

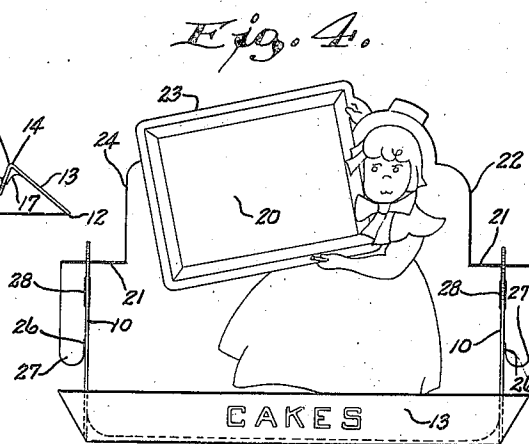
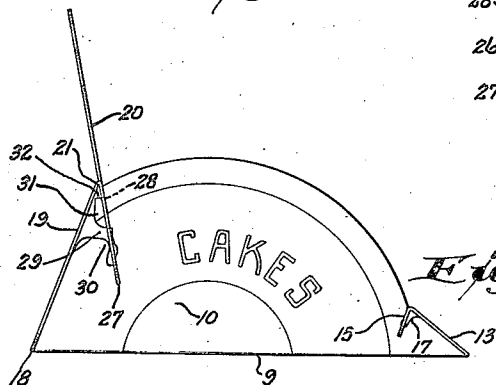
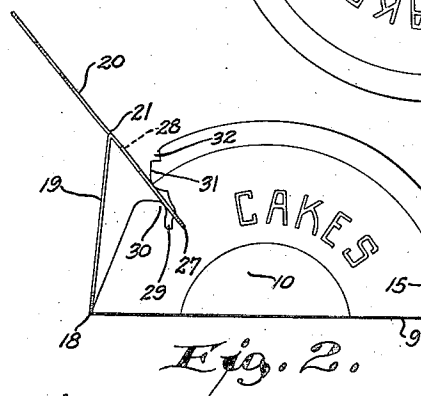
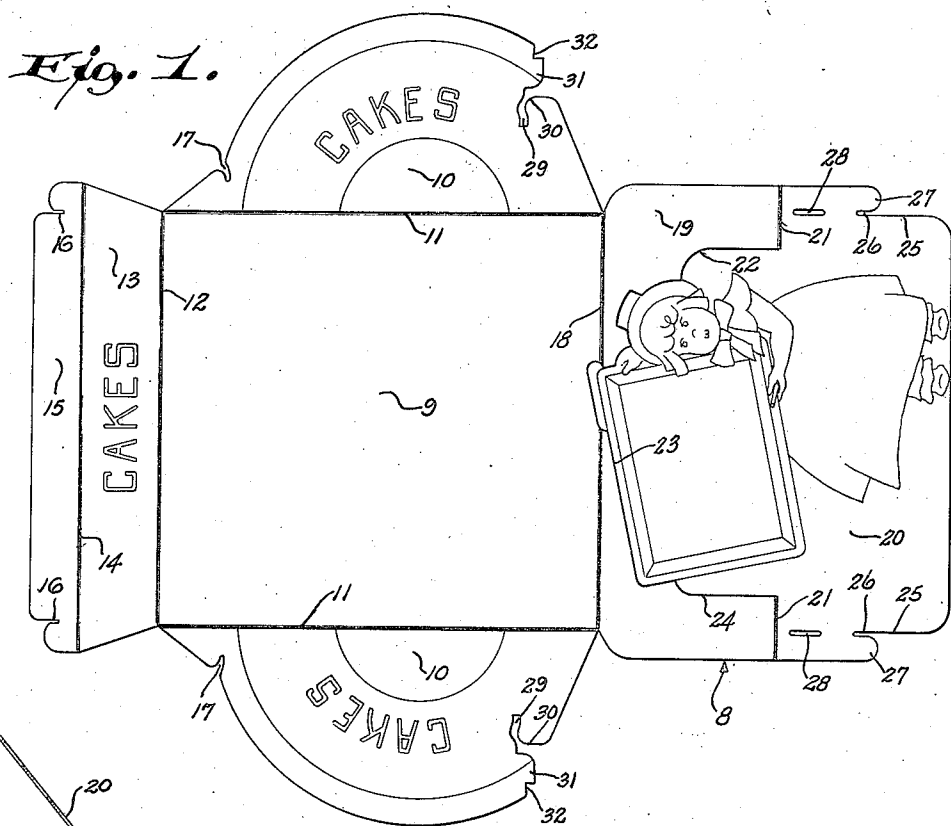
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FOLDING DISPLAY BASKET

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FOLDING DISPLAY BASKET

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3 Claims. (Cl. 206—44)

This invention relates to improvements in folding display baskets, and more particularly to a paper or fiber board, "knock-down" display basket of the type to attractively hold and display merchandise and being furthermore arranged with large surfaces having advertising legends.

A primary object of the present invention is to provide a folding display basket which is formed from a one-piece blank and which is so arranged in "set-up" condition that all of the printing and scored lines for folding can be formed on only one surface of the blank.

A further object of the invention is to provide a folding display basket which is "set-up" without the need of stitching or gluing any of the complementary parts, the basket being releasably maintained in "set-up" form by means of novel locking tongues and slots.

A further object of the invention is to provide a folding display basket having an unusually rigid and stable front wall.

A further object of the invention is to provide a folding display basket which is of a very unique shape, thereby presenting an attractive and impression-forming appearance, which is strong and durable, which is inexpensive to manufacture, which may be made and "set-up" very easily and expeditiously, and which is well adapted for the purposes set forth.

With the above and other objects in view the invention consists of the improved folding display basket, and its parts and combinations as set forth in the claims, and all equivalents thereof.

In the accompanying drawing in which the same reference characters indicate the same parts in all of the views:

Fig. 1 is a plan view of the upper face of the blank from which the improved display basket is folded;

Fig. 2 is an end view of the display basket partially "set-up" and prior to the final engagement of the locking tongues and slots;

Fig. 3 is an end view of the basket in its completely "set-up" condition; and

Fig. 4 is a front view of the "set-up" basket.

Referring now to the drawing, and particularly to Fig. 1 thereof, it will appear that the blank from which the display basket is folded is indicated generally by the numeral 8. Said blank is of one piece of stock and is cut to shape from paper-board, fiber board, or a similar material. Certain portions of the blank bear advertising legends and representations, which legends and representations are readily visible from the front

and sides when the basket is "set-up." The arrangement is such, however, that all of the printing for said legends is on one surface of the blank. The various fold or score lines, hereinafter to be referred to, are likewise all formed on the same face of the blank, this side being the reverse side.

The blank proper includes a square or rectangular bottom section 9, and on each of the sides thereof there are curved, side-forming sections 10 which are foldable relative to the section 9 on scored lines 11. Another edge of the section 9 is foldably connected, by a scored line 12, with a trapezoidal section 13. Ultimately, said section forms the front of the basket, and its outer edge has foldably associated therewith, by means of a fold line 14, a front inner locking flap 15. At opposite end portions of the flap 15 there are locking slots 16 which are adapted to be engaged in eccentrically shaped slots 17 provided in the adjacent side edges of the side sections 10.

The edge of the bottom section 9, opposite the fold line 12, is formed as a scored line 18 to foldably connect the inner edge of a back panel 19. Said panel 19 is somewhat wider than the section 9 and its side edges project slightly beyond the fold lines 11. Formed integrally with the back panel 19 is a cut-out display section 20. This section is foldable relative to the back panel 19 on short scored lines 21. Extending from the inner end of one of the fold lines 21 to the inner end of the other of said fold lines 21 is an eccentrically shaped line of severance 22—23—24. This irregular line of cut is shaped to correspond with the outline of a figure or other advertising display or representation and extends inwardly within the panel 19 toward the edge 18.

The sides of the outer end of the display section 20 are reduced, as at 25 and the portions there adjacent, forming the wider extent of said section, have slots 26 which are co-extensive with the side edges 25 of the reduced portion of said section. Rounded shoulders 27 project laterally of the slots 26. Inwardly of the slots 26, and aligned therewith, are elongated openings 28.

As previously suggested, the blank for the improved folding display basket is formed or die-cut in the shape shown in Fig. 1, at which time the various fold lines, lines of separation, openings, slots, slits and shoulders are also provided. Immediately thereafter the desired pictorial representations and legends may be printed onto the exposed surface of the blank, and it should be noted that the same surface of the blank is exposed for all these preparatory operations.

This surface of the blank is the under surface, when the blank is subsequently arranged for assembly. Hence, the blank is next reversed relative to the position of Fig. 1. Thereafter, the sides 10 are folded upwardly at right angles to the plane of the bottom section 9 and the same are held in this position by folding the front section 13 and the locking flap 15 in the manner shown in Figs. 2 and 3, and engaging the slots 16 in the complementary slots 17 in the adjacent portions of the sides.

The next step is to fold the back panel 19 upwardly, somewhat, relative to the bottom section 9, and immediately thereafter the display section 20 is folded on the lines 21 toward the inner face of the panel 19 and so as to free the other portions of the display section from the back panel. This occurs along the line 22—23—24 and hence, the entire section becomes removed from the plane of the back panel. After this, the display section should be locked to the adjacent ends of the sides 10, and this procedure is shown in Figs. 2 and 3. For this purpose, first the slots 26 are guided into the enlarged ends of the slits 23 with the stock of the section 20 resting on the shoulders 30, and the shoulders 31 engaging opposite face portions of the section 20 immediately below the openings 23. Thereafter, the section 20 is moved more toward a vertical position and it enters the lower angled portions of the slots 29. Complete locking is effected by snapping the shoulders 31 through the openings 23 and the stock of the section 20 at the upper ends of the openings 23 engages in the serrations 32. This final "set-up" position of the basket is illustrated in Figs. 3 and 4. As thus arranged the basket may be disposed on a counter or in some conspicuous place in a store, and it will attractively display merchandise deposited within the basket.

The improved folding display basket is easy and inexpensive to manufacture and "set-up;" a plurality of the same may be shipped or stored in compact, flat condition; it provides an attractive container, and is well adapted for the purposes described.

What is claimed as the invention is:

1. A display basket folded from a one-piece blank, comprising a bottom section, side members foldably connected with the side edges of the bottom section, a narrow front section engaged with forward portions of the side members, a back panel, a display section folded angularly outwardly of the plane of the back panel, side edge portions of the display section being slotted and apertured and adjacent portions of the side members having eccentric slots and shoulders, the slots of the display section entering the slots of the side members, and the shoulders of the side members extending into the apertures of the display section for locking purposes.

2. A display basket folded from a one-piece blank, comprising a bottom section, side members foldably connected with the side edges of the bottom section, forward portions of said side members being formed with slots, a narrow angularly directed front section, a locking flap foldably connected to a longitudinal edge of said front section and having slots at its end portions adjacent the side members, the locking flap being disposed at an acute angle relative to the front section with the slots thereof entering the forward slots of the side members for locking purposes, a back panel, a display section folded angularly outwardly of the plane of the back panel, and locking means between side portions of the display section and rear portions of the side members.

3. A display basket folded from a blank, comprising a bottom section, side members foldably connected with the side edges of the bottom section, a back panel, a display section folded angularly outwardly of the plane of the back panel, side edge portions of the display section being slotted and apertured and adjacent portions of the side members having eccentric slots and shoulders, the slots of the display section entering the slots of the side members, and the shoulders of the side members extending into the apertures of the display section for locking purposes.

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