H. B. BEATTY AND C. LE R. JOHNSON.

DISPLAY CONTAINER.

APPLICATION FILED APR. 26, 1921.

1,421,384. Patented July 4, 1922.

Fig. 1.

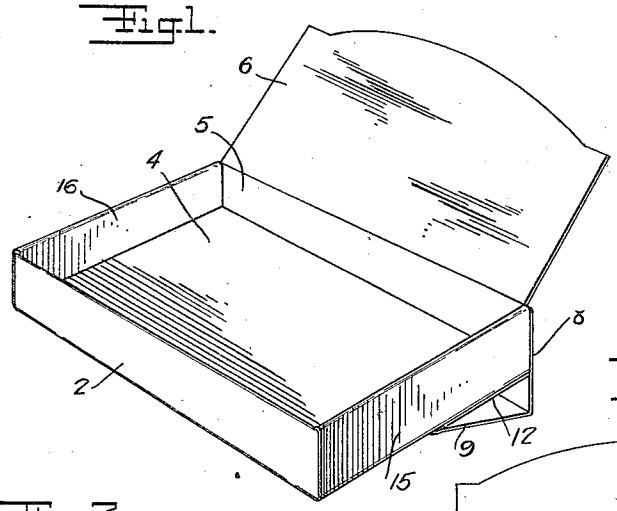


Fig. 2.

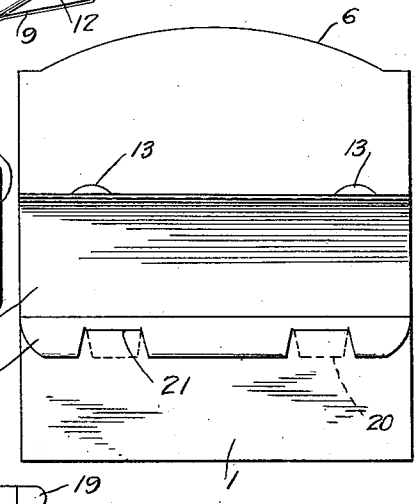


Fig. 3.

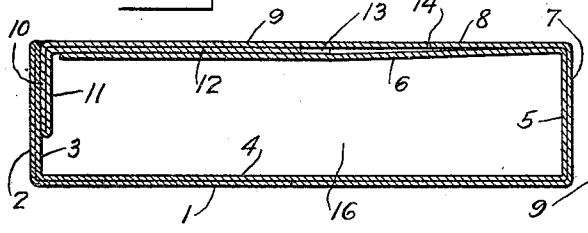
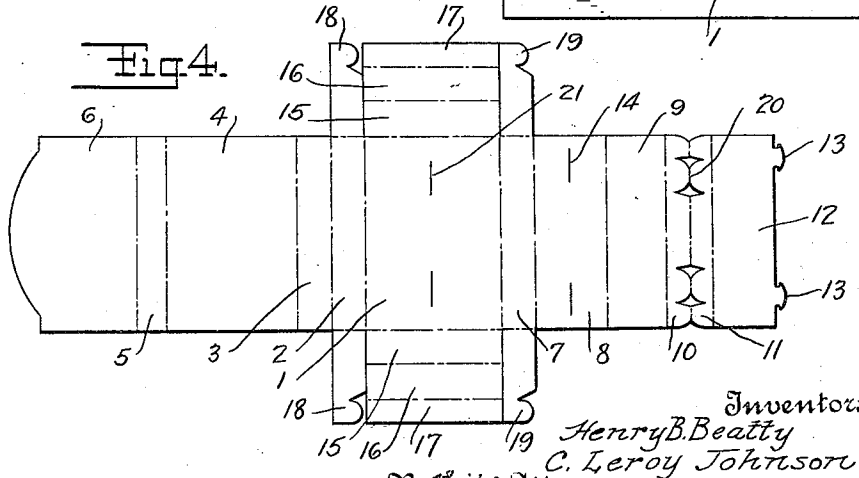


Fig. 4.



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HENRY B. BEATTY, OF BROOKLYN, AND CLARE LE ROY JOHNSON, OF NEW YORK, N. Y., ASSIGNORS TO LAPLANTE & DUNKLIN PRINTING COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY CONTAINER.

1,421,384. Specification of Letters Patent. **Patented July 4, 1922.**

Application filed April 26, 1921. Serial No. 464,573.

To all whom it may concern:

Be it known that we, HENRY B. BEATTY and CLARE LE ROY JOHNSON, citizens of the United States, residing at Brooklyn, New York, and New York city, New York, respectively, have invented new and useful Improvements in Display Containers, of which the following is a specification.

Our invention relates to display containers, of the type usually made of pasteboard and adapted to form a container or package in which goods may be shipped to the retailer, who then opens up the container, folding certain of the parts to form a stand, and uses the package to display the goods, a space being provided upon which an advertisement of the goods may be displayed.

The object of our invention is to provide a container of this type of a stronger and more serviceable construction than those ordinarily in use, and still simple to assemble, either for shipping purposes, or when it is desired to use the package for display purposes. A further object of our invention is to provide a container of this type having double thicknesses in the walls all the way round, and top and bottom. A further object is to provide a rigid and substantial form of stand for the container when used for display purposes.

With these objects in view, our invention consists in the construction, combination and arrangement of parts herein described and claimed, and illustrated in the accompanying drawings.

In these drawings, in which similar reference characters designate corresponding parts in all views, a preferred embodiment of the invention is shown.

Figure 1 is a perspective view of the box opened for display purposes, taken from what will be referred to as the right-hand forward corner;

Figure 2 is a view looking at the box in the position set up in Figure 1, from below;

Figure 3 is a transverse section thereof; and,

Figure 4 shows the blank, the full lines showing the cuts, and the dot-and-dash lines the folds.

For convenience in describing the construction of the box, the left-hand edges in Figures 1 and 3 will be referred to as the front of the box, as will the left hand edge of the bottom portion 1 of the box, as shown in Figure 4. The blank comprises an outside bottom portion 1, preferably having transverse slits 21 located centrally, and forward of the bottom portion separated by folding lines, in the order named, an outer front portion 2, an inner front portion 3, an inner bottom portion 4, an inner back portion 5, and a display tab 6.

From the back edge of the bottom portion 1, separated by the folding lines, there extend in the order named, an outer back portion 7, an outside top portion comprising the parts 8 and 9 separated by a folding line for use when the top portion forms part of the stand, an outside tab portion 10 and inside tab portion 11 fitting within the box to complete the closure, and the inside top portion 12, fitted with tongues 13. These tongues are adapted to engage slots 14 provided in the top section 8 a distance from the folding line between that section and the outside back section of the box equal to the height of the outside back section so as to bring these slots 14 in line with the bottom of the box when the cover is folded back to form a stand as shown in Figure 1.

The tabs 10 and 11 preferably have four holes cut in them as indicated in Figure 4 to form tabs 20, when the members 10 and 11 are folded against each other, these tabs 20 being adapted for insertion in the cuts 21 formed in the outside bottom portion of the box, when it is desired to support the box for display purposes.

At each side of the bottom portion 1, separated by folding lines, there extends an inner side portion 15, an outer side portion 16, and a tab 17, in the order named, the tab being adapted to fit between the inner and outer bottoms of the box when assembled.

At each side of the front and back outside portions are provided hook members, the members 18 extending from the portion 2, and the members 19 extending from the portion 7, the hook member 18 at each side being adapted to engage the members 19 at the same side of the box to hold the front and back members of the box in position with relation to the bottom.

When the box is in closed position, the parts are folded as indicated in Figure 3,

the parts 10 and 11 forming a tab which fits inside of the front edge of the box, the parts 8 and 9 forming the cover of the box.

In assembling the box, the first step is to fold up the hook members 18 and 19, and then the front and back pieces 2 and 7, then fastening the hooks 18 and 19. The outer side portions 15 are then folded up outside the hooked tabs 18 and 19, and the inner side portions 16 are folded down, the tab 17 lying on the bottom of the box.

The inside front portion 3 is then folded down inside the box, with the inner bottom portion 4 lying flat over the outer bottom portion 1, the portion 5 forming the inside back portion and the tab 6 standing as shown in Figure 1, when the box is opened for display purposes, or folded down as shown in Figure 3 when the box is closed. The parts 11 and 12 are then folded over upon the parts 10 and 9 respectively, and the doubled parts 10, 11 are then folded at right-angles to the top portion 9, and the cover closed as shown in Figure 3, when the box is to be used as a container for shipment of the goods.

When the box is to be opened and set up for display purposes, the cover is lifted and the part 12 opened out and around to the other side of the cover part 8 and the tabs 13 inserted through the slits 14 in the portion 8. The tabs 13 are preferably provided with notches 22, to hold the parts engaged. The projecting tabs 20 of the portions 10 and 11 may then be inserted in the slits 21 of the bottom of the box, making a rigid support for the box, as shown in Figure 1.

Having now described our invenion, we claim and desire to secure by Letters Patent:

1. A display package consisting of a single foldable blank comprising sides, a bottom portion; an outer front portion, an inner front portion, an inner bottom portion, an inner back portion, and a display tab extending in the order named from the forward side of the bottom portion; an outer back portion, an outer top portion, an outer tab, an inner tab, and an inner top portion extending in the order named from the back of the bottom portion.

2. A display package consisting of a single foldable blank comprising sides, a bottom portion; an outer front portion, an inner front portion, an inner bottom portion, an inner back portion, and a display tab extending in the order named from the forward side of the bottom portion; an outer back portion, an outer top portion, an outer tab, an inner tab, and an inner top portion extending in the order named from the back of the bottom portion, the outer top portion being adapted to be opened and extend down against the back of the box and provided with slits adjacent the bottom of the box, the inner top portion having tabs adapted to engage said slits, the inner top portion resting against the bottom of the box, tongues formed in the doubled tabs of the top, and the bottom having slits adapted to receive said tongues.

3. A display package consisting of a single foldable blank comprising sides, a bottom portion; an outer front portion, an inner front portion, an inner bottom portion, an inner back portion, and a display tab, extending in the order named from the forward side of the bottom portion; an outer back portion, a back outer top portion, having slits formed therein, a front outer top portion, an outer tab, an inner tab, and an inner top portion provided with tongues adapted for engagement with said slits when set up for display, extending in the order named from the back of the bottom portion.

4. A display package consisting of a single foldable blank comprising sides, a bottom portion; an outer front portion, an inner front portion, an inner bottom portion, an inner back portion, and a display tab, extending in the order named from the forward side of the bottom portion; an outer back portion, a back outer top portion, having slits formed therein, a front outer top portion, an outer tab, an inner tab, and an inner top portion provided with tongues adapted for engagement with said slits when set up for display, said tongues having notches to retain them in place, extending in the order named from the back of the bottom portion.

5. A display package consisting of a single foldable blank comprising sides, a bottom portion; an outer front portion, an inner front portion, an inner bottom portion, an inner back portion, and a display tab, extending in the order named from the forward side of the bottom portion; an outer back portion, a back outer top portion, having slits formed therein, a front outer top portion, an outer tab, an inner tab, and an inner top portion provided with tongues adapted for engagement with said slits when set up for display, extending in the order named from the back of the bottom portion; said outer bottom portion having slits formed therein, and said inner and outer tabs being cut to form tongues for engagement with said slits when set up for display.

In testimony whereof we have signed our names to this specification.

HENRY B. BEATTY.
C. LE ROY JOHNSON.