Nov. 5, 1935. N. RIPPEN 2,019,995

DISPLAY CONTAINER

Filed Jan. 30, 1932

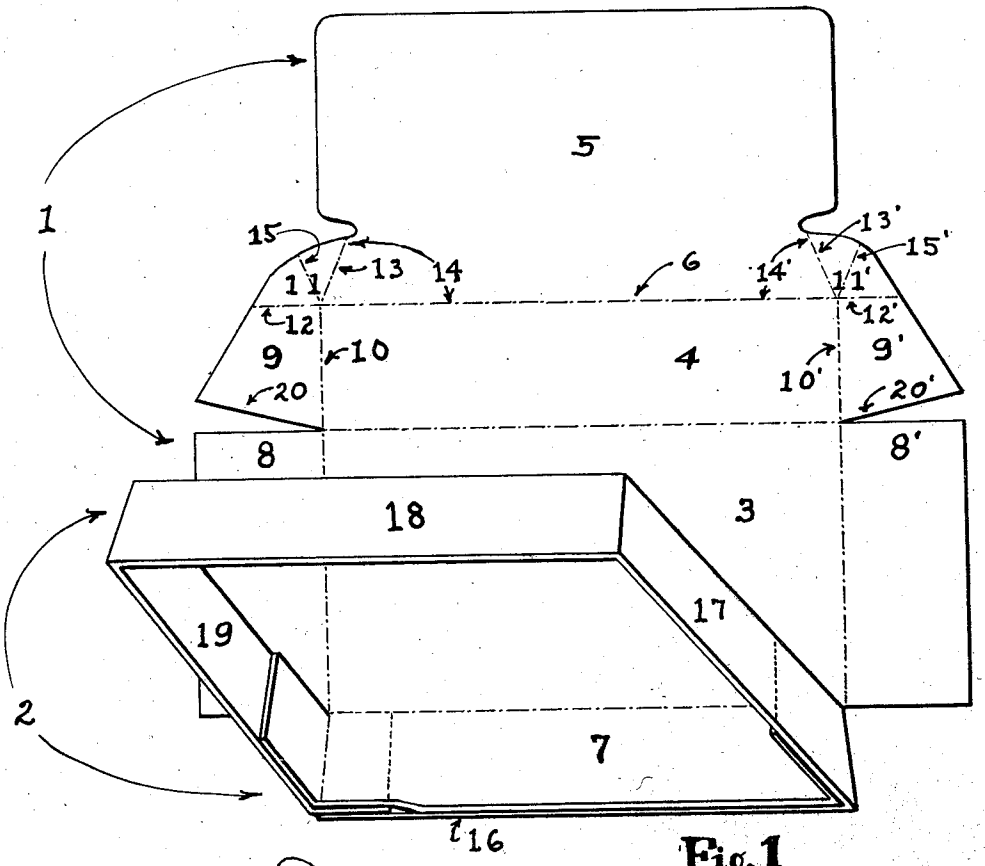

Fig. 1

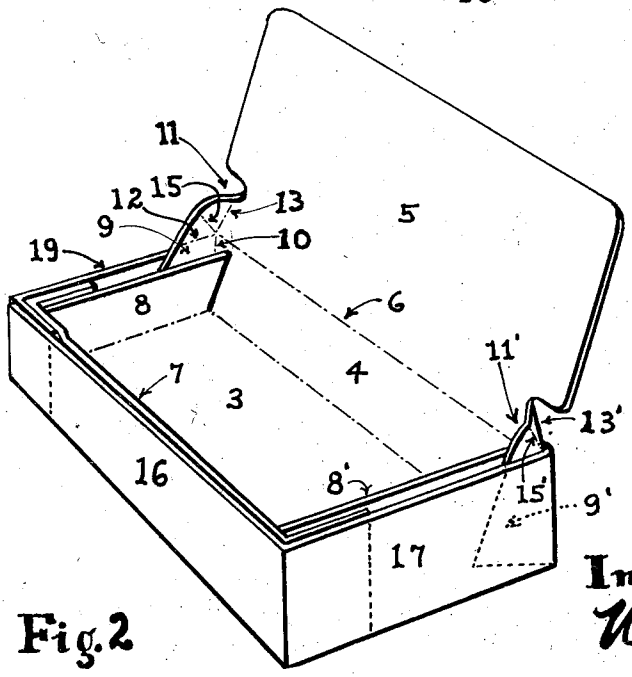

Fig. 2

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Patented Nov. 5, 1935

2,019,995

UNITED STATES PATENT OFFICE

2,019,995

DISPLAY CONTAINER

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Application January 30, 1932, Serial No. 589,796

5 Claims. (Cl. 206—44)

My invention relates to the class of folding display containers described in my previous invention for which United States Letters Patent Number 1,524,881 have been granted.

The object of my invention is to strengthen the bracing webs in my previous invention when the latter is embodied in that general class of folding display containers wherein a relatively large, non-attenuated piece of material is utilized to form the bottom wall, a plurality of inner, vertical walls and a display panel, and a relatively attenuated piece of material, also termed a band is utilized to form a plurality of outer, vertical walls while being foldably connected to said large piece of material.

Heretofore, the attaching of said band to said large piece of material at an inner, back, vertical wall of the latter has necessitated incorporating an additional score-line or line of weakening in one of the bracing webs to permit its inward folding corresponding with one of the side, outer vertical walls of the band when the latter is folded into flat condition for shipment from the plant of the container manufacturer. This additional score-line has so seriously detracted from the otherwise normal rigidity of the bracing web as to permit the display panel to fall forwardly to a certain extent and thus at least partially losing its advertising value and concealing the contents of the container from the view of the public. To preserve the original rigidity of the bracing web, I propose to eliminate the additional score-line therein by attaching the band to the inner, vertical front wall instead of to the inner, vertical back wall. The following description and the accompanying drawing will disclose how this has been done.

Figure 1 illustrates a display container embodying my invention and shown in incipient set-up condition.

Figure 2 illustrates the container set up for display.

In the drawing, 1 indicates a relatively large and non-attenuated piece of material from which are foldably formed the bottom wall 3, the inner, vertical back wall 4, the display-panel 5 hingedly disposed to said inner back wall along upper edge 6 thereof, other inner, vertical walls consisting of inner, vertical front wall 7 and inner, vertical side walls 8 and 8', flaps 9 and 9' extending laterally from and hinged to said back wall along score-lines 10 and 10' respectively, and bracing webs 11 and 11' respectively joining the display-panel to flaps 9 and 9'. Bracing web 11 is hingedly joined to the display-panel along primary score-line 13 and to flap 9 along secondary score-line 12. Correspondingly, bracing web 11' is hingedly joined to the display-panel along primary score-line 13' and to flap 9' along secondary score-line 12', said primary score-lines forming together with upper edge 6, acute angles 14 and 14' respectively. 15 and 15' indicate intermediate score-lines respectively in bracing webs 11 and 11', forming together with primary score-lines 13 and 13', angles of substantially forty-five degrees, and permitting their respective bracing webs to fold inwardly thus causing the display-panel to fall forwardly until it lies substantially in the plane of the upper edges of said inner-vertical walls. Flaps 9 and 9' are provided with oblique lower edges 20 and 20' respectively, said lower edges forming together with score-lines 10 and 10', acute angles.

2 indicates a relatively attenuated piece of material, also termed a band, from which is formed a plurality of outer, vertical walls 16, 17, 18 and 19. Pieces 1 and 2 are hingedly joined or connected to one another thru the medium of their respective walls 7 and 16, which may be pictured as secured to one another by means of adhesive, wire staples or other suitable device or method.

If the container were shown assembled in the conventional manner with outer, vertical wall 18 secured to inner, vertical back wall 4, and if we assume that, in folded condition, band 2 would assume a position to the right, flap 9 and a part of bracing web 11 would have to fold over to the right together with the immediately adjacent side wall 19 of the band. Obviously this would necessitate an additional score-line in web 11 disposed between primary score-line 13 and intermediate score-line 15 and in a straight line with score-line 10. This need is therefore obviated in my invention because the band being secured to the inner, vertical front wall 7, leaves the method of folding the balance of the container optional, thus permitting said balance as a matter of fact to be shipped entirely unfolded or flat.

Obviously the band may be attached to either 8 or 8'.

In setting the container up for filling, the band is first opened up and while held in this position, the inner walls 8 and 8' are folded inwardly and downwardly, flaps 9 and 9' are swung into rectangular relation to back wall 4 with bracing webs 11 and 11' folded inwardly, and back wall 4 is swung upwardly until it is disposed at an acute angle with bottom wall 3 with the dis-

play-panel in close proximity thereto, which position is rendered possible by the oblique lower edges 20 and 20' of the flaps. This position obviously brings upper edge 6 within the radius of walls 17 and 19, thus permitting the band to pass over said upper edge and around until wall 18 occupies a corresponding position with that of wall 4 with the entire band embracing the inner wall of the large piece.

Score-lines or lines of weakening as they are also termed are indicated in the drawing by dot-and-dash.

Having described my invention, I claim as features of novelty therein the following:—

1. A folding type of display-container comprising two pieces of material foldably secured to one another, one being relatively large and non-attenuated and the other being relatively attenuated, said attenuated piece comprising a plurality of outer, vertical walls, said large piece comprising a bottom wall, an inner, vertical back wall, an inner, vertical front wall, a plurality of inner, vertical side walls, a hinged display-panel, a pair of hinged flaps and a pair of hinged bracing webs, said inner back wall being laterally extended to constitute said pair of hinged flaps and upwardly extended to constitute said display panel hinged to said back wall along an upper edge thereof, each of said bracing webs being integral with and intervening between one of said hinged flaps and said display-panel, said bracing web being hingedly joined thereto along a primary score-line and to said hinged flap along a secondary score-line, said primary score-line forming together with said upper edge an acute angle, said bracing web being characterized by the presence therein of a single intermediate score-line between said primary score-line and said secondary score-line and terminating in the intersection of said primary and said secondary score-lines.

2. A folding type of display-container as described in claim 1, characterized by said attenuated piece being secured to said inner, vertical front wall.

3. A folding type of display-container as described in claim 1, characterized by said attenuated piece being secured to one of said inner, vertical side walls.

4. A folding type of display-container as described in claim 1, characterized by one of said outer, vertical walls being secured to said inner, vertical front wall.

5. A folding type of display-container as described in claim 1, characterized by one of said outer, vertical walls being secured to one of said inner, vertical side walls.

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