March 16, 1943. C. B. HOLM 2,313,747

DISPLAY BOX

Original Filed Sept. 18, 1939

Fig. 1.

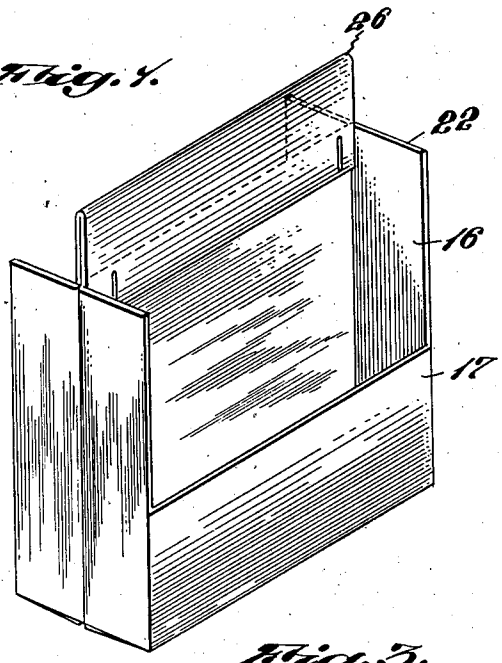


Fig. 2.

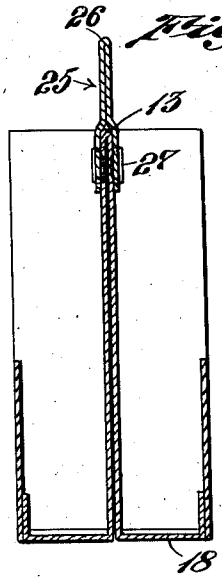


Fig. 3.

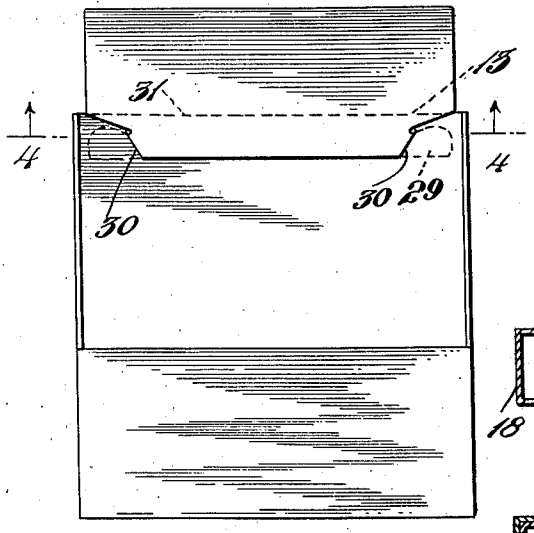


Fig. 4.

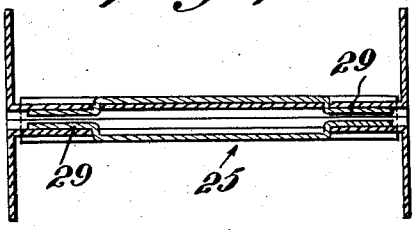


Fig. 5.

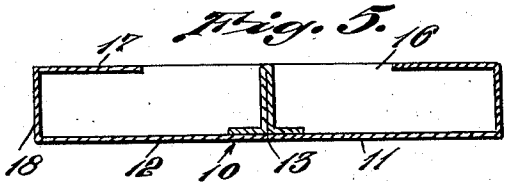
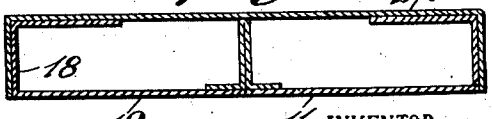


Fig. 6.



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UNITED STATES PATENT OFFICE

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DISPLAY BOX

Carl B. Holm, Englewood, N. J., assignor to International Braid Company, a corporation of Massachusetts

Original application September 18, 1939, Serial No. 295,363. Divided and this application August 20, 1940, Serial No. 353,325

1 Claim. (Cl. 206—44)

This invention relates to a box, either a folding or set up box, for packaging merchandise for sale of a character which will be suitable to rest upon a counter, table, or other similar support; and is a division of my copending application, Serial No. 295,363, filed September 18, 1939.

The invention has for one of its objects to provide such a box which may be used as a shipping container for the delivery of goods to the retail merchant and to thereupon be converted into a display box for the display of such merchandise for sale.

Another object of the invention is to provide a box which may be folded back upon itself to permit its different sections to be used as a stand for supporting the box.

Another object of the invention is to provide a display box which may be so shaped that advertising may be applied to the box when in a position for the display of the goods.

Another object of the invention is to provide a display box in which the merchandise may be readily withdrawn from the box for the purposes of sale.

Another object of the invention is to provide a combined division wall in the box and advertising tab.

With these and other objects in view, the invention consists of certain novel features of construction, as will be more fully described, and particularly pointed out in the appended claim.

In the accompanying drawing:

Fig. 1 is a perspective view of the box in display position;

Fig. 2 is a central sectional view of the structure shown in Fig. 1;

Fig. 3 is a side elevation of a box showing a different manner of attaching the division wall and tab than that shown in Fig. 1 but otherwise similar thereto;

Fig. 4 is a sectional view on line 4—4 of Fig. 3;

Fig. 5 is a central sectional view of the box in flat position without the cover being applied thereto and may be either the structure shown in Figs. 1 or 3; and

Fig. 6 is a sectional view of the box with a cover applied thereto.

In the shipping of certain kinds of merchandise such, for instance, as shoe laces, it is frequent to pack these laces in a box in certain quantities such, for instance, as dozens or multiple dozens and to uncover the box leaving the laces in an open position for dispensing. An uncovered box of laces does not present a particularly attractive package and in order to provide a more attractive display and easier dispensing package I have arranged a package by placing the shoe laces therein with their ends abutted in the center of the box and then slit the sides and folded the box back on itself so that the abutted ends of the laces will be uppermost while the ends of the box serve to support the structure in a position from which the laces may be readily withdrawn and in a position to display the laces favorably upon a counter or wherever they may rest. Further, I have arranged for a tab to extend upwardly from the folded bottom upon which advertising may be provided and yet the box is of such a character that it may be used for shipment and is so inexpensive of construction that it may be discarded after use; and the following is a more detailed description of the present embodiment of this invention, illustrating the preferred means by which these advantageous results may be accomplished.

With reference to the drawing, 10 designates generally the bottom wall of the box which may be referred to as in two sections 11 and 12 joined along the fold line 13 which may be scored for location of its position. Side walls 16 are provided for the box and extend upwardly from the bottom wall being connected together by bridging portions 17 adjacent to the opposite ends of the box while end walls 18 extend downwardly from this bridging portion. These bridging portions 17 provide convenient pockets for the reception of shoe laces between the back wall and the bridging portions as illustrated in my parent application above mentioned. These end portions may be provided so that the box may be of either the folding or set up type.

The side walls 16 are slit as at 22 at diametrically opposite portions at the extremities of the fold line 13 or there may be a perforation along this line 22 which may be easily broken when use of the box is to be made for display purposes.

The box in the position shown in Fig. 5 is loaded with banded pairs of laces with their ends substantially abutting at the middle wall 28 of the box and a cover 24 is positioned over this box as shown in Fig. 6 causing the same to be in suitable form to be shipped to the user. The cover may be removed and the perforations 22 severed, or if slits are formed this severing will be unnecessary, whereupon the box may be bent back upon itself along the fold line 13. In this position the pairs of laces may be easily withdrawn endwise from the package and yet leave

the remaining pairs of laces undisturbed and in a condition of attractive appearance.

An upstanding tab of an additional piece of stock **25** may be folded upon itself along the line **26** and stitched, stapled, glued or attached by other means to the bottom of the box as at **27**, on either side of the fold line **13** which now extends completely across the box. In this way a division wall **28** (see Fig. 5) is provided at the center of the box to divide the end to end groups of laces and when the bottom of the box is folded along the line **13**, the bottom of the box will be in back to back relation with the upstanding tab **25** extending above the fold to display any printed matter or advertising which may be placed thereon.

In Figs. 3 and 4 I have illustrated this folded portion **25** as cut to provide tongues **29** and I have slitted as at **30** the bottom of the box so that these tongues may extend through the slits adjacent each side of the box and at either side of the fold line **13**.

In both of the above cases it will be understood that the division **25** will have a fold additional to the line **26** along the line **31** on either side to properly dispose the division when the box is in the position shown in Figs. 5 and 6.

The foregoing description is directed solely towards the construction illustrated, but I desire it to be understood that I reserve the privilege of resorting to all the mechanical changes to which the device is susceptible.

I claim:

A generally rectangular display box having a bottom wall and upstanding side and end walls, one pair of upstanding opposite walls being slit at opposite points intermediate their ends, and said bottom wall being foldable along a lateral line to dispose the other pair of walls in adjacency for supporting the box upright on the said other pair of walls, a partition across said box at said fold line, when the bottom of the box is in a single plane, and formed of a separate piece of stock doubled on itself, means for securing the free edges of said partition to said bottom wall on opposite sides of said fold line, said partition extending above said fold line when the bottom wall of the box is folded back on itself, and disposing its opposite folded portions in substantially the same plane with the portions of the bottom wall to which the free edges are attached.

CARL B. HOLM.