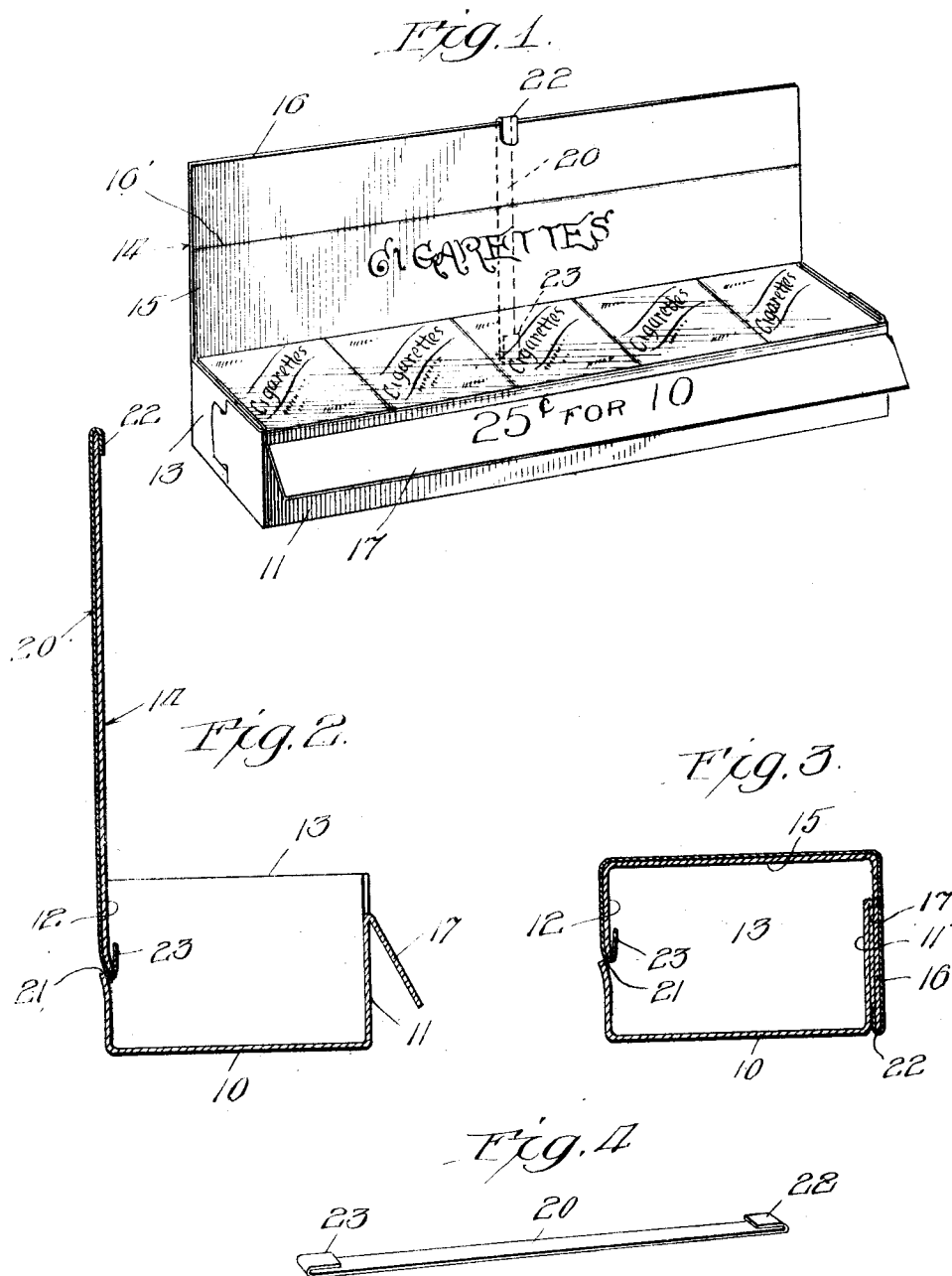


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 COMBINED ADVERTISING CARD AND DISPLAY BOX.
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1,128,052.

Patented Feb. 9, 1915.



Witnesses:
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UNITED STATES PATENT OFFICE.

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COMBINED ADVERTISING-CARD AND DISPLAY-BOX.

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Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, WADSWORTH D. ROY, a citizen of the United States, and a resident of Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Combined Advertising-Cards and Display-Boxes; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, and to the characters of reference marked thereon, which form a part of this specification.

This invention relates to a combined advertising or display card or poster and shipping and display box, adapted to contain for shipment and display small articles of merchandise, such as cigarettes, cigars, soaps, wrapped confectionery, and the like, so constructed and arranged that the advertising card or poster constituting part thereof bears such relation to the other parts of the box as to be always in position for exhibition when the box is open to give access to the merchandise therein.

Among the objects of the invention is to provide a combined display card or poster with a box to contain the merchandise, arranged in such manner that the poster or card necessarily remains part of the combined device, whereby the advertising card or poster may not become detached from the open package in which the merchandise is displayed, and thereby greatly increase the advertising value of the announcement on the card or poster.

A further object of the invention is to provide a device of this character wherein two or more advertising or display posters attached to and constituting part of opposing walls of the display box may be printed at one impression of a printing machine or device.

A further object of the invention is to provide, in a construction of the character referred to, an advertising card or poster embracing two or more relatively foldable walls or flaps of the box, a supporting device or brace by which to hold the advertising card or poster in position to display the announcement thereon and also to hold the relatively foldable portions thereof in the same plane.

The invention consists in the matters hereinafter set forth and more particularly pointed out in the appended claims.

In the drawings:—Figure 1 is a perspective view of a combined advertising card and shipping and display box embodying my invention. Fig. 2 is a cross section thereof, with the advertising card or poster in its display position. Fig. 3 is a cross section of the closed box. Fig. 4 is a perspective view of a brace or support by which the advertising card or poster is held in its display position.

As shown in the drawings, 10 designates the bottom wall of the box, 11, 12 its front and rear walls, respectively, and 13, 13 the end walls thereof.

14 designates, as a whole, the advertising or display card or poster constituting part of the box construction. The said display card or poster, as herein shown, is made integral with the rear wall 12 of the box and comprises two relatively foldable sections 15, 16, foldable along the score line 16', the section 15 constituting, when the box is closed, the top wall of the box, and the section 16 constituting, when the box is closed, a flap that lies in front of and parallel to the front wall of the box. A supplemental flap 17 is also shown integral with the top edge of the front wall of the box, said flap being adapted to occupy an oblique or inclined position, indicated in Figs. 1 and 2, when the box is open and to constitute a supplemental advertising card or poster. Preferably and as herein shown, said front wall of the box may terminate short of the rear and end walls thereof so as to expose to view a portion of the front ends of the upper layers of packages contained in the box and advertising matter that may be on said packages. When the box is closed the supplemental card or poster 17 lies between the front wall of the box and the member 16 of the main display card or poster. The combined display box and poster or display card may be maintained in its closed position in any suitable manner, as, for instance, it may be tied closed, or the flap 16 may be provided with a tongue to engage into a slit in the bottom wall of the box.

The box may be made up from a single sheet of paper board or similar material and may be either a pasted or a knock down construction. The display faces of the main card or poster 14 and the auxiliary card or poster 17 occupy such positions relatively to each other and to the walls of the box of which they constitute a part that they are

on the same side of the sheet of material from which the box is made up, so that the advertising matter to be displayed may be printed or impressed on both the main and the auxiliary display or advertising cards by a single impression of the printing press.

The main display card is held in its display position, as indicated in Figs. 1 and 2, by means of a light supporting brace 20 which, as herein shown, is made from light sheet metal. The lower end of the brace is adapted to be fixed to the box body by being inserted into the slit 21 in the back wall 12, as indicated in Fig. 2. The upper end of the brace or support is provided with a hook 22 which is adapted to engage over the upper edge of the main display card or poster. The said brace or support possesses such stiffness that when it is applied to the device it serves to reliably maintain the card in its upright or display position. The form of brace shown is an advantageous one, for the reason that it may be readily packed with the box during shipment of the latter. If the brace be detachable it may lie between the top of the box and the merchandise when the box is closed. Preferably, however, and as herein shown, the brace is fixed at its lower end to the box, as by means of a turned up portion or hook 23 which engages around the upper edge of the slit 21. When so attached to the box the brace is folded flat on the back wall of the box and the sections of the display card when the box is closed. Therefore, the merchant need only, when opening the box, to straighten the brace to the position shown in Fig. 2, and it is sufficiently stiff to retain its position and the position of the display card or poster. The said brace is made of a non-resilient material which retains a form given to it, and may be said to have a permanent flexion. It will be noted from an inspection of Figs. 1 and 2, that the said brace member serves, not only to hold the display card in its display position, but also serves to hold the two members 15, 16 of the said card in the same plane.

The device described constitutes a very attractive announcement or display medium for the merchandise displayed in the box, and has the advantage over detachable display or advertising cards, which often accompany merchandise packed in boxes, in that the act of opening the box displays the announcement or advertising card and said advertising matter or announcement neces-

sarily remains in view until the merchandise has been sold and the box discarded. When separate announcement or display cards are used in connection with boxes of this general character they are liable to become displaced and, therefore, not used for their intended purpose. Moreover such separate cards become soiled during a prolonged use. The display or advertising card or poster of the present construction, however, is renewed each time a box is opened so that it is always fresh and attractive.

I claim as my invention:—

1. A combined advertising card and display box comprising a body having side and end walls, an advertising card made integral with one side wall and foldable down over the box to constitute the top of the closed box, and a flexible, non-resilient card supporting strip anchored at one end to one of said side walls and anchored at the other end to the card at its free margin, said strip being made of a material sufficiently stiff to hold the card in its display position, and capable of a permanent flexion, whereby it maintains a predetermined form given to it so as to be foldable down with the card when the latter is swung to a position to constitute the top wall of the box and to be straightened when the card is swung upwardly to hold said card in its display position.

2. A combined advertising card and display box comprising a body composed of side, bottom and end walls, an advertising card made integral with one side wall and comprising two relatively foldable members, one adapted, when folded down over the body, to constitute the top wall of the box and the other adapted to be folded down against the other side of the body, and a card supporting brace anchored at one end to the side wall from which the card springs and extending across both members of said card and anchored at its other end to the free margin of the foldable card to hold the card in its display position and to hold both members of the card in the same plane.

In testimony, that I claim the foregoing as my invention I affix my signature in the presence of two witnesses, this 20th day of February, A. D. 1914.

WADSWORTH D. ROY.

Witnesses:

WILLIAM L. HALL,
G. E. DOWLE.