

H. L. MYERS.
 DISPLAY PAPER BOX.
 APPLICATION FILED SEPT. 12, 1918.

1,289,518.

Patented Dec. 31, 1918.
 4 SHEETS—SHEET 1.

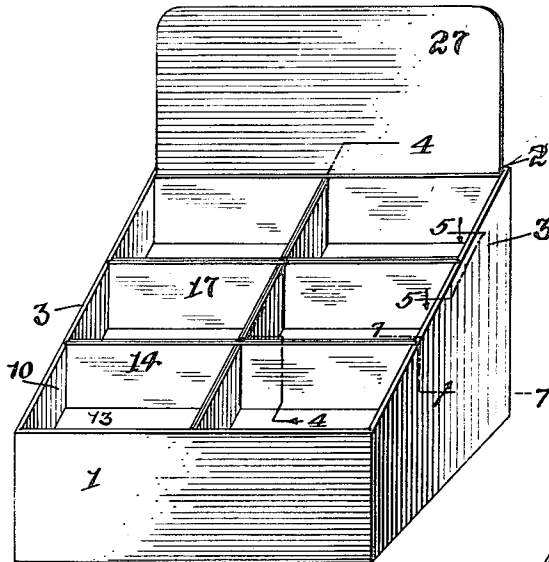


Fig. 1.

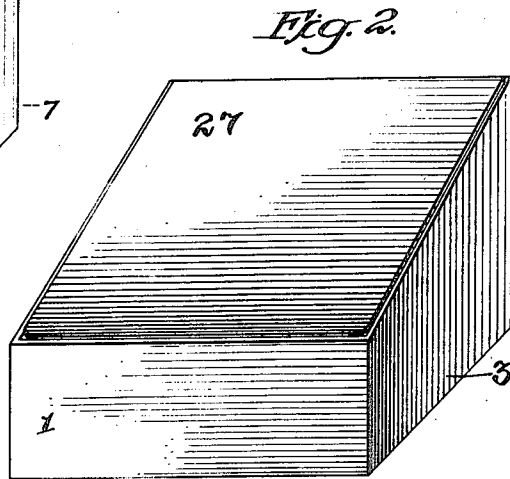


Fig. 2.

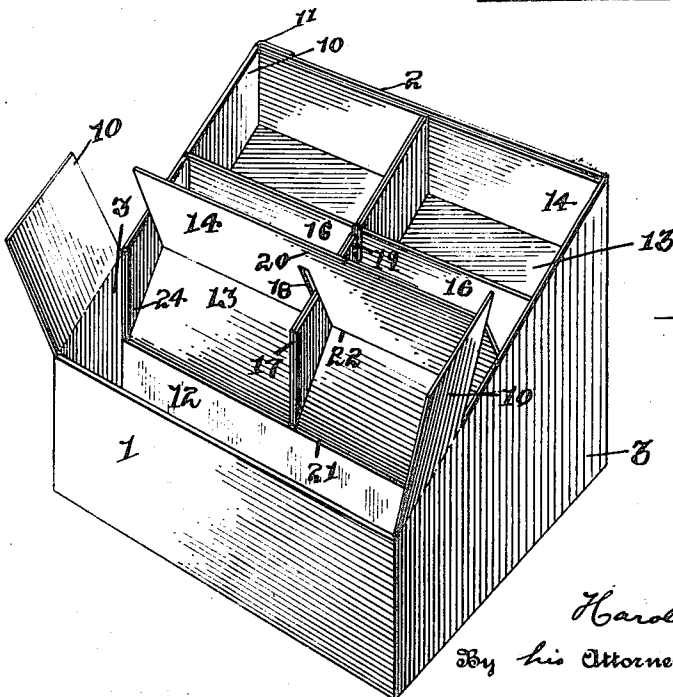
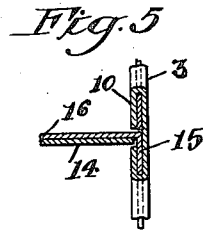
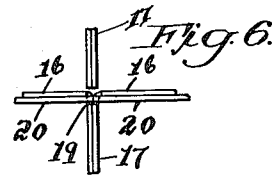
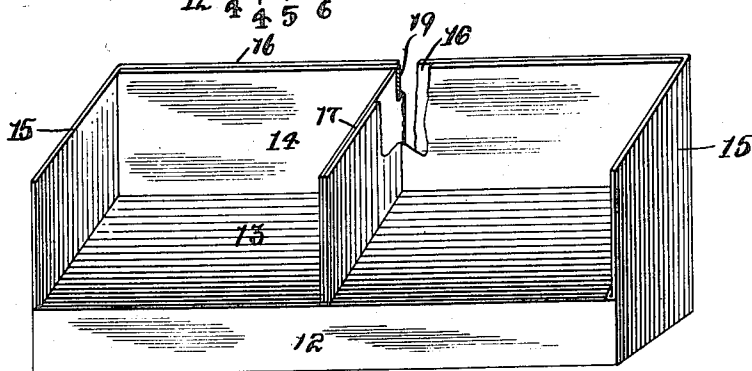
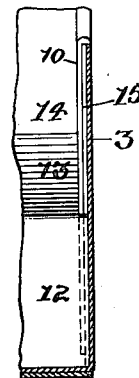
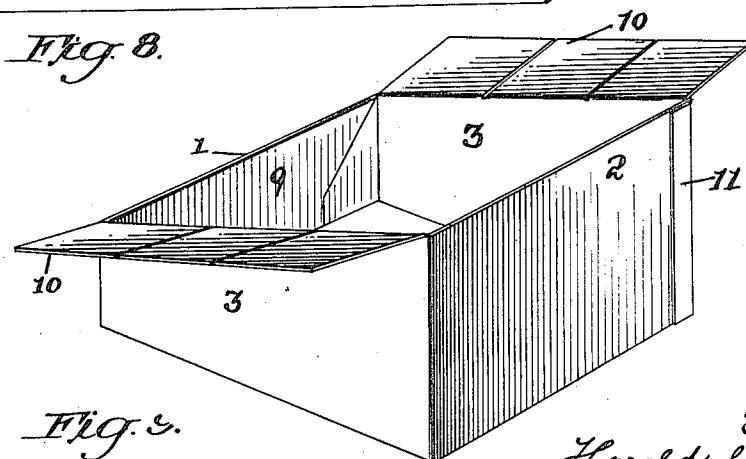


Fig. 3.

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4 SHEETS—SHEET 2.



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4 SHEETS—SHEET 3.

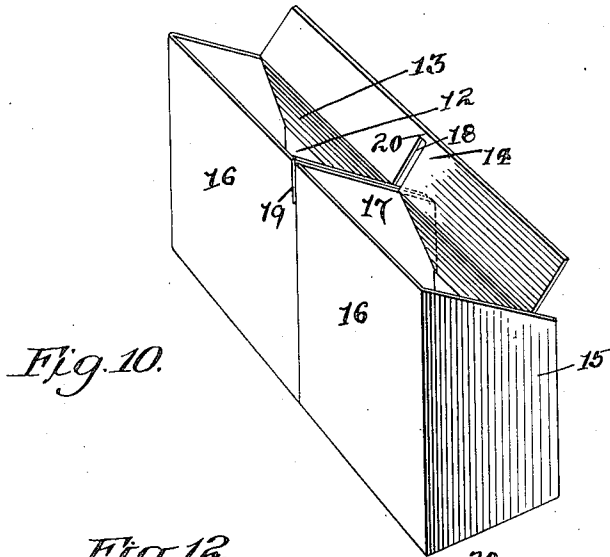
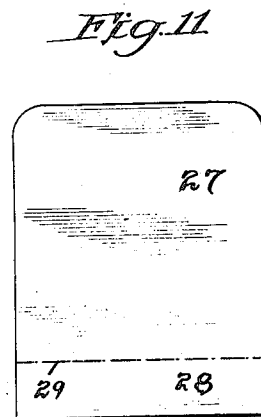
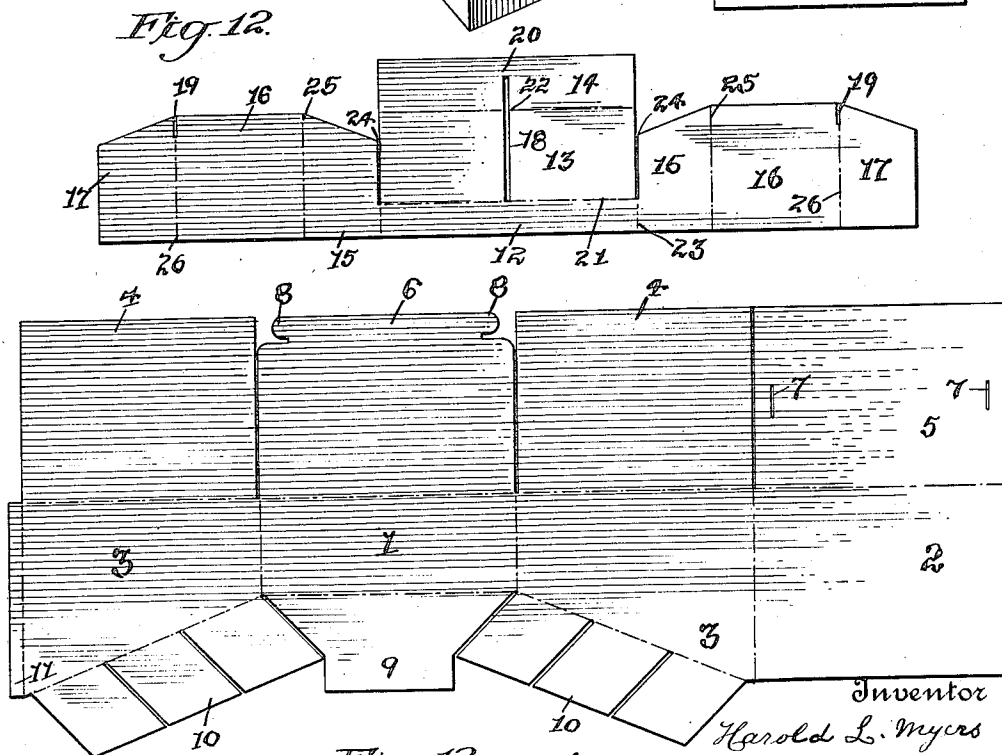
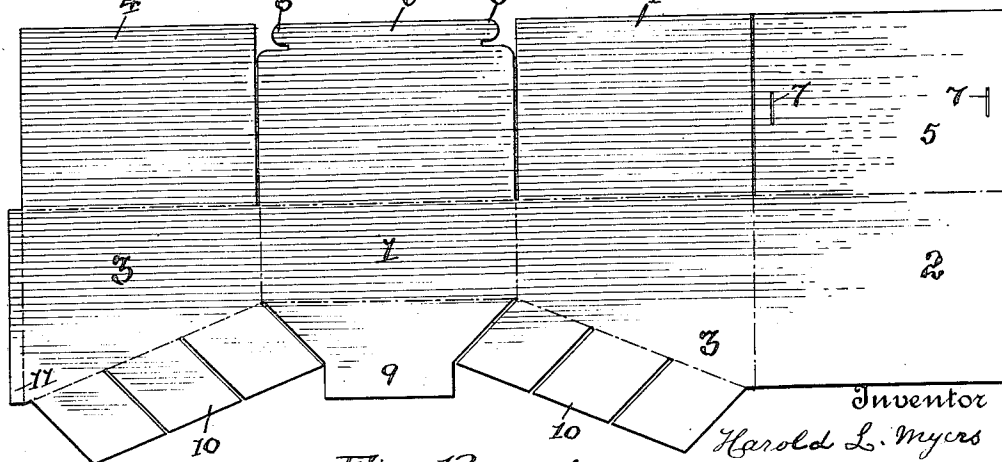


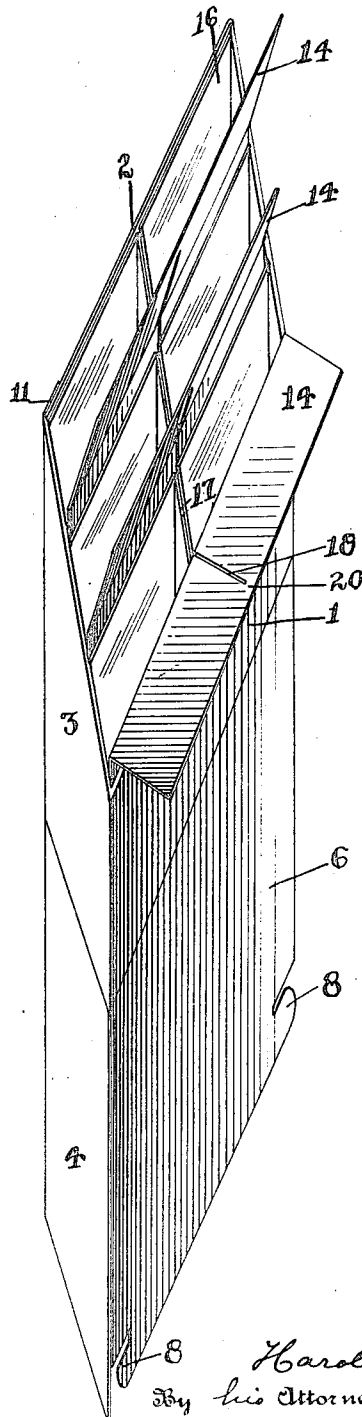
Fig. 13. By his Attorney
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4 SHEETS—SHEET 4.

Fig. 14.



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UNITED STATES PATENT OFFICE.

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DISPLAY PAPER BOX.

1,289,518.

Specification of Letters Patent.

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Application filed September 12, 1918. Serial No. 253,734.

To all whom it may concern:

Be it known that I, HAROLD L. MYERS, a citizen of the United States, and a resident of Morristown, in the county of Morris and State of New Jersey, have invented certain new and useful Improvements in Display Paper Boxes, of which the following is a specification.

This invention relates to a paper box of novel construction adapted to be placed upon a counter or other support and intended for the reception and display of various articles of merchandise. The box is formed of an outer shell and a suitable number of removable inserts which are furnished with shelves for the support of the merchandise. These inserts are so constituted that they may either be locked to form self-sustaining units that impart rigidity to the entire structure, or may be unlocked when the shell together with the inserts may be knocked down or folded into a flat shape for storage or shipment. The box is strong, displays the merchandise in a neat and attractive manner, and requires but a minimal amount of gluing, substantially all of its parts being connected without the use of an adhesive.

The invention comprises the various features of novelty more fully pointed out in the specification and appended claims.

In the accompanying drawing:

Figure 1 is a perspective view of a display box embodying my invention, showing it open;

Fig. 2, a similar view of the box showing it closed;

Fig. 3, a similar view with the front insert removed and the second insert partly unfolded;

Fig. 4, a section on line 4—4 of Fig. 1;

Fig. 5, a section on line 5—5 of Fig. 1;

Fig. 6, a plan taken on line 6—6 of Fig. 4;

Fig. 7, a section on line 7—7 of Fig. 1;

Fig. 8, a perspective view of one of the inserts partly broken away and showing it folded;

Fig. 9, a perspective view of the casing;

Fig. 10, a perspective view of one of the inserts showing it partly unfolded;

Fig. 11, a front view of the slidable cover;

Fig. 12, a plan view of the insert blank;

Fig. 13, a plan view of the casing blank, and

Fig. 14, a perspective view of the box showing it collapsed.

The display box consists of an outer shell or casing, and of a suitable number of inserts or units fitted into said casing, and provided with shelves rising in tiers and adapted for the support and display of various articles of merchandise. The construction of the device is such that it is self-sustaining when set up, but that the shell together with its inserts may be flattened or knocked down, upon first undoing a pair of interlocking members with which each of the inserts is furnished.

The shell or casing is composed of a front 1, a back 2 that is higher than the front, a pair of sides 3 the upper edges of which slope downwardly from front to rear, and a bottom shown to be composed of four overlying sections, 4, 4, 5, 6 which are integral respectively with the sides 3, back 2 and front 1. Section 5 is provided with a pair of slots 7, engaged by a pair of laterally extending tongues 8, formed on section 6. From the upper edge of front 1, there extends inwardly a flap 9, forming a reinforcement or lining, while a plurality of spaced side flaps 10 depend from the upper inclined edges of slides 3, said last named flaps being adapted to interlock with the inserts in manner hereinafter described. One of the sides 3 is furnished with a glue strip 11, adapted to overlap and be secured to the back 2, this glue strip being the only member of the entire device which requires to be pasted.

In setting up the casing from the blank illustrated in Fig. 13, the front, back and sides are set at right angles to each other, strip 11 is pasted to back 2, bottom sections 4, 4, 5, 6 are superimposed, tongues 8 are inserted into slots 7, and flaps 9 and 10 are folded inward to line respectively front 1, and sides 3.

Each of the inserts (of which three are shown), is furnished with a lower upright front section 12, an intermediate front section which is inclined upwardly and rearwardly from section 12, to form a false bottom or raised shelf 13, and a top front section 14, extending upwardly from the upper edge of section 13. It is further provided with a pair of sides 15 that extend to the top of upper section 14, and inclose shelf 13 at its ends, the upper edges of sides 15 slanting in conformity with the slant of sides 3. From each side 15, extends inwardly, at right angles, a back section 16

that parallels front sections 12 and 14 the combined lengths of the two sections 16 being equal to the length of the insert. From the inner edge of each back section 16 there
 5 extends forwardly, a flap 17 received within a slot 18 formed in sections 13 and 14, the two flaps conjointly forming a double partition that extends through top 14, across shelf 13 and subdivides the latter into two
 10 compartments. The lower portions of flaps 17 abut against the inner face of section 12, while the upper edges of the flaps are beveled in conformity with the bevel of sides 15 and 3. At the rear upper edge of each
 15 flap 17, there is formed an upright notch 19 adapted for the reception of the unslotted rim 20 of upper front section 14.

In setting up the unit, sides 15 are turned back at right angles to front 12, backs 16
 20 are turned inward at right angles to sides 15, flaps 17 are turned forward and projected through slot 18, and then section 14 is pushed down along sections 16, whereby its rim 20 will become seated in notches 19, and its upper edge will become flush with
 25 back sections 16. By this engagement of rim 20 with flaps 17, all the parts of the insert become interlocked or secured in such a manner that the entire insert, when set
 30 up or unfolded, is self-sustaining.

Furthermore, as the top section 14 is pushed into place, a slant will be imparted to shelf 13, owing to the fact that the combined height of the parts 12, 13 and 14 is
 35 greater than the height of backs 16, the proportions selected being preferably such that the slope of the shelf corresponds to that of the sides 15 and 3. However, such slant may be omitted if desired, or changed
 40 to a different angle.

As appears from Fig. 12, the front parts 12, 13, 14 of the blank are separated by creased lines 21, 22, sides 15 join section 12 by creased lines 23 and are separated from
 45 section 13 by slits 24. Backs 16, join sides 15 by creased lines 25, and in turn join flaps 17 by creased lines 26, the latter being slitted on top to form the notches 19.

All of the inserts (any number of which
 50 may be used) are alike in construction, excepting that their lower sections, *i. e.*, those portions located below shelves 13, increase in height from the foremost insert to the rearmost insert, so that when the several
 55 units are fitted into the casing, the shelves will rise in tiers above one another.

In fitting the inserts into the casing, flaps 10 are raised, the inserts are placed successively in position, in front of one another,
 60 and then flaps 10 are turned down to cover the sides 15 and enter with their lower ends, the slits 24 formed sidewise of shelves 13, whereby the inserts become interlocked with the casing.

When the device has been set up in the
 65 manner described, it will be self-sustaining and of great rigidity so as to form a reliable support for the merchandise displayed thereby, all gluing being dispensed with, with the exception of the single
 70 strip 11.

Between the back 2 of the casing, and the backs 16 of the rearmost insert, there is fitted a slidable cover 27 having a lower flap 28. During the display of the merchan-
 75 dise, this cover protrudes a distance beyond the top of the casing (Fig. 1) and serves to carry suitable advertising matter, while when the box is to be closed, the cover is pulled out, up to the crease line 29 of flap
 80 28, and is folded over the casing, so as to cover up all of the shelves.

In order to knock down the device, the cover 27 is removed, the bottom sections 5, 6 disconnected by withdrawing tongues 8
 85 from slots 7, sections 14 are pulled up to release their rims 20 from slots 19, and side pressure is applied to the casing so as to collapse the same sidewise conjointly with the inserts, during which movement the par-
 90 titions 17 will slip out automatically from slots 18, so that the entire device becomes flattened as illustrated in Fig. 14.

It will be seen that the box constructed as described, may be readily assembled,
 95 forms a neat and attractive container for the merchandise, and may be folded without previously removing the inserts from the casing. Moreover the space underneath the shelves is well adapted for the storage of
 100 merchandise, prior to its display.

I claim:

1. In a display paper box, a foldable shell having sides and flaps depending from said sides, combined with a foldable insert hav-
 105 ing a shelf, and sides extending upwardly from said shelf, said flaps being adapted to overlie said last named sides and to enter between said sides and said shelf.

2. In a display paper box, a foldable shell
 110 comprising a front, a back, a pair of slanting sides, a pair of interlocking bottom sections, and a plurality of flaps depending from the slanting sides.

3. In a display paper box, an insert com-
 115 prising a front section having a slotted shelf, a back, and a forwardly extending flap on said back that engages said shelf.

4. In a display paper box, an insert com-
 120 prising a front section having a slotted shelf, a back, and a forwardly extending flap on said back that engages said shelf, said flap being notched at its upper edge for engagement with said front section.

5. In a display paper box, an insert com-
 125 prising a front having a lower section, an intermediate shelf, and an upper section, said shelf and upper section being slotted, a

pair of back sections, and a pair of flaps extending forwardly from said back section through said slotted shelf and upper section.

6. In a display paper box, an insert comprising a front having a lower section, an intermediate shelf, and an upper section, said shelf and upper section being slotted, a pair of back sections, a pair of flaps extending forwardly from said back section through said slotted shelf and upper section, and means for interlocking said flaps with said upper section.

7. In a display paper box, an insert comprising a front having a lower section, an intermediate shelf, and an upper section, said shelf and upper section having a slot, while the upper section has a rim above said slot, a pair of back sections having forwardly extending flaps that enter said slot, and notches on said flaps that are engaged by said rim.

8. In a display paper box, a collapsible

shell combined with an insert having a slotted shell, and a flap that removably engages said shelf and subdivides the same into compartments.

9. In a display paper box, a collapsible shell combined with a plurality of inserts having slotted shelves arranged in tiers, backs, and forwardly extending flaps on said backs that engage said shelves and subdivide the same into compartments.

10. In a display paper box, a collapsible shell, a collapsible insert, and a slidable cover housed between said shell and insert, said cover being adapted to project above said insert.

11. In a display paper box, a collapsible shell, a collapsible insert, and a slidable cover housed between said shell and insert, said cover having a lower flap and being adapted to be folded over said shell and insert.

HAROLD L. MYERS.