Oct. 10, 1933. C. S. ANDREWS 1,930,031

DISPLAY CONTAINER

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Fig. 1

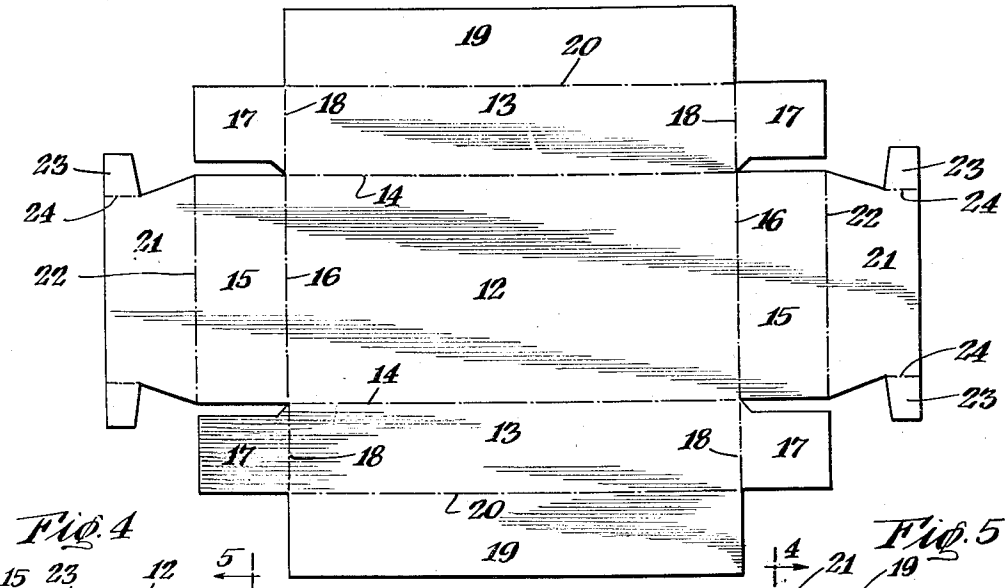


Fig. 4

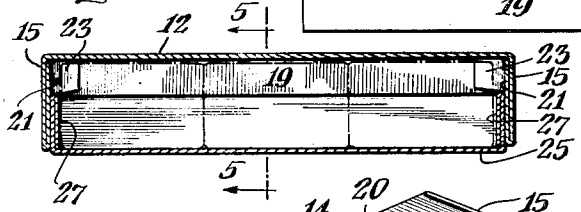


Fig. 5

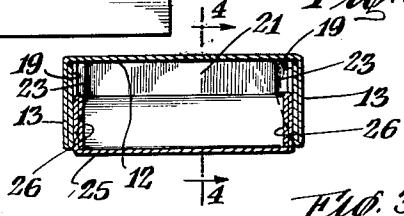


Fig. 2

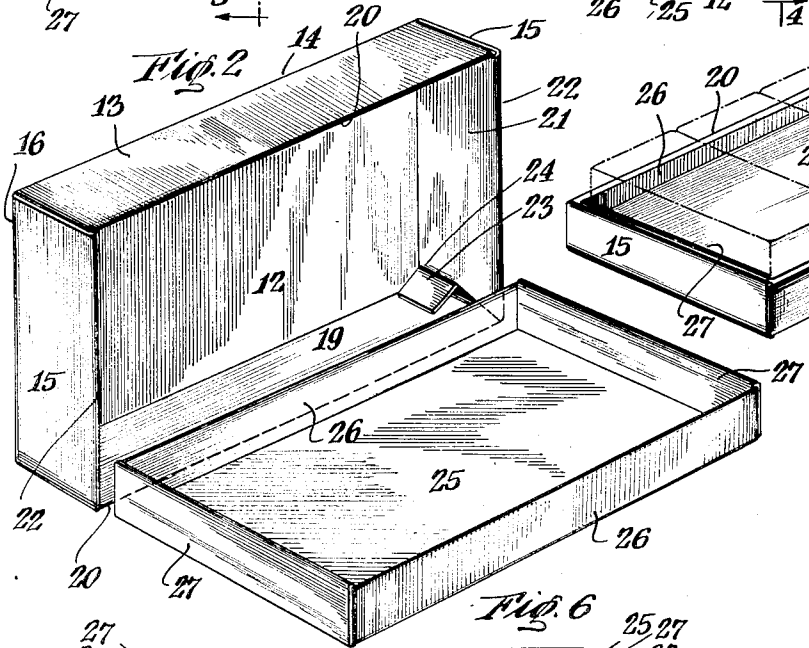
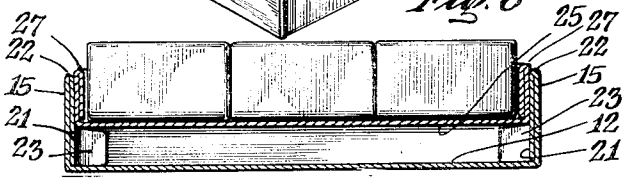


Fig. 3

Fig. 6



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Fig. 7

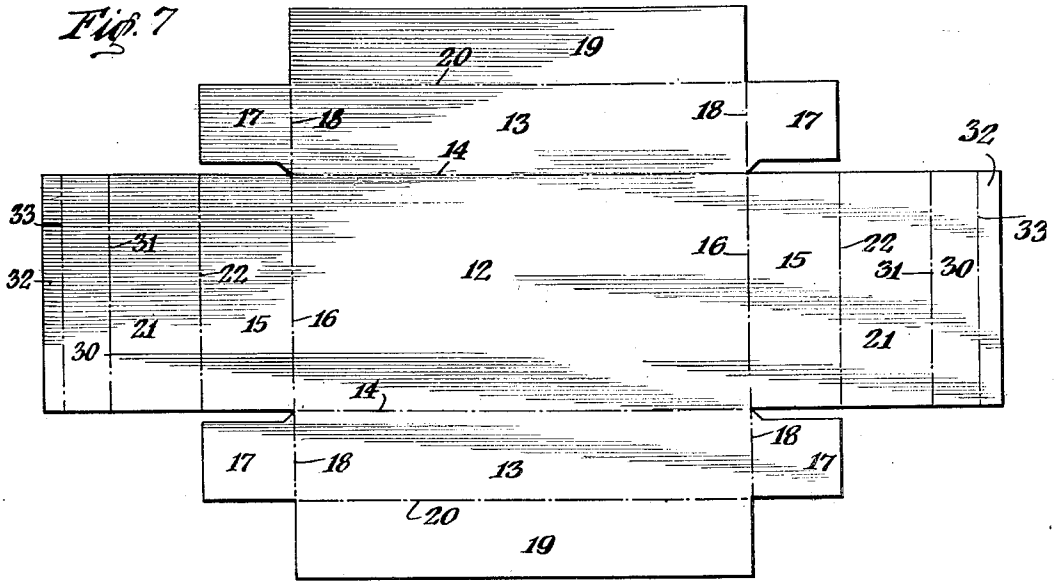


Fig. 8

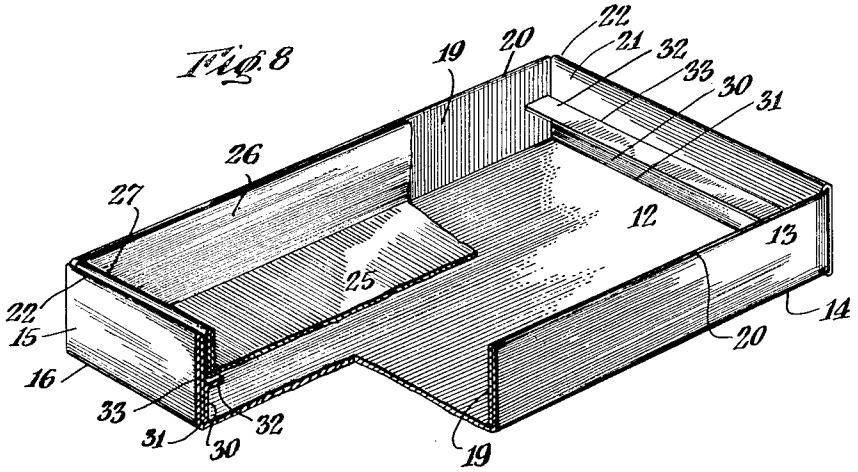


Fig. 9

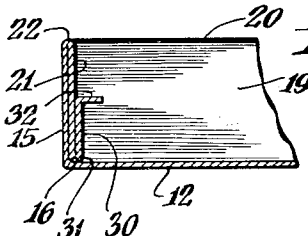


Fig. 10

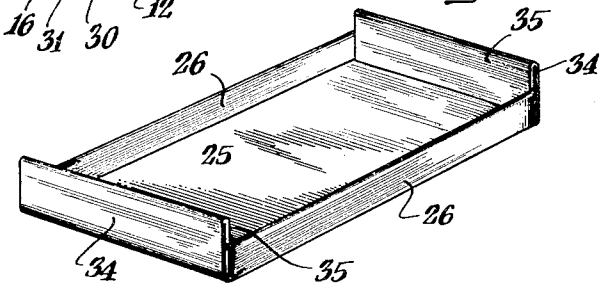
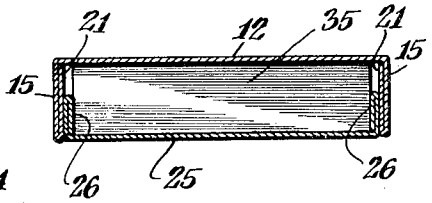


Fig. 11



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UNITED STATES PATENT OFFICE

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DISPLAY CONTAINER

Champe S. Andrews, North Chattanooga, Tenn., assignor to Box Blank Corporation, New York, N. Y., a corporation of Delaware

Application November 17, 1931
Serial No. 575,519

4 Claims. (Cl. 206—44)

This invention relates to a display container and more particularly to a container having telescoping box and cover portions.

In the display of certain merchandise it is often desirable to pack the material in such a manner that the top portion of the merchandise will be raised above the side edges of the box so that when the cover is removed the merchandise is clearly visible. Such low sided boxes have found special favor, for example, in the packing of soaps, perfumes, powders and other merchandise which are in themselves attractive to the eye.

In order to properly cover merchandise which projects above the sides of the box, it is necessary to provide a cover member which telescopes over both the top portion of the merchandise and the sides of the box. Some means should be provided to prevent the cover from becoming jambed down against the top of the goods to their injury and also to prevent the box or tray from falling into the cover so as to make it difficult to separate the same.

An object of my invention is to provide a container comprising a box portion and a cover portion, the box portion having lower sides than the cover portion, means being provided in the cover portion for limiting the extent to which the cover portion may be telescoped over the box portion, said means also providing a seat for the box portion for the display of merchandise.

Another object of my invention is to provide a container useful for both shipping and display purposes, which is sturdy in construction, attractive in design and economical to manufacture.

The invention also consists in forming a product having the general characteristics, the new and useful applications, and the several original features of utility hereinafter set forth and claimed.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part thereof, in which

Fig. 1 illustrates a blank from which the cover portion of my container may be made;

Fig. 2 shows the cover portion and the box portion of my container as completely assembled;

Fig. 3 shows the box portion of my container packed with merchandise, the merchandise projecting above the side walls thereof;

Fig. 4 is a longitudinal cross sectional view through the container, showing the relative positions of the cover portion and box portion when the container is closed and merchandise packed therein, this view being taken on the line 4—4 of Fig. 5;

Fig. 5 is a vertical cross sectional view through the closed container taken on line 5—5 of Fig. 4;

Fig. 6 is a longitudinal cross sectional view through my container showing the box portion in display position within the cover portion;

Fig. 7 illustrates a blank from which a cover portion of slightly modified construction may be made;

Fig. 8 is a perspective view of my modified cover portion formed from the blank shown in Fig. 7, the box portion being seated in display position therein, parts being broken away to more clearly show certain features of the construction;

Fig. 9 is a fragmentary cross sectional view through one end wall of my modified cover portion;

Fig. 10 is a perspective view of a box portion of somewhat modified construction; and

Fig. 11 is a transverse cross sectional view through the modified box portion shown in Fig. 10, the cover portion being telescoped thereover to completely enclose the same.

Like reference characters denote like parts in the several figures of the drawings.

In the following description and in the claims, various details will be identified by specific names for convenience, but they are intended to be as generic in their application as the art will permit.

The cover portion of my container is formed from a single blank stamped into the shape shown in Fig. 1, and comprises generally a bottom wall portion 12, separated from the side wall portions 13 by score lines 14. The end walls 15 are separated from bottom portion 12 by score lines 16. Tabs 17 are provided at each end of the side walls 13 and are separated therefrom by the score lines 18.

In assembling the container, the tab portions 17 may be secured by glue or cement to the inside face of the end walls 15. Side flaps 19, separated from the side walls 13 by the score line 20, fold inwardly to form a lining for the side walls of the container. The end flaps 21, separated from the side end walls 15 by the score line 22, fold inwardly to form a lining for the end walls of the container. Flaps 19 and 21 may be glued to the inside face of the respective side and end walls 13 and 15, if desired. Tongues 23 are provided which flare outwardly from each

side edge of the flaps 21 and are separated therefrom by the score line 24. When the cover portion is completely assembled, as shown in Fig. 2, the tongues 23 will extend across the inside corners of the cover portion. The purpose of the tongues 23 will hereafter be described.

The box or tray portion of my container, as shown in Fig. 2, may be made from a blank cut similar to the blank used to form the cover portion except that the tongue portions 23 are left off. I do not limit myself, however, to this particular form of box, but any well known form of box portion may be used. The box portion comprises generally a bottom 25, side walls 26 and end walls 27.

It will be noted that the side and end walls 26 and 27 respectively of the box portion are of considerably less depth than the side and end walls 13 and 15 of the cover portion. The box portion is adapted to contain merchandise which may be so arranged as to extend considerably above the side and end walls, as clearly shown in Fig. 3.

When the cover portion, as shown in Fig. 2, is telescoped over the box portion, the extent of this telescoping movement is definitely limited by the tongues 23 which strike against the corners of the box portion and prevent further telescoping of the cover portion over the box portion. The tongues 23 are preferably so arranged with respect to the side and end walls of the box portion that when the cover portion is completely telescoped thereover, the bottom wall 25 of the box portion will lie substantially flush with the edges of the side and end walls of the cover portion, as clearly shown in Figs. 4 and 5. The box portion can then be easily grasped to separate the same from the cover portion when the container is to be opened. The tongues 23, limiting the inward telescoping movement of the box portion, also prevents the cover portion from becoming jambed down upon the merchandise contained in the box portion. The merchandise is thus always fully protected within my container. The box portion can also be reversed with respect to the cover portion so that the bottom 25 of the box seats on the tongues 23, as shown in Fig. 6. In this position the cover portion serves as a pedestal for the box portion so as to attractively display the merchandise, a portion of which projects above the container.

I have shown in Fig. 7 a blank from which a cover portion of somewhat modified construction may be made. This blank comprises a bottom wall portion 12, side wall portions 13, and end wall portions 15, defined from the bottom portion by the score lines 14 and 16 respectively. The side flaps 19 and end flaps 21 separated from the side walls 13 and 15 respectively by the score lines 20 and 22, are all similar corresponding parts of the cover blank shown in Fig. 1. The end flaps 21 are provided with an upturned portion 30 separated from the end flaps 21 by a score line 31. The upturned portions 30 are bent back to the position shown in Fig. 8, and may be glued to the end flaps 21 to retain the same in place. Projecting laterally from the upturned portions 30 are the inwardly flared portions or seats 32 separated from the upturned portion by the score line 33. The inwardly flared portions 32 provide a positive abutment which definitely limits the telescoped position of the box portion with reference to the cover portion. When the box portion is reversed for display purposes, portion 32 provides a seat against which the bottom of the box portion is adapted to rest to attractively display the contents therein. A fragmentary part of the box portion is shown in Fig. 8 as seated on the inwardly flared portion 32.

Where a shipping container is desired which is so arranged that the cover portion cannot contact the goods contained in the box portion but a reversed display arrangement, is not called for, I may construct my box portion as shown in Figs. 10 and 11 to take care of these requirements. The box portion shown in Figs. 10 and 11 is made substantially the same as the box portion shown in Fig. 2, except that the end walls 34 are considerably higher than the side walls 26, the height of the end walls 34 being substantially the same as the height or depth of the end walls 15 of the cover portion. The end flaps 35 fold inwardly and are pasted against the inside face of the end walls 34 in the manner heretofore described. The cover portion for this type of box may be made substantially the same as that shown in Fig. 7 except that the upturned portions 30 and the inwardly flared portions 32 may be left off. As shown in Fig. 11 the cover portion rests upon the end walls 34 so that the bottom 12 of the cover portion cannot contact the top of the goods which may project above the side walls 26 of the box.

It is now seen that I have provided a container, the box portion of which is adapted to contain and display goods which project above the enclosure walls thereof. Means are provided either in the cover portion or the box portion for preventing contact between the cover portion and the goods. The means provided for preventing this contact may be stamped or flared out portions similar to those shown in Figs. 1 and 2, or raised end or side wall portions as shown in Fig. 1. The tongue portions 23, shown in Fig. 1, require very little material, are made at the time the blank is stamped, and they require no pasting or additional operation to position them in place, since they assume their proper position when the end flaps 21 are pasted against the inside face of the end wall 15. The box and cover portions can be assembled complete by automatic machinery. My novel container can be manufactured at a substantial saving in both labor and materials and is generally more economical to manufacture than display containers of this type heretofore devised.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What is claimed is:

1. A container of the character described comprising a box member having enclosure walls, a cover member having enclosure walls adapted to telescope over said box member, the enclosure walls of said cover member being of greater depth than the enclosure walls of said box member, one of the enclosure walls of said cover member having an inturned flap portion and an inwardly horizontally extending flared portion extending from said flap portion, said flared portion forming an abutment to limit the telescoped position of said box and cover members.

2. A container of the character described comprising a box member having enclosure walls, a cover member having enclosure walls adapted to telescope over said box member, the enclosure walls of said cover member being of greater depth

than the enclosure walls of said box member, the enclosure walls of said cover member having inturned flap portions and an inwardly flared portion, said flared portions together forming horizontally extending shelf abutments which limit the telescoped position of said box and cover members and in addition forms a seat for the box member when in open display position.

3. A container of the character described comprising a box member having enclosure walls, a cover member having enclosure walls adapted to telescope over said box member, the enclosure walls of said cover member being of greater depth than the enclosure walls of said box member, one of the enclosure walls of said cover member having an inturned flap portion and an inwardly extending tongue portion formed integrally with said flap portion, said tongue portion being operative to limit the telescoped position of said box and cover members when the container is in closed position and to provide a seat for the box member when in open display position.

4. A container of the character described comprising a box member having enclosure walls, a cover member having enclosure walls adapted to telescope over said box member, the enclosure walls of said cover member being of greater depth than the enclosure walls of said box member, opposite enclosure walls of said cover member each having an inturned flap portion, tongue portions extending inwardly from a pair of said flap portions, said tongue portions being operative to limit the telescoped position of said box and cover members when the container is in closed position and to provide a seat for the box member when in open display position.

CHAMPE S. ANDREWS.