April 20, 1937. H. K. POWELL 2,078,018

CONTAINER

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Fig. 1

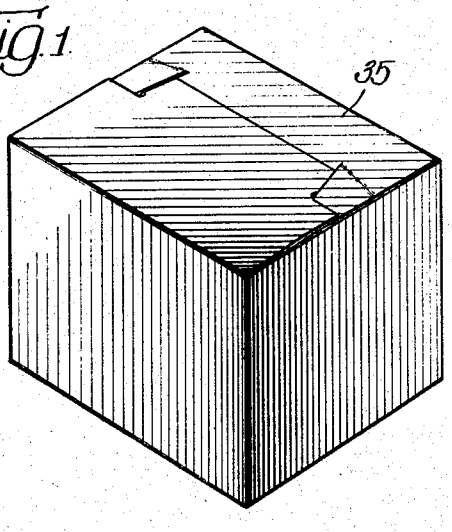


Fig. 2

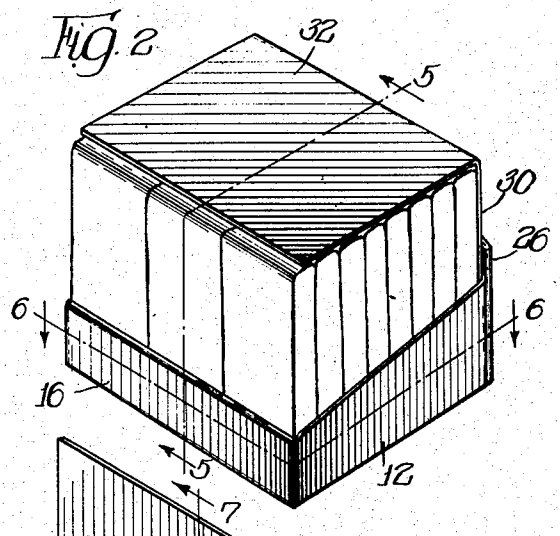


Fig. 3

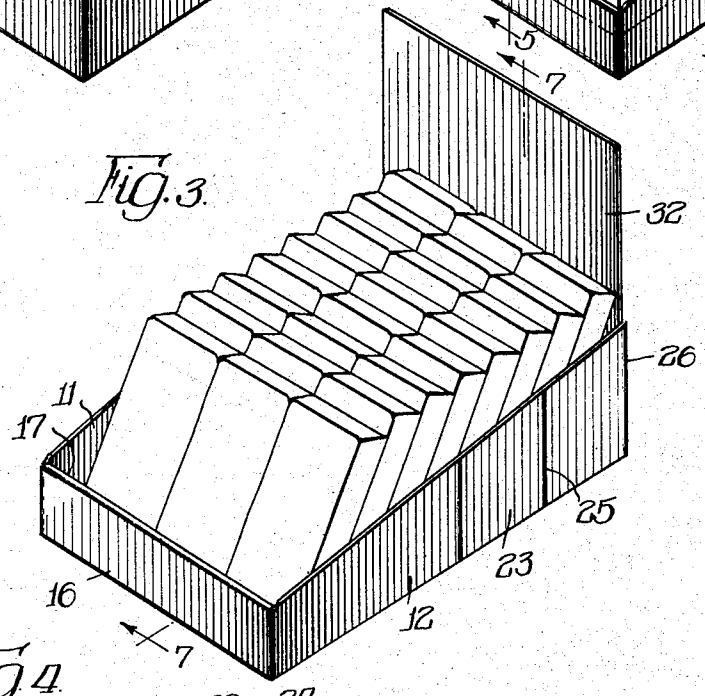
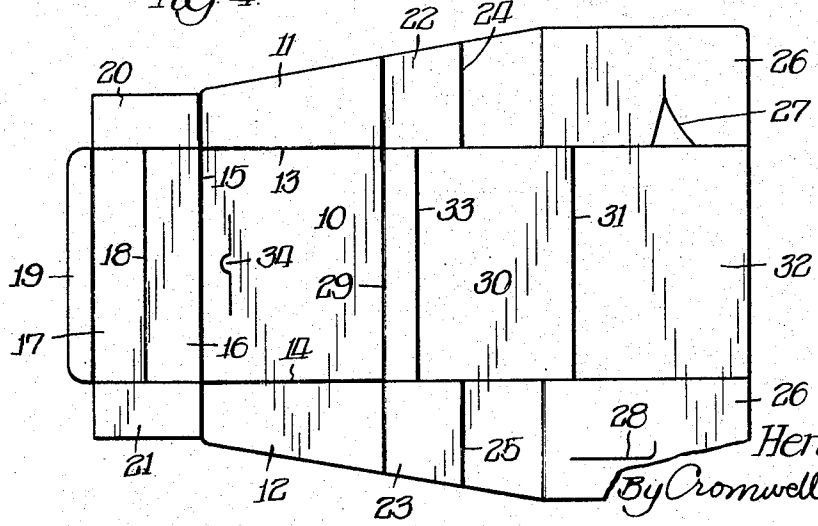


Fig. 4



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Fig. 5

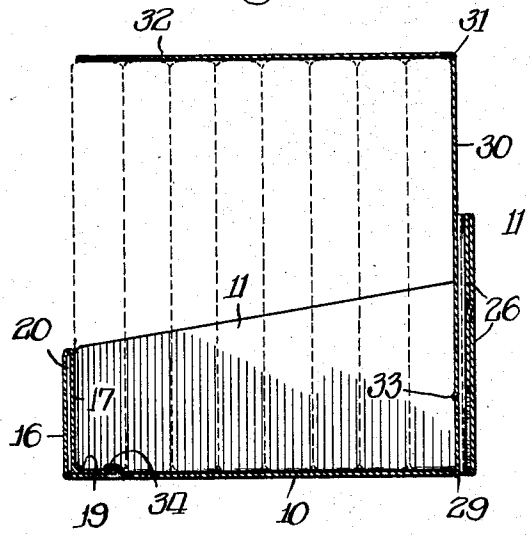


Fig. 6

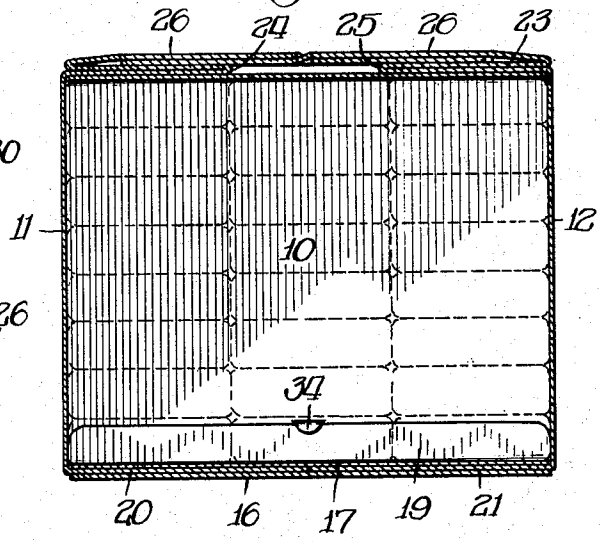
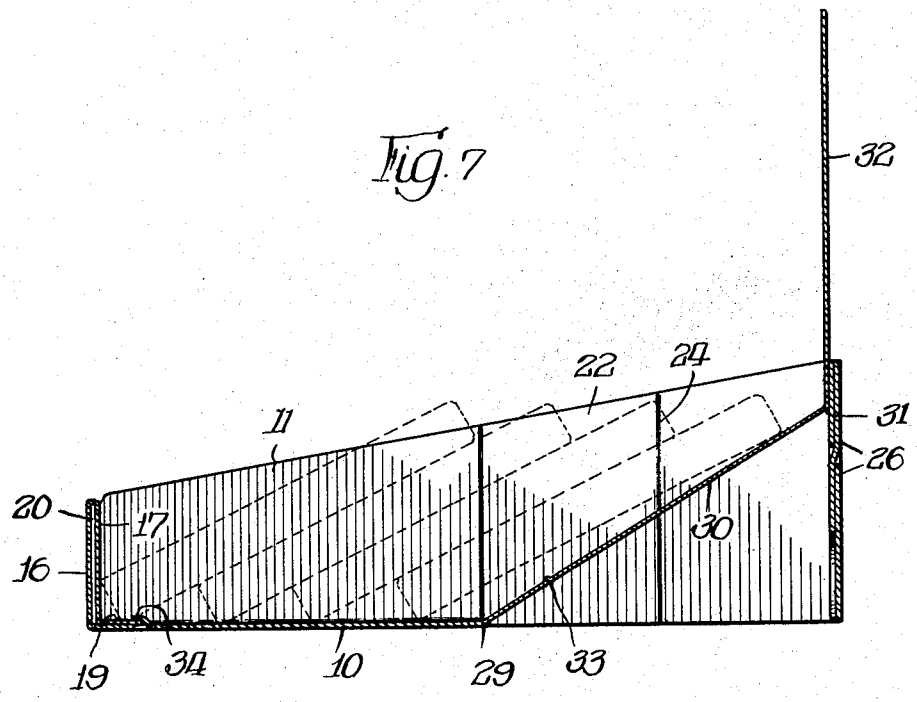


Fig. 7



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UNITED STATES PATENT OFFICE

2,078,018

CONTAINER

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Application October 26, 1934, Serial No. 750,033

11 Claims. (Cl. 206—44)

The present invention pertains to containers, and has particular reference to an improved container of the type adapted for display purposes in the packaging of candy bars and the like.

In the packaging of many commodities it is customary to employ a cardboard carton or container of a capacity for the receipt of twelve or twenty-four units. For display purposes, as on the ordinary show case or cigar counter in the instance of many products, it is desirable to present the articles packaged in as full view as possible. Where the container is completely filled when originally packed, it is difficult to obtain a proper display of the articles packaged due to the crowded condition within the container. It has been suggested in the packaging of candy bars only to partially fill the original container with candy and to complete the filling of the container by use of stuffings such as excelsior and paper. Obviously, this type of packaging is objectionable, due to the use of an unnecessarily large container and the increased cost of the packaging.

A principal object of the present invention is to provide an expansible container which in one position will present a relatively small volume or capacity and in another position will present a relatively large volume or capacity.

An additional object is to provide a display carton which is foldable into a relatively small receptacle adapted to be substantially completely filled with the articles packaged and unfoldable into a receptacle of greater capacity for effective display value.

A still further object is the provision of a package in which candy bars and the like may be shipped in closely compacted relation and operable to be extended for display purposes so that the candy bars may be tilted for better presentation to the eye of a purchaser..

These and other objects will be observed from a consideration of the following description of a preferred embodiment of the invention and by reference to the accompanying drawings in which

Fig. 1 is a perspective view of a package constructed in accordance with my invention;

Fig. 2 is a similar view of the package with the cover removed;

Fig. 3 is a perspective view of the package shown with the cover removed and in distended or display condition;

Fig. 4 is a view of the blank from which the carton is constructed;

Fig. 5 is a cross sectional view, taken along line 5—5 of Fig. 2;

Fig. 6 is a sectional view, taken along line 6—6 of Fig. 2; and

Fig. 7 is a sectional view, taken along line 7—7 of Fig. 3, with a number of the candy bars removed from the container.

In accordance with my invention, I have provided an improved container particularly adapted for display purposes and which is provided with opposed auxiliary side walls scored and foldable or collapsible to form a relatively small receptacle or container, and unfoldable to produce a container of greater size.

As shown in Fig. 4 of the drawings, the blank from which the container is produced is provided with a bottom member 10 provided with side sections 11 and 12 separated therefrom by means of score lines 13 and 14 respectively. The front of the bottom member is joined along the score line 15 with an outer front wall 16. The front wall structure is completed by an inner front wall 17 joined to the outer front wall along the score line 18 and an attaching flap 19 joined to the free edge of the inner front wall 17.

To the front ends of side walls 11 and 12 are joined the attaching flaps 20 and 21 respectively.

The rear edges of front walls 11 and 12 are respectively joined along suitable score lines to side walls 22 and 23. The auxiliary side wall 22 is provided with a central score line 24 and auxiliary side wall 23 is provided with a similar score line 25.

The rear wall portion of the blank is formed by the attaching flaps 26, one of which is secured along the score line to each of the auxiliary side walls 22 and 23. To provide for assembling the container the flaps 26 are provided with complementary locking elements 27 and 28.

Bottom member 10 is joined along score line 29 to an auxiliary bottom member 30, and the latter is joined along score line 31 to an auxiliary rear wall member 32. The auxiliary bottom member 30 if desired may be provided with an intermediate score line 33 to render it more flexible.

To erect the container, the side walls 11 and 12 are rotated about score lines 13 and 14 into vertical position and flaps 20 and 21 are rotated into a vertical position above the score line 15. Outer front wall 16 then is rotated into vertical position in front of the flaps 20 and 21 and inner front wall 17 is rotated downwardly on the opposite sides of flaps 20 and 21. The erection of the front wall is completed by interlocking flap 19 beneath the locking element 34, as indicated in Figs. 5, 6, and 7.

The rear wall of the container is formed by rotating the bottom member upwardly a sufficient distance to allow the flaps 26 to be interlocked on the outer side thereof, and the interlocking element 27 is inserted in the corresponding slot 28.

After interlocking the flaps 26 to form the rear wall the auxiliary side members 22 and 23 may be folded or collapsed by pressing inwardly on the central portion thereof to produce a bend along score lines 24 and 25 until the auxiliary side members lie in folded or doubled relation along the interior of the rear wall, as may be seen in Fig. 6. In this position the auxiliary rear wall extends upwardly on the interior of the folded auxiliary side walls, the container then forming a receptacle of relatively small capacity.

When the auxiliary side members are folded as described to form a relatively small receptacle, the latter is adapted to hold twenty-four bars of candy, as shown in Fig. 2, in closely compacted relation. That is, the restricted container is completely filled with three rows of eight candy bars in each row. The package is formed by erecting the container and folding the auxiliary side walls to form the relatively small container and filling the container as shown in Fig. 2. After completion of the filling operation, a cover member 35, which may be of conventional design, is placed about the package shown in Fig. 2 and in encompassing relation with respect to the rear wall, thereby maintaining the auxiliary side walls in folded position. The resulting package is compact, rigid and economical of production, and requires a minimum of shipping space.

As shown in Fig. 2, the auxiliary rear wall member 32 may be folded over tops of the candy bars when the auxiliary side walls are in folded condition. In some instances it will be found desirable to fold the auxiliary rear wall 32 backwardly about the score line 31 to a vertical position external of the lock flaps 26, this position being desirable in that it facilitates the proper mounting of the cover member 35 about the package. In other instances, it may be found desirable to place the auxiliary bottom member 30 in vertical position on the exterior of the interlocked flaps 26 and to lock the rear wall portion in folded condition by folding the auxiliary rear wall member 32 downwardly on the interior of the folded auxiliary side members, a locking mechanism similar to elements 19 and 34 being employed to complete the structure.

When it is desired to display the candy bars, the cover 35 may be removed and the auxiliary side walls moved into unfolded position as shown in Fig. 3. In this unfolded position a container of relatively large size is produced and it then is possible to tilt the candy bars backwardly into an angular position which is highly effective for display purposes.

It is preferred to construct the auxiliary bottom member 30 of such dimension that it engages the rear wall somewhat above the bottom of the container when the auxiliary side walls are in unfolded position, as shown particularly well in Fig. 7. An advantage of this structure is that when numerous candy bars are removed the back ends of the rearmost candy bars are supported in raised position so that substantially the same display position of the candy bars is maintained. Removal of a candy bar from the front row merely results in the remaining candy bars of the row sliding forwardly in less overlapped relation.

In its unfolded or display condition the container is even more advantageous from the standpoint of display than is the ordinary container of larger original size. In this manner more effective results are obtained at a considerably reduced cost of manufacture.

It will be obvious that many changes in the structure described herein for purposes of explanation and description may be made without departing from the scope of the invention. For example, the invention has been described with respect to the packaging of candy bars, but it will be applicable to other commodities. All such changes and modifications are intended to be included in the appended claims.

I claim:

1. A display container, comprising a front wall, a rear wall, side walls extending between said front and rear walls in closed position and being provided with doubled-over auxiliary side walls operable to extend said rear wall in backwardly spaced vertical position to form an enlarged receptacle.

2. A display container, comprising a front wall, a rear wall, main side walls connected to said front wall, auxiliary side walls connected to said main side walls and to said rear wall, said auxiliary side members being scored and foldable into doubled-over closed position to form a relatively small receptacle and unfoldable to form a relatively large receptacle.

3. A display container, comprising a front wall, a rear wall, main side walls connected to said front wall, auxiliary side walls connected to said main side walls and to said rear wall, said auxiliary side walls being scored and foldable into closed position to form a relatively small receptacle and unfoldable to form a relatively large receptacle, and a bottom member connected to said main side walls and to said front wall, said bottom member having an extension foldable adjacent said rear wall when said auxiliary side walls are in unfolded position.

4. A display container, comprising a front wall, side walls, a rear wall foldable into closed position to form a relatively small receptacle and unfoldable to form a relatively large receptacle, and a removable cover member engageable with said rear wall to maintain the latter in folded position.

5. A container of the type described, comprising a front wall, side walls, a rear wall foldable into closed position to form a relatively small receptacle and unfoldable to form a relatively large receptacle, and releasable means for maintaining said rear wall in folded position.

6. A container of the type described, comprising a front wall, a rear wall, side walls, auxiliary walls connected between at least one of said walls, said auxiliary walls being foldable to form a relatively small receptacle and unfoldable to form a relatively large receptacle, and releasable means for maintaining said auxiliary walls in one of said positions.

7. A container of the type described, a bottom member having walls connected to three sides thereof, auxiliary walls connected to the walls on two of said sides, a fourth wall connected to said auxiliary walls, said auxiliary walls being scored and foldable into a position adjacent said fourth wall to form a relatively small receptacle and unfoldable to form a relatively large receptacle, and an auxiliary bottom member adapted to be engaged with said fourth wall when said auxiliary walls are in unfolded position.

8. A container of the type described, comprising a front wall, side walls connected to said front wall, a bottom member connected to said front wall and to said side walls, auxiliary side walls scored in their central portion and having one end connected to said side walls, a rear wall connected to the opposite end of said auxiliary walls and adapted upon collapse of said auxiliary walls along the score line thereof to be positioned adjacent said side walls, and a cover member operable to encompass said walls when said auxiliary walls are in collapsed position.

9. A container as described in claim 8, including an auxiliary bottom member adapted to form a slanting platform when said auxiliary side walls are in extended position.

10. A container of the type described, comprising a front wall, side walls, auxiliary side walls foldable to form a relatively small container and unfoldable to form a relatively large container, a rear wall connected to said auxiliary side walls, a bottom member connected to said front and side walls, an auxiliary bottom member adapted to engage said rear wall when said auxiliary side walls are in unfolded position, and an auxiliary rear wall connected to said auxiliary bottom.

11. A package of the type described, comprising a container portion having front and side walls, collapsible auxiliary side walls foldable to form a relatively small container and unfoldable to form a relatively large container, a rear wall connected to said auxiliary side walls, a bottom member having a permanent portion coextensive with said side walls and an extensible portion engageable with said rear wall when said auxiliary side walls are in unfolded condition, and a cover encompassing said walls and maintaining said auxiliary side walls in folded position, said container being filled with candy bars adapted to be tilted when said auxiliary side walls are in unfolded position.

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