

Aug. 22, 1939.

F. A. MARX

2,170,723

COLLAPSIBLE DISPLAY CONTAINER

Filed June 5, 1936

2 Sheets-Sheet 1

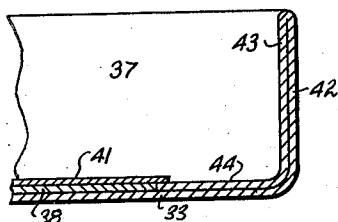


Fig. 8

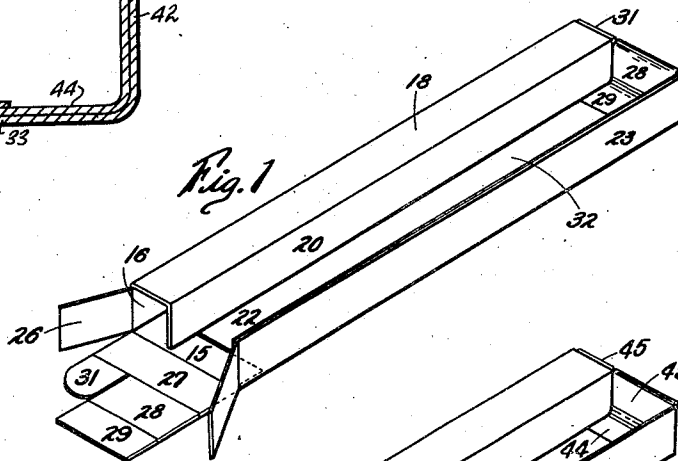


Fig. 1

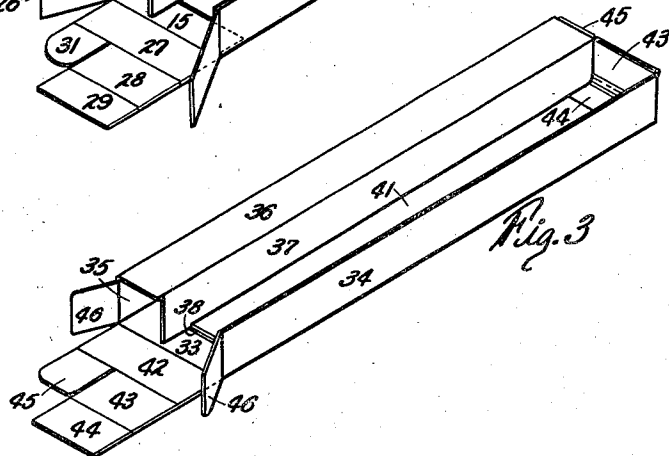


Fig. 3

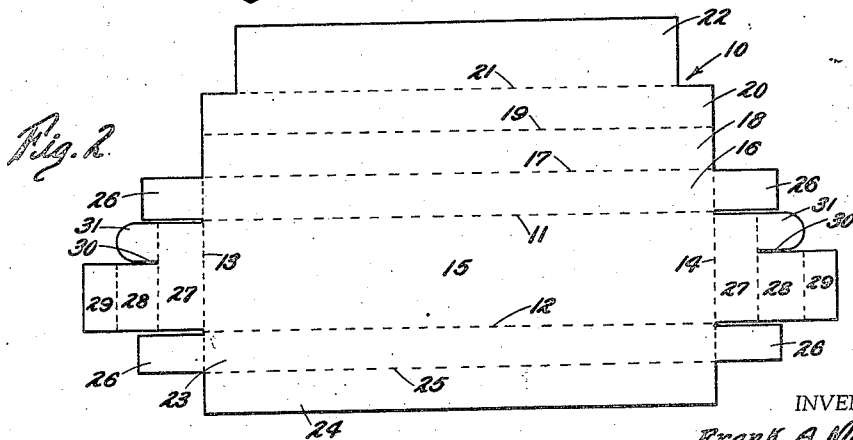


Fig. 2

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Fig. 4

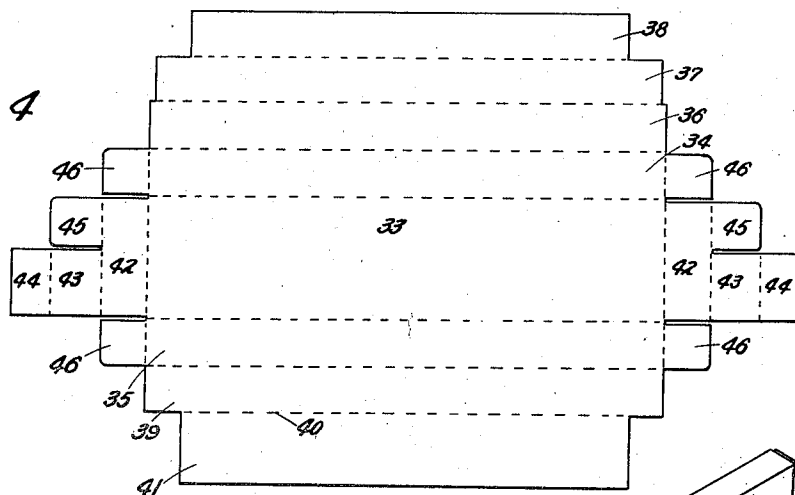


Fig. 7

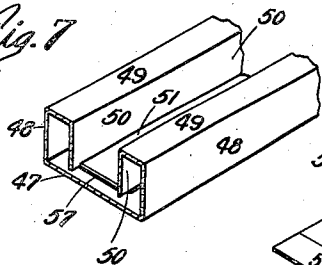


Fig. 5

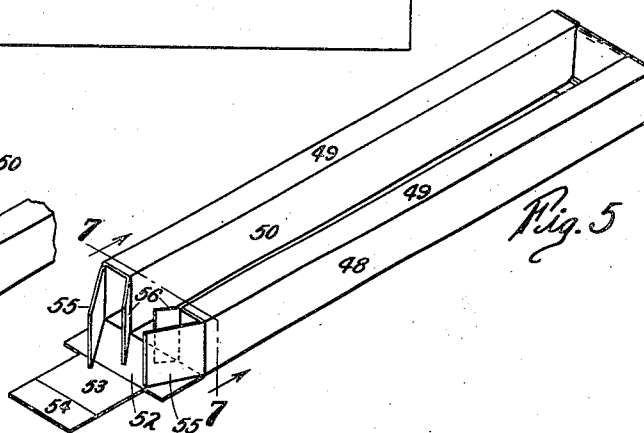
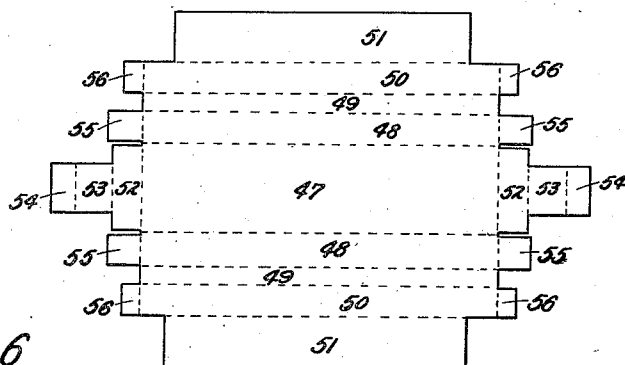


Fig. 6



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COLLAPSIBLE DISPLAY CONTAINER

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Application June 5, 1936, Serial No. 83,710

6 Claims. (Cl. 229—34)

This invention relates to cartons or containers particularly adapted to be formed of cardboard and to be used as open top containers for articles to be displayed.

5 An object of the invention is to provide open top containers of the character described so formed as to provide laterally disposed top surfaces suitable for the display of a name or an advertisement.

10 Another object is to provide a carton having an open and a closed compartment whereby one article may be displayed and another article held in a concealed or protected position.

15 Another object is to provide containers of this kind each adapted to be formed from one blank.

Another object is to provide such containers which may be efficiently manufactured, simply and quickly erected into operative position, and cheaply produced.

20 Another object is to provide containers of the character outlined in which novel and effective means are incorporated for holding the containers in operative shape.

25 These and other objects are attained by the means described herein and illustrated in the accompanying drawings, in which:

Fig. 1 is a perspective view of one form of container of this invention.

30 Fig. 2 is a plan view of the blank from which the container in Fig. 1 is constructed.

Fig. 3 is a perspective view of another form of container of this invention.

Fig. 4 is a plan view of the blank from which the container in Fig. 3 is constructed.

35 Fig. 5 is a perspective view of a third form of carton of this invention.

Fig. 6 is a plan view of the blank from which the container of Fig. 5 is constructed.

40 Fig. 7 is a fragmental cross-sectional perspective view taken on the line 7—7 of Fig. 5.

Fig. 8 is a fragmental cross-sectional view taken transversely of the right-hand end of the device in Fig. 3.

45 The present invention is particularly concerned with providing cartons adapted to hold an article for display, the container with the article in it, being adapted to be wrapped up in transparent sheet material, such as "Cellophane".

50 In a unit of this kind it is of course desirable to provide the container with the name of the manufacturer of the article, or with any other desired printed matter. Inasmuch as containers of the kind herein considered have no top or lid, there is therefore no upwardly disposed surface upon which to apply such printed matter, in the

older type of container. In this it was possible of course to apply such wording to the bottom or sides of the container, but obviously these spaces are not adapted for effective advertisement or display.

5 The present invention provides for open display containers so formed, nevertheless, to provide an effective advertising space, lying in the plane of the top edges of the container. The invention is furthermore concerned with various 10 details which make for efficient manufacture, assembly, and use.

15 With reference to the drawings, the device seen in Figs. 1 and 2 consists of an integral blank 10 of a generally elongated shape and provided intermediate its side edges with a pair of score lines 11, 12, 13 and 14 defining a bottom 15.

20 An outer side wall member 16 is connected to said bottom along the line 11, and to the section 16 there is similarly connected as at 17, a top surface member 18 which in turn has connected thereto, along the line 19, an inner side wall member 20. To the member 20 along the line 21, there is joined a flange 22 which performs a function to be later described. This flange 22 has its end portions cut off so that the ends of the flange extend short of the end lines of the bottom 15. The opposite side of the blank has connected thereto, along the line 12, an outer side wall member 23 to which a flange 24 may be connected as 30 along the line 25.

35 The side wall sections 16 and 23 have at their ends, flaps 26. The ends of the bottom 15 have connected thereto certain end-wall-forming members comprising the flap sections 27 and 28 and the sections 28 each has an ear 29 hingedly connected thereto. The sections 28, it will be seen in Fig. 2, do not extend completely across the width of the bottom 15 but are split as at 30 and suitably formed to provide tabs 31.

40 The blank in Fig. 2 is formed up into the carton of Fig. 1 by turning up the outer side wall section 23 and doubling the adjacent section 24 against the inner face thereof whereby this side wall is reinforced. The two sections may be suitably attached together as by gluing. On the 45 other side of the blank, the outer side wall section 16 is turned up angularly to the bottom 15, and the top surface section 18 is then carried across in spaced relation above the bottom 15. The inner side wall section 20 is then turned 50 down into edgewise abutment against the bottom 15 for supporting said top surface section. For holding the parts in the position described, the flange 22 is secured as by gluing to the upper face 55

of the bottom 15. The flaps 26 at each end of the blank are then turned toward one another in overlapping relation. Thereafter the end sections 27 are turned up against the overlapping sections 26 and then the flap sections 28 are turned inwardly of the container around the said overlapping flaps 26 whereby end walls for the container are formed. The tabs 31 are projected into the space provided between the inner and outer side wall sections 20 and 16 and the top surface section 18. The end-wall-forming members thus far described are held in operative position by means of the ears 29 which are disposed flat against the bottom of the container with the end edge of each ear 29 abutting the adjacent end edge of the flange 22, whereby all these parts are frictionally bound into operative relation.

It will be seen that the container thus formed provides a compartment 32 disposed between the inner side wall 20, the bottom 15, the opposite side wall of the container, and the end walls. Furthermore, it will be seen that the top surface section 18 provides a considerable advertisement space disposed laterally of the compartment 32 and lying in the plane of the top edges of the container.

Another form of the invention is seen in Figs. 3 and 4. This container has considerable similarity to the one already described providing the bottom 33, the outer side walls 34 and 35, the top surface section 36, the inner side wall 37, the flange 38 attached to said inner side wall and, on the other side of the blank, the rigidifying section 39 which lies against the inner face of the upturned wall section 35. In this form of the invention, the section 39 has hingedly connected thereto as at 40, an overlap section or flange 41. The end wall forming members comprising the sections 42, 43 and 44, as well as the tabs 45 are all substantially the same in shape and function as those already described in connection with the first form of the invention. The flaps 46 in this case, however, are not shown of such length as to overlap when the blank is formed up into the carton as seen in Fig. 3, but rather simply turned toward one another.

As previously intimated, the blank of Fig. 4 is folded into the shape of the carton in substantially the same way as the blank of Fig. 2. After this has been accomplished, the overlap section 41, which is of a width substantially the same as the distance between the inner wall 37 and the rigidifying section 39, lies over the flange 38, which latter is suitably attached as by gluing to the inner face of the bottom 33. The free longitudinal edge of the overlap section 41 binds frictionally against the inner side wall 37 and holds and assists in holding the carton in operative condition.

It may be noted that the overlap section 41 is of slightly greater length than the flange 38 and therefore its ends extend a slight distance outwardly beyond the ends of said underlying flange 38. When the ears 44 of the end-wall-forming members are disposed flat against the bottom of the carton, the outer ends of said ears will abut the adjacent ends of the flange 38 and will lie beneath the slightly extending ends of the overlap section 41, so that a peculiarly effective interlock of these parts is achieved.

It will be seen in Fig. 3 that the article-holding compartment and the advertising space, as described in connection with Figs. 1 and 2, are provided in this second form of the invention.

In Figs. 5, 6 and 7, a third form of the inven-

tion is illustrated. In this form the article-holding compartment is disposed along the longitudinal central portions of the container and is bordered on each side by an advertising space instead of only along one side as in the forms already described.

In this form of the invention the blank comprises the bottom 47 having connected therewith on each side the outer side walls 48 to which the top surface forming members 49 are hingedly joined. To the latter are connected the inner wall forming members 50 and each of these has a flange 51 attached thereto.

The bottom 47 comprises the end-wall-forming sections 52 and 53 and to the latter the ears 54 are connected. The outer wall members 48 have flaps 55 at their ends and the inner wall members 50 have the flaps 56, in the same relative position.

The blank just described is formed into a container by first turning up the outer side walls 48, carrying the top surface members 49 inwardly of the container and the inner side walls 50 downwardly of the container. Thereafter, the flanges 51 are disposed in overlapping relation against the upper face of the bottom 47. It will be seen in Fig. 7 that said flanges 51 are of such width as to fit snugly between the inner wall members 50. It will likewise be seen that the upper of the overlapping flanges 51 may be of slightly greater length than the underlying flange, as indicated at 57 for a purpose similar to that described in connection with Figs. 3 and 4. The end walls of this container are formed by turning toward one another the two sets of end flaps 55 and 56, the adjacent flaps 55 and 56 on each side of the container being then in overlapping relationship. Thereafter, the sections 52 at the ends of the bottom 47 are turned up against the outer faces of the positioned flaps 55 and the sections 53 are turned downwardly into the container against the inner faces of the flaps 56. Then the ears 54 are disposed flat against the bottom of the container, with their ends abutting the adjacent ends of the undermost flange 51 and overlapped by the end portions of the upper of the flanges 51. The form of the invention just described possesses great rigidity and durability.

As already intimated, all three forms of the invention herein disclosed are adapted to hold and display an article and to have suitable printed or advertising matter applied to the upwardly disposed top surfaces. The closed compartments provided by the spaced double walls and the top surface or advertising sections are adapted to enclose additional material or articles such as printed directions, advertising circulars, accessories, premiums, etc. The containers with the articles inside are then adapted to be enclosed in suitable transparent wrapping material and are then in condition for sale or counter display.

The containers are likewise adapted to be shipped in flat or collapsed condition and can be set up into operative shape with a minimum of time and effort.

What is claimed is:

1. A one-piece container comprising a bottom, a pair of oppositely disposed side walls, the walls at each side comprising an outer and an inner member, a flange attached to the downwardly-turned edge of each of said inner wall members, said flanges being adapted to be disposed one over the other and flat against said bottom with the outer edge of each abutting the opposite in-

ner wall member, the ends of said flanges extending short of the ends of said bottom and the ends of the overlying flange extending slightly beyond the ends of the subjacent flange, two flap sections at each end of said bottom and adapted to be folded one on the other transversely relative to said bottom and disposed vertically to form end walls, and an ear at the lower edge of the inner flap section at each end of said bottom and adapted to be placed flat against said bottom with its end edge abutting the adjacent end edge of said subjacent flange and lying beneath the end of said overlying flange whereby the end walls are held firmly in position.

2. A container comprising a bottom, a pair of oppositely disposed side walls, the walls at each side comprising an outer and an inner member, a flange attached to the downwardly turned edge of each of said inner wall members, said flanges being adapted to be disposed one over the other and flat against said bottom, the ends of the overlying flange extending beyond the ends of the subjacent flange, means for holding said flanges in position, two flap sections at each end of said bottom and adapted to be folded one on the other transversely relative to said bottom and disposed vertically to form end walls, and an ear at the lower edge of the inner flap section at each end of said bottom and adapted to be placed flat against said bottom with its end edge abutting the adjacent end edge of said subjacent flange and lying beneath the end of said overlying flange whereby the end walls are held firmly in position.

3. A container comprising a bottom and oppositely disposed side walls, a pair of strip members positioned one on the other and extending longitudinally of the inner face of said bottom, the ends of the overlying strip member extending beyond the ends of the subjacent strip member, means for holding said strip members in position, two flap sections at each end of said bottom and adapted to be folded one on the other relative to said bottom and disposed vertically to form end walls, and an ear at the lower edge of the inner flap section at each end of said bottom and adapted to be disposed flat against said bottom and projecting beneath the adjacent end of said overlying flange whereby the end walls are held in position.

4. A container comprising a bottom, side walls each comprising an outer and an inner member, an end flap on each of said outer and inner members, said flaps being adapted to be bent toward

one another for forming end wall members, and two end wall sections at each end of said bottom and adapted to be doubled one upon the other embracing between them the adjacent end flaps for forming reinforced end walls.

5. A container formed to provide a bottom and two oppositely disposed outer side walls, top surface sections of substantial width on each of said outer side walls and spaced above said bottom, inner side walls for supporting said top surface sections, and flanges along the lower edge of said inner side walls and adapted to be overlapped on said bottom, the ends of said flanges extending short of the ends of said bottom, two flap sections at each end of said bottom and adapted to be folded one on the other transversely relative to said bottom and disposed vertically to form end walls, and ears at the lower edge of the inner flap sections at each end of said bottom and adapted to be disposed flat against the bottom with their end edges abutting the adjacent end edges of one of said flanges whereby the end walls are held in position, the space between said inner side walls and the end walls forming an open compartment for an article to be displayed, and the upper face of said top surface section providing a space for a name or advertisement.

6. A carton for an exposed and a concealed article, the carton comprising a bottom and two oppositely disposed outer side walls, a top section on one of said walls, an inner side wall for supporting said top section and dividing the space between the said walls into two compartments, one compartment open and adapted to hold an article for display, the other compartment covered by said top section and adapted to hold a concealed article, a flange along the lower edge of said inner wall and adapted to be disposed against the upper face of said bottom, the ends of said flange extending short of the ends of said bottom, two flap sections at each end of said bottom and adapted to be folded one on the other transversely relative to said bottom and disposed vertically to form end walls, and an ear at the lower edge of the inner flap section at each end of said bottom and adapted to be disposed flat against the bottom with its end edge abutting the adjacent end edge of said flange whereby the end walls are held in position, said ear being adapted to be released from abutment with said flange to provide for collapsing of the end wall and access to said closed compartment.

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