Nov. 5, 1929. I. GOLDBERG 1,734,621

DISPLAY BOX

Filed May 23, 1927

Fig. 1.

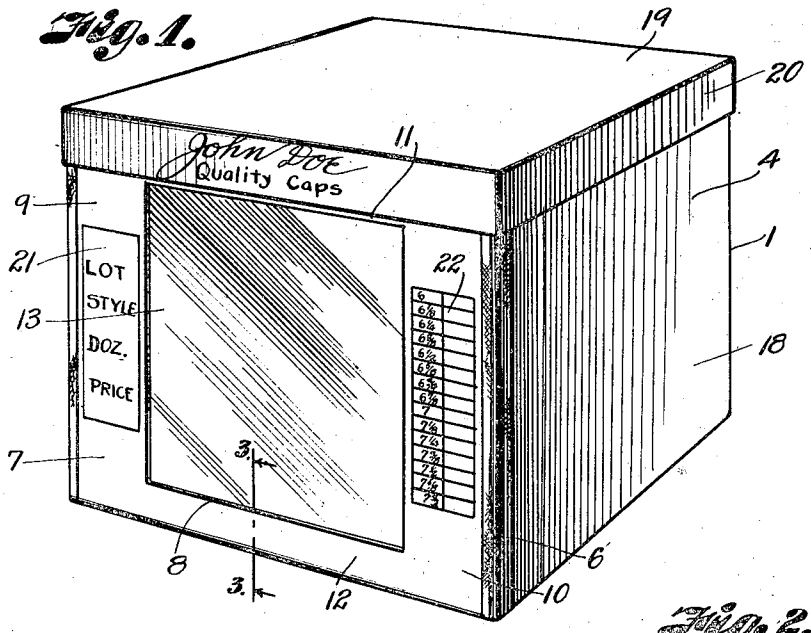


Fig. 2.

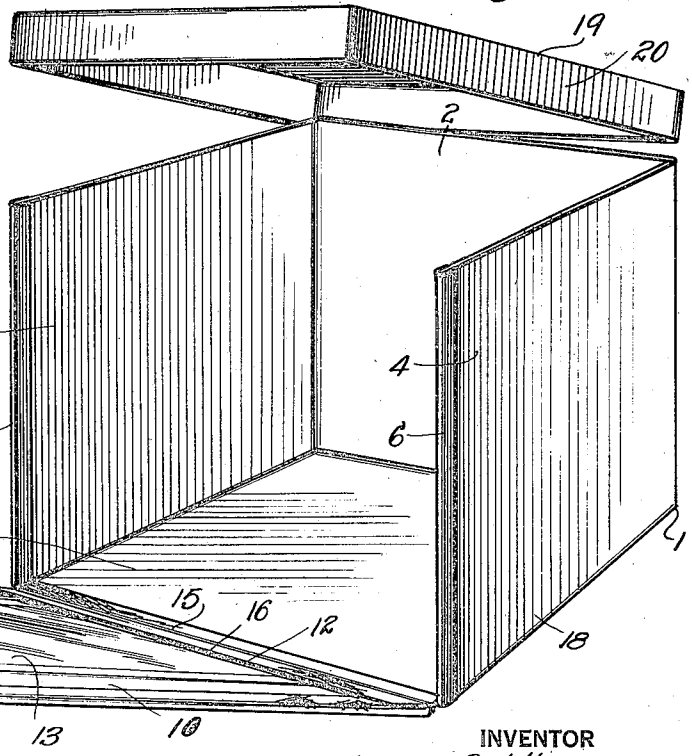
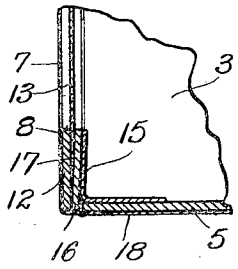


Fig. 3.



INVENTOR
Isaac Goldberg.
BY Arthur E. Thorn
ATTORNEY

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UNITED STATES PATENT OFFICE

ISAAC GOLDBERG, OF KANSAS CITY, KANSAS

DISPLAY BOX

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My invention relates to display boxes, and has for its object the improvement of visibility of objects carried by the box together with the increase of convenience of access to the contents for inspection and delivery.

My object is accomplished by provision of improved elements and details of structure which will be particularly described with references to the drawings wherein:

Fig. 1 is a perspective view of a display box constructed in accordance with my invention, shown closed.

Fig. 2 is a perspective view of a box, the lid raised and the front door or window open.

Fig. 3 is a fragmentary sectional view of the door and floor of the box on the line 3—3, Fig. 1.

Referring in detail to the drawings:

1 designates the body of a box, comprising the back wall 2, side walls 3 and 4, and floor 5 formed preferably of cellular material. The front of the box is open, the vertical front edges of the side walls 3 and 4 having the binding reinforcements 6 of fabric for stiffening and protection. A door 7 consists of a sheet similar to the body members, in which a sight opening 8 is provided, whereby the integral side edge portions 9 and 10, the top portion 11 and the bottom portion 12 are produced, to which the edges of a transparent member 13 may be attached by suitable means. I prefer to install a thin celluloid sheet as the transparent member, though other material may be used, that is relatively flexible, light in weight, inexpensive, and conveniently handled. I prefer to attach the member to the door frame portions by means of gummed strips 14, though the member may be glued directly to the frame portions. The side edges of the door are reinforced in the same manner as the front edges of the side walls, with fabric strips turned over said edges. The door is hingedly connected with the body of the box, by a flexible strap hinge 15 of which one edge is attached to the floor of the box and the other edge to the door. The lower door portion is reinforced by a strip 16, preferably formed by inwardly folding a segment back over the door portions, thus providing a groove 17 to receive the lower edge of the transparent member, and securing the segment, member edge and door portion together. The strap hinge 15, therefore, will be attached to the folded segment. It is immaterial whether the folded segment is broken from the door element in the process of folding, since the purpose is to provide the reinforcing strip.

The outside covering of the box material, designated 18, is continuously extended from the door over the hinge and the outer surface of the box floor as shown in Fig. 3, to improve the appearance of the box as it stands on a shelf in view of customers.

A lid or cover 19 is provided, having the flanges 20. The lid is separable from the box, and is designed to hold the downwardly opening door shut by positioning to receive and detain the upper edge of the closed door.

On the side portions 9 and 10 of the door, spaces 21 and 22 are provided for display of suitable indicia of the contents of the box, the space 21 having portions designated for the display of indicia of the character of articles contained, and the space 22 having portions for the display of indicia of the sizes and numbers of articles of particular sizes contained.

The boxes are designed for the shelving and display of caps, shirts and the like. The particular advantage of the structure consists in the visibility of articles stored in the boxes, and the convenience with which a lower box in a tier may be opened to provide access to any article therein for visual inspection or for removal. The lid of a box on which other boxes are piled may be tilted, by tilting slightly the boxes above in the tier, to permit the door to drop open on its hinges. The door is easily restored to latched closed position by tilting the lid and superimposed boxes, swinging the door on its hinge, and lowering the lid.

A box such as described is particularly suitable for provision as a shipping box, in which merchandise may be delivered to a retail merchant, and the box be then used by the merchant as a display box. The inexpensive character of the box enables its

use as a shipping box, since the slight additional cost beyond that of a conventional shipping box is more than compensated by the added advantages and uses. A manufacturer or wholesaler of caps, for example, may prepare boxes containing selections adapted for the retail trade of a customer, and the box may be used as a display box by the retailer without necessity for transfer of the merchandise. Such adaptation also promotes accuracy in recording of stock, through the avoidance of one or more transfers of merchandise from original packages.

What I claim and desire to secure by Letters Patent is:

In a display case of the character described, a box comprising a floor, equal side walls of equal length with the floor, and a rear wall, the top and front of the box being open, a door having a sight opening, a transparent member of relatively thin material having edges extending over the portions of the door adjacent the opening, including a lower edge in spaced relation with the lower margin of the door, a reinforcing strip attached to the lower edge of the door on the inner face thereof, and extending over the lower edge of the transparent member to bind said lower edge to the door, means attaching the other edges of the member to the door, a flexible hinge attached to the floor and to the reinforcing strip, and a lid having flanges engageable with the walls and door for latching the door in closed position.

In testimony whereof I affix my signature.

ISAAC GOLDBERG.