Jan. 9, 1940. G. HORNECKER 2,186,071

SHIPPING DISPLAY CONTAINER

Filed Sept. 4, 1937

Fig. 1.

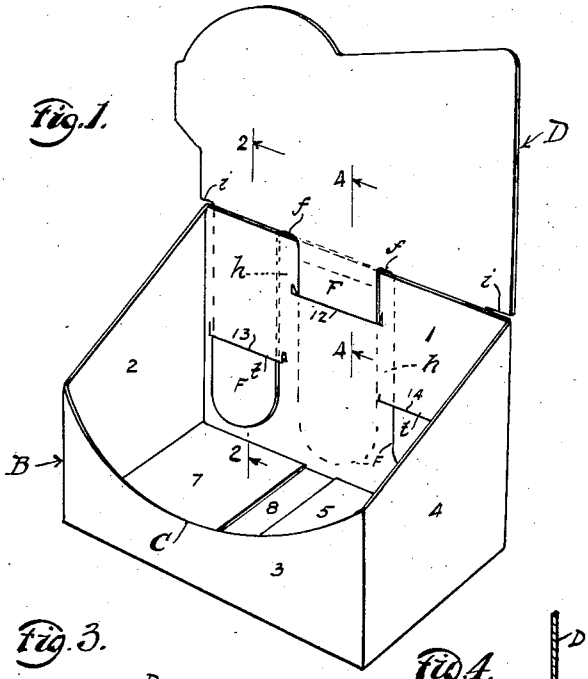


Fig. 2.

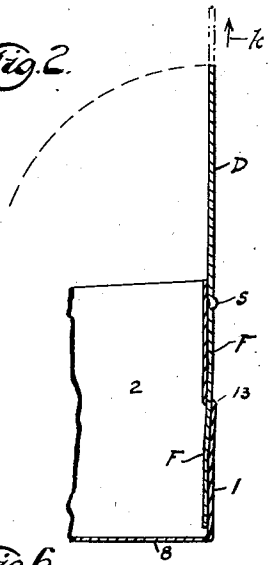


Fig. 3.

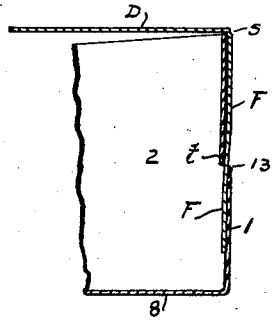


Fig. 4.

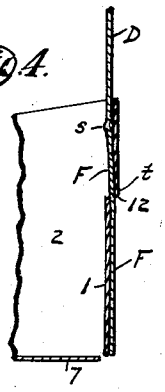


Fig. 6.

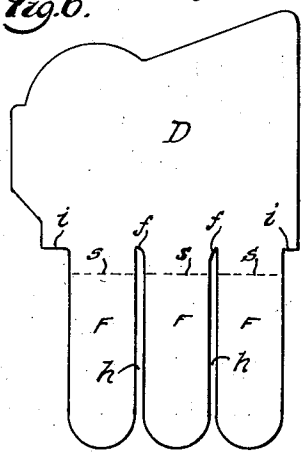
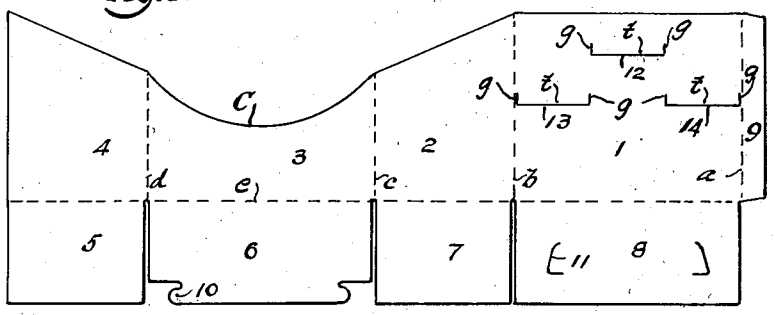


Fig. 5.



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SHIPPING DISPLAY CONTAINER

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Application September 4, 1937, Serial No. 162,405

3 Claims. (Cl. 206—44)

The present invention relates to an improvement in paper board shipping and counter display cartons, of the knock-down type, and has for its principal object the provision, upon a display container, of a separate advertising display panel, which may be downfolded upon the open container to form a cover therefor and may be raised into advertising display position and set, to be rigidly mounted in such position, thus eliminating any tendency of the display to fall out of display position.

Novel means of support are provided to permit of manual setting the display panel in either closed or open display position, as will hereinafter be noted in detail.

The foregoing, and other advantageous features of novel construction will be noted as the disclosure herein proceeds, and it will be obvious that modifications may be made in the structure indicated herein without departing from the principles thereof or departing from the scope of the claims herein appended.

In the drawing, Fig. 1 is a perspective view of the present container in erected assembly; Fig. 2 is a fragmentary, sectioned side view showing the display end of the container, with display panel erected taken on the line 2—2, Fig. 1, looking in the direction of the arrows; Fig. 3 is a view similar to Fig. 2, with display panel disposed as a cover for the container; Fig. 4 is a view similar to Figs. 2 and 3, taken on about the line 4—4, Fig. 1, looking in the direction of the arrows; Fig. 5 is a view of the blank of the container and Fig. 6 is a front view of the display cover.

The container body herein, generally denoted by B, and as disclosed in Figs. 1 and 5 is made of a single blank and comprises side panels 4, 3, 2, and 1, Fig. 5, and a gluing strip 9, all of which are integral and are defined from each other by score or fold lines *a*, *b*, *c* and *d*.

Each panel has an end closing flap defined from an associate side panel by a score line *e*, which is common to all of the panels and flaps.

Panel 4 has a rectangular free end closing flap 5, panel 3 has a free end closing flap 6 which is provided at its outer edges each with an extending lock flap 10, panel 2 has a free rectangular end closing flap 7 and panel 1 is provided with a free rectangular end closing flap 8, this flap being provided with opposed lock slits 11, near its midsection, to coact in a known manner with the latch tabs 10 to lock the flaps 5 and 7 when all of the flaps 5 to 8 are in container-end closing position, as in Fig. 1, after the glue strip 9 has been joined to the inside face of the outer edge of panel 4, in the usual manner.

The side panels are of varying height, and it will be noted that the main or rear panel 1, Fig. 1, is rectangular, and higher than the other coacting panels at its upper horizontal edge. When the four sides are joined in box assembly, the two side forming panels 4 and 2 having sloping top edges which extend downwardly towards the front or low edge panel 3, the top edge thereof being concaved as at C. When assembled in display position, as in Fig. 1, the container exposes most of its contents for display, to the customer because of the sloping sides.

In containers of this type, the web of the paper may be combined of several thicknesses of newspaper chip or other board, and only one face coated with a lighter colored liner such as patent white liner, and upon this face the printing is done. Thus, such containers may only be color printed on the white faced side, in some instances, this always being the exposed face of the container. Thus the face of panel 1, as faced to the observer of the drawing is the rear face of the panel and would be, consequently, an unprinted dark face. If this panel 1 were extended to the height of the display panel D, of Fig. 1, color printing on this surface would not be attractive. Therefore to provide a light colored printing surface upon the rear panel, without using a board having a patent white liner facing on both surfaces, a separate foldable advertising display panel D, Figs. 1 and 6, is used, which is made of a single white faced board, and on this faced side the eye attracting advertisement is printed.

In inserted display panels of this type means are usually provided whereby through scoring, the panel D may be folded down upon the open display end of the container, as indicated in Fig. 3, and when in display position, to be erected by lifting to the vertical position as in Figs. 1 and 2. Normally the score line usually provided on this type of display panel is flush with the top edge of panel 1, and the panel when in display position is unstable and tends to wobble and to fall forwardly or rearwardly out of the vertical display plane and is, accordingly, unsightly.

In the present arrangement, three desired functions are obtained, 1st, the provision of a bright attractive printing, 2nd, the provision of a display which may be folded down when shipping, and 3rd, the provision of means whereby the display panel after having been brought to

display position is instantly lockable in rigid vertical display position.

To the foregoing ends, the upper display portion of panel D having any desired ornamental contour is provided with a plurality of round ended free tongues F, F and F, Fig. 6, these latter depending freely from the lower edge *i* of the panel and having cut spaces *h* between the tongues. The cuts *h* terminate at *f*, at about the line of the lower edge *i*, Fig. 6, and the three tongues so defined, are traversed by alined score lines S, S and S.

The main rear panel 1 is provided with three spring slits 12, 13 and 14, the short vertical terminal cuts at the ends of each slit providing a spring-like tongue *t*. One of the spring tongues 12*t* is located above the other two tongues 13*t* and 14*t*, and all of the tongue slits 12, 13 and 14 are symmetrically located upon the face of panel 1, and in such adjacent alinement as to register with and receive therein the depending tongues F, F and F of panel D, as shown in Fig. 1.

To mount the panel D upon panel 1, the middle depending tongue F is entered into tongue slit 12 on the inside face of the panel 1, as in Fig. 4, and the panel D pushed down until the round ends of the other outer tongues F and F reach the tongue slits 13 and 14. These latter tongues F and F are engaged on the other outside face of panel 1, so that the panel 1 is gripped between the spanned tongues F, F and F. When the ends of the outer tongues reach the tongue slits 13 and 14, they are entered therein as in Figs. 2 and 3, and the panel D pushed down until the top edge of panel 1 rests against the alined edges *i* and slot edges *ff*. In this position the score lines S, S and S are below the top edge of panel 1, and the panel D is thus rigidly and frictionally held in display position, as in Figs. 1 and 2.

When it is desired to fold the panel D down over the display carton, it is lifted upwardly as indicated by the dotted lines and adjacent arrow *k* in Fig. 4. This brings the score lines S, S and S a little above the top edge of the panel 1, and the panel D is free to be folded downwardly as a cover, as in Fig. 3.

From the foregoing it will be observed that due to the use of a single faced paper board in the container structure, double printing, one printing on each surface of the board, is obviated, thus effecting considerable economy, and by the use of a single faced printed display easel which is adjustably mounted upon the container for two functions, one of said functions permitting folding as a cover and the other function permitting of the rigid setting of the easel display thereon, new, economical and useful results are accomplished.

Further, from the foregoing it will be seen that the present device becomes a container in which goods may be shipped and the container then converted by the vendor into a counter display device for the contained goods.

In practice, the containers and their display panels are shipped knocked down to the user, who erects and fills them and ships them to the vendor.

What is claimed is:

1. In a shipping display device, the combination with a container comprising side forming walls and a bottom, of a separate cover display easel, said container having in one of its walls a plurality of spaced apart slits, said easel comprising a display portion and a container attaching portion, said attaching portion comprising a plurality of spaced apart tongues defined from one another by slits, said slits terminating at the display portion of said easel, said tongues having score lines thereon, said score lines being located adjacent to and below the termination of said tongue defining slits, one of said depending tongues engaging in one of said container slits on one face of said slitted wall portion, the others of said depending tongues engaging in the other longitudinal slits on the opposite face of said slitted wall portion, whereby said depending tongues span said slitted wall portion on opposite sides and frictionally engage the same, said depending tongues when brought with their score lines in register with the top edge of said slitted wall portion permitting the cover display easel to be folded down upon the container, and when the easel portion is erected and pushed downwardly on said top edge, the depending tongues firmly grip the opposite sides of said slitted wall portion and lock the easel display firmly upon said slitted wall portion.

2. In a shipping display device, the combination with a container comprising side forming walls and a bottom, of a separate cover display easel, said container having in one of its walls a plurality of longitudinally arranged and spaced apart slits, said easel comprising a display portion and a container attaching portion, said attaching portion comprising a plurality of depending, spaced apart tongues defined from one another by open ended slits, said slits terminating at the display portion of said easel, said tongues having traversing score lines thereon, said score lines being located adjacent to and below the termination of said tongue defining slits, one of said depending tongues engaging in one of said longitudinal slits on one face of said slitted wall portion, the others of said depending tongues engaging in the other longitudinal slits on the opposite face of said slitted wall portion, whereby said depending tongues span said slitted wall portion on opposite sides and resiliently grip the same, said depending tongues, when brought with their score lines above or in register with the top edge of said slitted wall portion permitting the cover display easel to be folded down upon the container, and when the easel portion is erected and pushed downwardly on said top edge, the score lines are depressed below the top edge of said slitted wall portion, the depending tongues above said score lines firmly grip the opposite sides of said slitted wall portion and lock the easel display firmly upon said last wall portion.

3. In combination, a knock down display container comprising side forming walls and a bottom, one of said sides being provided with plural, parallel tongue slits, said slits being symmetrically spaced from each other both horizontally and vertically and a cover forming display panel comprising a display and cover panel portion and a container engaging portion, said latter portion being traversed by score lines and comprising plural container slit engaging slitted tongues, said tongues being engaged in said container slits, said score lines traversing and being located below the inner terminals of said tongue slits, as and for the purpose described.

GEORGE HORNECKER.