June 2, 1953 W. P. FRANKENSTEIN 2,640,642

DISPLAY CARTON

Original Filed Jan. 2, 1948 3 Sheets-Sheet 1

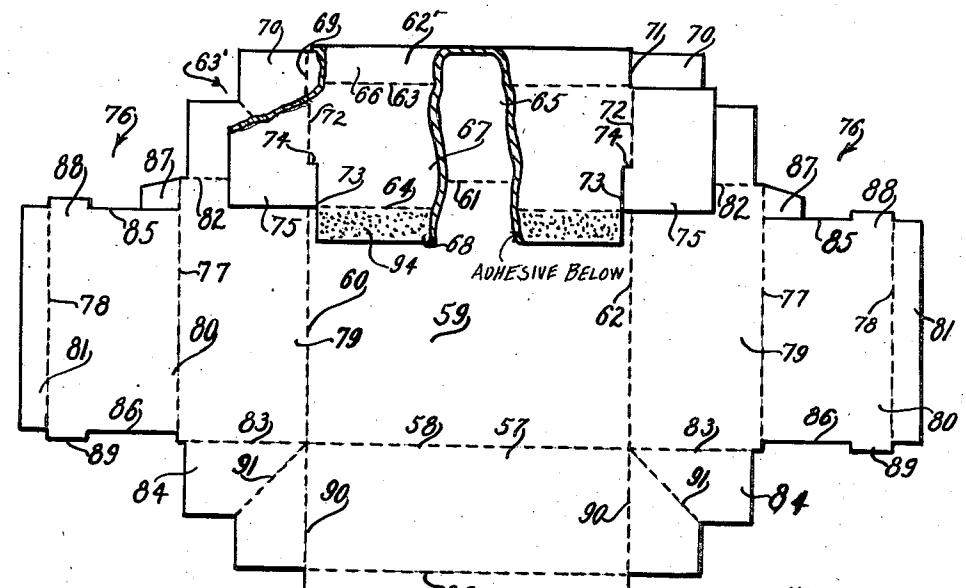



Fig. 1.

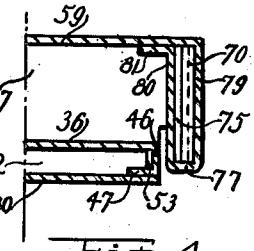


Fig. 4.

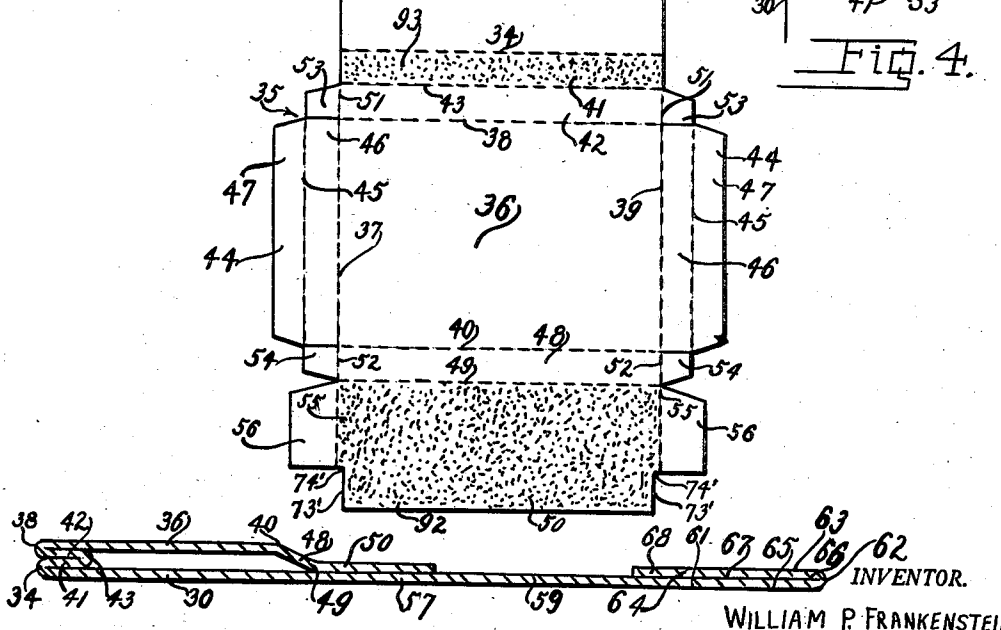


Fig. 2.

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DISPLAY CARTON

Original Filed Jan. 2, 1948 3 Sheets-Sheet 2

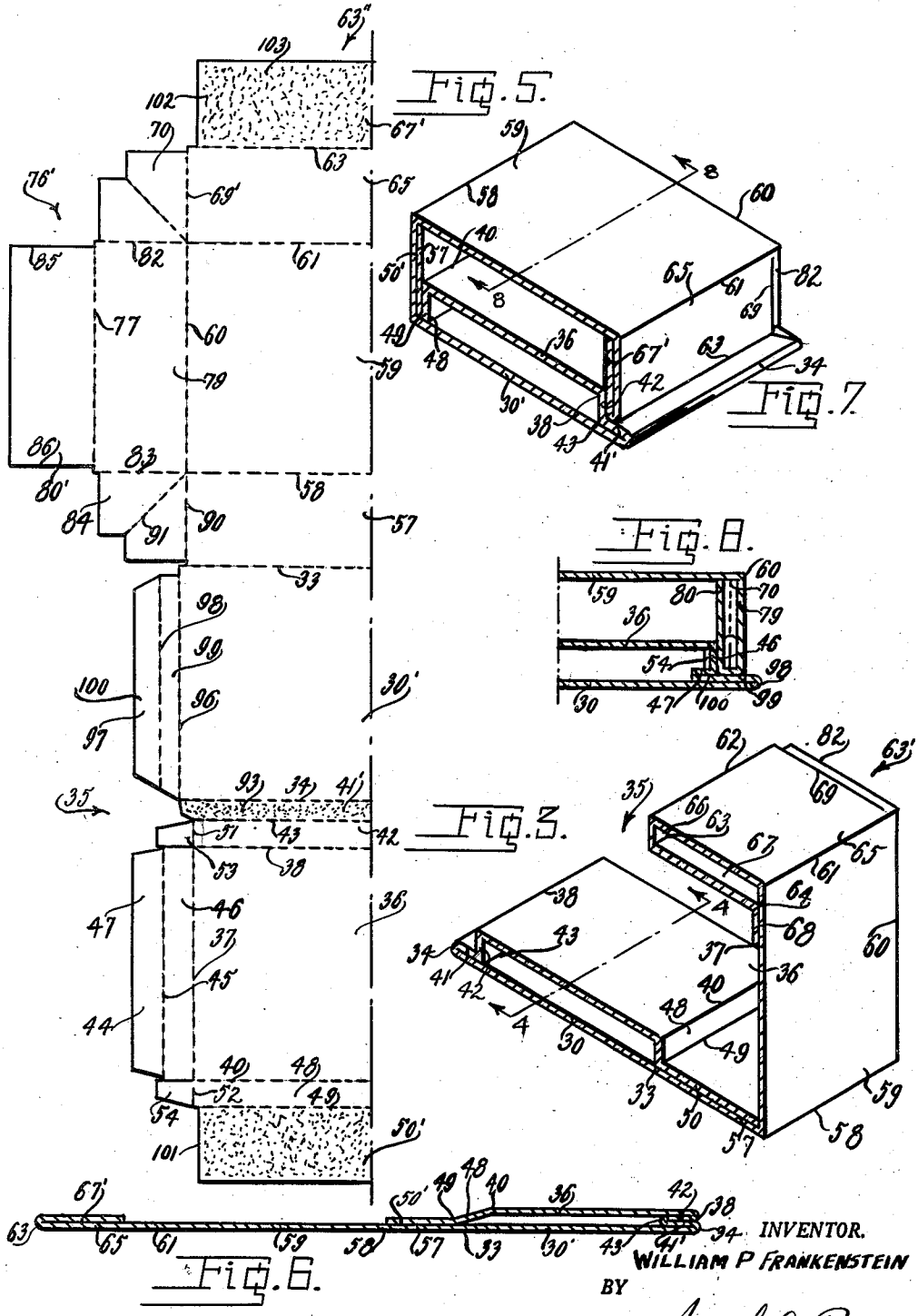


Fig. 5.

Fig. 7.

Fig. 8.

Fig. 3.

Fig. 6.

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DISPLAY CARTON

Original Filed Jan. 2, 1948 3 Sheets-Sheet 3

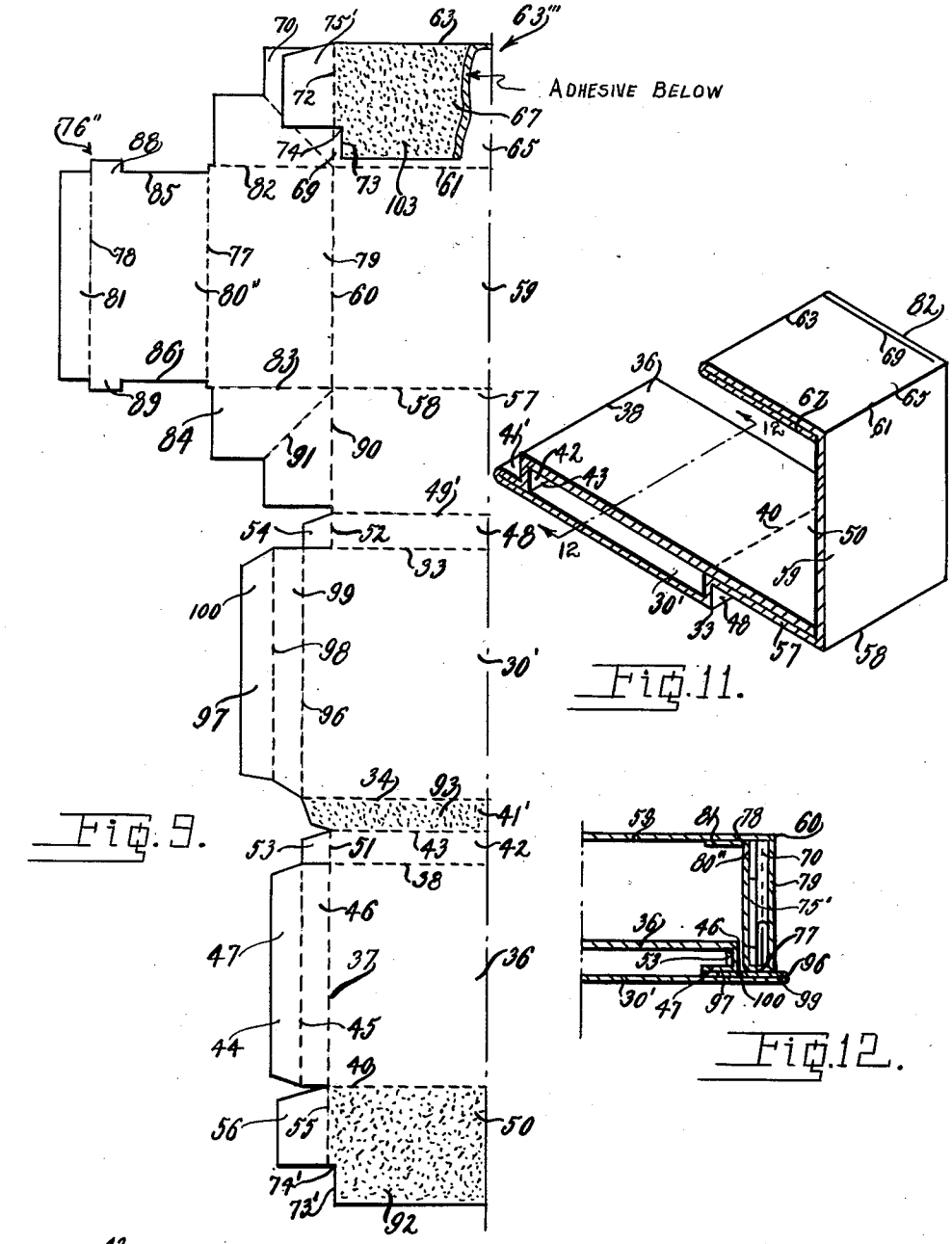



Fig. 9.



Fig. 11.



Fig. 12.

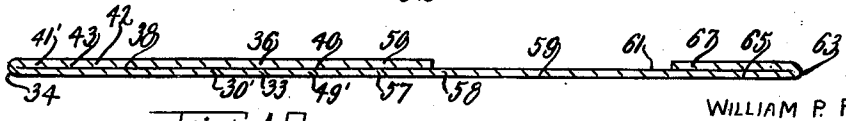


Fig. 10.

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Patented June 2, 1953

2,640,642

# UNITED STATES PATENT OFFICE

2,640,642

## DISPLAY CARTON

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Original application January 2, 1948, Serial No. 160. Divided and this application November 27, 1948, Serial No. 62,276

7 Claims. (Cl. 229—16)

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This invention relates to improvements in display boxes or cartons and particularly to a display box or carton formed from a single blank of card or paper board material.

This application is a division of pending application, Serial No. 160, filed January 2, 1948, for Cartons.

Display boxes or cartons of the type having a supporting display base with a hinged cover or lid are quite old but in the past have been formed of set-up construction requiring a relatively large amount of storage space as well as making large and bulky packages for shipment to the user. By the present invention there is provided a display box or carton that can be shipped to the user in a knocked-down condition thereby reducing shipping bulk and storage space to but a fraction of what was heretofore required.

It is therefore the principal object of the present invention to provide a display box, carton or package formed from a single blank that can be shipped to the user in a knocked-down condition.

Another object of this invention is the provision of a knocked-down display box or carton that upon erection has strength and rigidity favorably comparable with the set-up display boxes or cartons heretofore employed.

Another object of the present invention is the provision of a display box or carton of a knocked-down construction that lends itself to economical production thereby enabling the use of such a box or carton with items that will not normally afford the utilization of the more expensive set-up boxes or cartons of comparable nature and function.

It is also an object of this invention to provide a display box or carton capable of modification enabling the adaptation thereof to goods or items which could not be adapted to the set-up boxes due to constructional features and economic reasons as pointed out above.

Other objects and advantages of the present invention should be readily apparent by reference to the following specification considered in conjunction with the accompanying drawings forming a part thereof and it is to be understood that any modifications may be made in the exact structural details there shown and described, within the scope of the appended claims, without departing from or exceeding the spirit of the invention.

In the drawings:

Fig. 1 is a plan view of a blank showing the same partly assembled from which the display box or carton of the present invention is formed.

Fig. 2 is a transverse sectional view through the blank of Fig. 1 in its knocked-down condition and as shipped to the user.

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Fig. 3 is a perspective sectional view through an erected carton.

Fig. 4 is a fragmentary sectional view taken at right angles to Fig. 3 on line 4—4 on said Fig. 3 and assuming the lid or cover is closed.

Fig. 5 is an extended plan view of a half blank showing a modification over that of Fig. 1 but presenting substantially a similar appearance as the construction of Fig. 1 when erected and placed in use.

Fig. 6 is a transverse sectional view of the blank of Fig. 5 in its knocked-down condition and as shipped to the user.

Fig. 7 is a perspective sectional view of an erected carton formed from the blank of Fig. 5.

Fig. 8 is a fragmentary sectional view taken at right angles to Fig. 7 on line 8—8 on said Fig. 7.

Fig. 9 is a plan view of a half blank showing a further modification of the invention with a portion of the blank of Fig. 9 folded or partially erected.

Fig. 10 is a transverse sectional view of the blank of Fig. 9 in its knocked-down condition and as shipped to the user.

Fig. 11 is a perspective sectional view through an erected display box or carton formed from the blank of Fig. 9.

Fig. 12 is a fragmentary sectional view taken at right angles to that of Fig. 11 on line 12—12 on said Fig. 11 and assuming that the lid or cover of the box or carton is closed.

Throughout the several views of the drawings similar reference characters are employed to denote the same or similar parts.

As was pointed out above this invention relates to improvements in a display box or carton formed from a knocked-down blank to be assembled by the user upon desiring to place merchandise therein for shipment and display. As pointed out above various modifications of the invention are disclosed each including the basic or underlying elements of the display box or carton of the present invention which includes a base member of appreciable thickness thereby providing a display bed together with a cover or lid integrally and hingedly connected with the base together with cooperating means on said base and said cover or lid for limiting the closing of the cover or lid.

In the following specific description of the several modifications only the specific differences between the blanks and cartons over those disclosed in Figs. 1 to 4, inclusive, will be pointed out.

Specifically, and referring to Figs. 1 to 4, inclu-

sive, the blank comprises a main or base supporting panel 30 bounded by cut lines 31 and 32 at opposite sides thereof and score or fold lines 33 and 34 at the remaining opposite sides of said bottom supporting panel. The score or fold lines 33 and 34 may be considered as the back and front of said panel since they are of greater length than the remaining cut sides 31 and 32 and are respectively remote and near to the observer. It is to be understood however that this nomenclature is used merely for the purpose of description. The blank has integrally hingedly connected to the main or base supporting panel 30 through the score or fold lines 34 an extension 35 which will fold to form the supporting base for the goods or article to be shipped and displayed in the carton of the present invention.

The extension 35 comprises a main or goods supporting panel 36 of a length substantially equal to the length of the bottom or base supporting panel 30 but of a width slightly less than the width of the said panel 30 for providing a flange as will presently be made clear. The goods supporting panel 36 is bounded by score or fold lines 37, 38, 39 and 40. Between the score or fold lines 34 and 38 are panels 41 and 42 separated from one another by a score or fold line 43.

Attached to the opposite ends of the goods supporting panel 36, through the score or fold lines 37 and 39, are similar flaps 44 each longitudinally divided by a score or fold line 45 to form in the said flaps panels 46 and 47.

The goods supporting panel 36 has hingedly connected thereto, through the score or fold line 40, a panel 48 of a width substantially equal to the width of panel 42 and serves the same purpose thereof as will later be made clear. The panel 48 has its other side defined by a score or fold line 49 for hingedly connecting therewith a glue flap or panel 50.

The panels 42 and 48 each has its opposite ends defined by a score or fold line 51 and 52 for, respectively, hingedly connecting to the ends of the panel 42 tucking flaps or ears 53 and to the ends of the panel 48 similar tucking flaps or ears 54. The ends of the glue flap or panel 50 are partially defined by score or fold lines 55 for integrally, hingedly connecting to the ends of said panel 50 tucking flaps 56. The glue flap or panel 50 has the balance of its ends defined by cut lines 73' which are inset from the score or fold lines 55 to form locking shoulders as will presently be made clear.

The blank has integrally hingedly connected to its bottom or base supporting panel, through the score or fold line 33, a panel 57 whose other side is defined by a score or fold line 58 for hingedly connecting therewith the lid or cover panel 59.

The lid or cover panel 59 has its remaining sides defined by score or fold lines 60, 61 and 62. The score or fold line 61 hingedly connecting to the lid or cover panel 59 an extension 63' that forms the cover front wall and which extension is divided by a plurality of score or fold lines 62', 63 and 64 to form in said extension, between the score or fold line 61 and the free edge thereof, panels 65, 66, 67 and 68. The panel 65, in the erected carton forms the cover front wall outer wall member, has its opposite ends defined by score or fold lines 69 through which there is hingedly connected with the said panel ends corner pieces 70 which, as will later be made clear, form, well known in the trade, bellows



corners. The panel 66, in the erected carton forms the cover front wall bottom wall member, has its ends defined by cut lines 71 while the panel 67, in the erected carton forms the cover front wall inner wall member, has its ends in part defined by score or fold lines 72 and in part by cut lines 73 which are inset from the score or fold lines 72 thereby providing a shoulder 74 for a purpose later to be made clear. The panel 67 through its end scores 72 has hingedly connected thereto flaps 75 which are adapted to be tucked within the end walls to be enfolded thereby.

The cover panel 59 through its end score or fold lines 60 and 62 has integrally, hingedly connected therewith similar extensions 76 which in the erected carton form the cover end walls and it is deemed sufficient if but one of said extensions be described in detail. Accordingly, the extension 76 is provided with a pair of score or fold lines 77 and 78 thereby providing in the extension between the score or fold line 60 and the end of the extension panels 79, 80 and 81. The panel 79, in the erected carton forms the end wall outer wall member and has its ends defined by score or fold lines 82 and 83 through the former of which is integrally hingedly connected thereto the corner piece 70. The panel 79 has connected to its other end through the score or fold line 83 a corner piece 84 which is substantially identical with the corner piece 70 and forms in the erected carton a bellows corner. The panel 80, in the erected carton forms the end wall inner wall member and has a length somewhat less than that of the panel 79 and has its ends defined by cut lines 85 and 86 with said panel 80, as seen in Fig. 1, extending upwardly from the end 83 of panel 79 to a point short of the other end 82 of said panel 79. Between the upper ends 85 and 82, respectively of the panels 80 and 79, there is provided a tucking flap or tongue 87 hingedly carried by the panel 79 through the score or fold lines 77 beyond the panel 80. The panel 80 in addition has projecting from its sides short lugs 88 and 89 which as will later be made clear act as locking lugs for holding the carton, particularly the cover, in erected positions.

The panel 57 has its ends defined by similar score or fold lines 90 which respectively, integrally, hingedly connect to the said panel 57 the corner pieces 84. In order that the corner pieces 70 and 84 may be formed as a bellows corner they are each provided with a diagonal score or fold line 91.

After the blank has been cut and scored as above described adhesive 92 is applied to the upper surface of the panel or glue flap 50. Similarly, adhesive 93 is applied to the upper surface of the panel 41 while adhesive 94 is applied to the under surface of the panel 68. At this time the extension 35 is folded on the score or fold line 34 thereby bringing the adhesive 93 of panel 41 into engagement with the bottom or base supporting panel 30 whereupon reverse folds are effected successively on score or fold lines 43 and 38 thereby bringing the adhesive 92 on panel or glue flap 50 into engagement with the panel 57. At this time also the extension 63' is folded on score or fold line 62 thereby bringing the panel or glue flap 68 into engagement with the cover panel 59, whereupon, pressure is applied to the folded blank effecting the definite adhesion of the parts to one another. The folded blank is now in its fully knocked-down position as illus-

trated in Fig. 2 and is shipped to the user in this condition.

The user upon desiring to set up the shipping and display box or carton raises the display base panel 36 from its superimposed position on supporting base panel 30 thereby arranging the panels 42 and 48 to be normal to the base 30 and with a flange 95 projecting forwardly of said base. The panels are retained in this position by first disposing the tucking flaps or ears 53 and 54 transversely of the bottom or base supporting panel 30 whereupon the flap 44 is bent to be normal to the panels 30 and 36 and the panel 47 tucked into the space between the said panels 30 and 36 to lie on the base panel 30 as clearly illustrated in Fig. 4.

The cover or lid is then assembled by raising the extension 63' from its flat or knocked-down position, illustrated at the upper end of Fig. 1, thereby arranging the panels 65 and 67 to be normal with the cover panel 59 with the panel 66 parallel with the said cover panel 59 and forming a bottom wall member for the cover front wall. At this time the cover end wall extensions 76 are successively, individually, raised from its flat extended position to dispose the panel 79 normal to the cover panel 59 and which panel 79 forms the cover end wall outer wall member. This raising of the extension 76 automatically, or at least permits, the inward folding of the corner pieces 70 and 84 on their diagonal score or fold lines 91 to form the bellows corners. The tucking flaps 75 and 56 are then arranged, or had previously been arranged, to extend transversely of the cover panel 59 whereupon the lug or tongue 87 is inserted beneath the adjacent end of the cover front wall bottom wall member or panel 63. At this time the panel 80, forming the end wall inner wall member is folded inwardly toward the end wall outer wall member or panel 79 until the locking lugs 88 and 89 snap behind the inset portions or shoulders 73—74 and 73'—74', respectively, of the cover front and back walls inner wall members or panels 67 and 50. The panel 81, at this time, acts as a creeper or locking flange and is superimposed on the cover panel 59.

The display box or carton is now as set up in Fig. 3. It will be noted that the base or bottom of the box or carton has a projecting flange 95 on which rests the cover flange front wall bottom wall member or panel 63 which thereby limits the movement of the cover and bottom relative to one another in a closing direction while the sides of the bottom are completely received between the end walls of the cover.

It will be noted in Fig. 1 that the cut and score lines which form the corresponding ends of the several panels are in alignment which results in the base of the display box or carton and especially the bottom or supporting base panel 30 being within the end walls of the cover or lid. In the modification disclosed in Figs. 5 to 8, inclusive, the bottom or supporting base panel 30' has its ends formed as score or fold lines 96 instead of cut lines 31 with said score or fold lines 96 outwardly of the score lines which form the panel's ends thereby giving to the bottom or supporting base panel 30' length in excess of the display base panel 36. This additional length affords a flange at the ends of the display base as will subsequently be made clear. The bottom or supporting base panel 30' has integrally hingedly connected to each of its ends through the score or fold line 96 a tab 97 longitudinally divided by a score or fold line 98 to form panels 99 and 100. The blank in Fig. 5 is further modified over that of Fig. 1 to the extent of eliminating from the cover front and back walls inner wall members the tucking flaps 75 and 56 and providing the said panels 50' and 67' with ends formed by cut lines, respectively, 101 and 102 and with said cut lines 101 and 102 inwardly spaced from the score or fold lines which form the ends of said cover front and back walls outer members or panels. The said off-setting of the cut lines 101 and 102 is to the same extent of the offsets 73 and 73' in the panels 67 and 50 with said cut lines 101 and 102 affording shoulders throughout their height for locking the end wall inner wall member in its operative position.



Additionally, the blank of Fig. 5 has eliminated therefrom the cover or lid glue flap 68 and the cover or lid front wall bottom wall or panel 66 wherefore a cover or lid is provided having its front wall of double thickness instead of a front wall of appreciable thickness including inner and outer spaced apart wall members. In the blank of Fig. 5 the cover or lid end wall extension 76' has eliminated from it the creeper flap 81 as well as the locking lugs 88 and 89 utilizing instead, as intimated above, the panel 80' as the inner end wall which is locked in operative position by engagement throughout its height behind the shoulder forming ends 101 and 102 of front and back walls inner wall members or panels 50' and 67'.

After the blank of Fig. 5 is cut and scored as above described the panel 50', the panel 41', and the panel 67' are each provided with adhesive, respectively, indicated by reference numerals 92, 93 and 103 whereupon the extensions of the blank are folded to cause the panel 67' to engage with the panel 65 and the panel 41' to engage the base supporting panel 30' while the panel 50' engages the panel 57 all of which are thereby adhesively secured in position to provide a blank as illustrated in Fig. 6 when in its knocked-down position.

The user upon desiring to utilize the carton of Figs. 5 to 8, inclusive, sets the same up in the same manner as above described in connection with the blank of Figs. 1 to 4, inclusive. In order to avoid an exposed raw edge at each end of the base supporting panel 30' the tabs 97 are folded onto the panel 30' whereby the panels 99 form the exposed surfaces of the end flanges of the supporting base.

It will be noted from Figs. 3 and 7 that the cover or lid or each of the modifications there disclosed has the back wall thereof, formed of panel 57 and glue flap 50, of the blank of Fig. 1, and the corresponding panel 57 and glue flap or panel 50' of Fig. 5, on the same plane as the bottom or supporting base panel 30 and 30' thereby elevating the display base or panel 36 above the front flange 95 and said back wall assembly. In the modification illustrated in Figs. 9 to 12, inclusive, the cover or lid is shown as having its back wall assembly in the plane of the display base or panel 36 which requires a slight rearrangement of the panels of the blanks of Figs. 1 and 5 as clearly illustrated in Fig. 9.

Specifically, Fig. 9 disclosed the blank modified over those of Figs. 1 and 5 by having the spacer panel 48 shifted from a position between the display base or panel 36 and glue flap or panel 50 to a position between the bottom or supporting base panel 30—30' and the back wall outer wall member 57 whereby, said spacer panel 48 is hingedly connected to the bottom or supporting base panel 30—30' through the score and

fold line 33 while the said spacer panel 48 is connected with the cover back wall 57 through a score or fold line 49. The rest of the blank is substantially identical with the blanks of Figs. 1 and 5.

After the blank has been cut and scored as just described and disclosed in said Fig. 9 adhesive 92 and 93 are respectively applied to the panels 50 and 41' and at the same time adhesive 103 is applied to the under surface of the panel 67'. The panel 67' is now folded on the score or fold line 63 to bring its adhesive into engagement with the panel 65. At this time also the cover forming extension is folded on the score or fold line 34 which brings the flange forming panel 41' into engagement with the bottom or supporting base panel 30—30' and, without any reverse folding as above described in connection with the blank of Fig. 1, brings the glue flap or panel 50 into engagement with the panel 57. The blank of Fig. 9 is now in the condition and position as illustrated in Fig. 10 for shipment to the user.

The user upon desiring to set up the carton follows substantially the same steps as above set forth in connection with the setting up of the blank of Fig. 1. Briefly, this setting up consists of actuating the base members about the score or fold lines 43, 38, 33 and superimposed score or fold lines 49 and 49' for thereby separating or spacing the bottom or supporting and display base or panels from one another whereupon the said panels are locked in their operative positions through the tucking flaps or ears 53 and 54 and the arrangement of the panels 46 and 47 of the flap 44 to be normal to one another. The lid or cover is then set up in the same manner as above described.

From the foregoing, it is believed now evident that there has been provided a construction which answers the objects initially set forth.

What is claimed is:

1. In a display box or carton formed from a single blank cut and scored to form a base portion and a cover portion hingedly connected to one another through a hinge fold line, said base portion including a base supporting panel and an upwardly spaced goods supporting and display panel, spacing panels spacing said goods supporting and display panel from said base supporting panel including a spacing panel adjacent the hinge fold line between the base portion and cover portion said cover portion comprising a cover panel with front, back and end walls projecting therefrom toward the said base portion, each of said front, back and end walls projecting from said cover panel an equal amount said goods supporting and display panel and covering panel being of at least equal area and said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, means on one of said cover and base portions connectable to the other beyond the hinge fold line for reinforcing the hinge between the base portion and cover portion, said base supporting panel having a portion projecting beyond the goods supporting and display panel, and a connecting panel integral with the edge of the projecting portion of said base supporting panel and integral with a spacing panel, other than said spacing panel adjacent the hinge fold line, with said connecting panel overlying the projecting portion of the base supporting panel and with said projecting portion of said base supporting panel and said overlying connecting panel forming a flange beyond the goods supporting and display panel to be engaged by a cover projecting wall to limit the closing of the cover on the base.



2. In a display box or carton formed from a single blank cut and scored to form a base portion and a cover portion hingedly connected to one another through a hinge fold line, said base portion including a base supporting panel and an upwardly spaced goods supporting and display panel, spacing panels spacing said goods supporting and display panel from said base supporting panel including a spacing panel adjacent the hinge fold line between the base portion and cover portion, said cover portion comprising a cover panel with front, back and end walls projecting therefrom toward the said base portion, each of said front, back and end walls projecting from said cover panel an equal amount, said goods supporting and display panel and covering panel being of at least equal area and said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, means on one of said cover and base portions connectable to the other beyond the hinge fold line for reinforcing the hinge between the base portion and cover portion, said base supporting panel having a portion projecting beyond the front of the goods supporting and display panel, and a connecting panel integral with the forward edge of the projecting portion of said base supporting panel and integral with the spacing panel upwardly spacing said front end of the goods supporting and display panel with said connecting panel overlying the projecting portion of the base supporting panel and with said projecting portion of said base supporting panel and said overlying connecting panel forming a flange forwardly of the goods supporting and display panel to be engaged by the cover front wall to limit the closing of the cover on the base.

3. In a display box or carton formed from a single blank having a base forming portion and a cover forming portion hingedly connected to one another through a hinge fold line, said base forming portion including a base supporting panel, an upwardly spaced goods supporting and display panel and spacing panels including a spacing panel adjacent the hinge fold line between the base portion and cover portion, said panels being foldable relative to one another to space said base supporting panel and goods supporting and display panel from one another, means for locking said panels in erected positions, said cover forming portion including a cover panel of an area at least equal to the area of the goods supporting and display panel, said cover panel having an extension from each side thereof respectively foldable to form a front wall of inner and outer wall members, an end wall on opposite sides of the cover panel each of inner and outer wall members and a back wall, cooperating means on said cover front and end walls inner and outer wall members and back wall for locking the same in erected positions, each of said front, back and end walls projecting from said cover panel an equal amount, said base forming portion of the blank including a glue flap for attachment to the cover back wall

for reinforcing the hinge connection between the cover and base, said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, said base supporting panel having a portion projecting beyond the goods supporting and display panel, and a connecting panel integral with the edge of the projecting portion of said base supporting panel and integral with a spacing panel, other than said spacing panel adjacent the hinge fold line, with said connecting panel overlying the projecting portion of the base supporting panel and with said projecting portion of said base supporting panel and said overlying connecting panel forming a flange beyond the goods supporting and display panel to be engaged by a cover projecting wall to limit the closing of the cover on the base.

4. In a display box or carton formed from a single blank having a base forming portion and a cover forming portion hingedly connected to one another through a hinge fold line, said base forming portion including a base supporting panel, an upwardly spaced goods supporting and display panel and spacing panels including a spacing panel adjacent the hinge fold line between the base portion and cover portion, said panels being foldable relative to one another to space said base supporting panel and goods supporting and display panel from one another, means for locking said panels in erected positions, said cover forming portion including a cover panel of an area at least equal to the area of the goods supporting and display panel, said cover panel having an extension from each side thereof respectively foldable to form a front wall of inner and outer wall members, an end wall on opposite sides of the cover panel each of inner and outer wall members and a back wall, cooperating means on said cover front and end walls inner and outer wall members and back wall for locking the same in erected positions, each of said front, back and end walls projecting from said cover panel an equal amount, said base forming portion of the blank including a glue flap for attachment to the cover back wall for reinforcing the hinge connection between the cover and base, said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, said base supporting panel having a portion projecting beyond the front of the goods supporting and display panel, and a connecting panel integral with the forward edge of the projecting portion of said base supporting panel and integral with the spacing panel upwardly spacing said front end of the goods supporting and display panel with said connecting panel overlying the projecting portion of the base supporting panel and with said projecting portion of said base supporting panel and said overlying connecting panel forming a flange forwardly of the goods supporting and display panel to be engaged by the cover front wall to limit the closing of the cover on the base.

5. In a display box or carton formed from a single blank having a base forming portion and a cover forming portion hingedly connected to one another through a hinge fold line, said base forming portion including a base supporting panel, an upwardly spaced goods supporting and display panel and spacing panels including a spacing panel adjacent the hinge fold line between the base portion and cover portion, said panels being foldable relative to one another to space said base supporting panel and goods supporting and display panel from one another, means for locking said panels in erected positions, said cover forming portion including a cover panel of an area at least equal to the area of the goods supporting and display panel, said cover panel having an extension from each side thereof respectively foldable to form a front wall of inner and outer wall members, an end wall on opposite sides of the cover panel each of inner and outer wall members and a back wall, cooperating means on said cover front and end walls inner and outer wall members and back wall for locking the same in erected positions, each of said front, back and end walls projecting from said cover panel an equal amount, said base forming portion of the blank including a glue flap for attachment to the cover back wall for reinforcing the hinge connection between the cover and base, said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, and means associated with said base forming portion of the blank and the cover forming portion of the blank for engagement with one another for limiting the closing of the cover, comprising a flange integral with the base supporting panel projecting beyond the front of the goods supporting and display panel for engagement by the cover front.

6. In a display box or carton formed from a single blank having a base forming portion and a cover forming portion hingedly connected to one another through a hinge fold line, said base forming portion including a base supporting panel, an upwardly spaced goods supporting and display panel, and spacing panels including a spacing panel adjacent the hinge fold line between the base portion and cover portion, said panels being foldable relative to one another to space said base supporting panel and goods supporting and display panel from one another, means for locking said panels in erected positions, said cover forming portion including a cover panel of an area at least equal to the area of the goods supporting and display panel, said cover panel having an extension from each side thereof respectively foldable to form a front wall of inner and outer wall members, an end wall on opposite sides of the cover panel each of inner and outer wall members and a back wall, cooperating means on said cover front and end walls inner and outer wall members and back wall for locking the same in erected positions, each of said front, back and end walls projecting from said cover panel an equal amount, said base forming portion of the blank including a glue flap for attachment to the cover back wall for reinforcing the hinge connection between the cover and base, said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, and means associated with said base forming portion of the blank and the cover forming portion of the blank for engagement with one another for limiting the closing of the cover, comprising flanges integral with the base supporting panel projecting beyond the front and ends of the goods supporting and display panel

for engagement by the cover front and end walls.

7. In a display box or carton formed from a single blank having a base forming portion and a cover forming portion hingedly connected to one another through a hinge fold line, said base forming portion including a base supporting panel, an upwardly spaced goods supporting and display panel and spacing panels including a spacing panel adjacent the hinge fold line between the base portion and cover portion, said panels being foldable relative to one another to space said base supporting panel and goods supporting panel from one another, means for locking said panels in erected positions, said cover forming portion including a cover panel of an area at least equal to the area of the goods supporting and display panel, said cover panel having an extension from each of two opposed sides thereof foldable to form end walls of inner and outer wall members, said cover panel having an extension from the free end thereof transversely scored to form a cover front wall of outer, top and inner wall members with a glue flap at the free end of the inner wall member for attachment to the cover panel, said cover panel having an extension from its remaining side to form a back wall, cooperating means on said cover front and end walls inner and outer wall members for locking the said walls in erected positions with said cover front wall inner and outer wall members in spaced apart relation, each of said front,



back and end walls projecting from said cover panel an equal amount, said base forming portion of the blank including a glue flap for attachment to the cover back wall for reinforcing the hinge connection between the cover and base, said goods supporting and display panel being adapted to be embraced by the cover walls and project into the cover toward the cover panel when the cover is closed with said spacing panel adjacent the hinge fold line in contact with said cover back wall, and means associated with said base forming portion of the blank and the cover forming portion of the blank for engagement with one another for limiting the closing of the cover, comprising a flange integral with the base supporting panel projecting beyond the front of the goods supporting and display panel for engagement by the cover front wall top wall member.

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