March 16, 1943. L. F. BRENNELL 2,314,304

DISPLAY BOX

Filed June 9, 1941 2 Sheets-Sheet 1

Fig. 1.

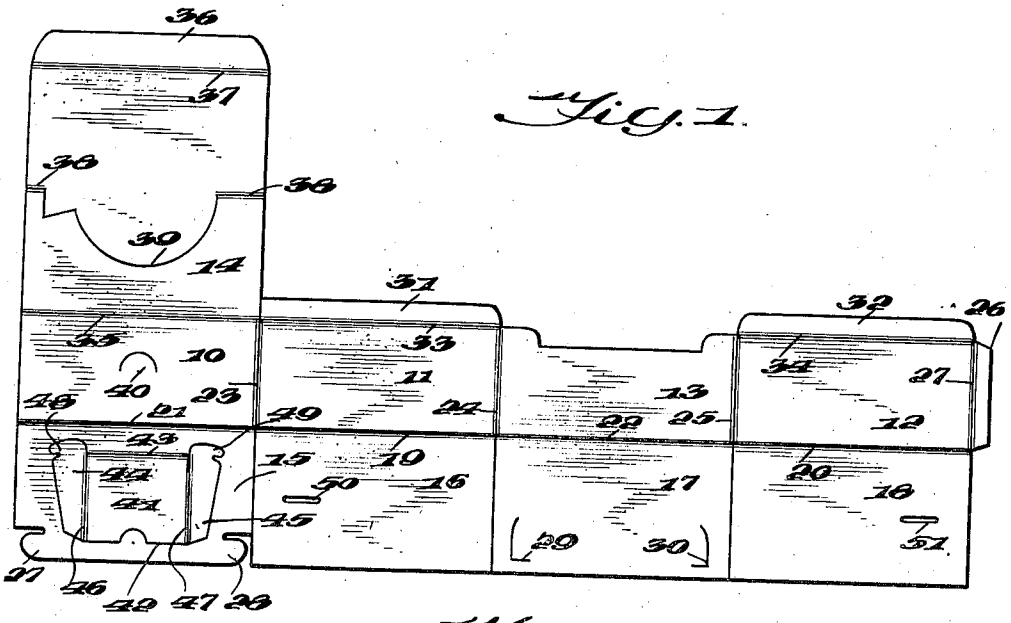
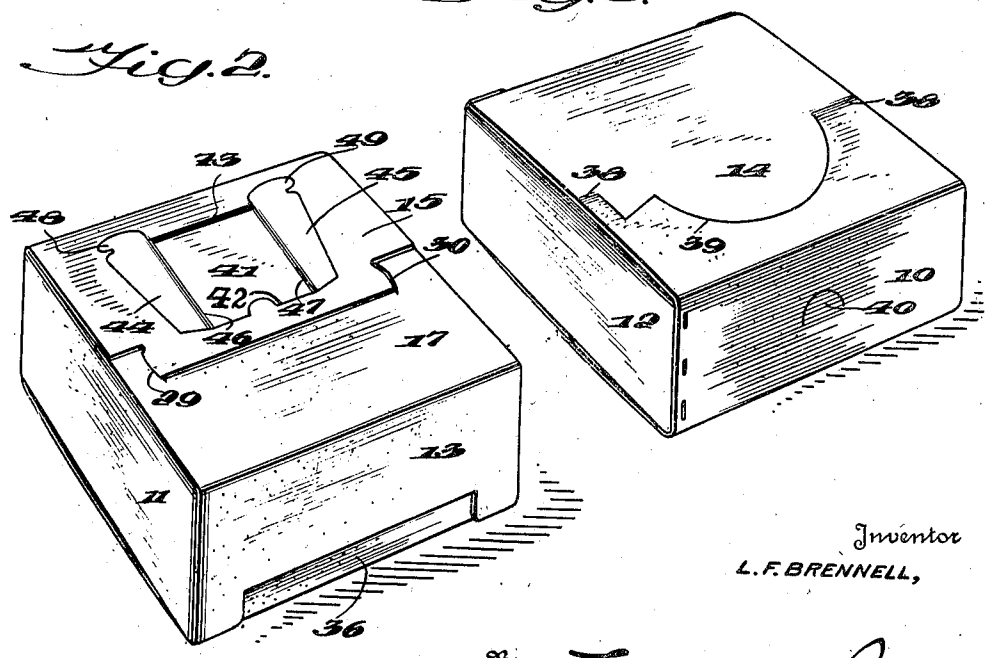


Fig. 3.

Fig. 2.



Inventor
L. F. BRENNELL,

By Edmund H. Pyne
Attorney

March 16, 1943. L. F. BRENNELL 2,314,304

DISPLAY BOX

Filed June 9, 1941 2 Sheets-Sheet 2

Fig. 4

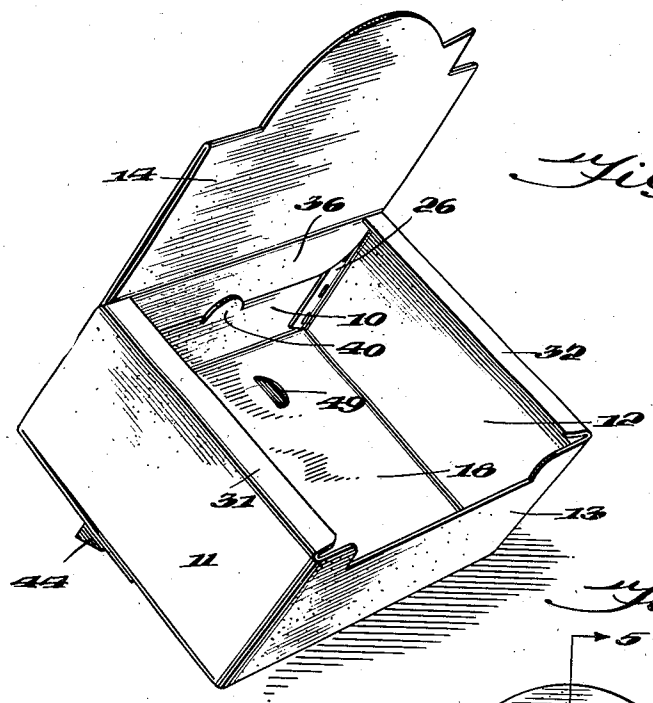


Fig. 6.

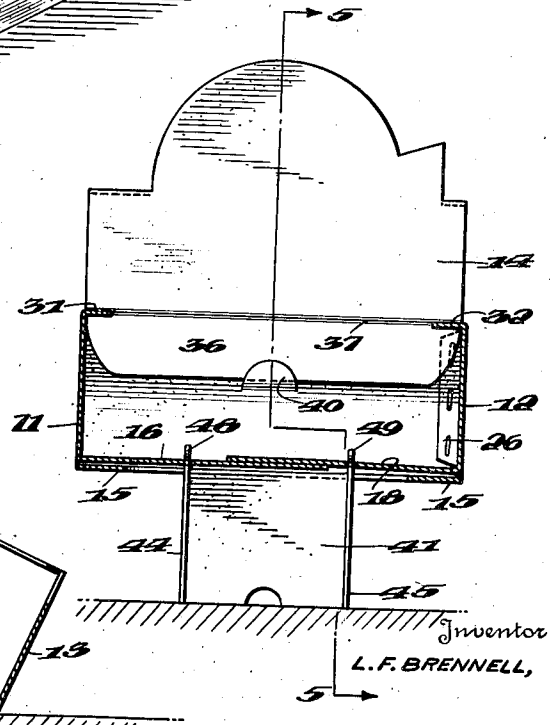
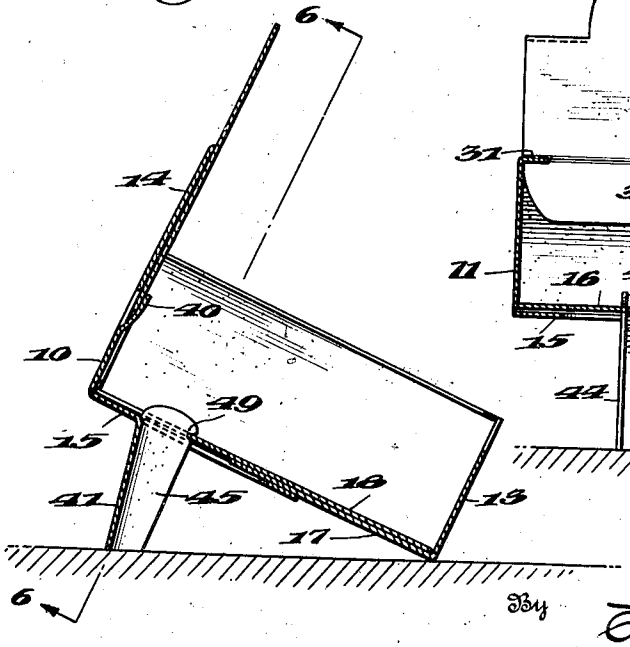


Fig. 5.



Inventor
L. F. BRENNELL,

By Edmund W. Parry
Attorney

Patented Mar. 16, 1943 2,314,304

UNITED STATES PATENT OFFICE

2,314,304

DISPLAY BOX

Lawrence F. Brennell, Chicago, Ill., assignor to Wells Lamont Corporation, a corporation of Minnesota

Application June 9, 1941, Serial No. 397,306

6 Claims. (Cl. 206—44)

This invention relates to folded paper boxes suitable for display purposes, and which preferably may also be used for shipping purposes. The primary object of the invention is to provide a box of this character with simple and effective easel means for supporting the same in display position wherein the easel means is formed as an integral of the box paper. When the box is shipped the easel means will lie collapsed and constitute a portion of one of the box walls and when the box is to be set up for display the easel may be quickly bent into box-supporting position.

According to the invention, the easel means is not only constituted integrally with the box, but because of the form and arrangement thereof, a box embodying the same may be made from a blank of the same size and shape as employed for a box lacking the easel support. Bracing and locking means for securing the easel means in supporting position may also be incorporated in the box structure proper. The easel means takes the form of a flap portion cut in the bottom wall structure of the box and foldable outwardly from the plane of the wall into box-supporting position, and preferably bracing and/or locking means is provided in association with the easel flap to secure the same rigidly in supporting position without the aid of separate parts.

In the drawings:

Fig. 1 is a plan view of a foldable flat blank for one form of box embodying the invention;

Fig. 2 is a perspective view of the box formed from the blank of Fig. 1 with the bottom facing outwardly and with the easel means collapsed;

Fig. 3 is a similar perspective view of the box with the top facing upwardly, and showing the form in which the box is employed as a shipping container;

Fig. 4 is a perspective view of the box showing the same when set up for display purposes;

Fig. 5 is a sectional view of the box as shown in Fig. 4 which is taken on line 5—5 of Fig. 6 showing the details of the box and easel construction when the easel is in operative position;

Fig. 6 is a sectional view of the box taken on line 6—6 of Fig. 5.

The paper box shown to illustrate the invention is formed from the blank of Fig. 1 to include a back wall 10, side walls 11 and 12 and front wall 13 which are joined together preferably end to end. A box top 14 is preferably, although not necessarily, also formed as an integral part of the blank, and the same is here joined to the back wall 10 at the upper edge thereof. A two-ply bottom wall is formed by flap sections 15, 16, 17 and 18. Sections 16 and 18 which form the inner ply are preferably formed integrally with the bottom edges of the respective side walls 11 and 12 along score lines 19 and 20, while flap sections 15 and 17 which form the outer ply of the bottom wall are preferably formed integrally with the bottom edges of the back wall 10 and front wall 13 respectively along score lines 21 and 22. The bottom flaps are separated from each other by cuts formed in the blank.

Score lines 23, 24 and 25 are provided between the side, back and front walls upon which the blank is bent in assembling the same into box form. A tab 26 joined to the outer edge of said wall 12 along score line 27 is provided for securing connection, as by stapling or cementing, to the outer edge of back wall 10.

In order that the flaps 15 and 17, selected to constitute the outer ply of the bottom, may be conveniently secured, they are preferably made somewhat longer than half the total length of the box so as to overlap each other as shown in Fig. 5, and provided with connecting means in the form of locking tabs 27 and 28 and tab-receiving slots 29 and 30. The flaps 16 and 18 which constitute the inner ply of the bottom as a matter of convenience are made of the same length as flaps 15 and 17 and will overlap each other as shown in Fig. 6.

To support top 14 when the same is closed, narrow upper wall portions 31 and 32 are joined to the upper edges of side walls 11 and 12 and bent inwardly on score lines 33 and 34. Top 14 is joined to back wall 10 along score line 35, and is provided with a flap 36 joined thereto along score line 37 and adapted to tuck behind the front wall 13, thus forming a shipping container as shown in Figs. 2 and 3.

In utilizing the box for display purposes, the top 14 is opened and the front portion thereof bent inwardly on score line 38, and as the top has been previously cut in an outline as shown by the solid single line 39, an attractive configuration thereof will result, as shown in Fig. 4. The extension flap 36 may then be inserted between the back ends of upper marginal wall portions 31 and 32, and can be locked into engagement with the back wall 10 by means of the cut-out tab 40, to thus secure the top in a display position. It should be noted at this point that by the construction of the top as previously explained, advertising printed matter which would have appeared on the outside of the top when the box was used for a shipping carton will be displayed, thus making it unnecessary to print on the underside of the top.

According to the invention the box is provided with self-contained means for supporting the same at a suitable angle for display purposes, and such means consists of an easel formed out of a portion of the box bottom proper, without increase in the size, or change in the shape, of the box blank. This easel 41 is formed in the box illustrated by cutting the same in the bottom flap 15 along the line 42 shown by a single con-

tinuous line in Figs. 1 and 2. This easel may be pulled outwardly and bent at an angle to the bottom of the box on score line 43 parallel to the rear edge line 21 so as to assume the box-supporting position shown in Fig. 5. Means is provided for bracing the easel when in this position, and as illustrated, this means preferably comprises wing flaps 44 and 45 which are formed integrally with the easel. The bracing means is formed by bending the wing flaps 44 and 45 inwardly at right angles to the easel 41 along score lines 46 and 47. Means are also provided for locking the easel into the box-supporting position. This means may take the form of locking tabs 48 and 49 which are preferably formed integrally with the bracing wing flaps 44 and 45, and located at the upper ends thereof. These locking tabs 48 and 49 are adapted to be inserted through slots 50 and 51, which are cut in the inner ply bottom flaps 16 and 18. The locking tabs 48 and 49 will serve to simultaneously lock the easel in operating position, secure the bracing means in operative relation to the easel, and lock the inner ply flap sections together. The box as shown in Fig. 4 will be supported by the easel at a suitable angle for display of the articles of merchandise contained therein.

After the box has been set up for display purposes as previously described it may, if desired, again assume its construction of a shipping container by unlocking the tabs 48 and 49, folding back the bracing wing flaps 44 and 45 into the plane of the easel, and folding the easel together with the bracing wing flaps back into the plane of the bottom to again form a part thereof.

It will be understood by one skilled in the art that if the size or proportions of the box are changed, it would be a simple matter to change the length of the easel so that the same may always be the proper height to afford the proper angle of tilt to the box, regardless of the size of the box. It will be also understood that the easel, regardless of its size, or the size and form of the blank from which the box is made, may always be cut from within the confines of the box bottom, and that bracing and locking means may also be formed from wall portions of the box proper. The blank will have the same form when incorporating the invention as in the case where the easel supporting means is not employed.

I claim:

1. In a paper box having front, back, end and bottom walls, an easel comprising a flap cut in the bottom wall inwardly of the edges thereof and bendable outwardly from the plane of the bottom wall into box-supporting position along a fold line located in the bottom wall adjacent, but inwardly of and parallel to, one edge of said wall, bracing members also cut in the bottom wall formed integrally with the opposite side edges of the easel flap, said bracing members being foldable into positions angular to said flap, locking tabs formed integrally with the upper ends of said bracing members and projecting outwardly beyond said fold line of the easel flap, and slots formed in an adjacent area of the bottom for receiving the tabs for securing the easel flap into box-supporting position.

2. In a paper box having front, back and end walls, an inner and outer ply bottom wall, slots formed in the inner ply, an easel flap cut in the outer ply bottom wall and bendable outwardly from the plane of the bottom wall into box-supporting position along a fold line located in the outer bottom wall adjacent, but inwardly of and parallel to, one edge of said wall, and locking tabs formed integrally with said easel flap and projecting outwardly beyond said fold line for locking engagement with the inner ply of the bottom wall through the slots therein for securing said easel flap in box-supporting position.

3. In a paper box having front, back and end walls, an inner and outer ply bottom wall, slot means formed in the inner ply, an easel flap cut in the outer ply bottom wall inwardly of the edges thereof and bendable outwardly from the plane of the bottom wall into box-supporting position along a fold line located in the outer bottom wall adjacent, but inwardly of and parallel to, one edge of said wall, bracing means for said easel flap formed integrally therewith, and locking means formed integrally with said easel flap for locking engagement with the inner ply of the bottom wall through the slot means therein for securing said easel flap in box-supporting position.

4. In a paper box having front, back and end walls, an inner and outer ply bottom wall, the inner ply being formed of a plurality of flap members having a slot in each member, an easel flap cut in the outer ply bottom wall and bendable outwardly from the plane of the bottom wall into box-supporting position along a fold line adjacent one edge of the outer bottom wall, and locking tabs formed integrally with said easel for locking engagement with the respective flap members of the inner ply through the slots therein for simultaneously locking the inner flap members together and locking said easel into operative position.

5. In a paper box having front, back and end walls, an inner and outer ply bottom wall, the inner ply being formed of a plurality of flap members having a slot in each member, the outer ply being formed of a plurality of flap members locked together, an easel flap cut in one of said outer ply flap members and bendable outwardly from the plane of the bottom wall into box-supporting position along a fold line adjacent one edge of the outer ply flap member, bracing means for said easel flap formed integrally therewith, and locking tabs formed integrally with said bracing means for locking engagement with the respective flap members of the inner ply through the slots therein for simultaneously locking the inner flap members together and locking said easel into operative position.

6. A paper box comprising four side walls integrally joined side edge to side edge, a pair of complementary bottom wall portions integrally joined to the lower edges of two opposing side walls and forming together an inner ply bottom wall, a second pair of complementary bottom wall portions integrally joined to the lower edges of the other two opposing side walls and forming together an outer ply bottom wall, and an easel flap cut in one of the bottom wall portions which forms a part of the outer ply bottom wall, said easel flap being bendable outwardly from the plane of said bottom wall portion along a fold line adjacent to one edge thereof into box-supporting position, means for securing together the complementary wall portions of the outer ply bottom wall, and means on the easel flap operative when the easel is in box-supporting position to lock together the complementary wall portions of the inner ply bottom wall.

LAWRENCE F. BRENNELL.