Dec. 8, 1936. J. H. MORCOM 2,063,328

BOTTLE SUPPORT

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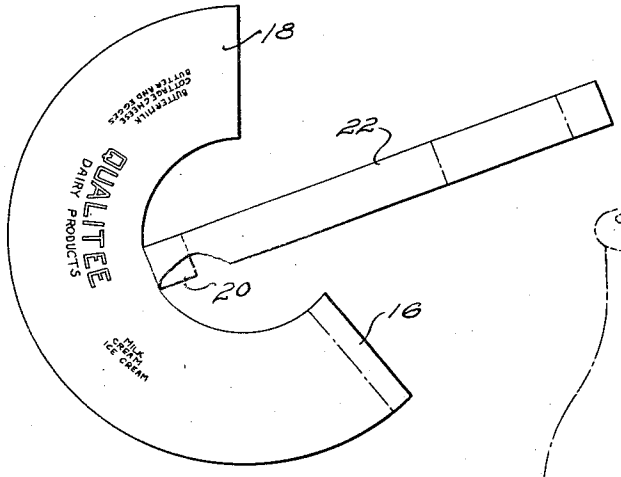


Fig. 4.



Fig. 2.

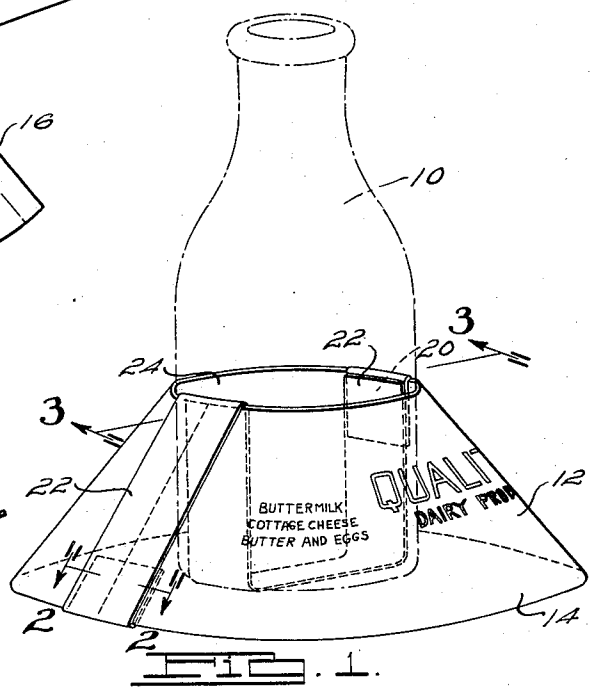


Fig. 1.

Fig. 3.

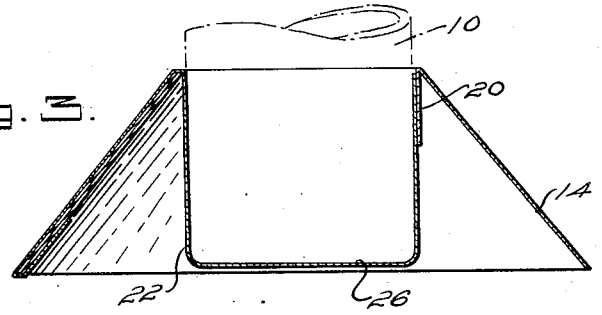


Fig. 5.



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BOTTLE SUPPORT

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2 Claims. (Cl. 248—152)

This invention relates to supports adapted for supporting bottles and has particular reference to a device suitable for supporting a bottle, such as a milk bottle, and for advertising purposes.

Milk and other food stuffs sold in bottles at retail stores frequently are transported in passenger vehicles, and on account of the fact that no provision is made in such vehicles for supporting the bottle during transit, the milk sometimes is spilled when the bottle tips over or is broken, as when the vehicle turns a corner, or the bottle rolls about on the floor of the car and as a consequence becomes dirty and unsanitary. It is obvious that this method of handling bottled goods is very unsatisfactory.

It is an object of the present invention to provide a simple, inexpensive device adapted for supporting bottled goods during transit.

Another object of the invention is to provide such a device which may be useful for advertising purposes in the display windows and upon the display counters of stores.

Another object of this invention is to provide such a device which is inexpensive to manufacture so that the same may be given away by a dealer with low amount sales, such as occurs in the selling of milk and cream.

Other objects and advantages will be apparent from a reference to the following specification, taken in conjunction with the accompanying drawing, of which there is one sheet and where like characters are used to indicate like parts throughout the several views and in which:

Fig. 1 is an elevational view of a preferred form of the invention shown as supporting a bottle of milk;

Fig. 2 is a detail sectional view of the device taken in a plane on the line 2—2 of Fig. 1, looking in the direction of the arrows;

Fig. 3 is a vertical sectional view taken in a plane on the line 3—3 of Fig. 1 and illustrating certain details of construction;

Fig. 4 is a view of the device as it would appear at one stage of the manufacture thereof; and

Fig. 5 is a somewhat diagrammatic illustration of the manner in which the devices may be stored and packed.

Referring now to Fig. 1, there is illustrated at 10 a bottle of the conventional milk bottle design, shown as being supported by a device or support 12 embodying a preferred form of the invention. The support 12, it will be observed, is relatively low and flat to insure stability and comprises a sheet 14 of relatively stiff material, such as cardboard, or any other material that will maintain its shape under slight loads, cut so that when folded, it will have the shape of a frustum of a cone. The sheet 14 at one end thereof is provided with a flap 16, which is adapted to underlie the opposite end 18 of the sheet when folded and which may be secured thereto by gluing, stapling or any other suitable means.

While, as illustrated, the support is in the form of a frustum of a cone, it may be made in any suitable form having a relatively wide base and a relatively narrow top. For instance, for bottles having a square cross section, the support may take the form of a frustum of a pyramid.

The central portion at the upper edge thereof may be provided with an integral tab or flap 20, to which a long, narrow strip of flexible material 22 may suitably be affixed. The strip 22 extends loosely across the upper central opening 24 of the support, downwardly along the junction of flap 16 and edge 18, and is turned back on the inside of the device securely to anchor the strip 22 and to reinforce the junction of the flap 16 with the edge 18. The strip 22 within the interior of the device 12 is adapted to provide a cradle 26 which, together with the upper circular edges of the device 12, is particularly adapted for supporting a bottle of milk. The strip 22 may be glued, stapled or otherwise affixed to the sheet 14 along the junction of the edge 18 and the flap 16.

In practice, a stack 28 of such devices may conveniently be set upon a counter, it being apparent that the devices will readily stack on account of the shape thereof, and when a bottle of milk is sold, the end of the same may readily be inserted through the upper circular opening into the cradle 26. The edge of the upper circular opening preferably is slightly less than the outside diameter of the bottle it is adapted to support, so that the device 12 will be frictionally retained on the bottle 10.

The device 12, on account of the large outside surface area of the same, may be provided with advertising matter, if desired, and may be disposed as illustrated in Fig. 1 upon a display counter.

It is to be understood that the invention is not to be considered as limited to the embodiment and application thereof which has been selected here for the purpose of illustration, but is intended rather to embrace and include all other embodiments and applications of the new and useful principles thereof which are to be

considered reasonably within the scope of the appended claims.

I claim:

1. In a device of the class described, a hollow member having a relatively broad base and a central opening in the top thereof, and a strap depending from the top of said member and forming a supporting cradle within said opening and above the bottom of said member.

2. In a device of the class described, a hollow truncated cone-shaped member provided with a central opening at the top thereof, a strap having its ends secured to said member at opposite sides of said opening, and an intermediate portion depending within said member and below said opening to form a supporting cradle therein above the bottom of said member.

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