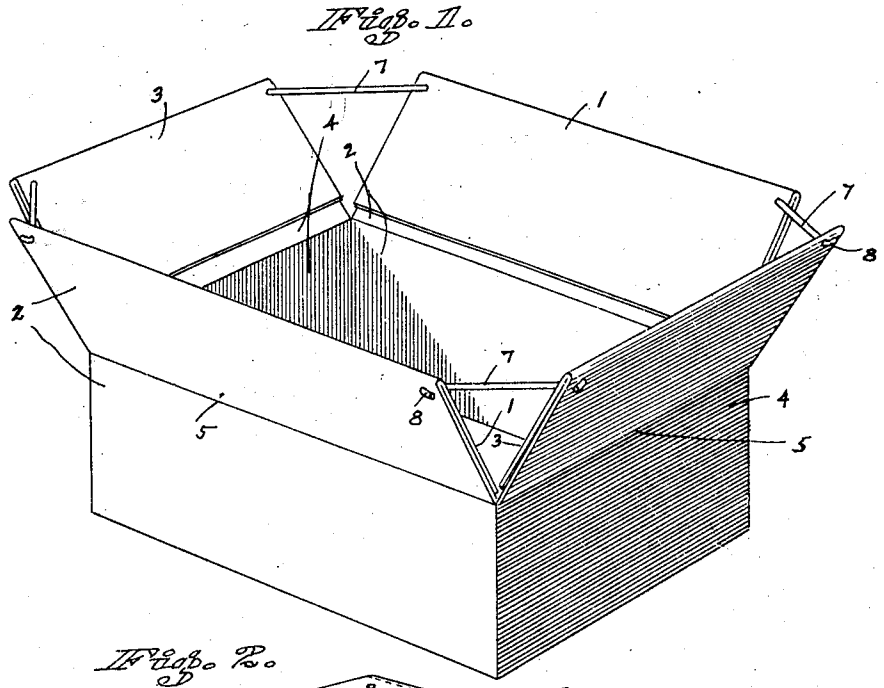
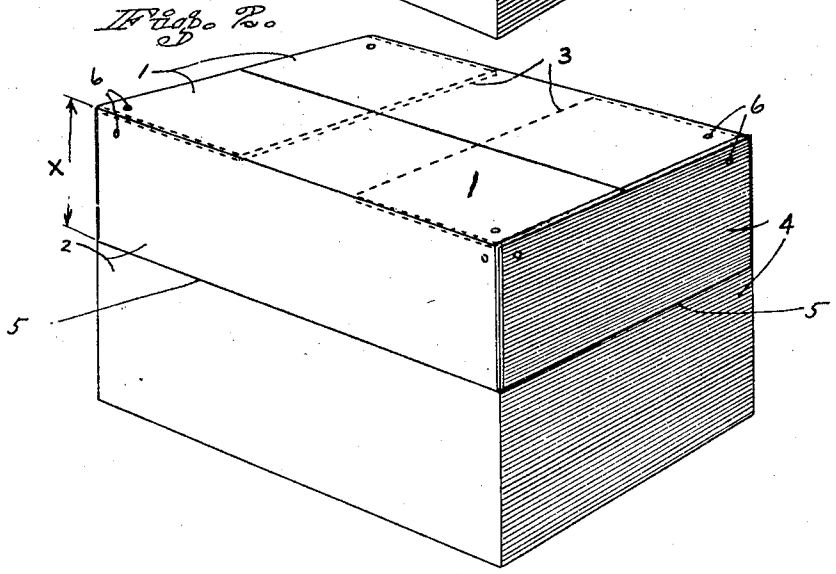
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DISPLAY CONTAINER

Filed Jan. 19, 1927




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# UNITED STATES PATENT OFFICE.

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## DISPLAY CONTAINER.

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This invention relates to folded cardboard or fiber boxes as used for the shipment of package goods generally, and the objects of the invention are to provide such a container which may be used in the regular manner for the shipping of goods from manufacturer to merchant, and when opened by the merchant will provide for attractive display of the goods, or for the display of other goods after the goods originally contained have been sold from the container.

In brief the invention in its preferred form comprises a common type of folded cardboard box scored horizontally along the sides at an intermediate point in its height and provided for, or cut at the corners, so that the sides may all be opened outwardly at an incline, and also provided with means for supporting the sides in outwardly inclined or flaring arrangement.

In the drawing hereto Fig. 1 is a perspective view of the box with sides arranged flaringly open for display of any desired commodity, and Fig. 2 shows in perspective the appearance of the box when closed.

With reference to the drawings the closed box looks about like any other cardboard box of commodities as received by grocers in having the top closed by outer flaps 1 which extend from the vertical walls 2 of the box sealed down over the opposite inner flaps 3, usually by means of an adhesive.

The inner flaps 3 are extensions of the side walls 4 of the box, and in the manufacture the cardboard is scored at the juncture of the closing flaps and side walls so that the flaps have a hinged effect at the upper edges of the box, all the above as is common in the art.

The improvements consist in additionally scoring the side walls of the box along a horizontal plane indicated by the line 5, also perforating the corners as shown at 6, and also scoring or cutting through the corners of the box from the top to the line 5 so that the upper portions of the side walls may be opened out flaringly as shown in Fig. 1 and in which condition the flaring sides are supported by means of tension links, preferably wires 7 which have their ends 8 formed into hooks engaging the holes 6 in the corners of the flaps. The four hooked wires are packed inside of each case with the goods so that upon opening the case the merchant will find them ready for use.

After opening the case by prying apart the pasted flaps 1 and 3, these are bent inwardly so as to make their perforations coincide with those in the adjacent sides and ends of the box in order that the hooked ends of the wire will extend through both flap and side wall as shown in Fig. 1 and thereby hold all firmly in place.

The corners of the box for the distance X may as stated either be scored or cut entirely through before shipping the goods, and if properly scored are easily broken through to the line 5, thereby avoiding actual cutting through of these corners, though if desired the corners may be left intact and of full strength, for ultimate cutting by the merchant when assembling the box for display purposes.

I claim:

1. A rectangular box having side walls provided with flaps which extend over the top of the box for closing the same, said flaps being adapted to fold into the box against its side walls and perforated in register with perforations in said walls near the corners of the box, whereby retaining devices may engage the same when the side walls are forced flaringly outward.

2. A box with vertical side walls, the upper portion of said vertical walls provided with a hinged connection to the lower portion whereby they may be inclined outwardly on top, and means engaging adjacent edges of the outwardly inclined sides for so supporting them with the top of the box open.

3. A cardboard box having vertical side walls, said walls provided with a scored line extending horizontally around the box at an intermediate position, whereby the upper portions of said walls are adapted to hinge at said line for outward inclination, said upper portions being perforated near the corners and provided with supporting wires engaging the perforations in adjacent side walls.

4. A rectangular cardboard box provided with flaps extending from its four sides adapted for covering the top of the box, said flaps being bendable at the upper edges of the box to lie within the box to form a coverless open box, and the four vertical walls of said box being horizontally scored entirely around the box and weakened at the corners down to the score line whereby the four sides of the box may be bent outwardly from said score line to form an outwardly flaring open box with doubled-over exposed edges.

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