

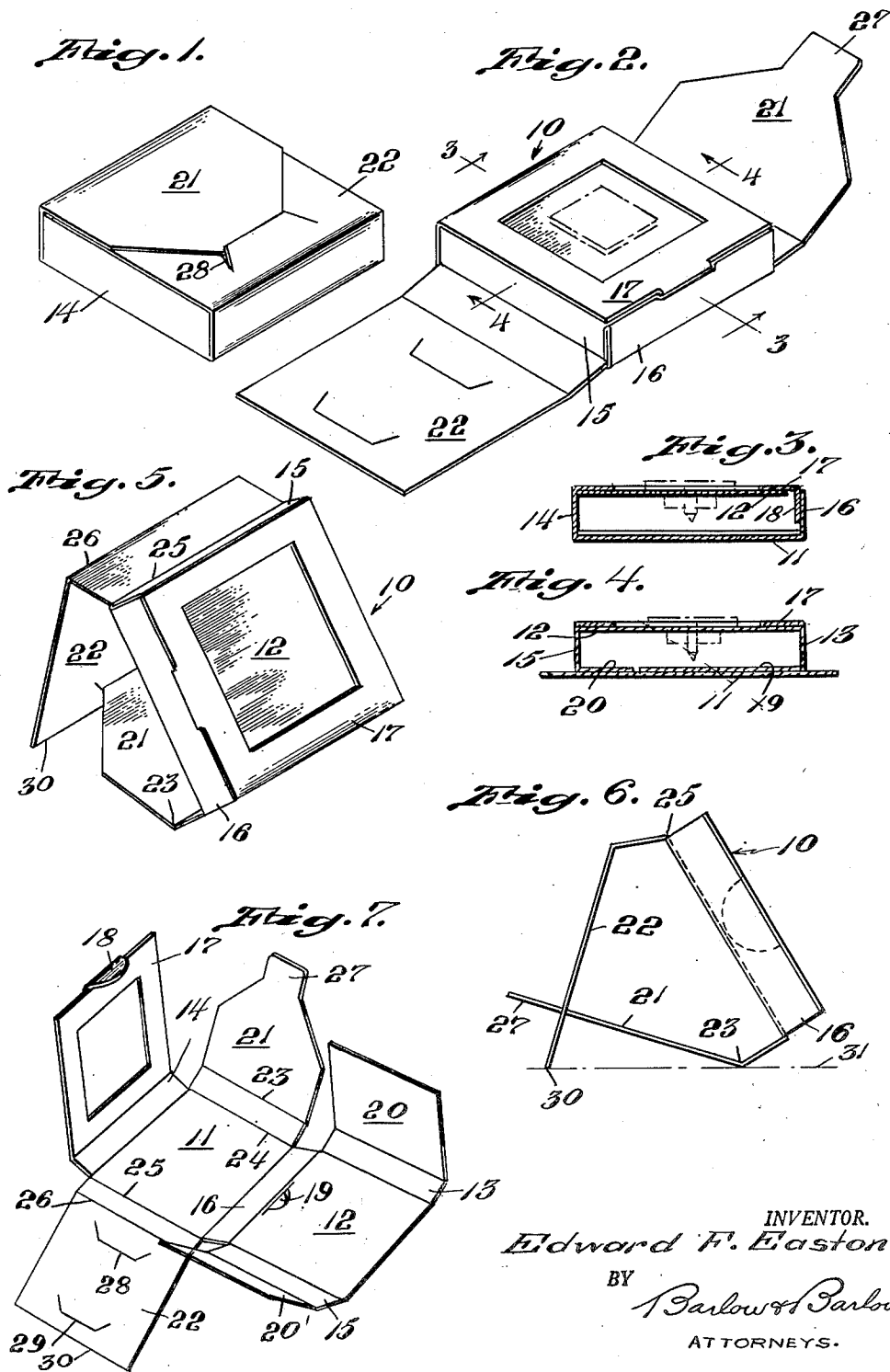
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DISPLAY BOX

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DISPLAY BOX

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1 Claim. (Cl. 206—45.21)

This invention relates to a display device which is preferably in the form of a box in and upon which articles of merchandise are assembled.

One of the objects of this invention is to provide a simple means of providing a support for arranging a box in easel-like fashion for the display of merchandise.

Another object of the invention is to provide an arrangement which may be used to cover the merchandise within the box or to mount the box for display of the merchandise in easel-like form.

Another object of this invention is to provide a box and display device which may be easily punched from one piece of material and thereafter folded to the desired configuration.

With these and other objects in view, the invention consists of certain novel features of construction as will be more fully described and particularly pointed out in the appended claim.

In the accompanying drawing:

Figure 1 is a perspective view of the box with the flaps in closed or shipping position;

Figure 2 is a perspective view of the box with the flaps in open position;

Figure 3 is a sectional view on line 3—3 of Figure 2;

Figure 4 is a sectional view on line 4—4 of a fragmental portion of Figure 2;

Figure 5 is a perspective view showing the box mounted in easel-like fashion;

Figure 6 is an end view of the box mounted in easel-like fashion;

Figure 7 is a perspective view of the box in complete open position in reduced scale.

In proceeding with this invention I provide a box with back, front, and side walls and extend opposite edges of the back wall outwardly to form flaps. These flaps are adapted to embrace the box portion or to be swung rearwardly therefrom and interlocked to form an easel mount.

With reference to the drawings, 10 generally designates the body portion of the box which is provided with a back wall 11, front display wall 12, and side walls 13, 14, 15, and 16. Covering the front wall 12 of the box is a display frame 17 which is hingedly attached to the side wall 14 and which carries a tongue 18 for insertion in the slot 19 of the front wall 12. Since side walls 13 and 15 are attached only to the front wall 12, these side walls 13 and 15 are provided with flaps 20 and 20' respectively, which extend parallel to and in contact with the back wall 11 to provide the necessary lateral and vertical support for the side walls 13 and 15.

To provide a covering for the above-described box portion and also to act as an easel mount, I provide two flaps 21 and 22 extending longitudinally from the bottom and top edges, respectively, of the back wall 11 of the box portion and which are creased as at 23, 24, 25, and 26 to fold around end walls 13 and 15, respectively, of

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the box portion. The flaps thus creased form portions coextensive in area with the sides 13, 15 and terminal portions each substantially equal in length and width to the length and width of the box body. Flap 21 carries a tongue 27 which engages slit 28 when the flaps 21 and 22 are embracing the box 10 as shown in Figure 1. When it is desired to easel mount the box 10, the flaps 21 and 22 are swung rearwardly as shown in Figures 5 and 6 and tongue 27 engages the slit 29 in flap 22 to provide an easel mount.

As will be seen in Figures 5 and 6, the creased portion 23 of flap 21 and the edge portion 30 of flap 22 rest upon a counter or other display surface 31.

To produce this box, I may take a sheet of cardboard or other suitable material and cut it to the form shown generally in Figure 7. I may then score the edges of the side walls 13, 14, 15, and 16 and also the hinge portions 23, 24, 25, and 26 and then bend inwardly the flaps 20 and 20', folding the top portion 12 over the back wall 11 and then bringing the frame portion 17 over the top wall 12 and inserting tongue 18 into slot 19. The box now takes the form shown in Figure 2, and after the contents have been placed therein, flaps 21 and 22 may be folded over the body portion of the box and fastened by inserting tongue 27 into slit 28. To display the merchandise, I merely open the flaps 21 and 22, bending them rearwardly and inserting tongue 27 into slit 29. It will thus be seen that I have provided a display device in which the easel mounting portion may also be used to cover the merchandise for shipping.

The box is particularly adapted to contain and display an emblem such as may be mounted on the lapel of a man's coat as I have indicated in dot-dash lines.

I claim:

35 A display box comprising a body portion having a back and side walls, and a front display wall, a pair of flaps one extending from the top edge and the other extending from the bottom edge of said back wall and hinged thereto and each scored parallel to the edge to which it is hinged at a distance from the edge substantially the dimension of the distance between said back and front walls providing a second hinge and a terminal portion from said second hinge to the free end, which terminal portion is of a length and width substantially the length and width of the body, one of said terminal portions having a tongue at its free end, the other terminal portion having two slits cut therein parallel to the edge to which it is hinged and at different distances therefrom to receive said tongue, said flaps being adapted to embrace the body portion with the tongue inserted in one slit and to easel mount the body portion for display by flexing both hinges of each flap and carrying the flaps behind said back wall and inserting the tongue in the other slit whereby said body is raised above the supporting surface.

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