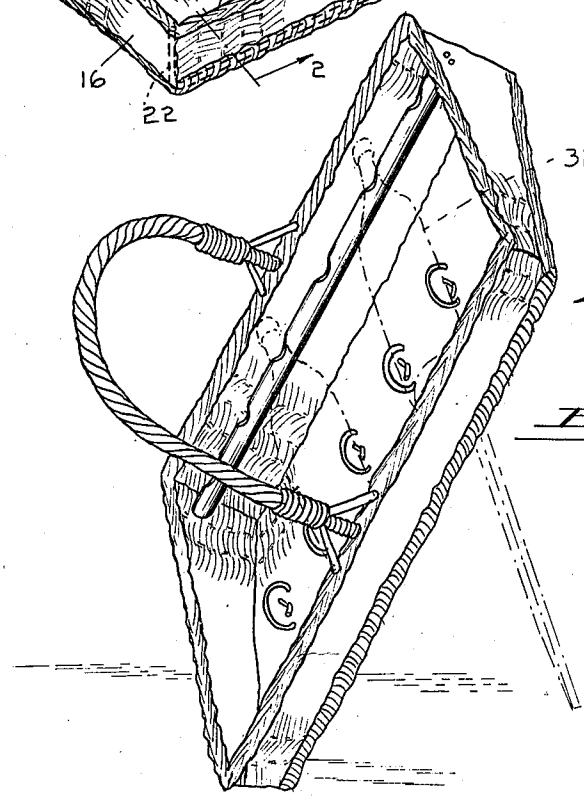


Fig. 2.

Inventor

HAROLD J. GROSSMAN

By Edwin Leisola

Attorney

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DISPLAY CONTAINER

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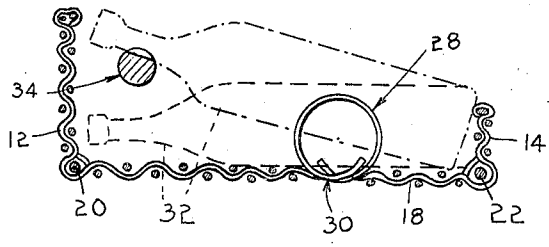


Fig. 6.

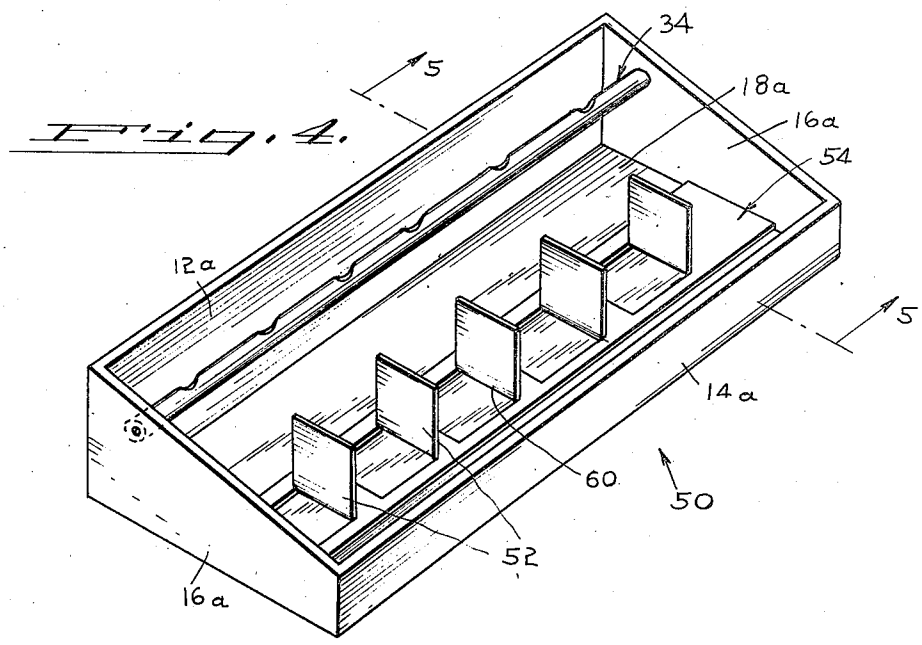


Fig. 4.

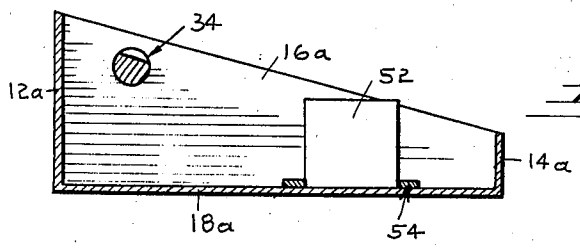


Fig. 5.

Inventor

HAROLD J. GROSSMAN

By Edwin Leinsohn

Attorney

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UNITED STATES PATENT OFFICE

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DISPLAY CONTAINER

Harold J. Grossman, New York, N. Y., assignor to Julius Wile Sons & Co. Inc., New York, N. Y., a corporation of New York

Application March 30, 1938, Serial No. 198,967

2 Claims. (Cl. 206—72)

This invention relates to display containers.

One object of the invention is the provision of display containers constructed and arranged to improve the display of various goods, particularly bottled goods.

Another object of the invention is the provision, in combination with a display container, of means to hold the articles in side by side relation, preferably out of contact with one another whereby to improve the display thereof, and in the case of breakable bottles to prevent injury thereto.

Another object of the present invention is to provide means to serve as a rest for the bottle necks whereby the bottles may be supported in inclined position to enhance the display thereof and to facilitate inspection by purchasers or prospective purchasers.

A further object of the present invention is to provide a display container which may be used with convenience for delivering the goods displayed therein.

A yet further object of the present invention is generally to provide means for attractively displaying bottled beverages and other goods.

The above objects of the invention and other objects which might hereinafter appear will be fully understood from the following description considered with reference to the accompanying drawings.

In the drawings:

Fig. 1 is a perspective view of a display basket embodying the present invention;

Fig. 2 is a sectional view on the line 2—2 of Fig. 1;

Fig. 3 is a perspective view of the display basket shown in Fig. 1, illustrating another position thereof for display purposes;

Fig. 4 is a perspective view of another form of the invention.

Fig. 5 is a sectional view on the line 5—5 of Fig. 4.

Referring now to the drawings, in the form of the invention illustrated in Figs. 1 to 3, the display container is here shown as a basket 10 which may be made of any suitable material, preferably wickerwork. Said basket comprises a rear wall 12, a lower front wall 14, sidewalls 16 and a bottom wall 18. The basket is platted in the usual manner and may have a core 20 to reinforce the rear wall and a similar core 22 to strengthen the front wall. The basket may have attached to it suitable means for carrying it, such as a handle 24 secured at its ends 26 in the front and rear walls of the basket.

A plurality of upright spacer members 28 are attached in spaced relation to the bottom wall 18 near the front wall 14. These members hold the bottles in position out of contact with each other and act as cushions between the bottles to prevent the breaking thereof. Members 28 are, as here shown in the form of rings, woven into and upstanding from the basket bottom 18. The ring may be formed out of the flexible material that is used for making the basket, for example a twig, which is bent into a loop and woven at 30 with the bottom wall 18. These ring members are preferably stiff enough to hold bottles 32 (Fig. 3) in place when the basket is positioned edgewise (as illustrated in Fig. 3) and when only a few bottles are displayed in the basket. Said ring members are disposed in parallel planes at right angles to the ring axes.

Adjacent rear wall 12 there is positioned between side walls 16 by securing means such as nail 38 a support here shown as a rod 34 which serves as rest for the necks of the bottles to be displayed in the basket. Rod 34 is positioned at such a height from the bottom of the basket that the bottles positioned in the basket will be inclined upward and toward the rear wall 12 to provide an attractive display and to facilitate observation and inspection of the goods thus displayed. Rod 34 may be provided with notches 36 in which the necks of the bottles are positioned.

If desired, the display container forming the present invention may also be used for shipping the articles displayed therein, in which case the articles such as bottles 32 are placed horizontally on the bottom of the basket as shown in dotted lines in Fig. 2. When it is desired to display the bottles, they are taken out from underneath rod 34 and placed in the basket so that the necks of the bottles rest on rod 34.

In the form of the invention illustrated in Figs. 4 and 5 the container 50 may be made of sheet material such as cardboard, wood or metal. Said container has a rear wall 12a, and a bottom wall 18a and a bottle neck support or rod 34. The bottle spacing members 52 may be rectangular in shape, and as shown in Fig. 4 they are constituted by portions struck up from a flat strip 54. Said strip is fastened to bottom wall 18a in any suitable way as by being tacked or adhesively secured thereto. Spacing members 52 and 28 are disposed in parallel planes at right angles to rod 34.

Thus it is seen that the constructions herein shown or described are well adapted to accom-

plish the several objects of the present invention. It will be understood, however, that the invention may be embodied otherwise than as here shown and that in the forms of the invention herein disclosed, certain changes in the construction and arrangement of parts may be made and will readily occur to skilled artisans, particularly in view of the present disclosure. Therefore, I do not wish to be limited precisely to the construction herein shown or described, except as may be required by the scope of the appended claims.

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

1. A display container comprising means forming a receptacle for a plurality of articles to be displayed, said receptacle having a closed bottom wall, a rear wall, side walls and a front wall which is lower than said rear wall, a rod fixed to said side walls and positioned in said receptacle above said bottom and adjacent and parallel to said rear wall and cooperating with said bottom wall to support said articles in upwardly and rearwardly inclined position to facilitate inspection and observation thereof while said articles are in said receptacle, and a plurality of longitudinally spaced companion members fixed to said closed bottom and positioned forwardly of said rod, each of said members extending upwardly from said bottom wall in planes at right angles to said rod for holding the articles spaced from each other in said upwardly inclined position.

2. A display container comprising a wickerwork basket forming a receptacle for a plurality of articles to be displayed, said basket having a bottom composed of wickerwork, a rear wall, a front wall which is lower than said rear wall, side walls having their upper edges sloping downwardly from said rear wall to said front wall, a rod secured at its ends to said side walls above said bottom wall in position to support said articles in upwardly and rearwardly inclined position to facilitate inspection and observation thereof while said articles are in said receptacle, and a plurality of ring shaped members of material matching the material of the basket secured in spaced relation to and upstanding from the bottom of the basket for holding the articles spaced from each other in said upwardly inclined position, said ring shaped members having end portions projected into the wickerwork of the basket bottom.

HAROLD J. GROSSMAN.