July 10, 1928. 1,676,917

G. E. PARMENTER

DISPLAY CONTAINER

Filed March 26, 1926

Fig:1.

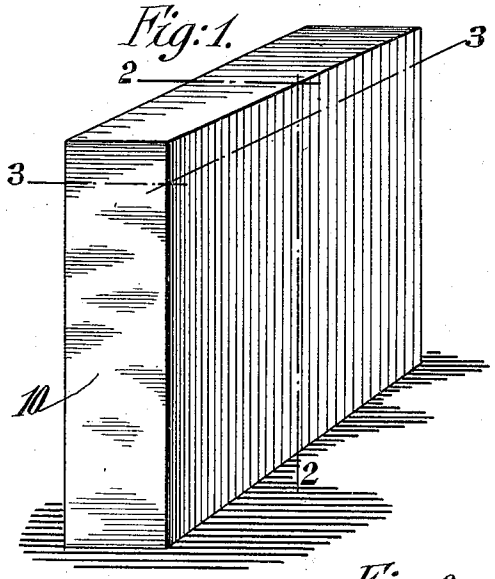


Fig:2.

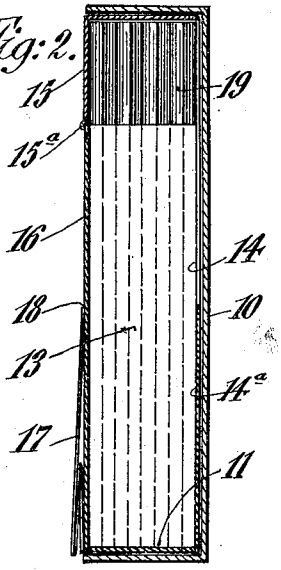


Fig:3.

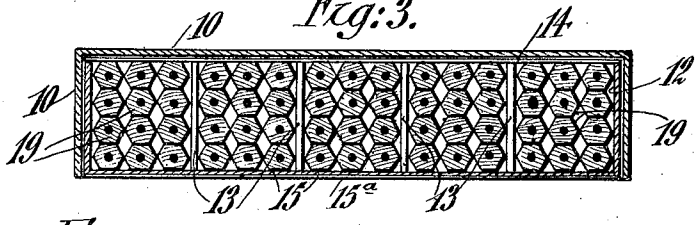


Fig:4.

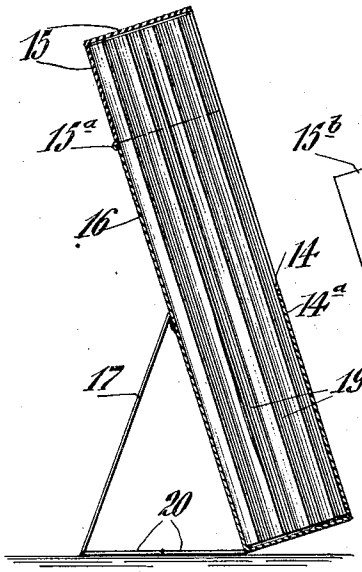
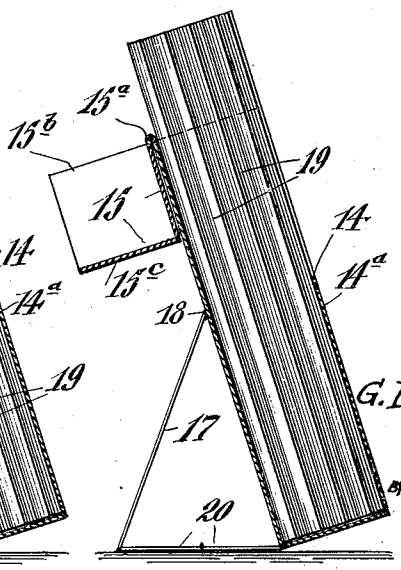


Fig:5.



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Patented July 10, 1928. 1,676,917

UNITED STATES PATENT OFFICE.

GEORGE E. PARMENTER, OF NEW YORK, N. Y., ASSIGNOR TO THE AMERICAN CRAYON COMPANY, OF SANDUSKY, OHIO, A CORPORATION OF OHIO.

DISPLAY CONTAINER.

Application filed March 26, 1926. Serial No. 97,549.

This invention relates to display cartons particularly adapted for the display of pencils and has for its object to provide a convenient means whereby the pencils may be readily packed and shipped in the same packing and may be displayed in the same packing. Particularly also the object of the invention is to provide means whereby a smaller quantity of pencils may be offered for display than has been the case heretofore, which quantity can be readily replenished if desired as the pencils are sold.

Heretofore in the sale of colored lead pencils, pencils of one color would completely fill a box and in consequence the small merchant would be more or less compelled to buy a considerably larger quantity of pencils than his trade demanded and one of the objects of this invention is to enable the small merchant to obtain a grouping of differently colored pencils so that he can display all of these colored pencils on the counter and thereby offer them for sale, without necessarily having a large stock on hand.

To comply with these requisites of merchandising my invention consists of a display box provided with partitions so as to separately group the differently colored pencils. Also the invention consists in having a complete box for shipment purposes which when it is desired to be displayed only requires the removal of a cover portion which can be put under the counter or thrown away, and only the turning back of one end of the box so that the ends of the pencils may be on display and also may be readily taken out of the display box.

For this purpose my invention consists of an improved display container consisting essentially of a box in which the pencils are held, which box has its front partially open so that the pencils are visible when on display and partially closed so as to hold the pencils in position and which box has a pivotal end or top which is swung rearwardly so as to be out of the way when the pencils are extracted from the box itself. My invention will be more fully described hereinafter and shown in the accompanying drawings and finally pointed out in the claim.

Figure 1 is a perspective view of my improved display carton enclosed in entirely closed position and ready for shipment.

Figure 2, is a vertical section taken on line 2—2 of Figure 1.

Figure 3, is a horizontal section taken on line 3—3 of Figure 1.

Figure 4 is a vertical side view in section showing my improved display cartons in position ready for display, and

Figure 5 is a similar view with my improved display carton in display position.

Similar characters of reference indicating corresponding parts throughout the corresponding views.

Referring to the drawings and more particularly to Figures 1, 2 and 3 the cover portion 10 surrounds and encloses a box portion 11 which has a rear 16 and front 14^a and side members constituting a box proper. The front portion 14^a terminates about half the length of the box so as to provide a partially open front 14 and a partially closed front 14^a. To the rear 16 of the box there is hinged at 18 a suitable easel 17 having flaps 20 of well-known construction.

To the rear 16 of the box is pivoted a pivotal swinging top member 15, the hinge being shown at 15^a and this top member 15 completes the rear of the box in continuation with the rear surface 16 and also provides side members 15^b and top members 15^c. This swingable member 15 serves to cap the upper ends of the pencils 19 within the box so as to hold them in position within the box when the display carton is shipped. By covering the box 11 and this swingable top member 15 by the closure member 10, the swingable member 15 is held in position and thereby the pencils are likewise held in position.

Suitable partitions 13 are arranged within the box 11 so as to enable a grouping of lead pencils 19 of different colors to be had, and it is preferable to provide the lead pencils between the partitions of relatively small number of about a dozen each so that the display carton will be enabled to display different colored pencils as red, blue, green, yellow, etc., in relatively small quantities.

When the box 11 is entirely filled with its desired assortment of pencils the closure member 10 is applied and the box is ready for shipment as shown in Figures 1, 2 and 3 with the easel 17 in collapsed position.

When the retail dealer receives this carton he extends the easel portion 17 in the man-

ner as shown in Figure 4 and then removes the closure member 10, and then turns back the swingable or pivotal member 15 to the position as shown in Figure 5. The display carton is then ready for display and one or more pencils of the one or more groups of different color can be readily taken out and sold to the customers.

I have shown an embodiment of my invention but I do not wish to be limited to the details thereof as changes may be made therein within the spirit of the appended claim.

I claim as new:

A display carton comprising a container body having a fixed rear wall with an easel support to hold the body in an inclined position, a bottom wall, side walls, and a front wall cut-away at its upper portion, said fixed rear wall and said side walls being severed transversely near the upper ends thereof and said severed rear wall portion hingedly joined to the fixed rear wall, a top connecting the severed rear and side wall portions, partitions in the container body for extending up approximately to the line of severance for holding separate groups of long goods which project above the line of severance and are adapted to be housed at their upper ends partially by the hinged severed portions of the side and fixed rear wall, and an integral flanged cover inserted over the container body and hinged severed portions from the front side of the carton.

In testimony that I claim the foregoing as my invention, I have signed my name hereto.

GEORGE E. PARMENTER.