April 6, 1943. C. B. HOLM 2,315,999

DISPLAY BOX

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Fig. 1.

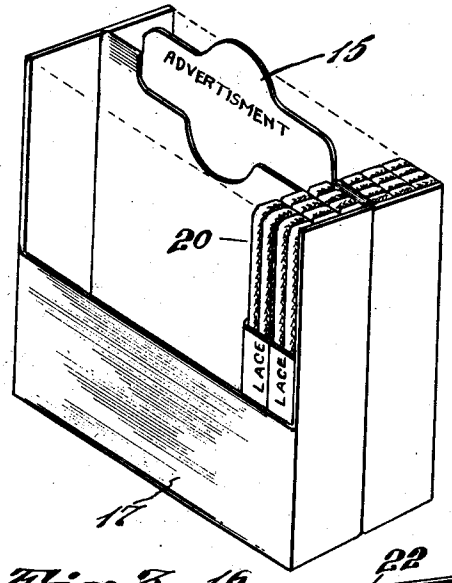

Fig. 2.

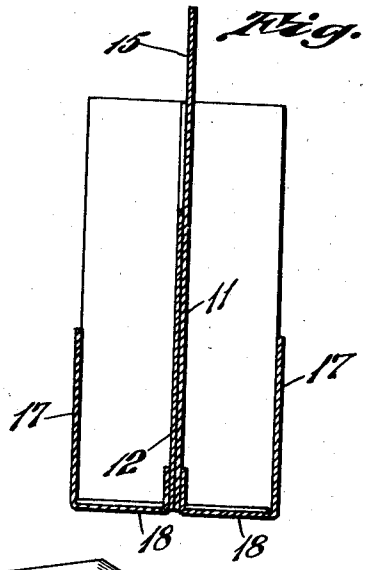

Fig. 3.

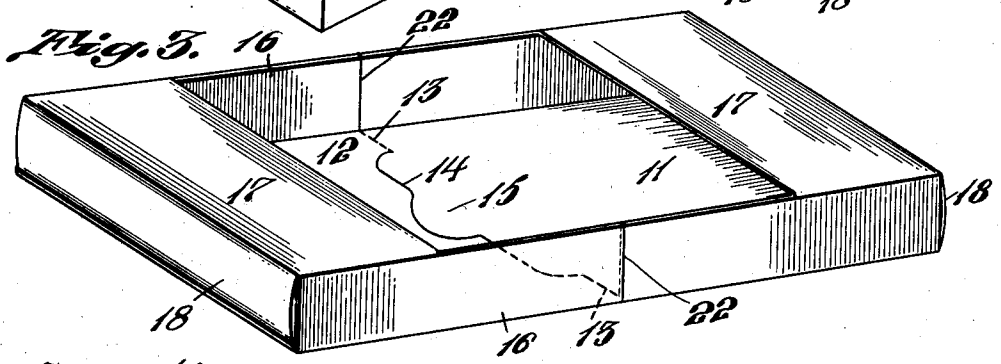

Fig. 4.

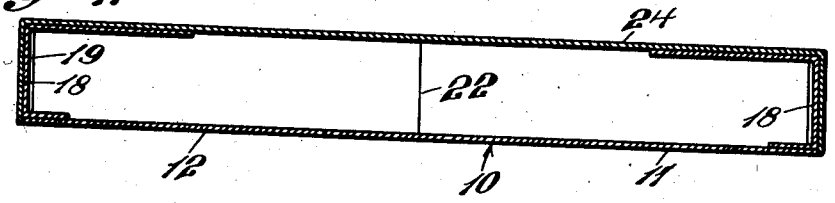

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Fig. 5.

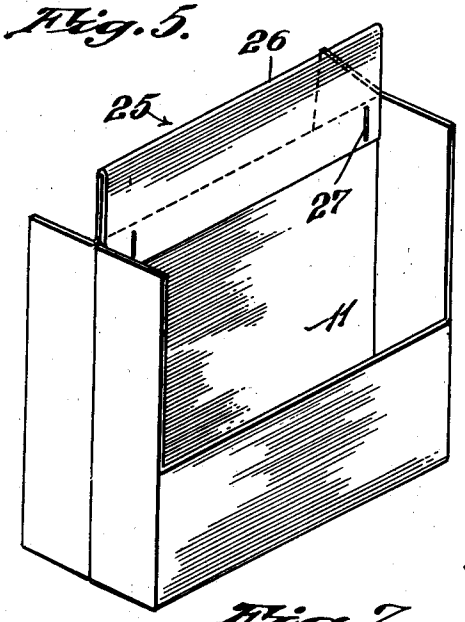


Fig. 6.

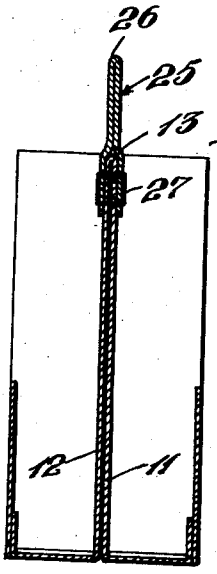


Fig. 7.

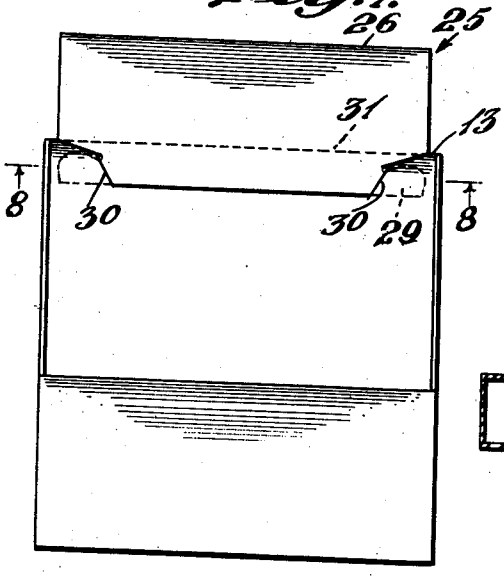


Fig. 8.

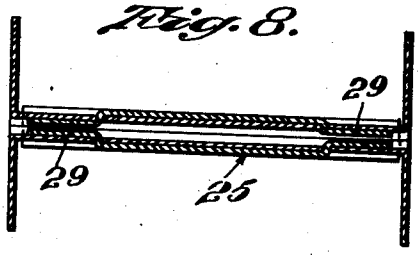


Fig. 9.

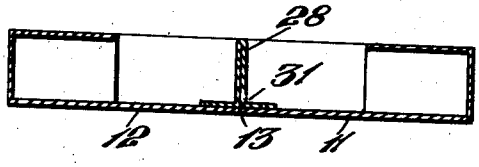
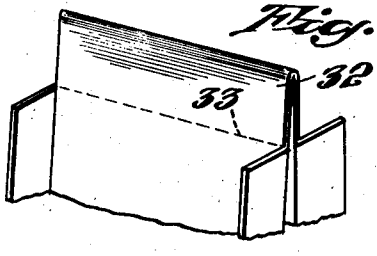


Fig. 10.



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UNITED STATES PATENT OFFICE

2,315,999

DISPLAY BOX

Carl B. Holm, Englewood, N. J., assignor to International Braid Company, a corporation of Massachusetts

Application September 18, 1939, Serial No. 295,363

1 Claim. (Cl. 206—44)

This invention relates to a box either a folding or set up box for packaging merchandise for sale of a character which will be suitable to rest upon a counter, table, or other similar support; and has for one of its objects to provide such a box which may be used as a shipping container for the delivery of goods to the retail merchant and to thereupon be converted into a display box for the display of such merchandise for sale.

Another object of the invention is to provide a box which may be folded back upon itself to permit its different sections to be used as a stand for supporting the box.

Another object of the invention is to provide a display box which may be so shaped that advertising may be applied to the box when in a position for the display of the goods.

Another object of the invention is to provide a display box in which the merchandise may be readily withdrawn from the box for the purposes of sale.

Another object of the invention is to provide a combined division wall in the box and advertising tab.

With these and other objects in view, the invention consists of certain novel features of construction, as will be more fully described, and particularly pointed out in the appended claim.

In the accompanying drawings:

Fig. 1 is a perspective view of the box in display position;

Fig. 2 is a central sectional view thereof;

Fig. 3 is a perspective view of the box in position for loading;

Fig. 4 is a sectional view of the box in the position shown in Fig. 3 and with a cover applied thereto;

Fig. 5 is a perspective view of a modified form of box somewhat similar to Fig. 1;

Fig. 6 is a central sectional view of the structure shown in Fig. 5;

Fig. 7 is a side elevation of a box showing a different manner of attaching the division wall and tab than that shown in Fig. 5 but otherwise similar thereto;

Fig. 8 is a sectional view on line 8—8 of Fig. 7;

Fig. 9 is a central sectional view of the box in flat position without the cover being applied thereto and may be either the structure shown in Fig. 5 or 7;

Fig. 10 is a perspective view of a still different modification illustrating a division wall structure as formed all in one piece with the bottom of the box.

In the shipping of certain kinds of merchandise such, for instance, as shoe laces, it is frequent to pack these laces in a box in certain quantities such, for instance, as dozens or multiple dozens and to uncover the box leaving the laces in an open position for dispensing. An uncovered box of laces does not present a particularly attractive package and in order to provide a more attractive display and easier dispensing package I have arranged a package by placing the shoe laces therein with their ends abutted in the center of the box and then slit the sides and folded the box back on itself so that the abutted ends of the laces will be uppermost while the ends of the box serve to support the structure in a position from which the laces may be readily withdrawn and in a position to display the laces favorably upon a counter or wherever they may rest. Further, I have arranged for a tab to extend upwardly from the folded bottom upon which advertising may be provided and yet the box is of such a character that it may be used for shipment and is so inexpensive of construction that it may be discarded after use; and the following is a more detailed description of the present embodiment of this invention, illustrating the preferred means by which these advantageous results may be accomplished:

With reference to the drawings, 10 designates generally the bottom wall of the box which may be referred to as in two sections 11 and 12 joined along the fold line 13 which may be scored for location of its position with a slit 14 between the fold portions 13 and offset therefrom so as to provide a tab 15 when folded along the line 13. Side walls 16 are provided for the box and extend upwardly from the bottom wall, the side walls being connected together by bridging portions 17 adjacent to the opposite ends of the box while end walls 18 are provided which extend downwardly from this bridging portion to be tucked into position above flaps 19 also formed on the side walls 16. These bridging portions 17 provide convenient pockets for the reception of shoe laces 20 between the back wall and the bridging portions as illustrated in Fig. 1. These end portions may be either provided so that the box may be of the folding or set up type.

The side walls 16 are slit as at 22 at diametrically opposite portions at the extremities of the fold line 13 or there may be a perforation along this line 22 which may be easily broken when use of the box is to be made for display purposes.

The box in the position shown in Fig. 3 is loaded with banded pairs of laces 20 with their ends substantially abutting at the middle of the

box and a cover 24 is positioned over this box as shown in Fig. 4 causing the same to be in suitable form to be shipped to the user. The cover may be removed and the perforations 22 severed, or if slits are formed this severing will be unnecessary, whereupon the box may be bent back upon itself along the fold line 13 which will cause slit 14 to function permitting the tab 15 to extend upwardly along the line of section 11 as shown in Fig. 1, to extend above the fold line as there shown and display any printed matter which may be placed thereon. In this position the pairs of laces may be easily withdrawn endwise from the package and yet leave the remaining pairs of laces undisturbed and in a condition of attractive appearance.

Certain modifications of this box may be had. In place of the slitting 14 to provide the upstanding tab 15 an additional piece of stock 25 may be folded upon itself along the line 26 and stitched, stapled, glued or attached by other means to the bottom of the box as at 27, on either side of the fold line 13 which now extends completely across the box. In this way a division wall 28 (see Fig. 9) is provided at the center of the box to divide the end to end groups of laces and when the bottom of the box is folded along the line 13, the bottom of the box will be in back to back relation with the upstanding tab 25 extending above the fold to display any printed matter or advertising which may be placed thereon.

In Figs. 7 and 8 I have illustrated this folded portion 25 as cut to provide tongues 29 and I have slitted as at 30 the bottom of the box so that these tongues may extend through the slits adjacent each side of the box and at either side of the fold line 13.

In both of the above cases it will be understood that the division 25 will have a fold additional to the line 26 along the line 31 on either side to properly dispose the division when the box is in the position shown in Fig. 9.

In some cases instead of having an additional piece of stock to provide a division wall the folded division 32 (see Fig. 10) may be a part of the bottom wall of the box with the fold again as at 33 so as to dispose this fold in substantially the position as shown in Fig. 9 as a division or to permit it to extend up as shown in Fig. 10 for the display of the printed matter which may be placed thereon.

The foregoing description is directed solely towards the construction illustrated, but I desire it to be understood that I reserve the privilege of resorting to all the mechanical changes to which the device is susceptible.

I claim:

A generally rectangular display box having a bottom wall and upstanding side and end walls of equal width throughout their length and of a single thickness and a top wall provided with a centrally located opening therein, said side walls being slit at opposite points intermediate their ends, and said bottom wall being foldable along a line connecting said slit to dispose the other pair of walls in adjacency for supporting the box upright on said other pair of walls, a portion extending upwardly above the fold when the bottom wall of the box is folded back on itself, said end walls being integral with the front wall and folded at right angles therewith along a line intersecting said front and end walls and having a tab thereon folded at right angles thereto and extending within the box into frictional engagement with the bottom wall to secure the same in place, and a closure member for said display box having side and end walls and a bottom wall providing an open side for removably receiving said display box when said box is in unfolded position with the end wall of the closure member engaging the end walls of the box and of a depth to prevent folding of the box when the closure is in position.

CARL B. HOLM.