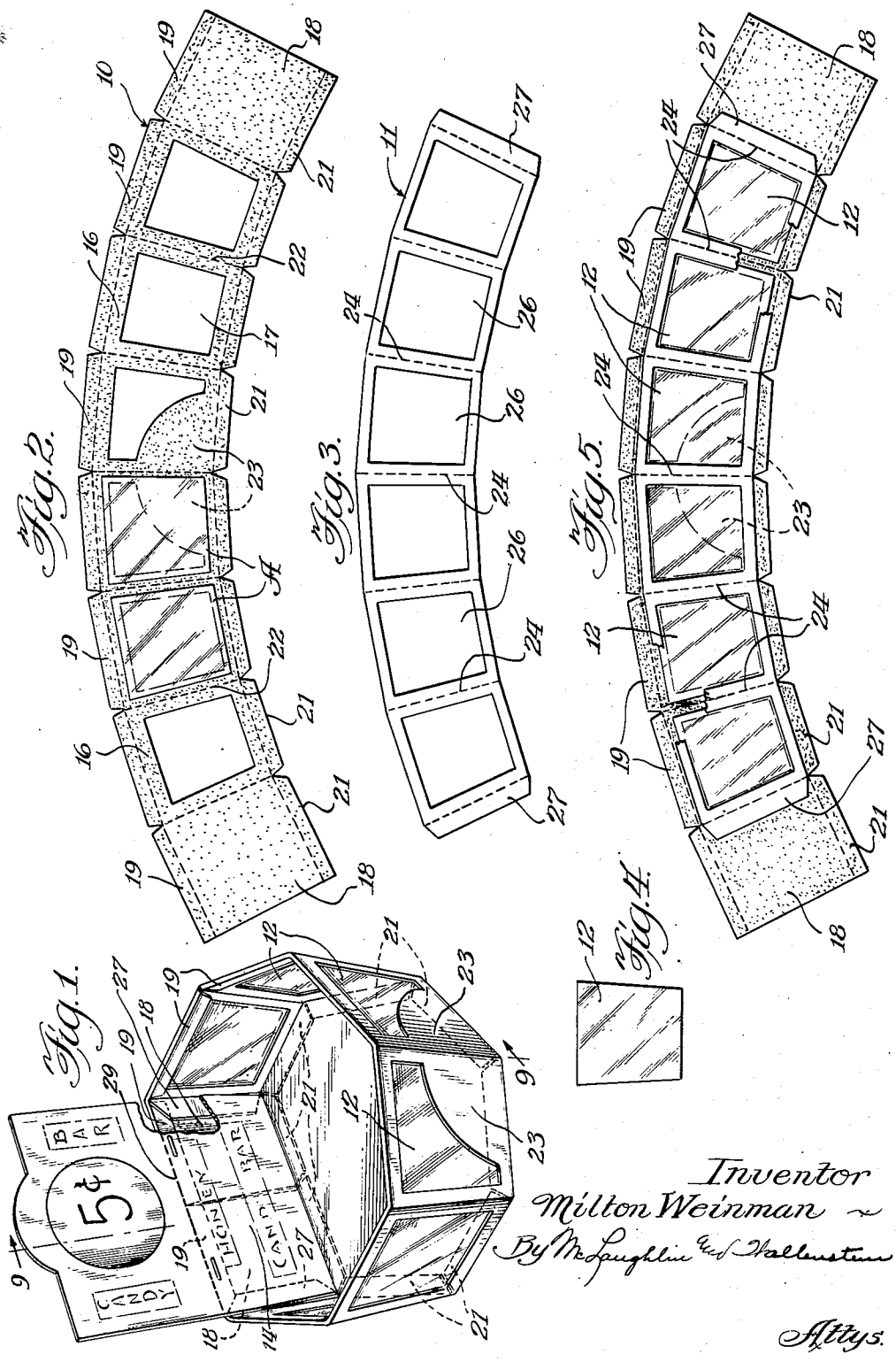
April 1, 1941. M. WEINMAN 2,237,126

DISPLAY CONTAINER

Filed Jan. 21, 1939 2 Sheets-Sheet 1



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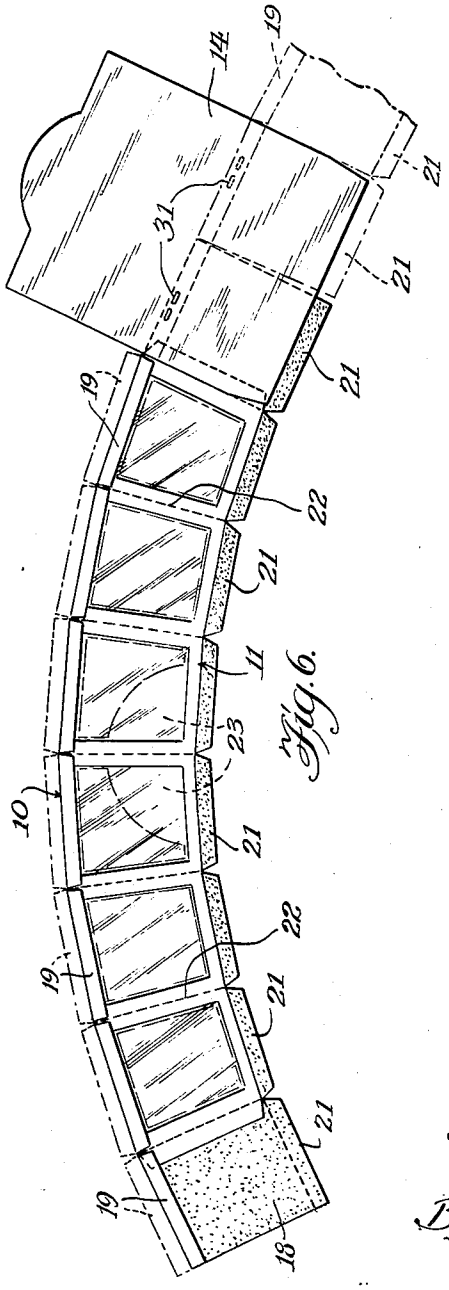


Fig. 6.

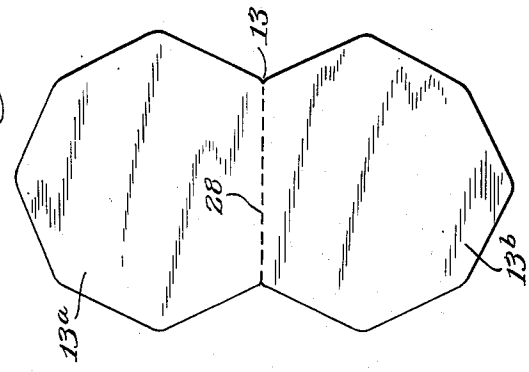


Fig. 8.

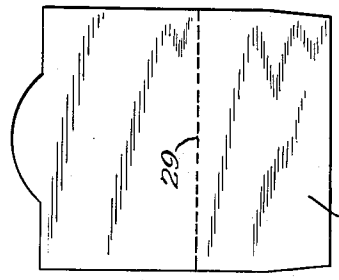


Fig. 7.

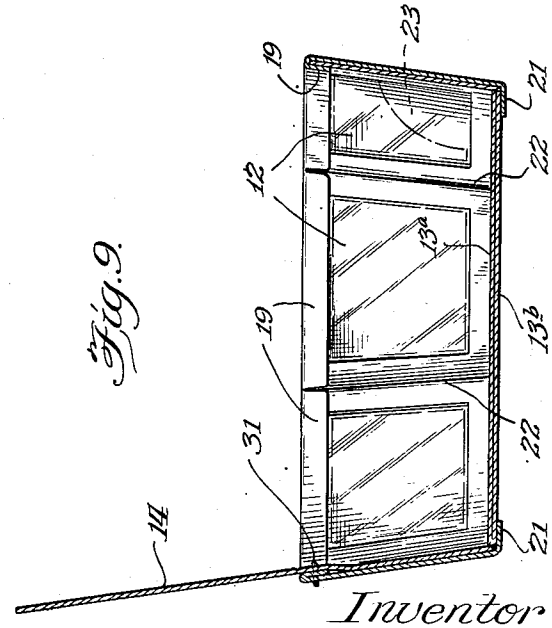


Fig. 9.

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DISPLAY CONTAINER

Milton Weinman, Chicago, Ill.

Application January 21, 1939, Serial No. 252,100

2 Claims. (Cl. 206—44)

My invention relates to containers particularly adapted for display purposes.

The principal object of the invention is the provision of an improved container for display purposes.

Another object is to provide a container adapted for so-called random display of merchandise so arranged that the merchandise may be seen to advantage.

Another object is the provision of a simple, economical and expeditious manner of producing such a container.

Other specific objects and features of the invention will be apparent from the following detailed description taken with the accompanying drawings wherein—

Fig. 1 is a perspective view showing one form which the container of my invention may take,

Figs. 2 to 8, inclusive, show the constituent parts of the container of Fig. 1 and illustrate in part the manner of assembly, and

Fig. 9 is a sectional view taken on the line 9—9 of Fig. 1, looking in the direction of the arrows and showing structural features of the assembled container.

According to the general features of the invention, I provide a plural-sided container, all or a number of sides of which are provided with transparent rigidly held inserts so that merchandise on display in the container may be seen from substantially any angle when the container is placed on a counter or other display location in a store. Conveniently and preferably, one side of the container is given over to a placard panel which, however, may also perform the function of assisting in maintaining the container in rigid assembled position. The container is preferably so constructed as to provide a multiple thickness of board such as cardboard at all portions thereof which contain merchandise and which, therefore, may be subjected to strain. The construction is so arranged that only a single gluing operation is required, although it will be seen that I may utilize other means than gluing for assembly purposes. The manner in which the various parts are brought together is also conducive to simple and expeditious ornamentation such as by applying separate sheets of paper suitably colored and decorated to the constituent pieces, or, in accordance with my preference, the constituent parts may be printed either by the application of solid colors or in any suitable manner on only one side thereof, and when assembled together, substantially the only surface visible is one on which the coloring or decorative scheme has been used.

For convenience in describing the container of my invention, I shall first refer to the constituent parts thereof and show the manner in which they are assembled together to produce the final article.

In the form of the invention illustrated, I employ side members 10 and 11, transparent inserts 12, bottom 13 and the auxiliary side member and placard 14. The side member 10 comprises the outside of two side members and the member 11 the inside of two side members, and the inserts 12, in a manner to be shown, may be secured between them.

The side member 10 has a plurality of sections 16, each of which is provided with an aperture 17, and at the ends, sections 18, not provided with apertures. Along the upper edges of each of the sections 16 and 18 are relatively narrow individual tabs 19, and similar tabs 21 are provided below. Score lines 22 are provided between each of the sections to facilitate articulation, and, where desired, a larger face may be left at any of the sections, as, for example, at 23, to leave room for advertising matter or the like.

The side section 11 is scored along the lines 24 to separate it into a plurality of sections, each of which is provided with a window opening 26, and relatively smaller tabs 27 are provided at the ends. The transparent inserts 12 are of such a size as to cover the openings 17 and 26 provided in the two side members, and the relationship of the two side members is such that the score lines coincide when they are laid one above the other and the sections coincide, leaving the tabs 19 and 21 and the greater portion of the end sections 18 uncovered as illustrated in Fig. 5. It will be noted that the side members are of generally arcuate shape so that when they are articulated about the generally vertical scores 22 and 24 they take the form of a side wall which out-flares slightly from top to bottom. This is a preferred arrangement, but it should be understood that these sections may, if desired, be made straight in which case the side walls of the finished container will be substantially truly vertical.

The bottom 13, in accordance with the preferred form, comprises the sections 13*a* and 13*b* scored along the line 28 so that when it is folded along this line a double thickness bottom member will be provided fitting into the container in the general manner shown in Figs. 1 and 9. The auxiliary side member and placard 14 which may, for convenience, be termed a back member, may

have a score along the line 29 for a purpose to be described, or it may be left unscored, all as will be brought out hereinafter.

I have stated above that an advantage of my invention is the simple manner in which the container may be assembled and I shall, therefore, describe what I consider my preferred form of assembly, using the general structure of parts described hereinabove.

The side member 10, with no parts associated with it, may first be run through a gluing machine of a type known in the industry, to apply a layer of glue or other suitable adhesive to one entire side or face thereof. The transparent inserts 12 are then placed in position as shown by the letter "A", in Fig. 2, all of the openings 17 being covered in this manner, the adhesive being wet or tacky at the time of application. The member 11 is then set down over the transparent inserts 12 and over the side member 10 so that it occupies the position shown in Fig. 5. This secures the two side members 10 and 11 together with the inserts 12 between them; but to complete the assembly and provide for a finished appearance at the top edge of the side member, the tabs 19 are folded over as indicated in Fig. 6, and being covered with adhesive these tabs maintain their folded position.

The assembled side member is then doubled back on itself so that the edges of the end panels 18 substantially contact each other. In the phantom view at the right of Fig. 6, the dotted line portion at the right of the view indicates the manner in which the two end panels are brought together, this view being otherwise shown flat for convenience of illustration. The back member 14 is then placed in position over the inside faces of the end panels 18, leaving the contiguous tabs 21 free. If desired, wire stitching 31 may be employed to facilitate the assembly or any other means may be used which will add strength and hold the parts in assembled relation until the adhesive on the end panels 18 has set. A simple expedient is to employ a stitching of the type shown and allow it to remain in place in the finished article as shown in Fig. 1.

The bottom member 13 is now folded along the score line 28 and so folded will fit snugly into the lower portion of the container, the edge coinciding with the score line 28 lying against the back member 14 and the edges corresponding to the remaining six sides coinciding with the positions of the panels. By folding all of the tabs 21 at right angles they are caused to lie against the bottom face of the bottom member 13 where they become attached through the setting of the adhesive which was applied to the tabs 21 and thereby complete the assembly.

As an example of the simplicity with which my invention adapts itself to the production of a container having a finished appearance, I wish to consider the production of a design in which a combination of blue and yellow is employed. Using a cardboard, one face of which is finished relatively smooth and, therefore, will readily receive a printed impression, the open face of the side member 10 may be colored blue, with decorative yellow lines running around the panels, for example. In the same printing operation the portion 23 may be printed with suitable legends. The side member 10 may have the face thereof which is seen in Fig. 3 printed to show a solid yellow color. Then when the members are assembled in the general manner shown in Fig. 5 there will be no unornamented face of the material of the sides visible but only faces which have been treated by a printing operation. Following out the same design, the portion 13*a* of the member 13 may be colored yellow and the portion 13*b* blue. By inserting the member 13 so that the blue face is down, the same blue scheme will be carried to the bottom of the completed container and the same generally yellow scheme to the inside of the completed container. The back member 14 may be printed with a yellow and blue combination or in any other suitable manner harmonizing with the rest of the container. In the completed container, therefore, as shown in the drawings, the only unfinished surface visible is the back face of the member 14 but this is also relatively simply finished, if desired, either by providing a double thickness thereof following the general plan used for the member 13 or in any other suitable way. I have found that for the most part an adequately finished appearance is obtainable with substantially the arrangement shown in the drawings.

One advantage of the container of my invention is that a group of them are easily nested for shipping. Where desired, the back member 14 may be folded along the score line 29 for shipping purposes. A further advantage of my invention is that the construction lends itself to the production of a relatively large number of designs and in all cases the same simple manufacturing practice may be followed. For example, the number of panels or sides in the finished device may be modified, so that different shapes are produced, and even when the number of sides is the same as shown in the drawings, by modifying the dimensions, color schemes, etc., containers having entirely different appearance and utility may be produced.

I have described my invention in considerable detail including details of construction and manufacture but extensive changes may be made within the scope of the appended claims. In the claims and in the foregoing specifications, I have referred to the invention as a display container, but it is clear that it may have other uses. The title, therefore, is used in a descriptive rather than in a limiting sense.

What I claim as new and desire to protect by Letters Patent of the United States is:

1. A display container comprising outer and inner side members, each of said members provided with vertical scores so that when articulated, a plurality of panels is produced, apertures being provided in said panels, said outer side member having tabs above and below said panels and being provided with a pair of end panels, inserts of transparent material large enough to cover said apertures, said outer and inner side members being secured together with said inserts between them and said tabs above the panels extending over the top edges of the inner side member and secured to its inner surface, means for holding ends of the side members in position to form a plurality of side faces, each comprising one of said panels, a bottom member shaped to engage said side members, said tabs below the outer side member being secured to the lower edge surface of said bottom member, said means including a back panel secured in surface-to-surface relationship to said end panels of said outer side member.

2. A display container comprising a generally arcuate shaped outer side member, having radial scores to produce a plurality of panels, each panel having an aperture except the end panels there-

of, upper and lower tabs on the panels, an inner side member scored to provide a plurality of panels coinciding with panels on the outer side member, said panels having apertures coinciding with apertures in the outer side member panels, said inner and outer side members being adhesively secured together, said upper tabs extending over the top edge and secured to the face of the inner side member, transparent inserts disposed between said side members and closing said apertures, a back member secured to the end panels of the outer side member in face to face relationship whereby to hold said side members assembled to produce a plurality of sides corresponding to said panels, and a bottom member having said lower tabs secured to the lower edge surface thereof.

MILTON WEINMAN.