Oct. 30, 1928. 1,689,763

S. C. ANSCHELL

DISPLAY BOX

Filed July 14, 1924 3 Sheets-Sheet 1

Fig. 1.

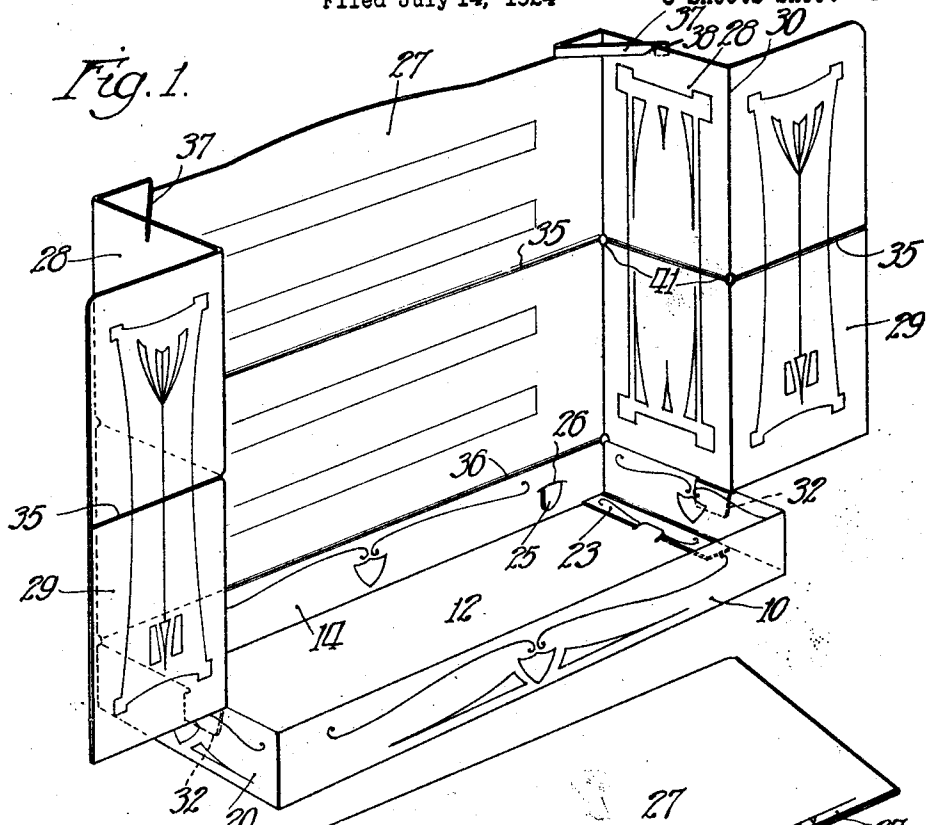


Fig. 2.

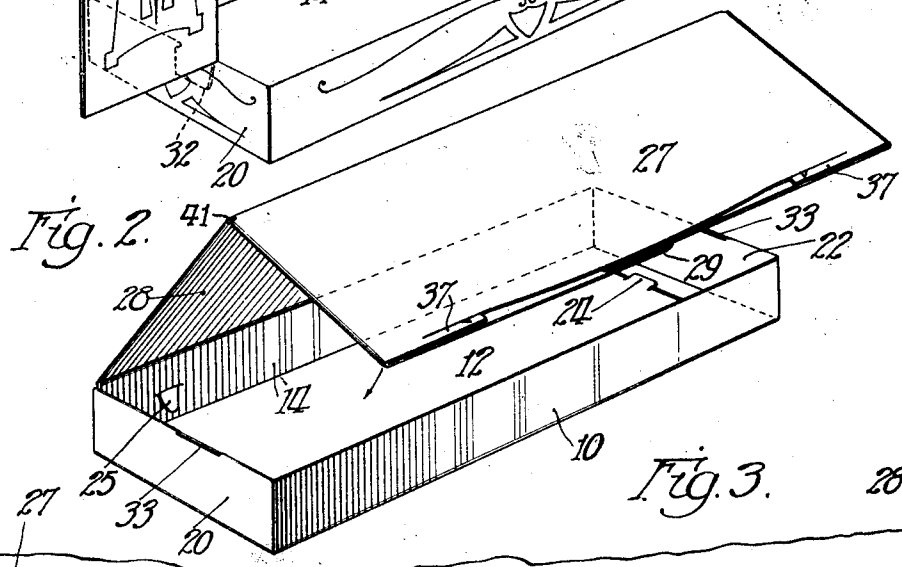
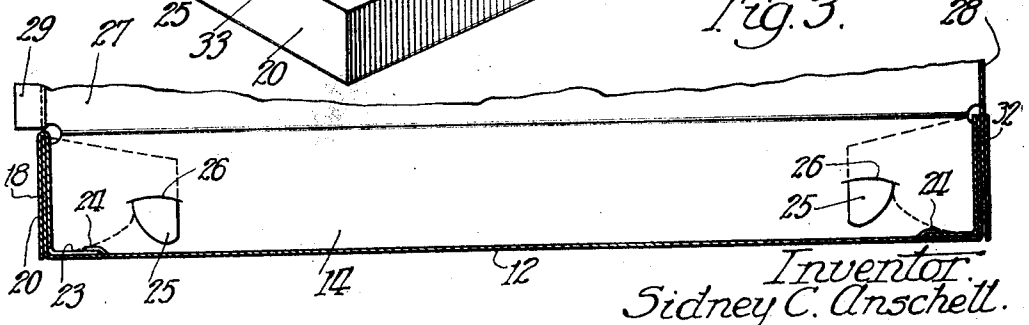


Fig. 3.



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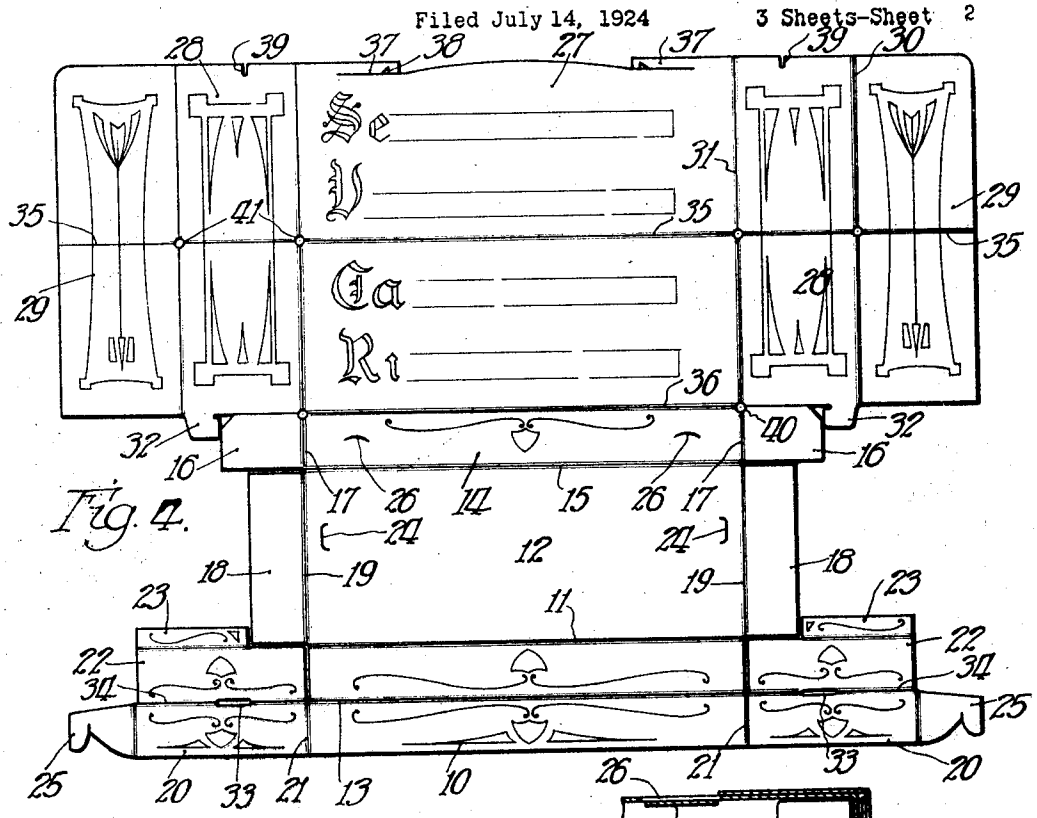


Fig. 4.

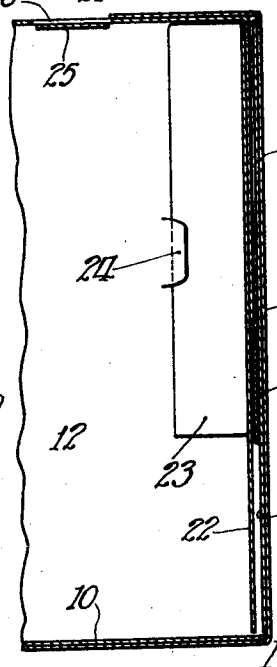
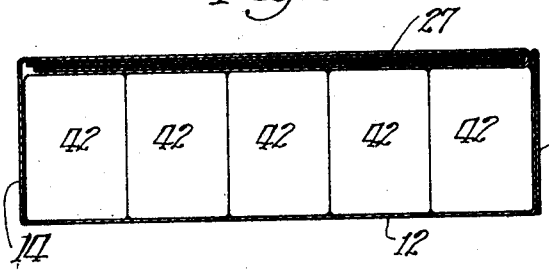


Fig. 7.

Fig. 8.



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Fig. 5.

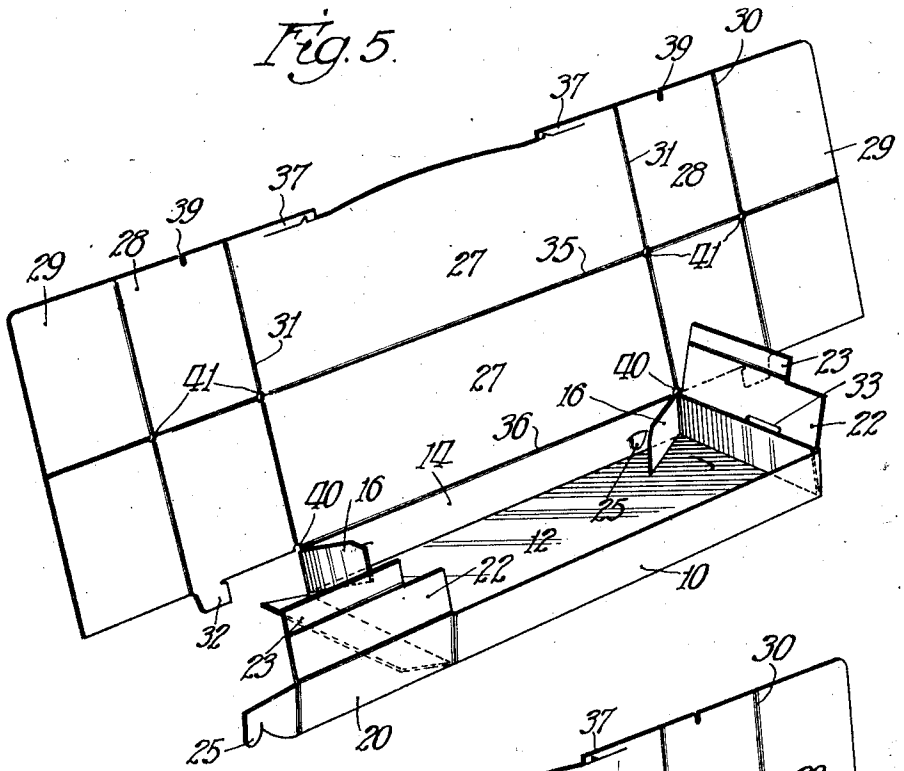
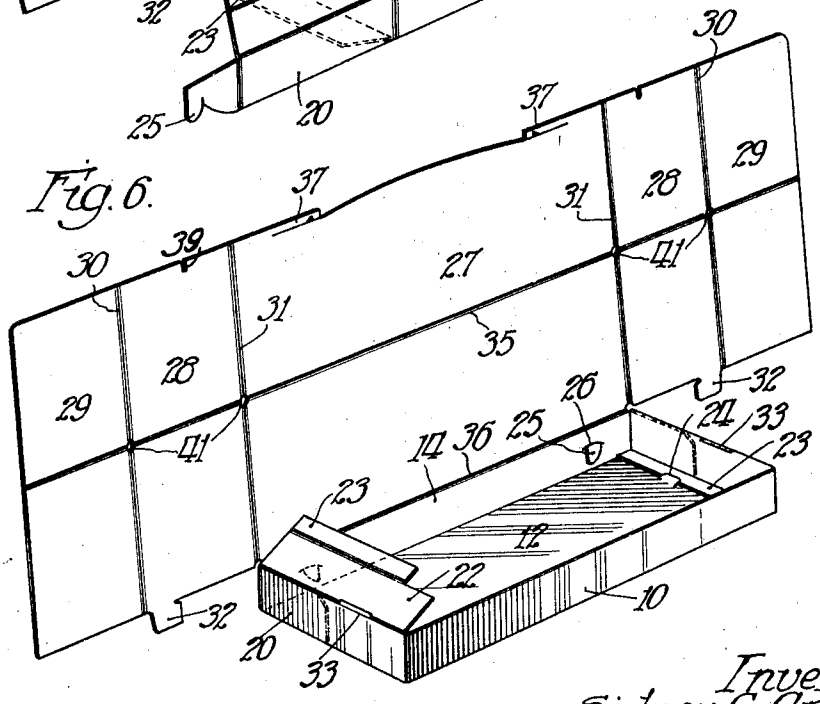


Fig. 6.



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UNITED STATES PATENT OFFICE.

SIDNEY C. ANSCHELL, OF CHICAGO, ILLINOIS, ASSIGNOR TO THE FOLLY TOWN COMPANY, A CORPORATION OF ILLINOIS.

DISPLAY BOX.

Application filed July 14, 1924. Serial No. 725,994.

This invention relates to display boxes, and aims to provide a durable and readily set-up box which serves as a container for the articles which it displays, as well as an unusually effectual, though inexpensive, advertising medium. Among other objects, the invention further aims to provide a cardboard display box formed from a blank so constructed that it need be printed only on one face to display the printed matter on all surfaces normally viewed when the box is set-up.

The invention may be understood by reference to one illustrative embodiment shown in the accompanying drawings, in which:

Figure 1 is a perspective view of a set-up box.

Fig. 2 is a similar view of the box showing the display portion partially folded.

Fig. 3 is a front sectional elevation, the upper part of the display portion being omitted.

Fig. 4 is a plan view of the box blank before folding.

Figs. 5 and 6 are perspective views showing the box in the process of being set-up.

Fig. 7 is a sectional plan view of one end of the container portion of the box and

Fig. 8 is a vertical cross-section through the box shown ready for shipment with articles of merchandise therein.

The box comprises two principal parts, namely, a receptacle or container portion and a display portion, both preferably of cardboard or the like. For shipment, the box may be collapsed or flat; or it may have the container portion set-up and packed with the articles of merchandise and the display portion folded in position to retain the articles; and in either instance the box is readily set-up for display purposes. Owing to the peculiar construction of the box and the arrangement of its display surfaces, a very large advertising area is provided by the display portion, which however is so made that it may be very easily folded to a small compass to close the container. The set-up box is exceptionally rigid, both the display and container portions being braced to prevent undue sagging or bulging of the walls; thus the box may be constructed from cardboard of a relatively light weight without sacrifice in utility or appearance. Because the box need only be printed on one face, it may be ornamentally printed in colors without prohibitive cost.

It is to be understood that the illustrative form shown in the drawings is simply a preferred embodiment of the invention; and that in the following explanation of that specific form, the described details of structure and organization are merely exemplary.

Initially the box is cut, conveniently from a single piece of cardboard, into the shape shown in Fig. 4; and preferably simultaneously with the cutting of the blank, it is scored or creased longitudinally and laterally to permit easy setting-up of the box. This setting-up may be accomplished by any one of several procedures, of which the following is illustrative.

First, with the blank of Fig. 4 laid flat on a support, the wall 10 of the container portion is bent upwardly along crease line 11, separating it from the bottom 12, and is then folded upon itself along crease line 13, thus providing a front wall of double thickness. Then, as will be understood from Fig. 5, the rear wall 14 is bent upwardly along crease line 15 and the end flaps 16 attached to said rear wall are bent forwardly on crease lines 17 to extend over the bottom of the box. The bottom flaps 18 are next bent upwardly on the crease lines 19 to provide reinforcements for the end walls of the box. The end walls are completed by bending the extensions 20 of front wall 10 at right angles along crease lines 21 and by folding the flaps 22, integral with extensions 20, over the upper edges of flaps 16 and 18, as clearly shown in Figs. 5 and 6. The container portion is held assembled or set-up by tucking the marginal flaps 23, which are attached to flaps 22, under tongues 24 provided by slitting the bottom of the box, as best shown in Figs. 3 and 7. To secure the parts better, the front wall extensions 20 may each be provided at their extremities with locking flaps 25 designed to be bent around the corners of the box and inserted in slits 26 provided in the rear wall 14. This locking engagement of the parts is best shown in Fig. 7.

The described construction provides a container which is exceptionally rigid, the front wall being of double thickness and the end walls being of triple thickness, and all the walls being firmly secured together. Fur-

thermore, the box presents a finished appearance, both inside and outside. Obviously, the container is useful as a tray or receptacle independently of any display parts.

The display portion of the box comprises a principal panel 27, herein integral with wall 14, and a display wing at one end of the principal panel and composed of two or more display panels 28, 29 separated by the vertical crease line 30, the wing itself being bendable relative to the principal panel along the crease line 31. The panel 28, in addition to its display function, is designed to provide a support or bracket to maintain the principal display panel 27 in upright position; and for this purpose is engaged with the container by means of an integral tongue 32 projecting from its lower edge and insertible in a slot 33 provided in the adjacent end wall of the container. As shown, slot 33 is cut in a line coinciding with the crease line 34, which separates flap 22 from the front wall extension 20, whereby said slot is at the upper edge of the end wall of the set-up container. Thus the end wall of the box, which as described is of particularly rigid construction, aids in the support of the display portion of the box, without any tendency to sag due to the weight of the display portion. When the tongue 32 engages the container wall, the display panel 28 will stand substantially in the plane of the end wall of the box with which it is engaged, thus supporting the principal panel 27 in an upright position.

Referring to Fig. 4, the blank is shown with printed matter on one face thereof, which, when the box is set-up as in Fig. 1, appears on the inside and outside surfaces of the container walls (except the outside of rear wall 14), and on all the display panels. Thus all normally visible surfaces of the box may may be elaborately ornamented in colors without necessitating printing on opposite faces of the blank, which might double the cost of such printing.

As shown, the principal display panel 27 has an area substantially twice that of the opening of the container and it is creased longitudinally along a medial line 35, so that when folded upon itself and also bent along crease line 36 (which is its hinge line), the display panel is sufficiently reduced in size to fit within and close the container. See Figs. 2 and 8. The medial line 35 also extends across the display wing, which may, therefore, be folded with the principal panel, as will be understood from Fig. 2. For the most effective display and to support the principal display panel most satisfactorily, there are two like display wings at opposite ends of the principal display panel, both of which are foldable with said panel prior to closing the container as described.

If the material of the box is not quite heavy, the display panel, especially if of large dimensions, may have a tendency to sag at its upper portion when the box is set up. To overcome this tendency, braces are provided to hold the supporting panel and the principal display panel together. As shown, there are two tongues 37 integral with the upper edge of panel 27 and bendable to permit engagement of their notched ends 38 with notches 39 cut in the upper edges of the panels 28, whereupon the panels 28 are held substantially at right angles to the principal display panels.

In unfolding and setting setting up the box, especially for the first time, a considerable stress may be placed by an unskilful person upon the material of the box at or near the corner where the display wing, the panel 27 and the container meet; and this stress frequently tears the cardboard. As any tear will seriously detract from the appearance and commercial value of the box, it is highly desirable that the box be constructed to minimize tearing. The box shown attains this desideratum by the provision of a curvilinear cut-out 40 at said corner. The cut-out 40 is conveniently circular as shown; but there are many other curvilinear forms of cut-outs which eliminate corners or angles where a tear may develop. By actual trial, it has been found that boxes provided with the illustrated cut-outs seldom tear even when carelessly handled. Obviously the cut-outs shown provide means for minimizing the tearing of the boxes without increasing their cost or detracting from their appearance.

As means for facilitating the folding and unfolding of the display wings, additional cut-outs 41 are provided in the display wings at the intersections of the transverse crease lines 30, 31 with the longitudinal crease line 35. Such cut-outs also improve the appearance of the box, particularly when ornamentally printed, because they prevent ragged holes from forming at said intersections. When filled with the articles of merchandise 42 as shown in Fig. 8, the box is stabilized and is then well adapted either for show-window display or for retail counter display. The box provides a satisfactory shipping case for an allotment of the articles, which may be initially packed in the container and closed in by folding the display portion; and upon receipt of the box the retailer need only unfold the display portion, insert tongues 24 into the slots 33 and place the box on the counter.

Obviously the present invention is not restricted to the particular embodiment thereof herein shown and described. Moreover, it is not indispensable that all the features of the invention be used conjointly, since they may be employed advantageously in various

combinations and sub-combinations as defined in the claims.

What is claimed is:

1. A display box comprising, in combination, a container portion and a display portion; an end wing directly attached to the principal display panel and consisting of two foldable panels useful for display; a tongue integral with the principal display panel and located at the top edge thereof; and a notch cut in the top edge of the adjacent panel of the end display wing and designed to receive the tongue whereby said tongue may prevent the upper portion of the wing from sagging.

2. A display box comprising, in combination, a container portion and a foldable display portion; said display portion including a principal panel attached to one wall of the container and designed to stand upright when in display position, and an end wing attached to said principal panel and including two similar panels, one of which has a tongue interlocking with the container; and the principal panel having a tongue constructed and arranged to interlock with one of the panels to hold said panel in the desired position.

3. A cardboard display box comprising, in combination, a container portion and a display portion; the display portion including not less than three display panels defined by crease lines and bendable to assume various angular positions relative to each other; and a tongue secured to one of the panels and engageable with the adjoining panel to hold said panels substantially at right angles to each other.

4. A cardboard box comprising a single sheet cut and creased for convenient setting-up to form a four-sided box; one of the sides of the box being bent up from the bottom and having end flaps; the opposite side being doubled; the other two walls formed by bent sections of the doubled side; said sections folded over and enclosing said end flaps and also flaps bent up from the bottom, and being locked in position.

5. A cardboard box comprising a single sheet cut and creased for convenient setting-up to form a four-sided box; one of the sides of the box being bent up from the bottom and having end flaps; the opposite side being doubled; the other two walls formed by bent sections of the doubled side; said sections folded over and each enclosing one of said end flaps and also a flap bent up from the bottom; said sections having end flaps interlocked with the first-mentioned side and having a marginal flap engaging with the bottom of the box, when the box is set-up.

6. A display box comprising a blank folded to form a box; a main display portion hinged to one side of the box and twice as high as the width of the folded box; two auxiliary display panels at each end of said main display portion and of the same height; and means for fastening the auxiliary panel next the main panel to the upper edge of the end of the box to form a brace, said auxiliary panels being foldable over the front of said main portion and then longitudinally along their center lines to form a box cover of four thicknesses with the display surface folded inside.

7. A cardboard box comprising a single sheet cut and creased; one side being bent up from the bottom; the opposite side being also bent up from the bottom and doubled out again to form a wall of double thickness with the outer surface a continuation of the inside surface of said bottom; end walls formed by bending back sections at the ends of said doubled wall; locking tabs at the ends of said first mentioned side; and locking flaps along the ends of said bottom said tabs and flaps being bent in and up respectively and nested inside said end walls, said end walls having extensions bent around outside said first mentioned side and interlocked therewith.

8. A cardboard box comprising a single sheet cut and creased; one side being bent up from the bottom and doubled out again to form a wall of double thickness; end walls formed by bending back sections at the ends of said doubled wall; and locking flaps along the ends of said bottom; said flaps being bent up and nested inside said end walls.

In testimony whereof, I have signed my name to this specification.

SIDNEY C. ANSCHELL.