W. W. REID.

BOX.

APPLICATION FILED JAN. 6, 1921.

1,398,154.

Patented Nov. 22, 1921.

3 SHEETS—SHEET 1.

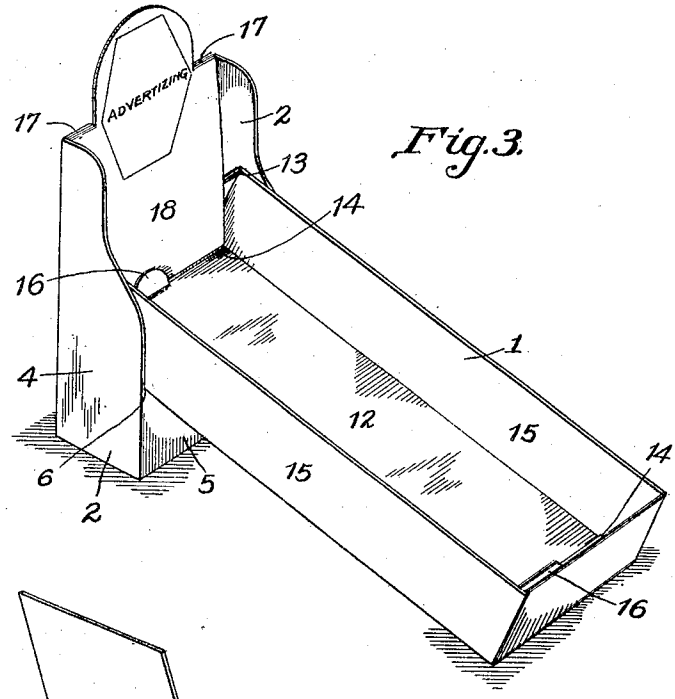


Fig.3.

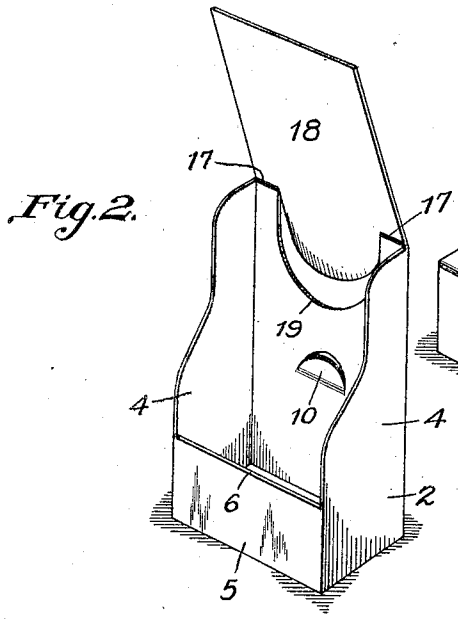


Fig.2.

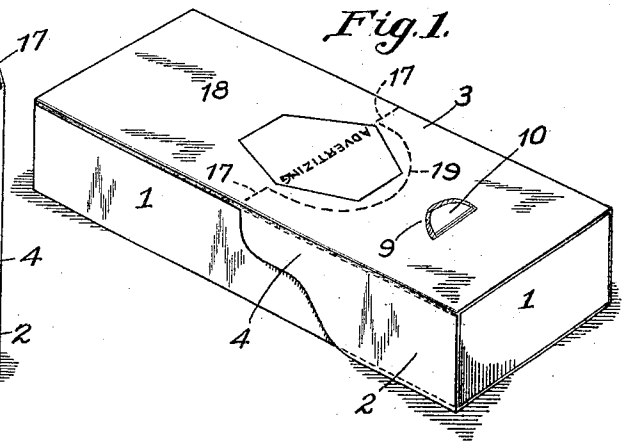


Fig.1.

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3 SHEETS—SHEET 2.

Fig. 4.

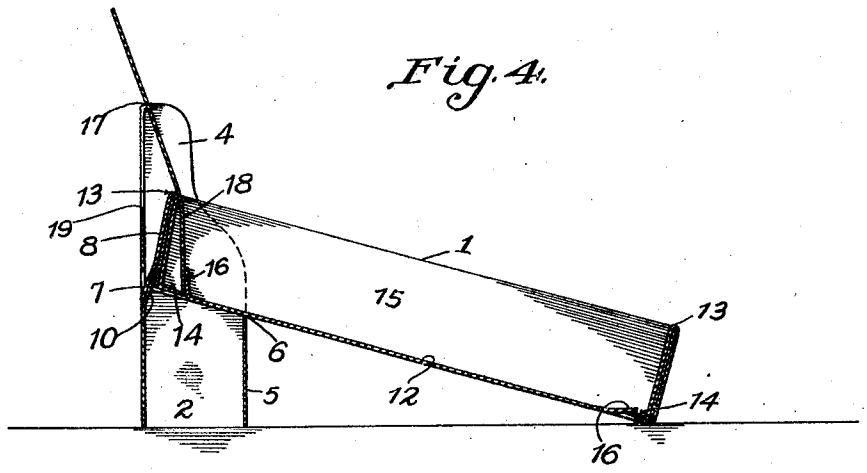
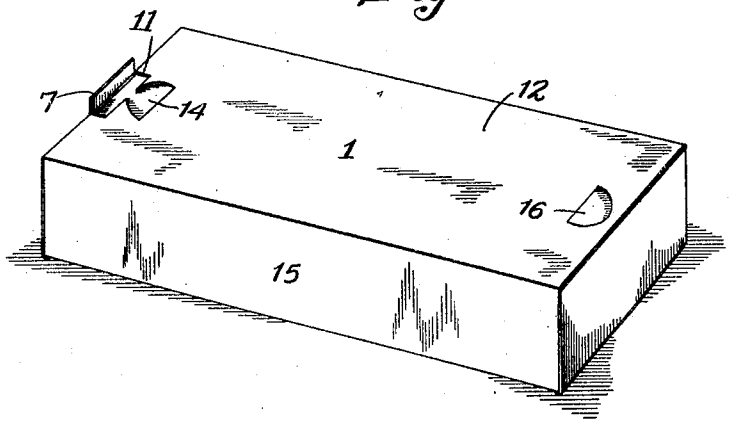


Fig. 5.



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3 SHEETS—SHEET 3.

Fig. 6.

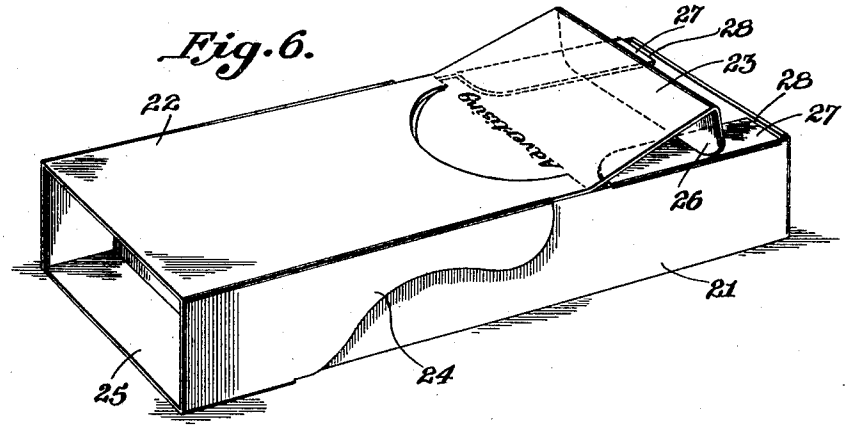


Fig. 7.

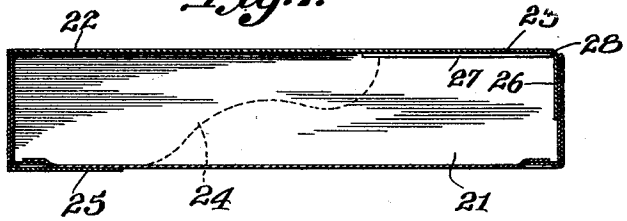


Fig. 8.

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UNITED STATES PATENT OFFICE.

WALTER W. REID, OF NEW YORK, N. Y.

BOX.

1,398,154. Specification of Letters Patent. Patented Nov. 22, 1921.

Application filed January 6, 1921. Serial No. 435,443.

To all whom it may concern:

Be it known that I, WALTER W. REID, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Boxes; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates more particularly to boxes which are ordinarily made of cardboard or paper and which are adapted to be utilized for displaying goods therein on the counter or in the show-case of the storekeeper or elsewhere.

The objects of this invention are to provide a box which is compact and which will contain the goods during shipment and prevent their being damaged through crushing or otherwise, but which may be readily opened and held in position to display the goods; to employ the cover of the box as the means for supporting the container portion of the box in tilted position for displaying the goods; to also provide means on the cover for locking the same in such supporting position; to provide a part of the cover which may be employed for advertising the goods when thus displayed and which will also form an advertisement on the box cover before it is opened; to secure simplicity of construction and ease of manipulation, and to obtain other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings in which like numerals of reference indicate similar parts throughout the several views.

Figure 1 is a perspective view of the closed box as received by the customer or storekeeper;

Fig. 2 is a perspective view of the box cover removed from the body portion and showing the same cut upon perforations and partially bent preparatory to employing it as a support for the body of the box;

Fig. 3 is a perspective view of the box in set up position for displaying the goods;

Fig. 4 is a longitudinal central section through the same;

Fig. 5 is a perspective view looking at the under side of the container portion of the box.

Fig. 6 is a perspective view of a modified construction of box showing the cover partially removed;

Fig. 7 is a longitudinal section of the box closed, and

Fig. 8 is a perspective view of the box in display position.

In the specific embodiment of the invention illustrated in said drawings the box shown comprises a container portion 1 and a cover 2. The cover 2 is essentially a telescopic cover, that is, a cover which slides onto the container portion 1. As may be clearly seen in Figs. 1 and 2 of the drawing said cover comprises a lid portion 3 of substantially the size of the container to be covered, and from this lid portion depend sides or flanges 4 the lower edges of which at one end are connected by a connecting portion 5. The width of the lid 3 and the depth of the side flanges 4 are proportioned so as to permit the container 1 to be inserted within the tube-like structure made by said lid, flanges and connecting portion. The box when so assembled will form a closed box in which goods may be shipped as will be observed from an inspection of Fig. 1. It is to be understood that the box thus made is for shipment in cases or otherwise so that no great strain comes upon the end of the lid which is not provided with depending flanges.

The structure of the top 2 is such as to permit and adapt the same to be used by the storekeeper after he has received the box to display the goods on his counter or in his show-case. For this purpose the connecting portion 5 extends only a part of the length of the lid, and the lid when removed from the box is stood on end at which time one end of the container may be rested upon the upper edge 6 of the said connecting portion 5. As the other end of the container 1 will rest on the counter, it will be obvious that the container is thus tilted, as clearly shown in Fig. 3, for displaying the contents of said container.

In order to keep the container from sliding away from the top or supporting member while in displaying position, I provide means for securing the container with respect to said top. To this end, the bottom of the container at one end is cut to provide a tab 7 adapted to depend in the plane of the end wall 8 of said container (see Figs. 4 and 5) the lid 3 is likewise cut, as

at 9, at the proper position to register with said tab, the cut in said lid providing an ear 10. The ear 10 is adapted to be inserted upwardly between the double end wall 8 of the container by virtue of the slit 11 made in the bottom of the container when stamping up the tab 7. The frictional engagement of the ear 10 between said double end wall 8 and the engagement of tab 7 on the outside of lid 3 will coöperate to maintain the container in position with respect to the cover.

The container, as indicated above, comprises an end wall which forms a continuation of the material of the bottom 12, the end wall extending upwardly and being bent inwardly, as at 13, at the upper edge of the container then downwardly again inside the container to the bottom at which point it is again bent to extend along the bottom to form a lock lip 14 across the bottom from opposite side walls 15, 15. The bottom wall 12 has a small flap 16 stamped therefrom near each end, said flap being positioned so as to permit the same to overlie the lip 14 and hold it in place.

The box furthermore embodies a feature for advertising the goods, both while the box is closed and after it has been set up in display position, the same advertising matter being employed for both purposes. To accomplish this result, the flanges 4, 4 on the side of the lid are of less length than the said lid, and are so proportioned that the lid may be doubled, as at 17 intermediate of its ends. The portion 18 of the lid which has no flanges and is thus bent, is properly proportioned in length so as to be bent into the container 1 with its lower edge substantially at the bottom of said container. Normally the goods displayed within the container will hold the end 18 of the lid pushed back against the double end wall 8 of the container, but as the goods are sold and the box partially emptied, it is preferable to provide means for holding the display or doubled portion 18 of the lid back in place. This purpose is accomplished in the present disclosure by means of the flap 16 previously described. This flap projects upwardly sufficiently to engage the lower margin of said doubled portion 18 of the lid, thereby preventing the same from swinging out away from the end wall of the container.

The attractiveness of the advertisement and of the box may be improved by permitting a portion of the lid to project upwardly above the bend 17 when the box is in its display position. For this purpose the lid is preferably perforated, as at 19, and the storekeeper can very readily cut the same at the perforations and then when the lid is doubled at line 17 the portion of the lid included by the perforations will project upwardly in the same plane with the double portion 18 and form a part thereof. It will be seen from the above description taken in connection with the drawings that the display or advertising matter may thus be positioned substantially at the center of the box and will be on the outside of the box while the same is closed, but the same advertising matter will be employed for advertising the goods when the box is set up in display position.

In Figs. 6, 7 and 8 I have shown my invention illustrated in a different embodiment, wherein a container 21 is provided with a telescopic cover 22. The cover 22 comprises a lid portion 23 with side flanges 24 and connecting portion 25 similar to the construction previously described. The lid 23 differs from the one previously described, however, in that a lip 26 is provided at its free end, substantially the width of the lid. Furthermore, the lid is folded on the line near the said free end in this present disclosure as a result of which the free end will not be inserted to the bottom of the container 21 in display position.

Said container 21 is provided with inturned flanges 27 extending along the upper side edges thereof near one end, the said flanges terminating before reaching the end of the container, as shown in Fig. 6, so as to leave a slot 28 between the end of said flanges and the end of the container. During shipment of the box, the lip 26 is inserted in the slots 28 so the lid 23 will lie flatwise across the container. The lip 26 thereby assists in retaining the lid in such flatwise position and prevents the contents from spilling out, and also keeps the container and cover from sliding with respect to each other during shipment. It may furthermore be noted that the flanges 27 project inwardly at the part of the lid which has no depending flanges 24, said inwardly directed flanges 27 thereby supplementing the lid in preventing the contents of the box from working their way out between the upper edge of the container and the lid.

In display position, the end of the container having the flanges 27 is rested upon the connecting portion 25 of the cover and the lid 23 is displayed, as shown in Fig. 8 and the lip 26 inserted again in the slots 28. The flanges 27 therefore function both while the box is being shipped and while the box is stood in display position. The lid is thus held in display position by the flanges and coöperates with the container to retain the same from slipping off the connecting portion 25.

Obviously other detailed modifications and changes may be made in the manufacture and use of my improved box, and I do not wish to be understood as restricting myself except as set forth in the following claims

when construed in the light of the prior art.

1. A box of the character described comprising a container with a double end wall and a bottom, said bottom having a tab struck therefrom so as to be substantially in the plane of the end wall, a top for said container having an ear, said ear and tab adapted to be inserted each into the opening made by the other, the ear entering between the double end wall of the container thereby holding the two parts together.

2. A box of the character described comprising a container having an end wall with a portion folded inwardly and downwardly thereby forming a double wall, the lower end of said inwardly folded portion having a locking lip positioned upon the bottom of the container, a top adapted to support the container in display position, said top including a lid adapted to be folded intermediate its ends and have its folded portion inserted in the container with its lower edge adjacent the bottom of the container, and a flap pressed upwardly from the bottom of the container adapted to engage both the lip of the wall of the container and the folded portion of the lid of the top.

3. A box of the character described comprising a container having inwardly directed flanges adjacent one end of the container and a cover having means coöperating with the flanges and the end of the container both while the box is closed and while arranged in display position, whereby to retain the box in a closed position or in a display position.

4. A box of the character described comprising a container and a top adapted to telescope, said top having means for supporting the container in display position and including a lid with depending portions less than the length of said lid whereby the lid may be folded and the folded portion inserted at its end within the container and means carried by the bottom of the container for engaging the inner end of the folded portion to retain the same within the container.

In testimony whereof I affix my signature.

WALTER W. REID.