May 28, 1935. L. M. SUTTER 2,002,618

DISPLAY BOX

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FIG. 1

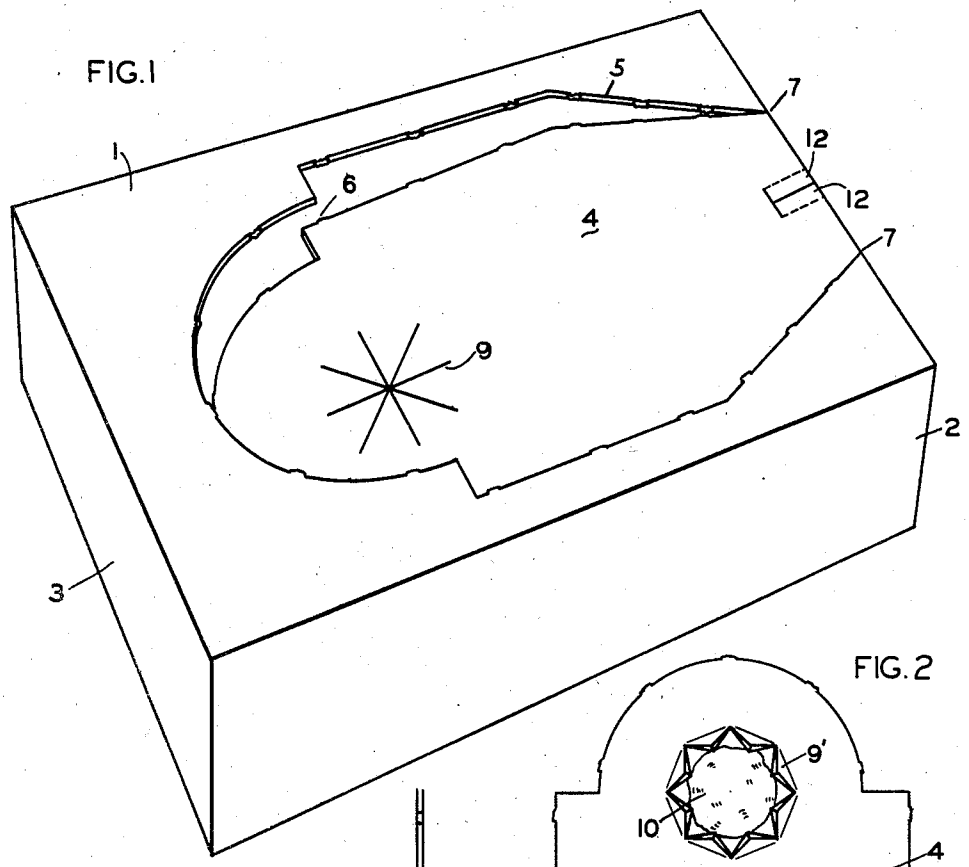



FIG. 2

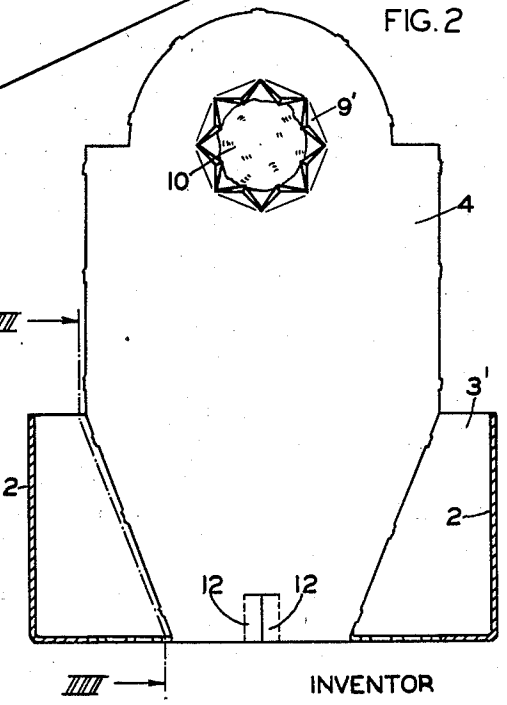
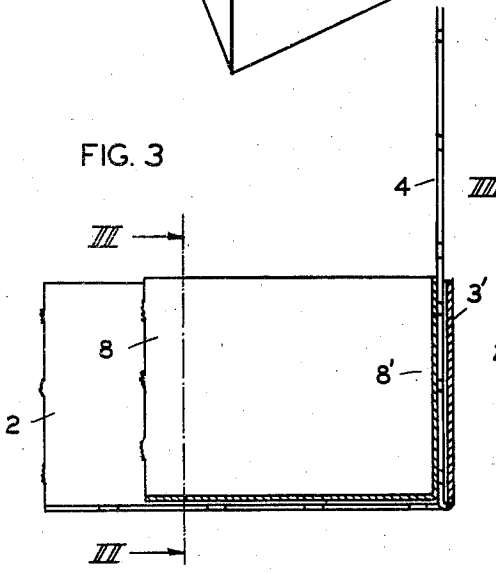



FIG. 3




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FIG. 5.

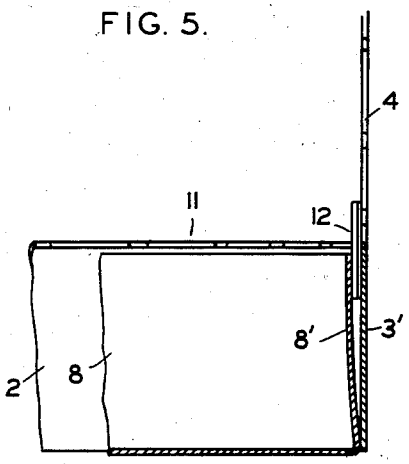



FIG. 4.




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## DISPLAY BOX

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Application May 24, 1933, Serial No. 672,544

3 Claims. (Cl. 206—44)

This invention relates to improvements in display boxes and more particularly to paper boxes of the telescoping type.

Among the objects of the invention is to provide an upstanding display card integral with the cover of the box.

Another object is to simplify the structure and reduce the cost of fabrication by perforating the cover of the box to form the display card integral therewith.

Other objects and advantages will appear as the description progresses.

In this specification and the accompanying drawings, the invention is disclosed in its preferred form. It is to be understood, however, that it is not limited to this specific form because it may be embodied in other forms within the spirit of the invention as defined in the claims following the description.

In the two sheets of drawings:

Fig. 1 is a perspective view of the cover portion of a paper box having a display card perforated in the top thereof in accordance with this invention.

Fig. 2 is a vertical section of the same looking toward the display end of the inverted cover. The section is taken on the line II—II, Fig. 3.

Fig. 3 is a vertical section taken longitudinally of the box on the line III—III, Fig. 2, showing the box tray inserted within the inverted cover.

Fig. 4 is a view similar to Fig. 1 showing a different mode of operation in which the display card is elevated without inverting the box cover.

Fig. 5 is a fragmentary detail in vertical section of the same taken on the line V, in Fig. 4.

In detail, the construction illustrated in the drawings referring to Fig. 1, comprises the top 1 with the sides 2—2 and the ends 3 and 3' which compose the conventional cover portion of a two piece telescoping box.

The display card 4 is an integral portion of the top 1 outlined by the slot perforations 5 and retained by the frangible bridges 6. The scored corner portion between 7—7 forms a hinge for the display cord when it is pushed inward, as in Fig. 1, which breaks the bridges 6.

The invention operates substantially as follows: Presuming the tray portion 8 to be packed with merchandise, such as candy, and covered by the upper portion in the usual manner. The cover is removed from the packed box and the display card 4 pushed inward to break the bridges 6 leaving the card hinged at 7—7. The cover is then inverted as in Fig. 2, with the upstanding card 4 overlying the inner plane of the end 3' above which it extends.

The packed tray 8 is then reinserted within the cover which holds the card upright between the end 3' of the cover and the end 8' of the tray, as in Fig. 3. This displays the merchandise in the open tray. The upstanding silhouette card 4, which may have any desired outline, attracts visual attention to the package and its contents.

This card is intended to carry attractive advertising matter printed thereon. It may also be perforated as at 9, in radial lines to form the claws 9', adapted to form a "setting" for the piece of merchandise 10 held therein as in Fig. 2.

A modified mode of operation is shown in Figs. 4 and 5 in which the card 4x is lifted upward on the hinge 7—7 disclosing the merchandise through the silhouette opening 11. The hinge effect at 7—7 is overcome by the bent over flaps 12—12 confined between the ends 3' and 8' of the box and cover respectively. The flaps are formed by perforating the top 1 and end 3' across the hinge portion 7—7 as in Fig. 2.

Having thus described this invention, what is claimed and desired to secure by Letters Patent is:

1. A two-piece display box having a tray portion and an inverted telescoping cover, a display card severed from the top plane of the cover and hinged to an end thereof and extending upward between the ends of the cover and tray portions respectively.

2. A two-piece display box having a telescoping cover, a display card severed from the top plane of the cover and hinged to an end thereof and having a partly severed flap extending across the line of said hinge.

3. A two-piece display box having a tray portion and an inverted telescoping cover, a display card severed from the cover and folded inward and extending upward between the ends of the cover and tray portions respectively.

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