Feb. 8, 1927. 1,616,707

A. J. TANNER

DISPLAY CONTAINER

Filed April 8, 1925 2 Sheets-Sheet 1

Fig. 1.

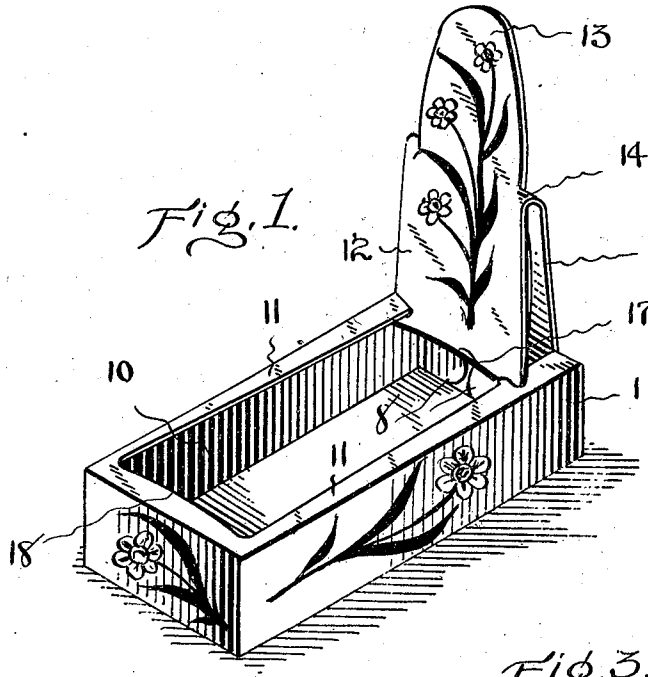


Fig. 3.

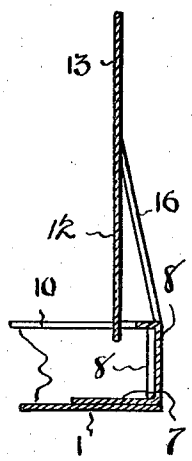
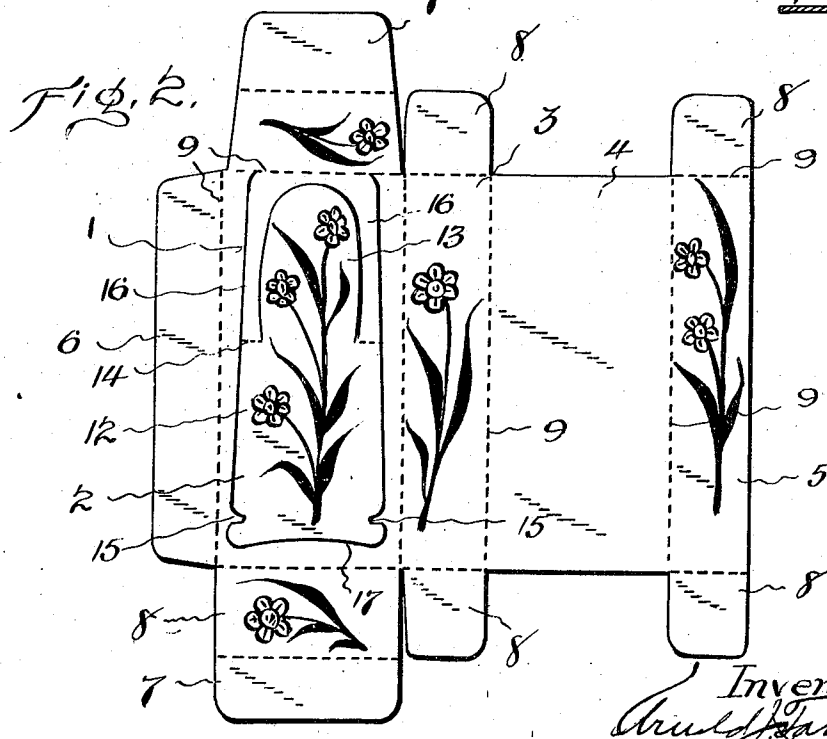


Fig. 2.



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Fig. 4.

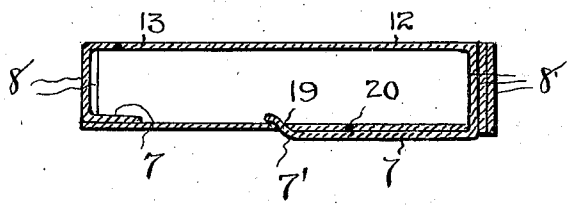


Fig. 6

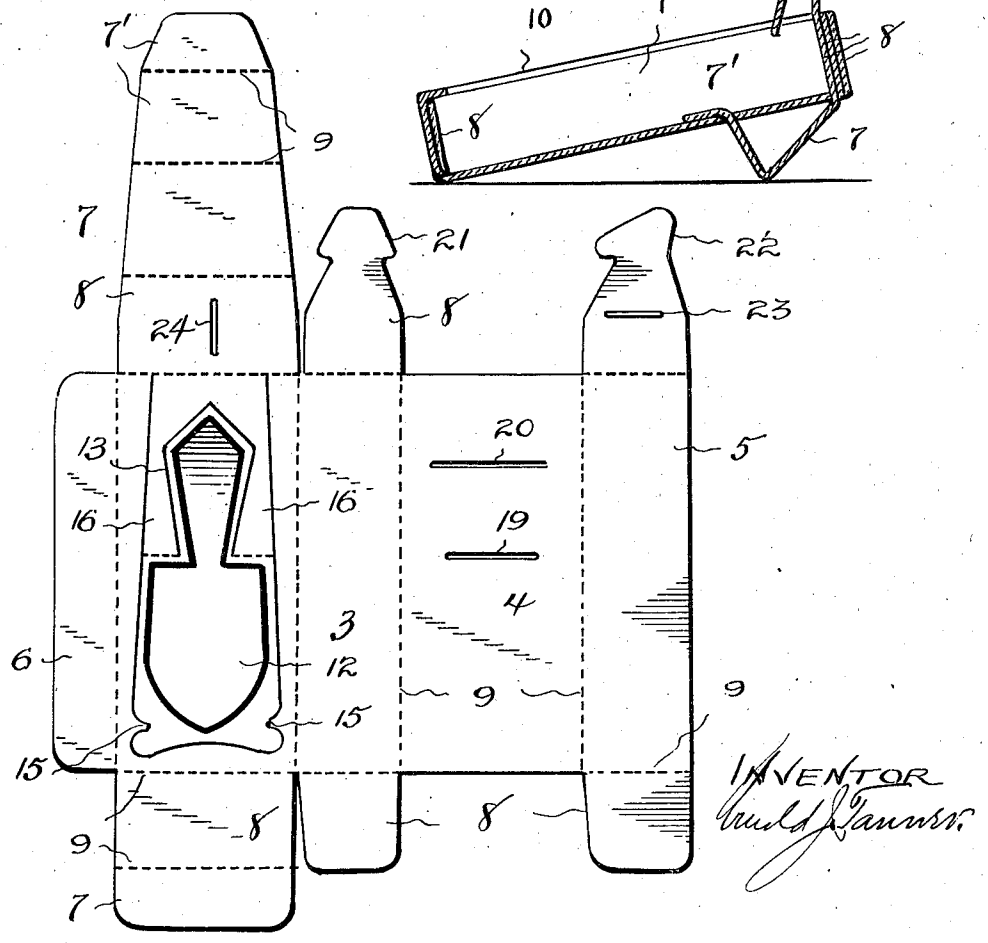
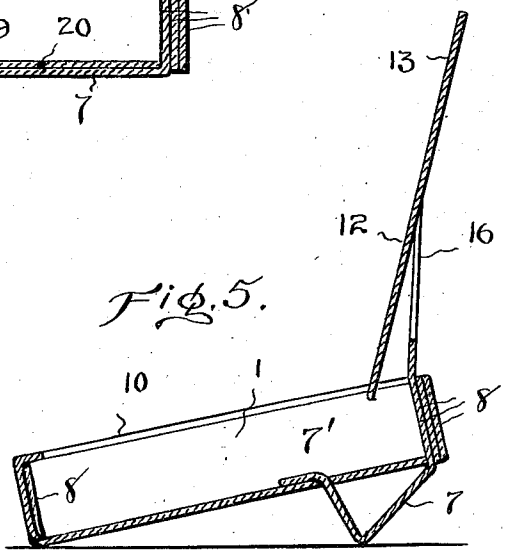


Fig. 5.



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UNITED STATES PATENT OFFICE.

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DISPLAY CONTAINER.

Application filed April 8, 1925. Serial No. 21,575.

The present invention consists of improvements in a well-known form of display container having a body portion provided with an inspection opening and the opening being formed by a partly cut-out portion which is arranged to fold so as to form an erect display device. Heretofore, various devices have been proposed to retain the display device in an erect position and the main object of the present invention is to provide new, useful and simple means whereby the display device is held at various angles. And furthermore, the improved means hold the display device in such a manner that when the box is partly empty, the said device will still be held in a raised and rigid position.

A particular advantage of the improvements is that thereby the operator can readily set up the display device at whatever angle desired, because the improved means operate so that with a simple sliding movement the device is guided into a raised position and held there against accidental displacement.

In carrying out the invention, the improved container is preferably composed of cardboard, but the container may be made of sheet metal of thin gauge or of wood, and in the latter instance the container would be suitable for containing cigars, for example.

The invention can be applied to display containers of practically any shape, size or kind, and in the accompanying drawings the invention is shown as applied to a well-known form of folding box and to this box the novel features, forming the subject of this invention, have been added so as to produce an efficient display container by very simple means.

The novel feature referred to above will be fully described hereinafter with reference to said drawings, wherein:

Figure 1 is a perspective view showing the improved container set up and opened;

Figure 2 illustrates a prepared blank from which the box is made;

Figure 3 is a fragmentary sectional view showing a portion of the box;

Figure 4 is a longitudinal sectional view of the improved box, shown in a closed position and having a bolster for supporting the box in a tilted position;

Figure 5 is a longitudinal sectional view showing the improved box as in the opened position, and;

Figure 6 illustrates the blank used for constructing the box shown in Figures 4 and 5.

Referring particularly to the drawings, the entire box is composed of a one piece blank, as shown in either Figure 2 or Figure 6. This blank is designated by the numeral 1 and has the main portion 2 constituting the top of the box when folded, also intermediate sections 3 and 4 forming respectively one side and the bottom of the box when folded and the end section 5 forming the other side of the box. The end 6 provides means so that the two ends may be pasted together in the usual way when required to form the box. Ears 7 projecting from the main portion 2 and the ears 8 projecting from portions 3 and 5 provide means for closing the two ends of the box. In assembling the box, it will be understood the various portions and ears are folded where scored or creased, as indicated by the dotted lines 9, and the ears or projections 7 and 8 are tucked in and may be secured by an adhesive so as to seal the box at both ends.

The top of the box has an inspection opening 10 therein through which the contents of the box are displayed and said opening is closed by means of the portion which is cut out to form the opening. When the box is open, said cut out portion constitutes a display device which is held erect by means forming an integral part thereof. As shown in the drawings the opening 10 is wider at the front end than at the rear end leaving a tapering ledge or flange 11 on both sides of the box. The cut-out portion 12 is the same shape as the opening and has the additional cut-out portion 13, which latter will stand erect when the portion 12 is bent over at the points 14. At the bottom of the portion 12 notches or double tongues 15 are formed and these notches or tongues engage the ledges 11 so as to permit a sliding movement of the member 12 when the latter is pushed backward.

By these means, a guided sliding movement is obtained and the display device is held and locked in any desired set angular position.

The said easel member 12, with the cut-out portion 13 present an extensive surface on which advertising matter may be displayed. The cut out members 12 and 13 as a single member, are held in an erect position, at any desired angle by the locking engagement of the notches 15 with the top and under sides of the overhanging ledges or flanges 11. An additional support for said device is furnished by the braces 16 which are positioned when the member 12 is turned downwardly and these braces together with the other engaging means hold the display device rigidly in an upright or angular position relatively to the body of the container.

It will be noted that the bottom of the portion 12 is slightly curved at 17 and by so cutting out the stock a flexible flange 18 is left at and across the front end of the box. By this arrangement the filling of the box and the withdrawal of the contents thereof are considerably facilitated, and furthermore the flange 18 serves to give additional rigidity to the box.

In Figures 4, 5 and 6, the box is constructed substantially the same as in the other example shown. The easel or bolster device for elevating the rear end of the box so as to hold the same in a tilted position, may be provided if required and would consist in merely adding to the length of the projections 7 and 8 and forming the ends with devices which will engage and interlock in slots. The projection or flap 7 has the extension 7′ which when folded and in the closed position, is engaged in the slot 19, but when open to form the bolster, the end is taken from the slot 19 and inserted into the slot 20 so that the bolster will be partly folded as shown in Figure 5. The projecting ears 8 are folded to lap over and outside the flap 7 and said members are provided with interlocking tongues 21 and 22 which engage respectively in the slots 23 and 24. By this means a rigid bolster device is obtained so as to hold the box in an angular position even when filled with fairly heavy contents.

When the box has been filled, ready for shipment, the display device is dropped to a flat position and then an ordinary paper band is stretched across the box from side to side and held securely by adhesive means. When the box or display container is to be set up the paper label is torn off and the display device is pushed back into the erect position. The notches or tongues slide along the edges of the ledges or flanges and the latter converging toward the back end of the box and the display device being engaged at its widest portion, the latter is forced back so as to be locked and securely held in an upright position by this means, with the aid of braces 16, constituting a supporting easel for the display device.

Various modifications may be conceived so as to employ the improved features heretofore described in connection with other kinds of boxes; for example, if the box is composed of thin wood such as used for cigar boxes, the construction and general principle would be the same so far as the arrangement of the locking means for the display easel is concerned, but with the exception that at the point 14, where the display device is bent, hinges would have to be provided. It is to be understood any such modification or any other coming fairly within the terms of the appendent claims, shall be covered therein.

I claim:

1. A display container as described having a body; a displaceable portion cut out from the top of said body; said portion being tapered uniformly and substantially along its full length; the displacement of said portion providing an inspection opening and leaving tapered overhanging ledges at each side of said opening; said portion being adapted to fold on itself and on its hinged connection with the body, and means for retaining said portion in a raised or folded position comprising notches located at the free or widest end of said portion arranged to engage the edge of said ledges so as to permit and effect a guided sliding movement of said portion.

2. In a display container as described, a body composed of a one-piece blank adapted to be folded to form the top, bottom and sides of the container, tongues of projections extending from said body constituting means for retaining the container in its erected position; a tapering cut-out portion of the top of said body providing an inspection opening and leaving an overhanging ledge at the front end of the container and overhanging tapered ledges at each side of said opening; said cut out portion being adapted to fold on itself and on its hinged connection with the body to form a display device, and means for retaining said display device in a raised or folded position comprising notches located at the free or widest end of said tapering cut out portion arranged to engage the edges of said ledges and slide along substantially the entire length of said edges whereby said display device is retentively held in different angular positions.

3. A container as described having a body; a display portion cut out from top of said body; said portion being tapered uniformly and substantially along its full length providing an inspection opening and leaving

tapered overhanging ledges at each side of said opening; said portion being arranged to fold on itself and on its hinged connection with the body; means for retaining said portion in a raised or folded position comprising tongues located at the free or widest end of said portion arranged to engage the edge of said ledges so as to slide thereon, and said free end of said portion being curved or cut inwardly whereby engagement of said tongues is facilitated.

Signed at New Haven, in the county of New Haven, and State of Connecticut, this 7th day of April, 1925.

ARNOLD J. TANNER.