April 10, 1934. W. S. POWERS 1,954,060

DISPLAY BOX

Filed June 23, 1932 2 Sheets-Sheet 1

Fig. 1

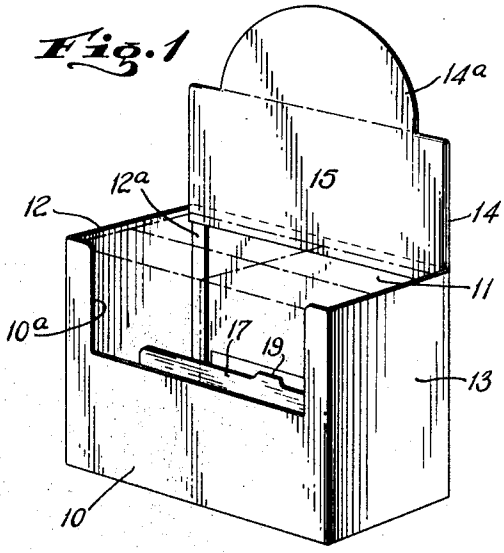


Fig. 2

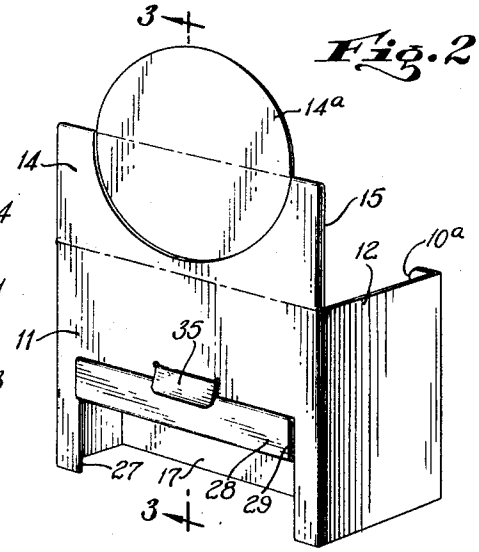


Fig. 3

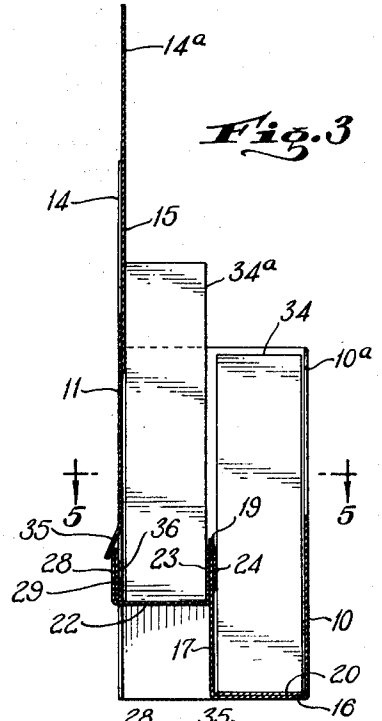


Fig. 4

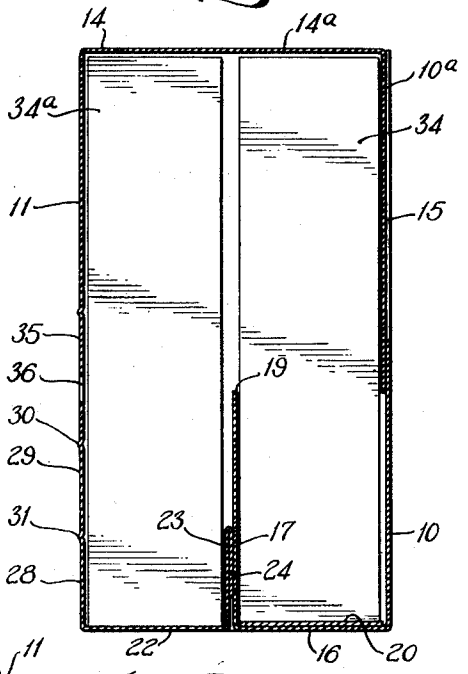
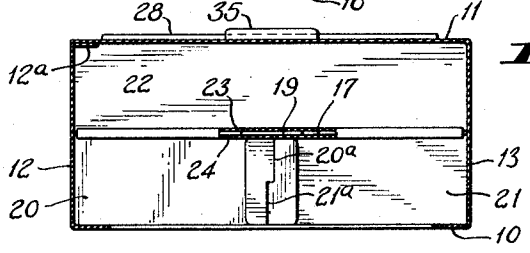


Fig. 5



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Fig. 6

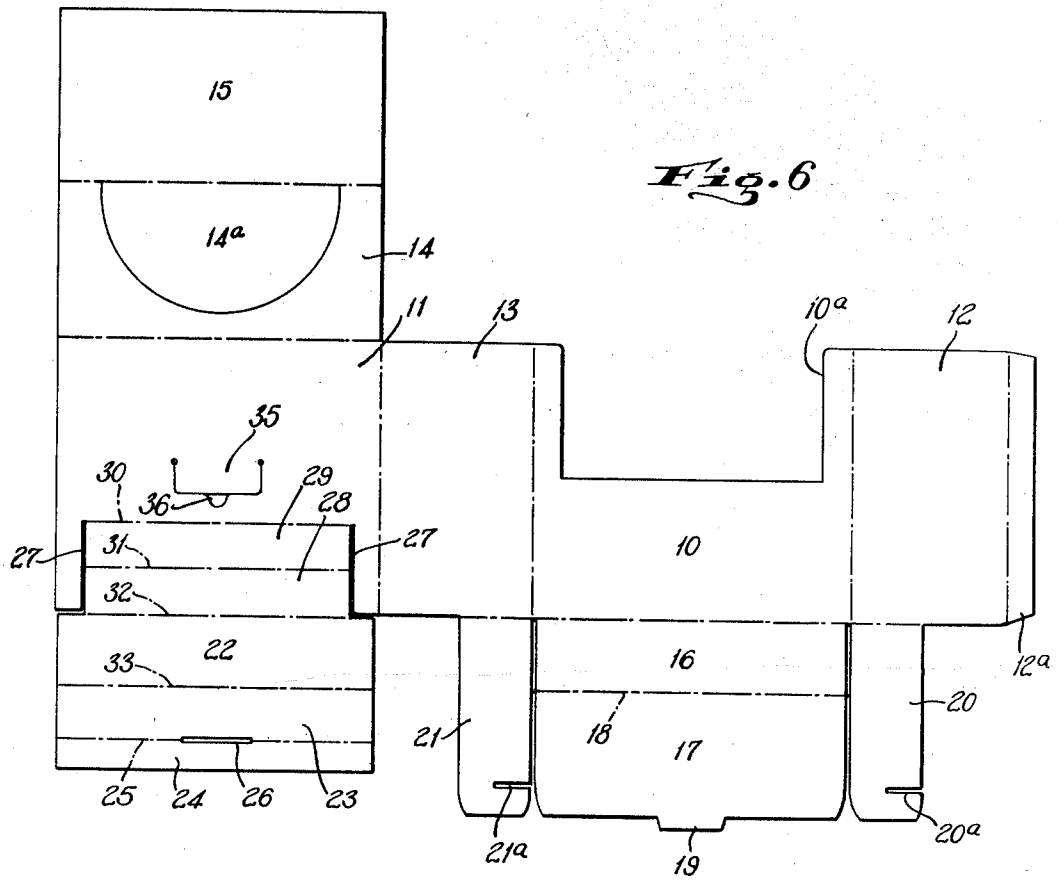


Fig. 7

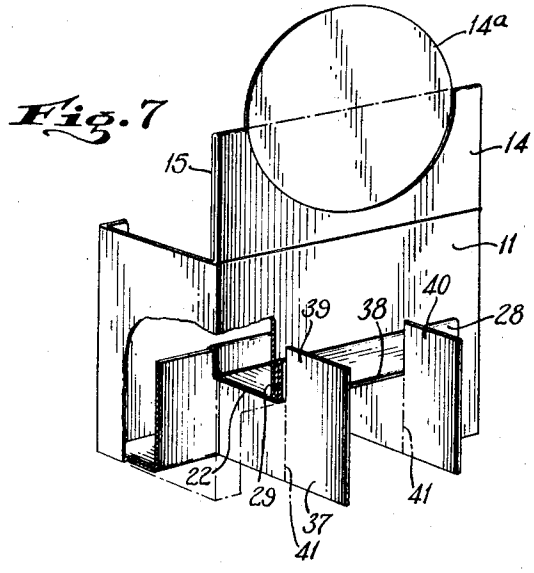
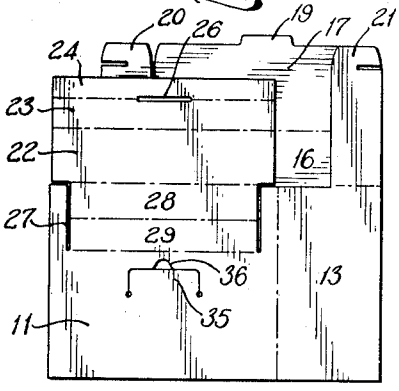


Fig. 8



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UNITED STATES PATENT OFFICE

1,954,060

DISPLAY BOX

William S. Powers, Riverside, Conn., assignor to
The W. F. Powers Company, New York, N. Y.

Application June 23, 1932, Serial No. 618,826

10 Claims. (Cl. 206—45)

This invention relates to containers in which articles of merchandise of various kinds and classes are packed for shipment; and the object of the invention is to provide a container of the class described which is so constructed as to provide means for supporting articles packed in the container in display position when the container is open so as to display the merchandise in a neat and attractive manner when the container is placed upon a counter, shelf or in a display cabinet; a further object being to provide a container of the class described fashioned from a sheet of cardboard, scored and folded to provide a compact box or case, and a simple and yet strong and durable as well as effective display unit when the same is in open and extended position; a further object being to provide a container of the class specified, one part of the wall structure of which is movable into a position to form a supporting shelf to support part of the articles or devices of the container in raised position with respect to others for display purposes; a further object being to provide means for reinforcing and strengthening said shelf portion and for maintaining the same in raised position; a still further object being to provide supplemental means for reinforcing and strengthening the raised shelf member of the container when in operative position; and with these and other objects in view, the invention consists in a container of the class and for the purpose specified, which is simple in construction, efficient in use, and which is constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of my improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a front, perspective view of a container made according to my invention, showing the same in open position.

Fig. 2 is a rear, perspective view of a container showing parts in a different position.

Fig. 3 is a transverse section on the line 3—3 of Fig. 2.

Fig. 4 is a view similar to Fig. 3 showing the box or container in closed position.

Fig. 5 is a section on the line 5—5 of Fig. 3.

Fig. 6 is a plan view of the blank from which the box or container is formed.

Fig. 7 is a perspective view showing a slight modification, with part of the construction broken away; and,

Fig. 8 is a detail view of the container blank in collapsed position.

In the construction shown, I provide a box or container consisting of a front wall 10, a back wall 11, side walls 12 and 13, a top wall 14 including a flap 15 and a display portion 14*a* cut from the top wall 14 and extending from said wall and the flap 15 when the container is open as indicated in Figs. 1, 2 and 3 of the drawings.

The wall structure above described is indicated in the blank shown in Fig. 6 by the applied reference numerals. Extending from the section of the blank including the front wall and side walls 12 and 13 is one part 16 of the bottom wall of the container which includes a partition member 17 foldable with respect thereto on the line 18, said partition extending upwardly into the central portion of the container and being preferably provided centrally with an upwardly projecting tongue 19. Extending from the wall 12 is a flap 20 and a corresponding flap 21 extends from the wall 13. The free ends of said flaps are slotted as seen at 20*a* and 21*a* so as to interlock with each other within the bottom wall part 16 as clearly seen in Fig. 5 of the drawings to support and brace the side walls and said bottom wall part. At one side of the part 12 is a coupling flap 12*a* which is pasted or otherwise secured to the back wall 11, to support the front, back and side walls in position to form the container. The front wall 10 is cut out at its upper edge to form a large opening 10*a* from which the merchandise mounted in the container may be seen when the container is in open or display position, the opening 10*a* displaying the articles supported at the front of the container and upon the bottom wall part 16.

Extending from the back wall 11 of the container is a supplemental movable bottom wall part 22 including a partition portion 23 having at its free edge a supporting flange 24 foldable on the line 25. In the fold line 25 is formed centrally an elongated slot 26 to receive the projecting tongue 19, if such tongue is employed. The back wall 11 is cut out inwardly of its side edges on the lines 27 to form two folding sections 28 and 29, the section 29 being foldable with respect to the back wall on the line 30 and the section 28 foldable with respect to the section 29 on the line 31. The section 28 is foldable with respect to the wall part 22 on the line 32, and the partition 23 is folded on the line 33.

When the box is in closed position with suitable packages or articles 34 supported in the

front part of the box on the bottom wall 16 and small articles 34*a* supported on the bottom wall part 22, the same is ready for shipment. In this position it will be understood that the sections 28 and 29 are arranged in alinement with the back wall 11 of the container. The partition 23 is arranged in parallel relation to the partition 17 with the flange 24 extending downwardly and in the direction of the partition 17 as clearly seen in Fig. 4 of the drawings. The flap 15 is disposed within the front wall 10 and closes the opening 10*a*, the display section 14*a* being arranged in alinement with the top wall 14.

The container in its closed position may be wrapped or placed in another box or sleeve for shipment and in setting up the container for display, the flap 15 and top wall 14 are extended and one end is placed beneath the bottom wall part 22 and upward pressure exerted to raise said bottom wall part and the articles or packages 34*a* supported thereon. In this operation, the sections 28 and 29 fold outwardly upon each other and the upward movement is continued until the flange 24 on the partition 23 passes over the top of the partition 17, after which the wall 22 and the articles 34 are lowered so as to hook the flange 24 over the top of the partition 17 and the tongue 19 passed through the opening or slot 26. It will thus be seen that the bottom wall part 22 will be supported in its raised position by the flange, and the articles 34*a* supported in their raised or projected position so as to display any printed matter, trade mark or the like that will appear upon the top of the packages or articles 34.

I also provide suitable means for supporting the folded sections 28 and 29 in position upon the back wall 11 and this may be done by cutting a retaining tongue piece 35 from the back wall, which tongue is moved outwardly by inserting a finger nail below the lower edge of the tongue through the opening 36 which is provided, prior to placing the sections 28 and 29 upon the back wall 11 of the container. To complete the display, the flap 15 is placed behind the extended articles 34*a*, and this will move the display section 14*a* into raised position above the upper edge of the flap 15 and the raised top wall 14 as clearly seen in Figs. 1, 2 and 3 of the drawings.

With my improved container, as above described, it will appear that the entire display is formed from the single blank. In practice, I have found that comparatively heavy articles or packages may be supported in display position with the structure disclosed. However, in some cases and when larger boxes or containers are employed and the articles packed therein are exceptionally heavy, it may be desirable to provide a supplemental supporting and reinforcing means for the bottom wall 22 when in raised position.

In Fig. 7 of the drawings, I have shown a U-shaped reinforcing and bracing member 37, the crosshead 38 of which is glued or otherwise secured to the bottom wall 22 and the side arms of said member include extending portions 39 and 40 adapted to be moved into position to support the sections 28 and 29 upon the back wall 11 of the container, whereas the side portions of said brace member extend downwardly from the bottom wall 22 and reinforce said bottom wall as will be apparent. The extending parts 39 and 40 of the side portions are foldable on the lines 41 when the box is in closed position for shipment, it being understood that the side portions are also foldable upon the bottom part 22 of the container where said side portions extend from the crosshead 38. Aside from the foregoing and the elimination of the retaining tongue 35 on the back wall 11, the structure of the container shown in Fig. 7 is identical with that shown in the other figures.

Another feature of my invention resides in the fact that in shipping the boxes or containers to the manufacturer for use in packing the articles therein, the boxes may be shipped in the collapsed position shown in Fig. 8 of the drawings, with the flap 12*a* secured to the back wall 11. In this position, the folded container blank will represent a substantially rectangular package which will permit compact packing of tne container blanks and convenient shipping and storage thereof.

It will be understood that while I have shown certain details of construction for carrying my invention into effect and have illustrated a container of specific form, that my invention is not limited in these respects nor to the storage of packages or articles of any kind or class, and various other changes in and modifications of the invention and construction herein disclosed may be made within the scope of the appended claims without departing from the spirit of my invention or sacrificing its advantages.

Having fully described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. An article of manufacture of the class described comprising a container consisting of top, bottom and side walls, the bottom wall structure of the container being composed of independent wall parts, one of said parts being fixed and means for movably supporting the other bottom wall part with respect to the container to support articles arranged on said movable part in raised position, said means comprising relatively foldable sections formed from one wall of the container, and means for supporting said movable bottom wall in raised position.

2. An article of manufacture of the class described comprising a container consisting of top, bottom and side walls, the bottom wall structure of the container being composed of independent wall parts, one of said parts being fixed and means for movably supporting the other bottom wall part with respect to the container to support articles arranged on said movable part in raised position, said means comprising relatively foldable sections formed from one wall of the container, and means for supporting said movable bottom wall in raised position, said last named means including means engaging said foldable sections to retain the same upon the adjacent wall of the container.

3. In packing and display containers of the class described, a two part bottom wall structure for the container, one part being stationary and including an inwardly extending partition wall and the other part being movable upwardly into the container to raise articles arranged on said part above articles arranged on the first named part when the container is in open and display position, means on said movable part cooperating with the partition of the first part for supporting said movable part in raised position, said movable part including sections relatively foldable with respect to each other and to the bottom part and an adjacent wall of the container.

4. In packing and display containers of the

class described, a two part bottom wall structure for the container, one part being stationary and including an inwardly extending partition wall and the other part being movable upwardly into the container to raise articles arranged on said part above articles arranged on the first named part when the container is in open and display position, means on said movable part cooperating with the partition of the first part for supporting said movable part in raised position, said movable part including sections relatively foldable with respect to each other and to the bottom part and an adjacent wall of the container, and means for supporting said foldable sections in connection with the adjacent wall when the movable part is in raised position.

5. In packing and display containers of the class described, a two part bottom wall structure for the container, one part being stationary and including an inwardly extending partition wall and the other part being movable upwardly into the container to raise articles arranged on said part above articles arranged on the first named part when the container is in open and display position, means on said movable part cooperating with the partition of the first part for supporting said movable part in raised position, said movable part including sections relatively foldable with respect to each other and to the bottom part and an adjacent wall of the container, means for supporting said foldable sections in connection with the adjacent wall when the movable part is in raised position, and the container including a top part adapted to be moved into raised and display position when the container is open.

6. In packing and display container of the class described, a two part bottom wall structure for the container, one part being stationary and including an inwardly extending partition wall and the other part being movable upwardly into the container to raise articles arranged on said part above articles arranged on the first named part when the container is in open and display position, means on said movable part cooperating with the partition of the first part for supporting said movable part in raised position, said movable part including sections relatively foldable with respect to each other and to the bottom part and an adjacent wall of the container, means for supporting said foldable sections in connection with the adjacent wall when the movable part is in raised position, the container including a top part adapted to be moved into raised and display position when the container is open, and said container being formed from a single blank.

7. In packing and display container of the class described, a two part bottom wall structure for the container, one part being stationary and including an inwardly extending partition wall and the other part being movable upwardly into the container to raise articles arranged on said part above articles arranged on the first named part when the container is in open and display position, means on said movable part cooperating with the partition of the first part for supporting said movable part in raised position, said movable part including sections relatively foldable with respect to each other and to the bottom part and an adjacent wall of the container, means for supporting said foldable sections in connection with the adjacent wall when the movable part is in raised position, the container including a top part adapted to be moved into raised and display position when the container is open, and said container being formed from a single blank, and said blank being folded into a flat, rectangular package for shipment.

8. An article of manufacture of the class described comprising a rectangular container consisting of closed top, bottom and side walls, all formed from a single blank of sheet material, the bottom wall structure of the container being composed of separate wall parts normally arranged in common alinement, one of said parts being fixed, and means for movably supporting the other bottom wall part with respect to the container to support articles arranged on said movable part in raised position when the container is in display position, and means for supporting said movable part in raised position.

9. In package and display boxes of the class described, formed from a single sheet blank, means constituting part of the blank and including a normal bottom wall part of the box for supporting a predetermined number of articles packed therein in such manner as to permit the movement of said articles into raised position with respect to other articles therein and for supporting said articles in raised position when the box is open and in display position, said means including relatively foldable parts adapted to be folded onto the back of the box, and means on the back of the box for engaging and supporting said folded parts.

10. In package and display containers of the class described formed from a single sheet blank, said blank involving a two part bottom wall structure for the container, one part being stationary and including an inwardly extending partition wall and the other part being movable upwardly into the container to raise articles arranged on said part above articles arranged on said stationary part when the container is in open and display position, and means on said movable part cooperating with the partition of the first named part for supporting said movable part in raised position.

WILLIAM S. POWERS.