My invention pertains to a combined shipping case and display stand and has for its principal object to provide a shipping case in which a number of cartons or packages of merchandise will be packed for shipment, and which may be converted by the merchant into a display stand for displaying the packages or cartons that were packed in it. More specifically, the invention may be embodied in a shipping case made from corrugated board or any other suitable material which will have printed lines or other indicia marked thereon indicating where the case is to be cut and folded to form a display stand for the packages of merchandise that it contains.

Another object is to provide a shipping case that may be converted into an effective display stand without expense to the merchant and at no expense to the manufacturer over the cost of the usual shipping case.

The above and other objects are attained by the invention, one form of which is illustrated in the accompanying drawing wherein:

Fig. 1 shows one form of a blank from which my combined shipping case and display stand may be made.

Fig. 2 shows the shipping case filled and sealed as it is shipped to the merchant.

Fig. 3 shows the case emptied and cut along the lines marked thereon, ready to be converted into a display stand.

Fig. 4 shows the display stand ready to receive the packages of merchandise.

Fig. 5 shows the display stand holding four Q's of biscuit or crackers with glass covers.

I have illustrated my invention as embodied in a shipping case for holding four Q's such as are commonly used for packing biscuit, and are adapted to have glass front display covers folded over their tops, but the case may be adapted to receive any number of Q's or other packages.

In Fig. 1, I have shown a single piece blank from which my combined shipping case and display stand may be formed. This blank is divided by cuts and score lines to form a rear panel 6, a side panel 7, a front panel 8, and a second side panel 9. A glue flap 10 is adapted to be secured to the inside of the rear panel 6 when the shipping case is formed. Bottom sealing flaps 11, 12, 13, and 14 are separated by cuts 15, 16 and 17, and are joined to the respective panels along a score line 18 which extends the full length of the blank. The respective panels are also separated by score lines 19, 20, 21 and 22, along which the material may be folded in forming the container. Top sealing flaps 23, 24, 25 and 26 are separated by cuts 27, 28 and 29, and are joined to their respective panels along a score line 30 similar to the score line 18. Parallel score lines 31, 32 extend across the front panel 8 dividing it into a riser 33, a shelf 34, and a back brace section 35.

Two lines indicating where the shipping case is to be cut to form the display stand extend from the top edges of the top flaps 24, 25 down to the ends of the score line 31, which defines the top edge of the riser 33. These lines may be formed on the blank by printing, by scoring, or by perforations, and may extend in straight lines from the upper edges of the flaps 24, 25 to the respective ends of the score line 31. As illustrated in Fig. 1, I prefer to form these lines with an upper inclined portion 36, 37, which extends diagonally across the flaps 24, 25 to the score lines 20, 21 and then down along these score lines to the top of the riser 33. This forms ears 29 or forwardly projecting lugs 38, 39, which are engaged by display covers on the packages in the display stand to prevent spreading of the sides, as clearly shown in Fig. 5.

Fig. 2 shows the blank formed into a shipping case which is filled with the four containers or Q's shown in Fig. 5 and sealed ready for shipment. The bottom of the package may be sealed in any desired manner but I prefer to seal the top by first turning in the flaps 24, 25, and then 20 the two flaps 23, 25, the width of each of which is equal to one-half the width of the carton, then the flaps are secured by sealing tape 40.

When the package of Fig. 2 is delivered to the merchant, he will cut the sealing tape 40 along the edges of the flaps 23, 25, and then turn the flaps 23, 24, 25 and 26 to open position. The Q's of biscuit are then removed and the container cut along the lines 36, 37 down to the top of the riser 33. This permits the two wings 41, 42 to be turned out, as shown in Fig. 3. The front panel is then folded inward along the score line 31 until the rear edge of the shelf 34 rests on the bottom of the container. The rear brace 35 then assumes a diagonal position, its top edge resting on the back panel 6, as clearly shown in Fig. 4. Before the front of the container is turned inward, those portions of the flaps 24, 26 that are not attached to the wings 41, 42 are turned downward into the container. When the front of the container is turned inward, the wings 41 and 42, as well as the ends of the brace 35, will press on those lines and hold them in position, as well as brace the two side panels 7 and 8 of the display stand which has now been
formed from the container. The flap 23 is turned inward over the brace 35. If preferred, the flap 23 may be turned in first so that the brace 35 will overlie the flap.

The display stand is now ready to receive the four Q's of biscuits that were shipped in it. The merchant places the glass front display covers on these Q's, each of the covers having a flange 43 that fits over the top of the Q's. When the two Q's are put in the display stand, these metal flanges on the covers fit over the lips 38, 39 and prevent spreading of the sides of the display stand and also hold the covers in correct alignment, as clearly shown in Fig. 5.

In some cases, T do not turn the flaps 24, 26 inside, as shown in Fig. 4, but leave them standing upright as in Fig. 3. These flaps then form parts of the sides of the stand, or extensions of the panels 7 and 8. One or more additional pairs of lips, similar to lips 38, 39 are provided on these flaps and fit under the display cover frames of the upper Q's.

The riser 33 and shelf 34 may be of different widths but I prefer making them of such width that when the shelf 34 is given its inclined position, as shown in Fig. 4, a plane perpendicular to the rear edge of the shelf and passing through its rear edge will also contain the top rear edge 44. The angle between the shelf 34 and rear brace 35 will never be less than a right-angle and will usually be greater than a right-angle. The two lower Q's shown in Fig. 5 have their rear edges in contact with the rear edge of the shelf 34 and there will be a space between their top edges and the brace 35. When the two top Q's are placed on the two lower Q's their rear edges will contact the top edge 44 of the shipping case. The rear sides of the four Q's will therefore all lie in the same inclined plane and since the Q's are all of the same height, their front faces or the display covers will all lie in a common plane so as to give a neat appearance to the display.

In some cases, the Q's will not all be of the same height. Thus the container may be made of such dimensions as to take two tall Q's and two short Q's. When that is done the space between the rear sides of the two top Q's and the top edge 44 of the display stand may be filled in with any available material so as to bring the front faces of all four of the Q's into alignment.

As shown in the drawing, the container of Fig. 2 is designed so as to be completely filled by four Q's of biscuit of standard size. When the container is filled with two standard Q's and two shorter Q's I prefer to use the same size container but to fill in the top of it with a cardboard filler so as to make up for the shorter height of two of the Q's. This filler is then just the right size to fill in the space between the back of the two Q's and the top edge 44 of the display stand so as to bring the front faces of all of the Q's into alignment.

It will thus be seen that I have provided a combined shipping case and display stand which costs the merchant nothing and which adds nothing to the cost of the usual shipping case used by the manufacturer. All that is required to convert the shipping case into a display stand is to print the lines 36, 37 on the blank and to provide the additional score lines 38, 39 across the front panel, but these can be added at no additional expense for printing or material.

Having thus described one form that my invention may take, I claim all modifications and equivalents thereof that come within the scope of my claims.

I claim:

1. A blank for a shipping case and display stand having thereon by score lines front, rear and side panels and top and bottom sealing flaps for closing the case; transverse parallel score lines extending across the front panel and dividing it into a riser, a shelf and a brace section; there being potential cutting lines marked on the blank extending from the free edges of the top closing flaps downwardly and inwardly to the score lines between the two side panels and front panel, thence along the score lines to the top edge of the riser.

2. A shipping case and display stand comprising front, rear and two side panels, means closing the bottom of the case, sealing flaps attached to the top edges of said front, rear and side panels for closing the top of the case, the front panel being divided by parallel score lines into a riser, a shelf and a brace section, there being a potential cutting line extending from a point intermediate the ends of the top edge of each side sealing flap across the flap to the top and for its side panel at a point intermediate its front and rear edges, thence diagonally across the side panel to the front corner of the case and then downwardly along the front corner to the top of the said riser.

3. A shipping case and display stand comprising front, rear and two side panels, means closing the bottom of the case, sealing flaps attached to the top edges of said front, rear and side panels for closing the top of the case, the front panel being divided by parallel score lines into a riser, a shelf and a brace section, there being a potential cutting line extending from a point intermediate the sides of the top edge of each side panel across the panel and downward to the respective ends of the score line that defines the top of the riser.

4. A shipping case and display stand comprising front, rear and two side panels, means closing the bottom of the case, sealing flaps attached to the top edges of said front, rear and side panels for closing the top of the case, the front panel being divided by parallel score lines into a riser, a shelf and a brace section, there being a potential cutting line extending diagonally downward from the top of each side panel to the front corners of the case at points intermediate the top and bottom sides of the brace section, then downward along said front corners to the top of said riser.

5. A shipping case and display stand comprising front, rear and two side panels, means closing the bottom of the case, sealing flaps attached to the top edges of said front, rear and side panels for closing the top of the case, the front panel being divided by parallel score lines into a riser, a shelf and a brace section, there being a potential cutting line extending diagonally downward from a point intermediate the ends of the top edge of each side panel to the front corners of the case at the ends of the score line that defines the top of the riser.

6. A display stand made from a single piece of sheet material folded to form a bottom, a back and two sides, a riser extending upward from the front edge of the bottom and connected to the two sides, the height of the riser being less than the height of the back, an inclined shelf joined at its front edge to the top of the riser and with its rear edge resting on said bottom, and an inclined
brace joined at its lower end to the rear edge of said shelf and at its top bearing on said back, the side edges of said brace bearing on said two sides.

7. A display stand made from a single piece of sheet material folded to form a bottom, a back and two sides, a riser extending upward from the front edge of the bottom and connected to the two sides, an inclined shelf joined at its front edge to the top of the riser and with its rear edge resting on said bottom, and an inclined brace joined at its lower end to the rear edge of said shelf and at its top bearing on said back, the side edges of said brace bearing on said two sides, the top forward portions of said sides being cut-away to provide lips adapted to be engaged by packages on said shelf to prevent spreading of said sides.

8. A display stand made from a single piece of sheet material folded to form a bottom, a back and two sides, a riser extending upward from the front edge of the bottom and connected to the two sides, an inclined shelf joined at its front edge to the top of the riser and with its rear edge resting on said bottom, and an inclined brace joined at its lower end to the rear edge of said shelf and at its top bearing on said back, the side edges of said brace bearing on said two sides, the width and inclination of the shelf being such that a plane perpendicular to the shelf at its rear edge will intersect the top line of the back of the stand.

9. In combination, a display stand having a bottom, a back and two sides, a vertical riser extending upward from the front edge of said bottom and joined at its ends to said sides, an inclined shelf extending rearwardly and downwardly from the top of said riser with its rear edge supported on said bottom, the inclination of said shelf being such that a perpendicular plane passing through its rear edge will intercept the top line of the back of the stand, the front top edges of said sides being cut-away to provide projecting lips, a number of cartons having display cover frames supported on said shelf, said projecting lips extending under said cover frames to prevent spreading of said sides and to hold said cover frames in alignment.

10. In combination, a display stand having a bottom, a back and two sides, a vertical riser extending upward from the front edge of said bottom and joined at its ends to said sides, an inclined shelf extending rearwardly and downwardly from the top of said riser with its rear edge supported on said bottom, the inclination of said shelf being such that a perpendicular plane passing through its rear edge will intercept the top line of the back of the stand, a brace extending from the rear edge of said shelf to said back, the edges of the brace bearing on said sides, the front top edges of said sides being cut away to provide at least one lip on each side, a number of cartons having display cover frames resting on said shelf with their rear edges engaging the rear edge of said shelf, said display cover frames engaging over said lips to prevent spreading of said sides, a second number of cartons supported on said first cartons with their rear sides engaging the top edge of the back of said stand, whereby the front faces of all of said cartons will lie in a common plane perpendicular to said shelf.

BRUCE J. DAVIDSON.