June 12, 1928. 1,673,658

J. ANDERSEN

DISPLAY BOX

Filed April 23, 1927

Fig. 1.

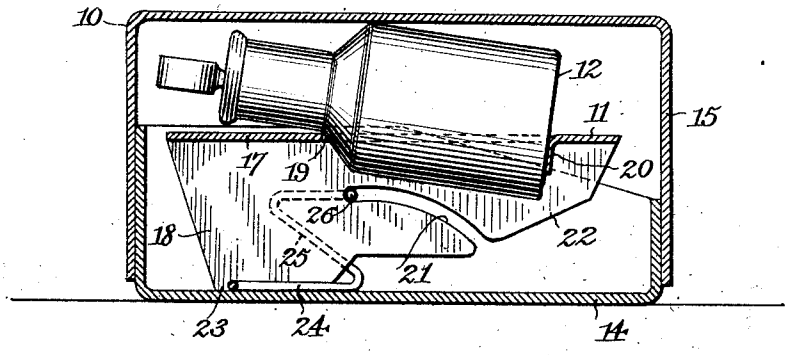


Fig. 2.

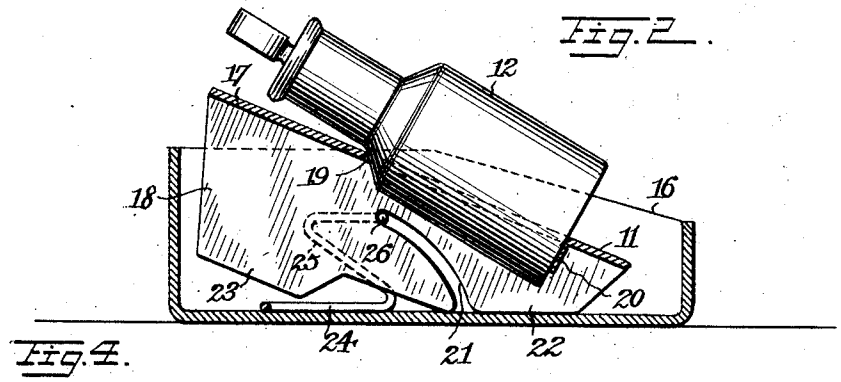


Fig. 4.

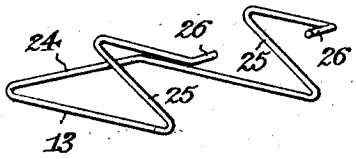
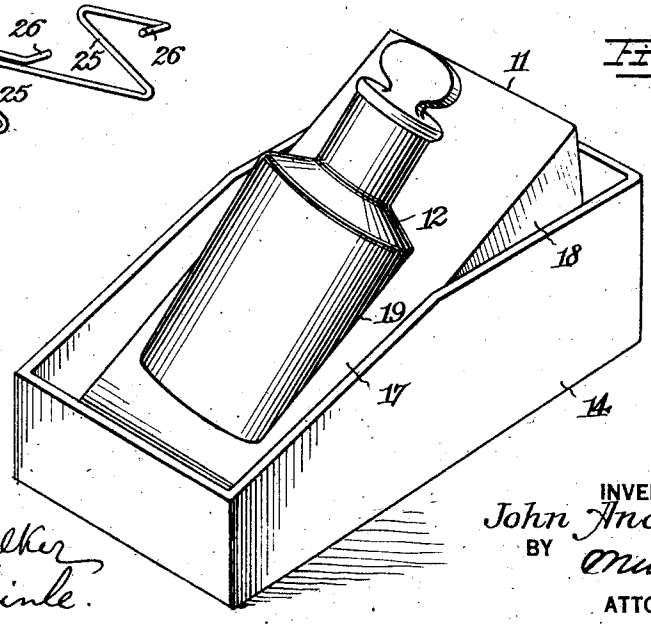


Fig. 3.



WITNESSES

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UNITED STATES PATENT OFFICE.

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DISPLAY BOX.

Application filed April 23, 1927. Serial No. 186,149.

This invention relates to display boxes for containing and displaying an article of merchandise.

The principal object of the present invention is the provision of novel means in a box, by virtue of which an article of merchandise may be held in place in the box against movement, when the box is closed, and so that the article of merchandise will be disposed in an inclined or display position in one part of the box, when the box is opened by the removal of the other part of the box.

Some of the other objects of the invention are: to provide a box of the indicated character, which will be inexpensive of manufacture, simple of construction, and reliable in operation.

With the foregoing and other objects in view, the invention resides in the particular provision, construction, and functions of the parts hereinafter fully described and illustrated in the accompanying drawing, in which—

Figure 1 is a sectional view through the box and showing an article of merchandise held in place, in accordance with the invention.

Fig. 2 is a sectional view through the container part or section of the box and showing the article of merchandise in an inclined or display position.

Fig. 3 is a perspective view of the container section or part of the box and an article of merchandise in an inclined or display position.

Fig. 4 is a perspective view of the means for mounting the cradle for rocking movement.

Generally stated, the invention consists of a box 10, a cradle 11 adapted to support an article of merchandise such as a bottle 12, and separate means 13 for mounting the cradle 11 for rocking movement.

The box 10 may be of any size and shape, and may be constructed of any preferred material. The box 10 consists of two sections or parts, there being a part 14 and a part 15. The part 14 serves as a container whereas, the part 15 serves as a cover. The part 15 is adapted to telescopically fit over the part 14. In the present instance the parts 14 and 15 are of rectangular construction. The sides and one end of the part 14 are cut down as at 16 for a purpose to appear.

The cradle 11 may be diversely formulated, and in the present instance is produced from a single piece of material such as cardboard to provide a top 17 and sides 18. The top 17 has an opening 19 therein so as to accommodate a portion of the bottle 12 which will be supported by portions of the top 17 surrounding the opening 19, including a portion 20 against which the bottom of the bottle is disposed. Each of the sides 18 has an arcuate slot 21 opening through the lower edge, and straight edge portions 22 and 23. The cradle 11 having the features mentioned is adapted to fit in the container section or part 14 of the box, and is somewhat smaller in width than the width between the opposite sides of the part 14.

The means 13, in the present instance, for mounting the cradle 11 for rocking movement, is produced from a single piece of wire which is bent upon itself to provide a base 24 and side members 25 each of which has an angularly disposed portion 26. The portions 26 are disposed in axial alignment with respect to each other, and serve as trunnions. The means 13 is adapted to be arranged in the container section or part 14. The cradle 11 is then associated with said means 13, and this is accomplished by entering the portions 26 respectively in the slots 21 in the sides 18 of the cradle. The said portions 26 respectively coact with the end walls of the slots 21 and thus the cradle 11 is mounted for rocking movement. The portions or trunnions 26 will be disposed at one side of the transverse axis of the cradle 11, and as a consequence, the cradle 11 under its own weight will move to an inclined or display position. The cradle 11 when in the displaying position rests on the edge portions 22 which engage the bottom of the part 14, and when the cradle 11 is in the non-displaying position, the cradle rests on the edge portions 23 which are in contact with the bottom of the part 14. The construction and arrangement is such that with an article of merchandise such as the bottle 12 arranged on the cradle 11, the bottle will be held in place against movement when the cover section or part 15 is arranged over the part 14, as shown most clearly in Fig. 1. When the cover section or part 15 is removed, the cradle 11 and the bottle 12 carried thereby will automatically move to an inclined or display position, as shown most clearly in Figs. 2 and 3. It will therefore be understood that without any manipulation other than the removal of the cover part 15 of the box an article of merchandise

may be advantageously displayed. Merchants will therefore be able to display different articles in an attractive manner without very much trouble and in a short time.

I claim:

1. A display box including a container section, a separate cradle which fits in said container section, said cradle adapted to support an article of merchandise, and means in the container section mounting the cradle for rocking movement.

2. A display box including a container section, a cradle which fits in said container section, said cradle adapted to support an article of merchandise, and means detachably mounting the cradle for rocking movement.

3. A display box including a container section, a separate cradle which fits in said container section, said cradle adapted to support an article of merchandise, and separate means adapted to be arranged in the container section upon which said cradle is mounted for rocking movement.

4. A display box comprising a container section, a closure section, and means in the container section adapted to hold an article of mechandise, and which is movable within the container section to a display position under the weight of the article supported thereby when the closure section is removed.

5. A display box comprising a container section, a closure section adapted to telescopically fit over the container section, an article supporting cradle in the container section, and means in the container section mounting the cradle for rocking movement, said cradle adapted to assume a certain position with the article supported thereby when the sections of the box are associated with each other, and said cradle under the weight of the article supported thereby assuming an inclined display position when the closure section is removed.

6. A display box including a container section, means in the container section providing axially aligned trunnions, a cradle adapted to support an article of merchandise, said cradle having slots respectively in the opposite sides thereof, said slots terminating short of the top of the cradle to provide bearing portions for said trunnions respectively, at one side of the transverse axis of the cradle, to mount the cradle for rocking movement.

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