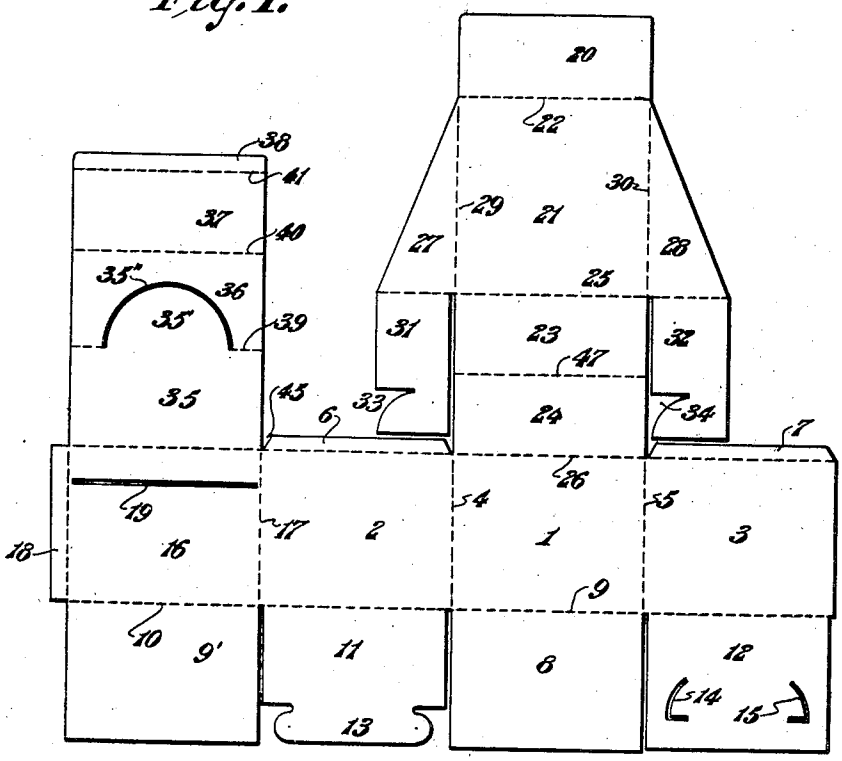
Nov. 7, 1933. R. A. LAMBERT 1,934,312

DISPLAY BOX

Filed Jan. 4, 1929 2 Sheets-Sheet 1

Fig. 1.



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Filed Jan. 4, 1929 2 Sheets-Sheet 2

Fig. 2.

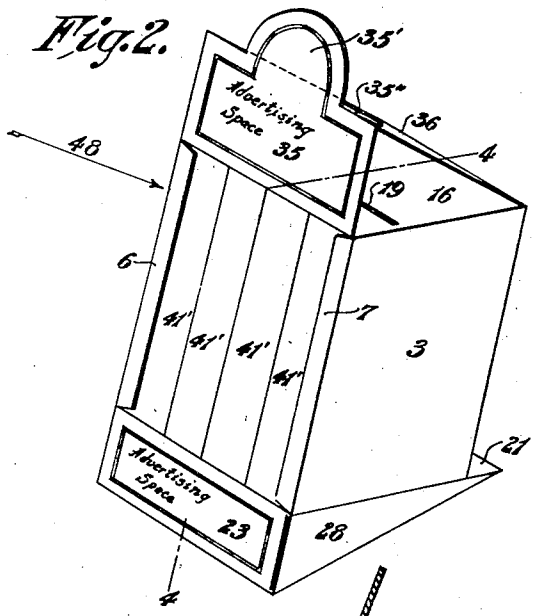


Fig. 3.

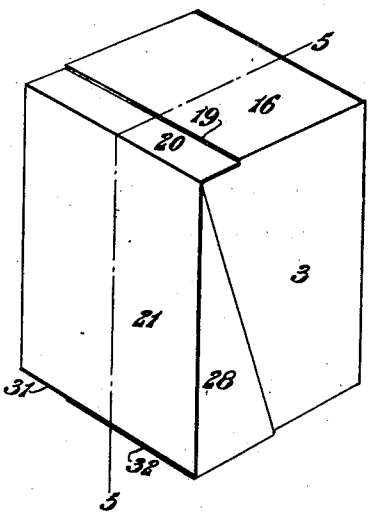


Fig. 4.

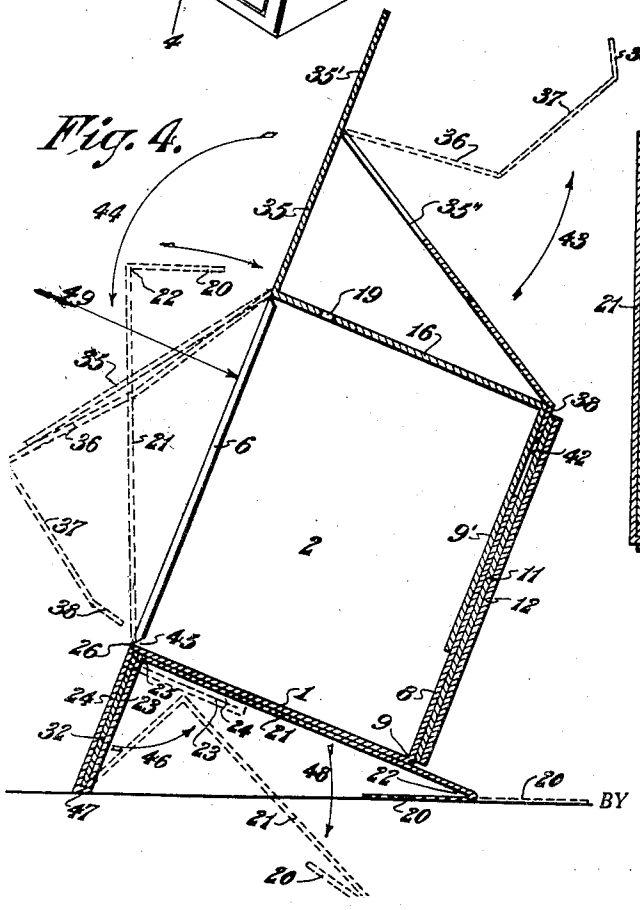
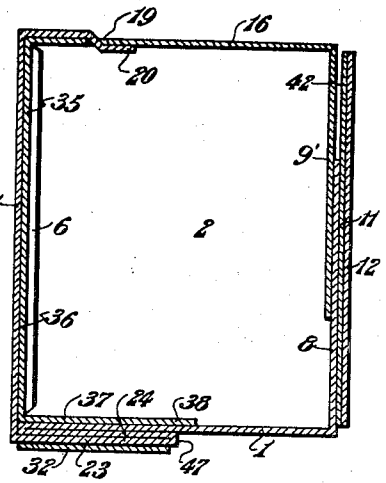


Fig. 5.



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DISPLAY BOX

Russell A. Lambert, Springfield, Mass.

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9 Claims. (Cl. 206—44)

This invention relates to improvements in display boxes.

An object of the invention is to provide a foldable display box for exhibiting articles of merchandise, as toilet articles, on a store counter or in any other suitable location.

A further object is to so construct the box that the articles to be exhibited shall be located in or occupy an inclined position in order to readily attract the attention of a prospective purchaser.

A still further object is to provide connecting members for displaying one of the closure covers at an angle, whereby the printed matter thereon may be readily observed.

A further object is to provide two top or cover members in which the outside one is to be used beneath the bottom for retaining the display box at an angle.

A further object is to use the front of the container as a ground or bottom display and is so constructed that the box as a whole will not tip sidewise, but will remain stable and in an upright position.

The container, or display box, is formed with slots, or openings in the top and at the rear edge of the top for the purpose of tucking in the two folding cover members of the box. A slot in the top of the container is used to retain the outer cover of the container in a closed position.

A brace portion, or member, is formed as a hinged part of the front display tab for retaining the tab in a fixed upright position, and, which tab is designed to be folded into an opening in the brace portion, when the cover is closed. The brace and tab portion comprises the inner cover.

Further objects and nature of the invention will be fully set forth in the detailed description and in the appended claims.

Referring to the drawings:

Fig. 1 is a developed plan view of the one piece material composing the display box.

Fig. 2 is a perspective view showing the box when in use in an inclined position for display purposes.

Fig. 3 shows the box closed.

Fig. 4 is a vertical sectional view on the line 4—4 of Fig. 2, showing in dotted lines the different folding operations of the two top covers, and the base or ground members, and

Fig. 5 is a transverse sectional view on the line 5—5 of Fig. 3.

Referring to the drawings in detail:

1 designates the bottom portion of the box, 2 and 3, the opposite side portions which are folded upward on the dotted lines 4 and 5. 6 and 7 are small flaps that are folded inward, as shown in Fig. 2 for forming a support for the inner and outer covers, when they are closed. 8 is an integral portion of the bottom 1, which is folded on the line 9 to form the back of the box. 9' is a member, which is folded up on the line 10 and against the member 8. The members 8 and 9' are closed and locked in place with the pieces 11 and 12 by means of the tongue 13 and slots 14 and 15. 16 is an extension of the side portion 2 which is folded on the line 17 to form the top member, which is secured to the side 3 by means of an adhesive substance on the flap 18. The top member 16 is formed with a slit 19 which is for the purpose of receiving the end 20 of the outer cover member, which comprises the part 21, the flap end 20, which folds on the dotted line 22. Integral with the cover part 21 are the two foldable portions 23 and 24 on the lines, 25 and 26. 27 and 28 are two triangular shaped pieces which are foldably connected to the outer cover part 21. These pieces are foldable on the dotted lines 29 and 30 into vertical planes for providing rigid supports for the bottom of the box, as shown in Figs. 2 and 4. The end flaps 31 and 32 are formed with locking notches 33 and 34, for retaining the pieces 27 and 28 in vertical planes or in planes at right angles to the cover 21, as shown.

The inner cover comprises the pieces 35, 36, 37 and 38, which are hinged together at 39, 40, and 41. The piece 35 is formed with a curved portion 35', which folds into the opening 35'', shown in Fig. 4. This curved portion is for the purpose of placing printed matter thereon, for indicating or describing the merchandise in the box indicated at 41'. This portion is clearly shown in use in Fig. 2. The tongue piece 38 is inserted in the opening or space 42, see Fig. 4, at the top and rear edge of the box. The pieces 36 and 37, therefore, serve as a substantial brace for the curved advertising receiving portion 35'. When the inner cover is closed, the curved part 35' is placed in the opening 35'', and the four pieces are then moved into their position on the front of the box, as shown by the arrows 43, 44. The end piece 38 is inserted into spaces 45 at the lower ends of the flap pieces 6 and 7.

Fig. 3 shows the box in its closed position, with the triangular shaped pieces at the side of the box, only the piece 28 shows.

The arrow 46 shows how the portions 23, 24, 21 and 20 are folded and placed under the bottom. The dotted line 47 indicates the folded

line between the portions 23 and 24. The portion 23, I term the "ground display" part of the box for receiving advertising matter.

It will also be observed from the arrow 48 how the top or front cover is folded, when the box is to be closed and the end 20 tucked into the slot 19.

From this description, it will be seen that I have provided a one piece display box that provides several important features, the inclined position, the double cover, a brace for the inner cover, when used for advertising, a "ground display" feature, and means for retaining the box in a position to prevent its tipping sidewise. It should be particularly observed from Figs. 2 and 4 that the line of vision of the observer is normal or at a right angle to the surface of the articles 41', which are being offered for sale, as shown by the arrows 48 and 49. In other words, the observer's line of vision is normal to a plane which is parallel to tab 35', the small flaps 6 and 7, and the surface 23. This is an important feature, since the contents of the display box is very effectually displayed, which is not the case when they are located in a plane that is nearly horizontal.

The extension position, 20', see Fig. 4, prevents the box from tipping rearwardly, as it forms a support.

What I claim is:

1. A foldable display box comprising a one piece member, said member having top, bottom and side portions, the cover members including two overlapping portions, one of the cover members having score lines for folding the same under the bottom for imparting an inclined position to the box, and the other cover member having a hinge portion for displaying a sign and a brace portion for retaining the sign in a fixed position, the brace portion being located in an opening in the rear top edge, and the said foldable cover member having an end which is retained in a slit in the top portion, when this cover is in its closing position.

2. A foldable display box formed from a single piece of material, when folded, to receive the goods to be displayed, a portion of said piece being directly attached to and foldable under the forward edge of the box to elevate the same.

3. A display box having an open front, a cover for the box having scored portions for folding the same under the front edge of the box and for tilting the box rearwardly, the tilting portion being designed to receive advertising matter and the degree of tilting being normal to the line of vision.

4. A display box formed from a single piece of material, a tab portion of the piece extending upward from the opening, another portion being foldable under the lower front edge for inclining the box rearwardly, the tab portion and the said foldable portion being located in the same plane and designed to receive advertising matter.

5. A display box formed from a single piece of foldable material, two covers, display portions located both above and below the article receiving opening, and located in the same plane, said portions being designed to receive advertising matter thereon and both portions being a part of an inner and outer cover, respectively.

6. A display box formed from a single piece of foldable material, two covers, display portions located both above and below the article receiving opening, said portions being designed to receive advertising matter thereon, the display portion below the opening being a part of one of the covers and serving to tilt the box rearwardly.

7. A one-piece foldable display box member having a bottom portion, a scored extension part connected to the bottom portion for providing a foldable support for the bottom portion when the display box is open and a cover when the box is closed, said part having triangular-shaped wing portions for imparting a rearward inclined position to the display box, when in use, and lateral flap inter-engaging-means integral with the said wing portions for retaining the wing portions in vertical planes, whereby the display box and its contents is prevented against lateral displacement, and a top member formed with a slit and which top member is an extension of a side member of the box and to which top member a display tab is connected, said slit receiving an end portion of said scored extension part which end portion is for the purpose of retaining the cover member against displacement from its normally closed position, as described.

8. In a display box, a cover therefor, the cover having a connecting intermediate part foldable upon itself and which is attached to the lower front edge only of the box, the connecting foldable part serving to elevate the front lower edge of the box for imparting an inclined rearward position to the box for displaying its contents, whereby the line of vision of the observer is substantially normal to the plane of the front of the box, said cover further having a part that is insertable into a slit in a top member of the box when the box is closed.

9. In a display box formed with a front display opening and transverse opening adjacent the rear edge of its top portion and a transverse slit between the rear and front edges of its top portion, two covers therefor, an inner cover utilized as a display tab when open and connected to the front edge of the top portion and retained in an open position by tucking its outer free end into said opening adjacent the rear edge of the top portion, and an outer cover connected to the front edge of the bottom portion of said box, said outer cover having a scored connecting part which is foldable inwardly against the bottom of the box for imparting a rearwardly inclined position to the display box, said outer cover having a free end which is tucked into said slit between the front and rear edges of the top portion when the outer cover is closed, whereby protection for the inner cover or display tab and double protection for the contents of the box is obtained.

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