May 13, 1924. 1,494,006

C. C. MORRISON

DISPLAY CONTAINER

Filed Sept. 13, 1920

Fig. 1.

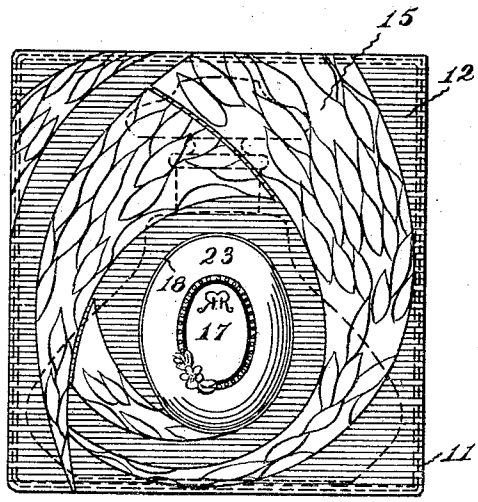


Fig. 2.

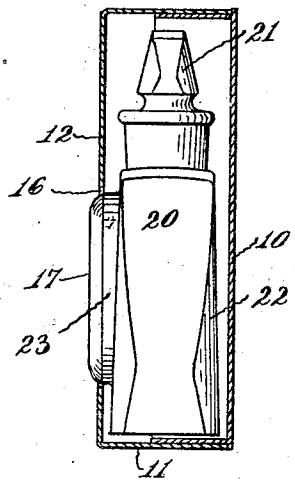


Fig. 3.

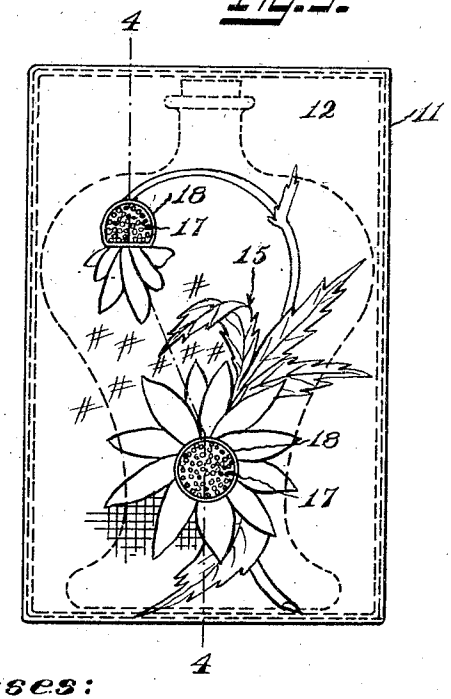
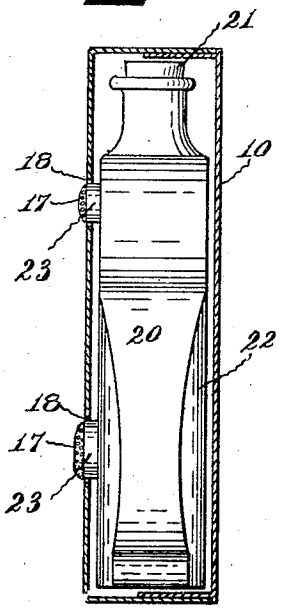


Fig. 4.



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UNITED STATES PATENT OFFICE.

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DISPLAY CONTAINER.

Application filed September 13, 1920. Serial No. 409,986.

To all whom it may concern:

Be it known that I, CHARLES C. MORRISON, a citizen of the United States, residing in Sea Cliff, in the county of Nassau and State of New York, have invented certain new and useful Improvements in Display Containers, of which the following is a specification.

This invention relates to ornamental containers, or boxes, for holding bottles or other receptacles.

One object of the invention is to provide a normal arrangement wherein the container and receptacle cooperate with each other to form a completed artistic design.

One of the important features of my invention is the provision of an outstanding contoured ornamental panel upon the container which projects through a panel contoured opening of the receptacle and, preferably, about the plane thereof.

An important advantage of my invention is that due to the great variety of possible ornamental designs, a novel means of prominently displaying a portion of the contents of the container is afforded and its particular source indicated. For instance, if the fluid is apple blossom perfume extract, the ornamental design on the receptacle may be a conventionalized apple leaf design and the container panel in a prominent apple design both designs being cooperative to a single pleasing effect.

Another object is to provide a unique arrangement whereby the receptacle is positioned within the container.

Other objects of the invention will appear as the description proceeds; and while herein minute details of the invention are described, the invention is not limited to these since many and various changes may be made without departing from the scope of the invention as claimed.

In the accompanying drawing showing by way of example two of many possible embodiments of the invention,

Figure 1 is a front elevation of one form of receptacle;

Fig. 2 is a central vertical sectional view through the container, the receptacle being shown in edge elevation;

Fig. 3 is a front elevation of another form of container or receptacle; and

Fig. 4 is a sectional view on the line 4—4 of Fig. 3, the section being taken through the container, the receptacle being shown in edge elevation.

Each of the embodiments of my invention herein shown comprises a box or container 10 open at its front side and provided with a cover 11 for said box and front side having on the outer side of its front and widest wall 12 an ornamental design 15. Said wall is cut away at the location of one or more of its principal features 17 thereby to form panel contoured openings 18.

A transparent receptacle 20 including a closure 21 therefor fits in said container and cover and is partly held thereby against movement and may be provided, in some forms, with a silvered forwardly reflecting back 22 and is provided with one or more raised portions 23 fitting in and projecting through and beyond said openings 18 respectively and aiding in the positioning of the receptacle. Said raised portion is provided with said principal feature 17, and said feature cooperates with the portion of the design 15 of said wall 12 thereby to form a complete and unitary artistic whole.

If desired a colored perfume or other liquid may be contained in said receptacle through which light is either refracted in the non-silvered form or is reflected from said silvered back 22 and, through said raised portion 23; and the liquid may be colored to be in harmony with the design of said raised portion and cover, and may aid also in identifying the liquid, in addition.

Having thus described my invention, I claim:

1. In a container of the character described, a receptacle; and a removable cover for the receptacle having an opening through the front thereof; the receptacle having a transparent projecting portion on the front face thereof adapted for engaging, when the cover is in covering position relative to the receptacle, said opening in the cover for positioning and retaining in the cover the receptacle and permitting view of the contents of the receptacle through the transparent projection.

2. In a container of the character described, a receptacle; and a removable cover for the receptacle having an opening through the front thereof; the receptacle having a transparent projecting portion on the front thereof and means for reflecting

light on the rear thereof in opposed relation to said projecting portion; said projecting portion engaging the opening in the cover for positioning and retaining the receptacle in the cover when the cover is in covering position relative to the receptacle, and being illuminated by light reflected by said means.

3. In a container of the character described, a receptacle; and a removable cover for the receptacle having an opening through the front thereof near the upper end of the cover and an opening through the front thereof near the lower end of the cover; the receptacle having a projecting portion on its front near the top and a projecting portion on its front near the bottom thereof; the respective projecting portions engaging the respective openings of the cover for positioning and retaining the receptacle in the cover when the cover is in covering position relative to the receptacle.

4. In a container of the character described, a receptacle; and a removable cover for the receptacle having an opening through the front thereof near the upper end of the cover and an opening through the front thereof near the lower end of the cover; the receptacle having a transparent projecting portion on its front near the top and a transparent projecting portion on its front near the bottom thereof; the respective projecting portions engaging the respective openings of the cover for positioning and retaining the receptacle in the cover when the cover is in covering position relative to the receptacle and permitting view of the contents of the receptacle through the transparent projecting portions.

5. In a container of the character described, a receptacle; and a removable cover for the receptacle having an opening through the front thereof near the upper end of the cover and an opening through the front thereof near the lower end of the cover; the receptacle having a transparent projecting portion on its front near the top thereof and a transparent projecting portion on its front near the bottom thereof and having means for reflecting light on the rear thereof in opposed relation to said projecting portions; the respective projecting portions engaging the respective openings of the cover for positioning and retaining the receptacle in the cover when the cover is in covering position relative to the receptacle, and being illuminated by light reflected by said means.

6. In a container of the character described, a receptacle; and a removable cover for the receptacle having on the front thereof a design and having an opening through the front of the cover, the design being incomplete because of said opening; the receptacle having a projecting portion on its front adapted to complete the design on the cover; the projecting portion of the receptacle engaging said opening in the cover for positioning and retaining the receptacle in the cover and rendering the design on the cover complete when the cover is in covering position relative to the receptacle.

7. In a container of the character described, a receptacle; and a removable cover for the receptacle having on the front thereof a design and having an opening through the front of the cover, the design being incomplete because of said opening; the receptacle having a transparent projecting portion on its front adapted to complete the design on the cover and having on its rear means for reflecting light arranged in opposed relation to said projecting portion; the projecting portion of the receptacle engaging said opening in the cover for positioning and retaining the receptacle in the cover and rendering the design on the cover complete when the cover is in covering position relative to the receptacle; the projecting portion being illuminated by light reflected by said means.

8. In a container of the character described, a receptacle; and a removable cover for the receptacle having on the front thereof a design and having an opening through the front thereof near the upper end of the cover and an opening through the front thereof near the lower end of the cover; the design being incomplete because of said openings; the receptacle having a projecting portion on its front near the top thereof and a projecting portion on its front near the bottom thereof, the projecting portions being adapted to complete the design on the cover; the respective projecting portions engaging the respective openings of the cover for positioning and retaining the receptacle in the cover and rendering the design on the cover complete when the cover is in covering position relative to the receptacle.

9. In a container of the character described, a receptacle; and a removable cover for the receptacle having on the front thereof a design and having an opening through the front thereof near the upper end of the cover and an opening through the front thereof near the lower end of the cover, the design being incomplete because of said openings; the receptacle having a transparent projecting portion on its front near the top thereof and a transparent projecting portion on its front near the bottom thereof, the projecting portions being adapted to complete the design on the cover; the respective projecting portions engaging the respective openings of the cover for positioning and retaining the receptacle in the cover and rendering the design on the cover complete when the cover is in covering posi-

tion relative to the receptacle; the projecting portions permitting view of the contents of the container.

10. In a container of the character described, a receptacle; and a removable cover for the receptacle having on the front thereof a design and having an opening though the front thereof near the upper end of the cover and an opening through the front thereof near the lower end of the cover, the design being incomplete because of said openings; the receptacle having a transparent projecting portion on its front near the top thereof and a transparent projecting portion on its front near the bottom thereof, the projecting portions being adapted to complete the design on the cover; the receptacle having on its rear in opposed relation to the projecting portions means for reflecting light; the respective projecting portions engaging the respective openings of the cover for positioning and retaining the receptacle in the cover when the cover is in covering position relative to the receptacle; the projecting portions being illuminated by light reflected by said means.

CHARLES C. MORRISON.

Witnesses:

CHANCY COMBS,

GEORGE SCHLEICHER.