April 10, 1962 E. OKADA 3,028,951

CONTAINER USED COMBINED FOR PACKAGE AND ADVERTISEMENT

Filed Aug. 10, 1959 2 Sheets-Sheet 1

FIG. 1

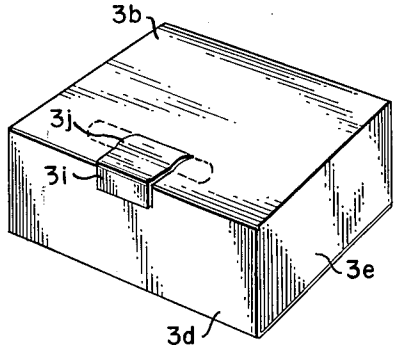


FIG. 2

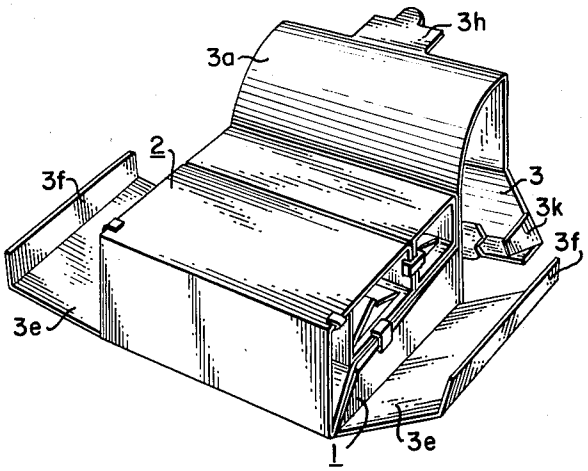


FIG. 3

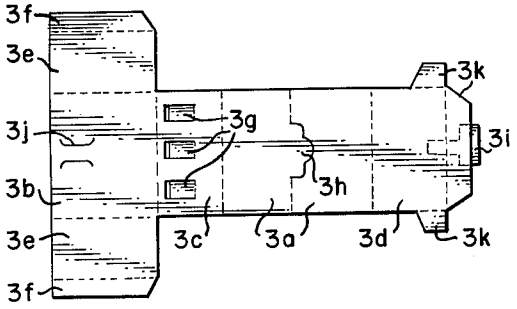
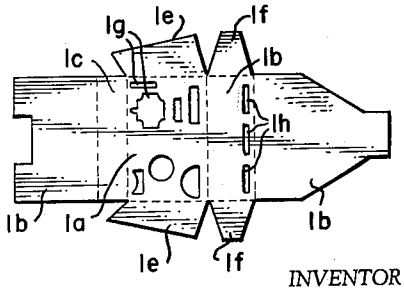


FIG. 4



INVENTOR

EIZO OKADA

BY Linton and Linton

ATTORNEYS

April 10, 1962 E. OKADA 3,028,951

CONTAINER USED COMBINED FOR PACKAGE AND ADVERTISEMENT

Filed Aug. 10, 1959 2 Sheets-Sheet 2

FIG. 5

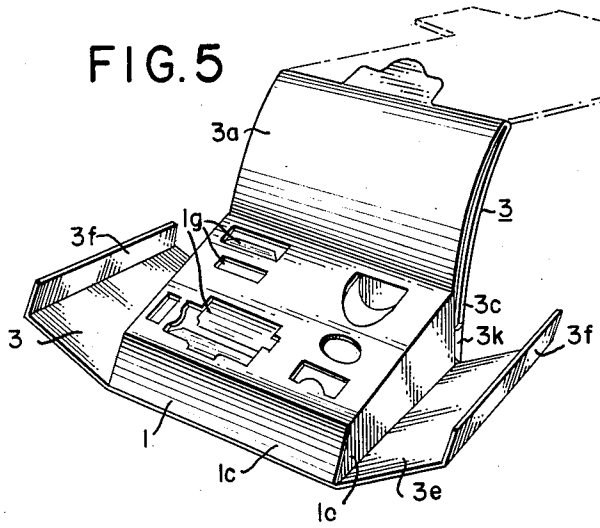


FIG. 6

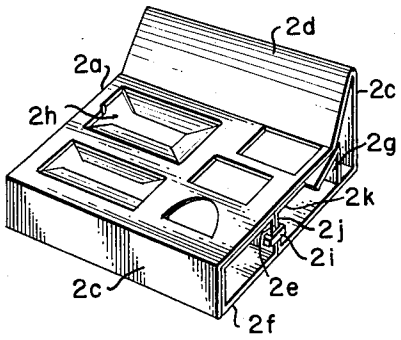


FIG. 7

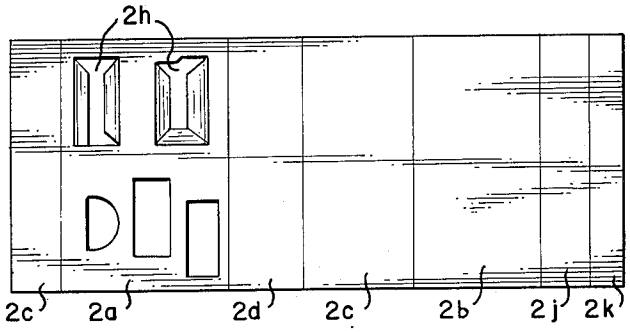


FIG. 8

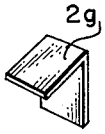


FIG. 9

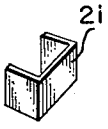
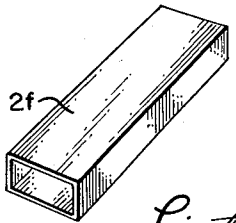


FIG. 10



INVENTOR

EIZO OKADA

BY Linton and Linton

ATTORNEYS

United States Patent Office 3,028,951 Patented Apr. 10, 1962

3,028,951
CONTAINER USED COMBINED FOR PACKAGE AND ADVERTISEMENT

Eizo Okada, Tokyo-to, Japan, assignor to The Fuji Photo Film Co., Ltd., Kanagawa-kan, Japan

Filed Aug. 10, 1959, Ser. No. 832,811
2 Claims. (Cl. 206—45.14)

The present invention relates to containers for packaging and displaying articles.

The main object of this invention is to provide a container by which goods can be completely packaged therein, conveniently carried and displayed with advertisement relative thereto on the container.

Accompanying drawings show one embodiment of this invention in which—

FIG. 1 is a perspective view showing the completely packaged assembly,

FIG. 2 is a perspective view showing the advertising section of the container displayed by opening the outer casing,

FIG. 3 is a developed view of the outer casing,

FIG. 4 is a developed view of the lower container,

FIG. 5 is the perspective view showing the lower container attached to the outer casing,

FIG. 6 is the perspective view of the upper container,

FIG. 7 is an enlarged plan view of the upper container before being folded,

FIG. 8 is an enlarged perspective view of one of the reinforcing members of the upper container,

FIG. 9 is an enlarged perspective view of one of the locking members of the upper container, and

FIG. 10 is an enlarged perspective view of a reinforcing member of the upper container.

The present invention is directed to a container providing both a package and advertisement, which encloses photographic implements and other articles etc., for facilitating their exhibition, transportation and handling and serves as an advertising thereof.

As shown in FIG. 2, the lower container 1 has a trapezoidal section with an upper container 2 superimposed thereon and which forms a box having a rectangular section including the said lower container 1, and these are packaged within the outer casing 3.

FIG. 3 shows a development of this outer casing 3, in which 3*a* is an upper section, 3*b* is a lower section, 3*c*, 3*d* are end walls, 3*e*, 3*e* are the side walls provided on the lower face 3*b*, 3*f*, 3*f* are folding tabs, 3*g* are the locking tongues formed in the end part 3*c* and are for attachment to a lower casing, 3*h* is a handle formed in the upper face 3*a*, 3*i* is the locking tab fixed to the end part 3*d*, 3*j* is a slot cut in the lower face 3*b* for inserting the locking tab 3*i*, 3*k* are folding tabs provided at both ends of 3*d* and dotted lines show the lines upon which the sections are to be folded.

FIG. 4 is a developed figure of the lower container 1, 1*a*, 1*b* are the upper and lower sections, 1*c*, 1*d* are respectively end walls, 1*e* being the side wall provided on the upper section 1*a*, 1*f* being the folding tabs provided on the sides of the end wall 1*d*, 1*g* being the openings in the upper section 1*a* and capable of holding photographic implements, 1*h* being the attaching slot cut in the end wall 1*d*, and the dotted lines indicates the lines upon which the sections are folded.

As shown in FIG. 5, the assembled lower container 1 has the locking tongues 3*g* of the outer casing 3 inserted in the attaching slot 1*h* of said lower container 1.

After the outer casing 3 and the lower container 1 are combined, the central part of the upper face 3*a* of the outer casing 3 is bent in the direction of arrow of FIG. 5, folding tabs 3*k* of the end part 3*d* are folded and inserted in the part of the end face 3*c*.

Thereafter photographic equipment is inserted in the openings 1*g* of the lower container 1 and upper part 3*a* of the outer casing 3 can be used to display advertising media.

FIG. 6 is a perspective view of an upper container 2 assembled, in which 2*a*, 2*b* are respectively an upper and lower section, 2*c*, 2*d*, 2*e* are respectively the end faces, 2*f*, 2*g* are respectively the reinforcing members, 2*h* are openings for receiving photographic equipment, and end sections 3*a*, 1*c* serve for displaying advertising media.

When the lower container 1 and the upper container 2 are to be packaged in one body, as shown in FIG. 2, at first the lower container 1 and the outer casing 3 are combined, then the upper container 2 is superposed on the lower container 1 with its upper face 2*a* turned down facing said lower container.

The upper face 3*a* of the outer casing 3 can be used as an advertising display or, the containers 1, 2 can be enclosed in the outer casing 3, as shown in FIG. 1.

The end of the tab 3*i* can be inserted in the slot 3*j* cut in the lower face 3*b* of the outer casing and thereby retained the container in the form of a box.

The container according to this invention being constructed as a box combined in one body, in which upper and lower containers receiving photographic implements are utilized independently or combined with the outer casing 3 for facilitating the exhibition and the transportation of the implements.

I claim:

1. A container for packaging and displaying articles and advertising thereof comprising in combination a lower container, an upper container and an outer casing, said lower container being provided from a folded sheet of material and having a top section with openings for partially receiving articles to be packaged, side walls, end walls and a base section with said top section extending on an incline to said base section, one of said end walls being slotted, the other of said end walls extending on an outward slant from said top section, said upper container being provided from a folded sheet of material and having a section with openings for being detachably positioned on said lower container top section with its openings receiving the remainder of said articles, said upper container having a section slanting upwardly from said section with openings and capable of being positioned on said lower container other end wall, said upper container further having end walls and a bottom with said section with openings extending on a slant to said bottom, said upper and lower containers providing a rectangular container when superimposed, said cover having a base section with said lower container base section position thereon, an end with locking tongues extending into said lower container end wall slots for retaining the same together and sections for covering the sides, ends and the top of said rectangular container and means for retaining said cover in its covering position.

2. A container as claimed in claim 1 wherein said cover has one of said sections thereof capable of being folded in a position extending upwardly of said cover base section and retaining said position when said cover is unwrapped from said rectangular container and cover foldable section has advertising media thereon for being displayed when in its upwardly extending position.

References Cited in the file of this patent

UNITED STATES PATENTS

1,448,435	Davis	Mar. 13, 1923
2,126,407	Payne	Aug. 9, 1938
2,330,927	Rous	Oct. 5, 1943