R. S. ALLAN.

FOLDING DISPLAY BOX.

APPLICATION FILED FEB. 7, 1921.

1,410,869.

Patented Mar. 28, 1922.

2 SHEETS—SHEET 1.

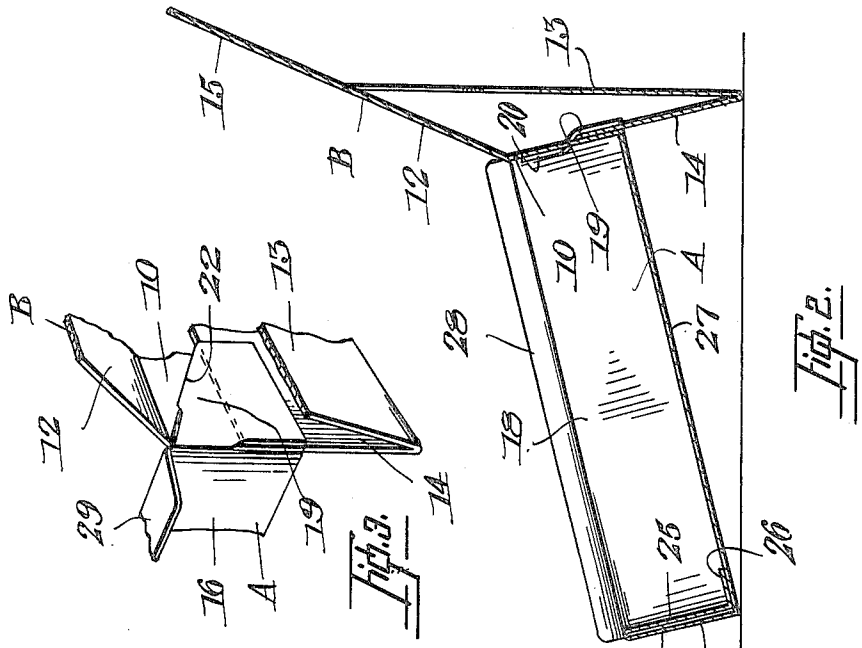


Fig. 2.

Fig. 3.

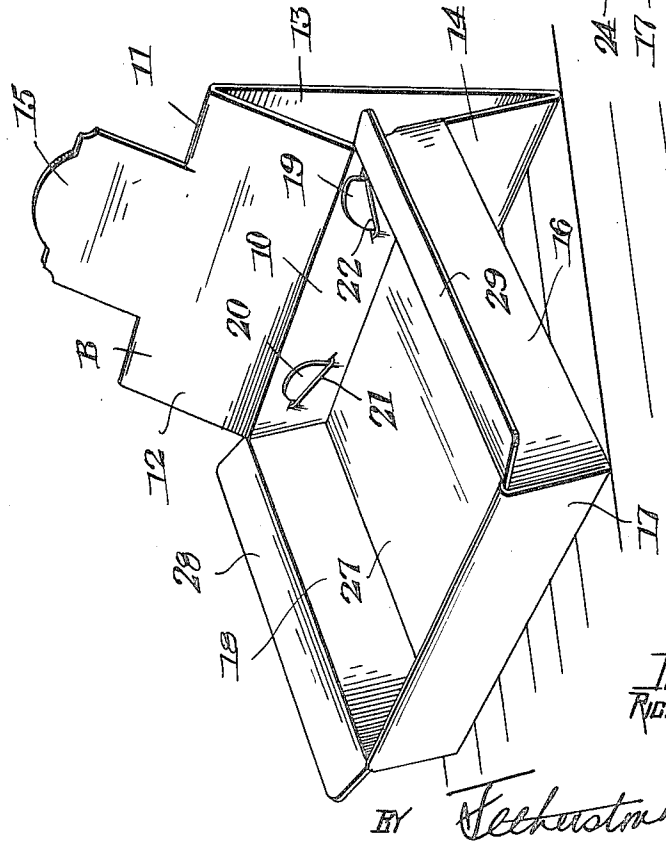


Fig. 1.

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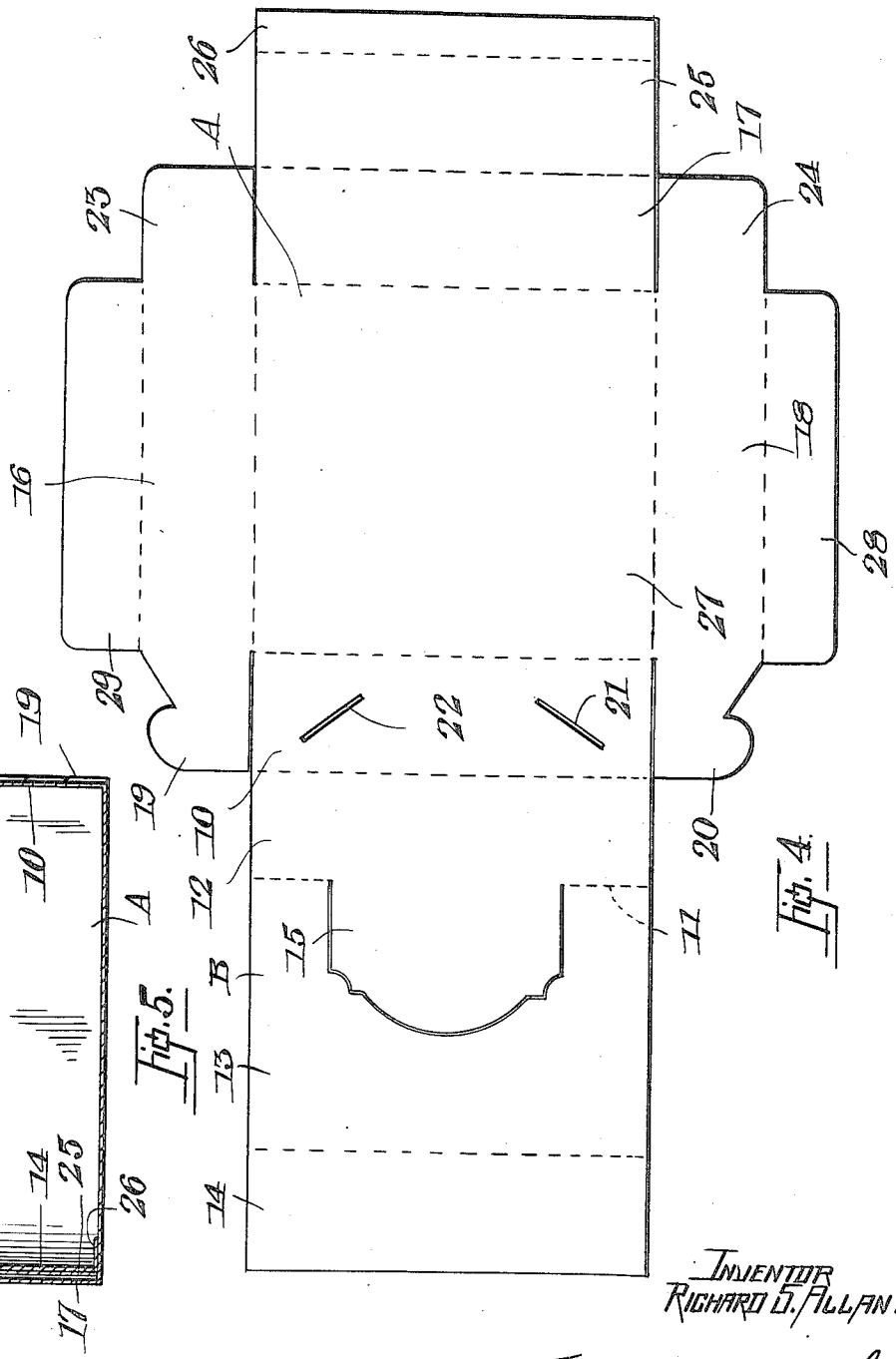


Fig. 4.

Fig. 5.

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UNITED STATES PATENT OFFICE.

RICHARD SPENCE ALLAN, OF HAMILTON, ONTARIO, CANADA, ASSIGNOR TO MESSRS. REID PRESS LIMITED, OF HAMILTON, ONTARIO, CANADA, A CORPORATION.

FOLDING DISPLAY BOX.

1,410,869. Specification of Letters Patent. Patented Mar. 28, 1922.

Application filed February 7, 1921. Serial No. 443,056.

To all whom it may concern:

Be it known that I, RICHARD SPENCE ALLAN, a subject of the King of Great Britain, a resident of the city of Hamilton, Province of Ontario, Dominion of Canada, have invented certain new and useful Improvements in Folding Display Boxes, of which the following is a specification.

This invention relates to improvements in folding display boxes, particularly to boxes or cartons made of cardboard and capable of both containing the merchandise and displaying the same, together with suitably advertising the matter when the carton or box is open.

Further objects of the invention are to enable boxes to be economically manufactured and to enable the display means to be supported at such an angle that it may be read with greater facility and consequently effect a better display.

Further objects still are to provide a box in which the various collective parts are well adapted to perform the functions required of them.

It consists essentially of the improved construction hereinafter described in detail in the accompanying specification and drawings.

In the drawings:

Figure 1 is a perspective view of the box open.

Figure 2 is a cross sectional view of the box open.

Figure 3 is a perspective detail of a corner of the box.

Figure 4 is a plan view of the blank from which the box is formed.

Figure 5 is a sectional view through the box when closed.

In the drawings, like characters of reference indicate corresponding parts in all the figures.

The box shown is folded from a single blank of cardboard or the like, but the invention is not limited in this application thereto, as certain features of the invention could be equally well applied to boxes of other forms, and constructed of separate pieces of material cut to size and glued or hinged together.

Referring to the drawings, A represents the body portion of the receptacle, and B the cover which is hinged to the side 10 of the body portion.

In accordance with the present invention the cover is formed intermediate of its length with a line of fold or hinge 11 thereby dividing the cover into two parts 12 and 13.

The line of fold 11 is so placed that when the cover is open to the position shown in Figures 1 and 2, and the portion 13 folded downwardly as indicated, it will extend below the body and so constitute a support by which the box may be supported in inclined position, and to give increased rigidity to the box in this position, the end 14 on the portion 13 is folded upwardly and engaged with the side 10 of the box.

It will be observed that in this position the portion 13 extends substantially vertically, while the display portion 12 extends backwardly at an angle whereby it may be readily visible from a person viewing the same from above.

In order to increase the display effect, the portion 12 is formed with a cut-out projection 15 originally forming part of the portion 13. This is cut out by interrupting the line of fold or hinge whereby the portion 15 will remain in the same plane with the portion 12 and continuous therewith.

In the embodiment illustrated, the sides of the box 10, 16, 17 and 18 are formed integral with the bottom, and are adapted to interlock, thus the sides 16 and 18 are formed with side flaps 19 and 20 formed with interlocking ends adapted to engage suitably spaced slots 21 and 22 in the side 10.

In a similar way the sides 16 and 18 are designed to interlock with the side 17, this being accomplished by providing flaps 23 and 24 on the sides 16 and 18 which are adapted to fold on the inner side of the flap 17, and to be retained in such position by means of a folded over flap 25 on the side 17 adapted to fold over the top of the flap 23 and 24 and to be retained in position by means of an extension flap 26 bent upwardly substantially parallel with the bottom 27 on the box as indicated in Figure 2, being held in such position by a natural resiliency from the cardboard from which the box is formed or by glue if necessary.

The sides 16 and 18 may also be formed with extension flaps 28 and 29 which may be opened out to form display means when the box is open.

The folded up portion 14 which assists in

retaining the cover in display position may be retained in position against the side 10 by engaging the end of the portion 14, beneath the flaps 19 and 20 when in interlocked position.

To close the box the flaps 28 and 29 are folded inwardly, the cover B is folded over the top of the box, the portions 12 and 13 being purposely brought into the same plane, thereby constituting a complete cover for the top of the box, and the end portion 14 is then bent downwardly parallel and on the inside of the side 17.

It will be seen that the box forms an effective package for the goods during shipment, and when opened out provides a prominent display means for advertising.

Particular attention may be called to the fact that the display portion 12 is supported at an inclined vertical angle, whereby it may be read with greater facility and furthermore the engagement of the portion 14 of the side of the box supports the same firmly in an inclined position.

As many changes could be made in the above construction, and many apparently widely different embodiments of my invention within the scope of the claims constructed without departing from the spirit or scope thereof, it is intended that all matter contained in the above specification and accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

What I claim as my invention is:

1. A folding display box having a suitable bottom, and integral sides formed with interlocking projections, and a cover having a line of fold and a cut-out portion adapted to be projected upwardly to form a display when the cover is bent backwardly, a portion of the cover which is adapted to be folded backwardly having means thereon adapted to be bent upwardly to engage with the said interlocking projections on the sides.

2. A display box comprising a suitable body portion, a hinged display cover connected to one side of the body portion, having a portion adapted to be bent backwardly and downwardly to form a support for the cover and box, said portion bent backwardly and downwardly having an end portion bent upwardly and engaged with the side of the body portion of the box, the backwardly bent portion normally assuming a substantially vertical position, while the display portion of the cover extends at an angle to the vertical, the line of fold between the said upwardly bent portion and the backwardly and downwardly bent portion being adapted to rest on the support on which the box is placed whereby the backwardly and downwardly bent portion and the upwardly bent portion together constitute a leg for the box.

In witness whereof I have hereunto set my hand in the presence of two witnesses.

RICHARD SPENCE ALLAN.

Witnesses:
C. M. ELLIOTT,
V. T. CAREY.