

Dec. 17, 1935.

S. BERGSTEIN

2,024,907

DISPLAY CONTAINER

Filed Jan. 23, 1935

3 Sheets-Sheet 1

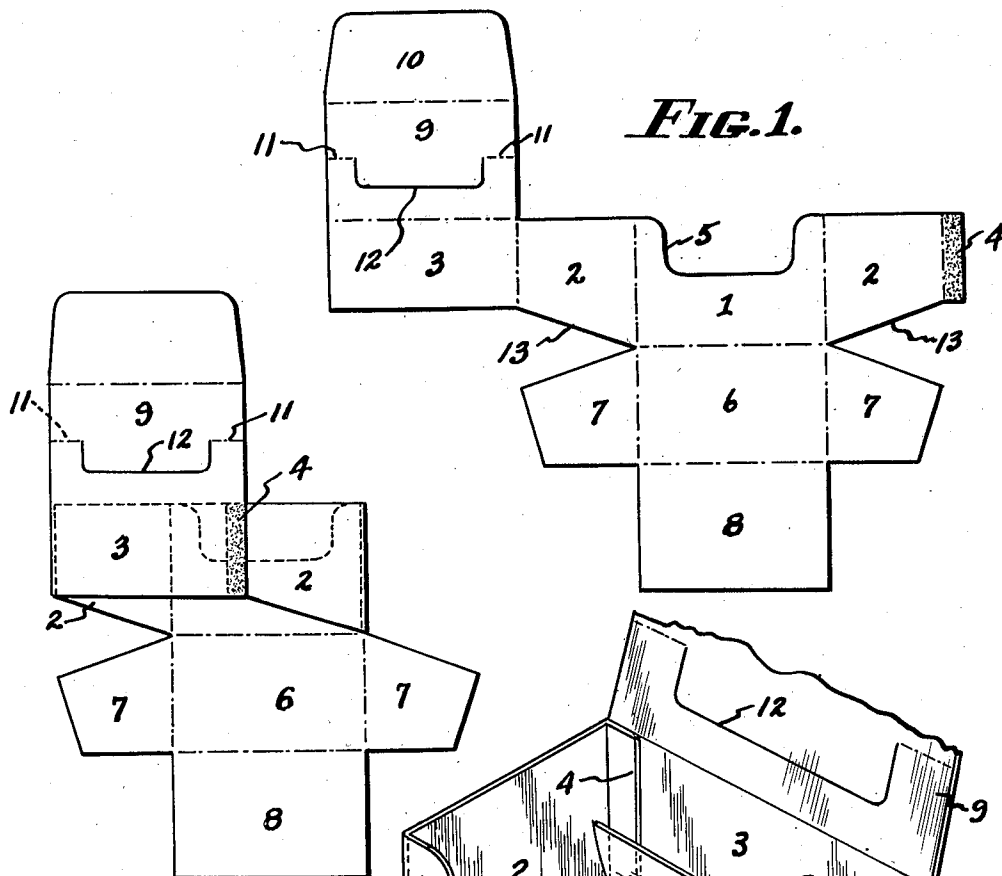


FIG. 1.

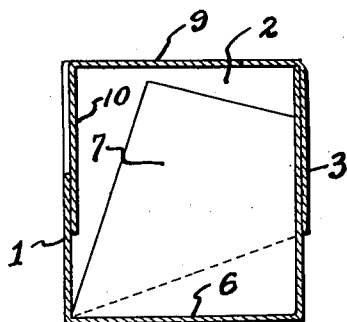


FIG. 4.

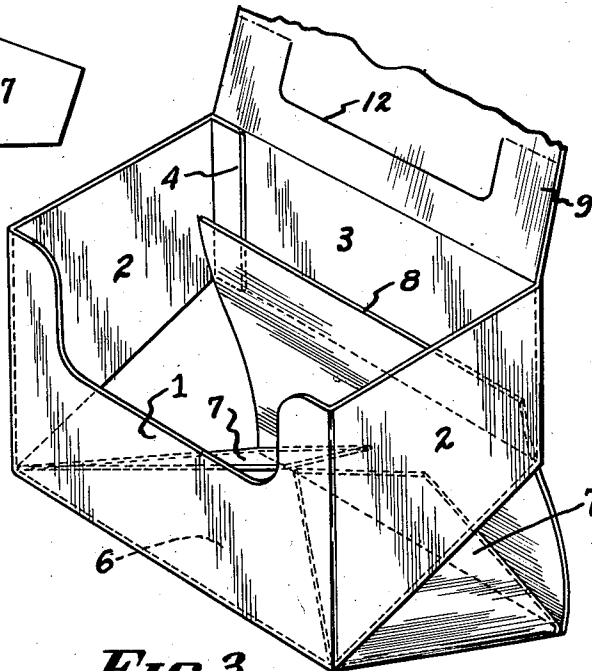


FIG.3.

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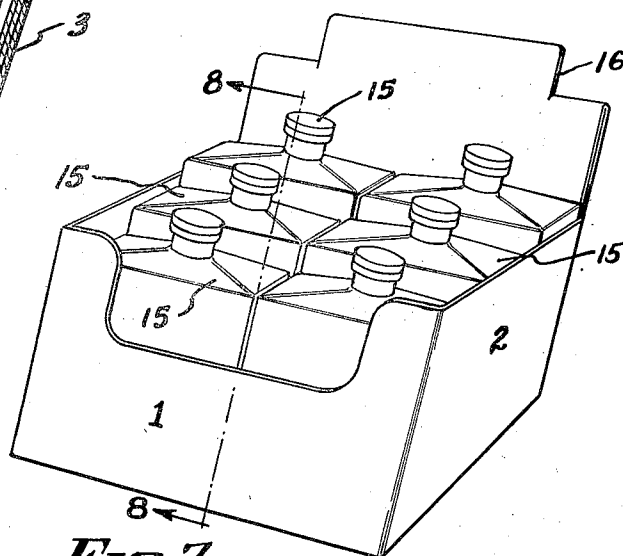
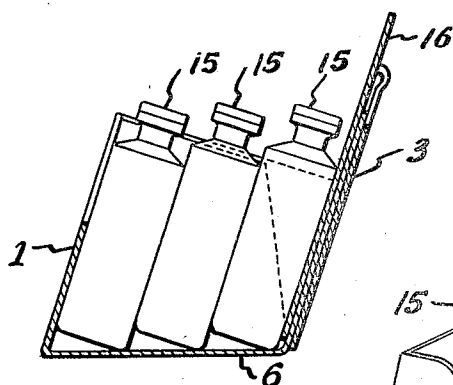
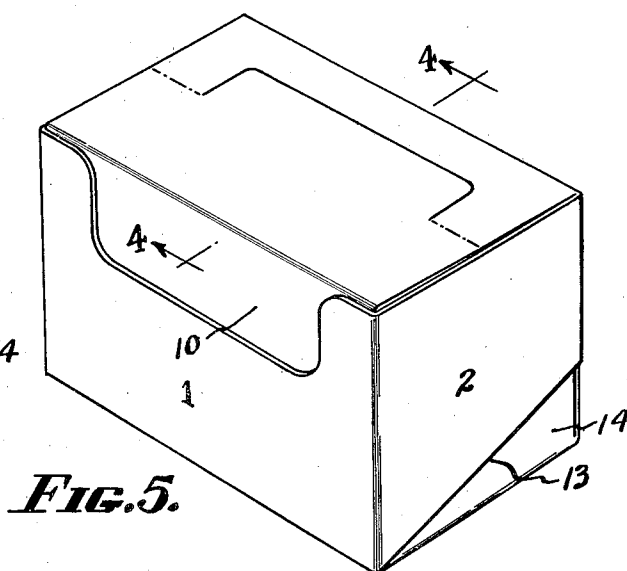
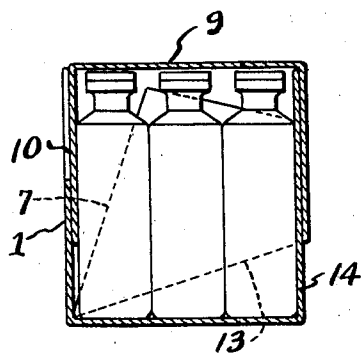
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DISPLAY CONTAINER

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3 Sheets-Sheet 2



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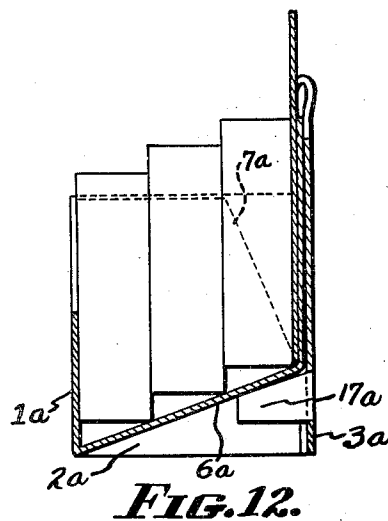
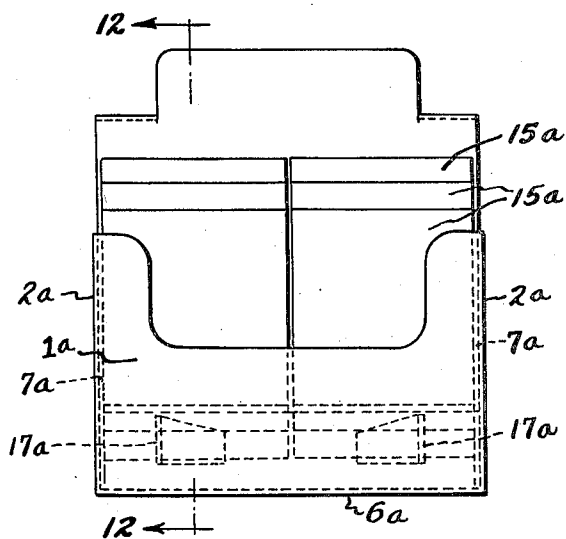
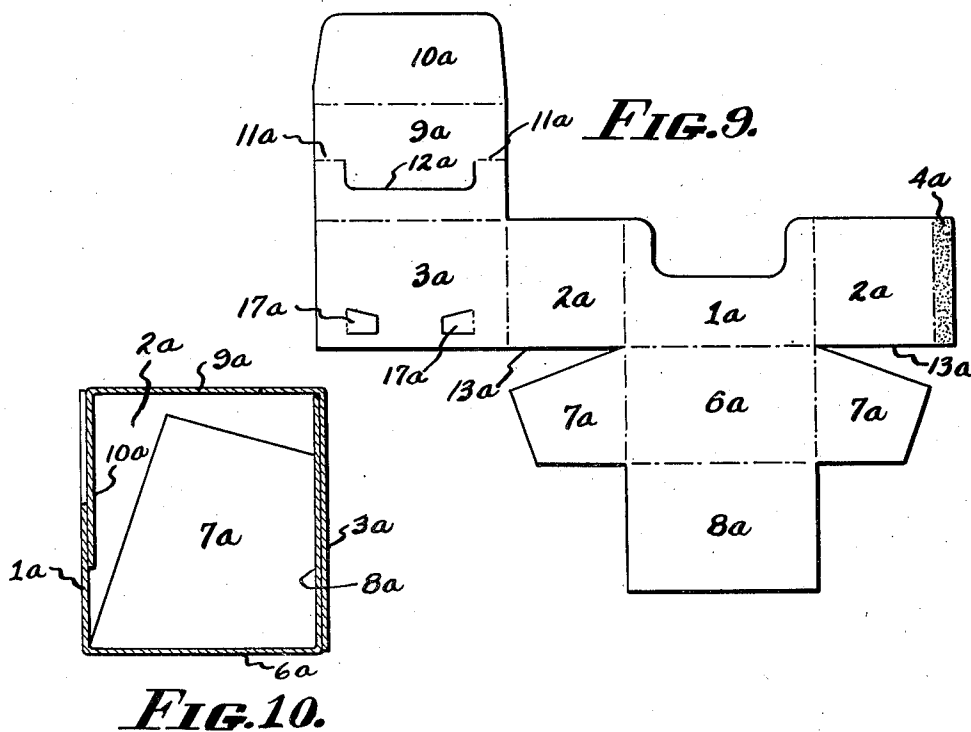
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DISPLAY CONTAINER

Filed Jan. 23, 1935

3 Sheets-Sheet 3



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2,024,907

DISPLAY CONTAINER

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Application January 23, 1935, Serial No. 3,090

4 Claims. (Cl. 206-44)

In the ordinary type of display container when the cover is open the articles within the container do not show up to good advantage or have an interesting appearance because they are packed close together. The nearest row and the tops of other articles are substantially all that can be seen by a person looking at the opened container. It is an object of my invention to provide a container in which, by a simple manipulation, the articles within the container are moved to spaced positions, so that they present a more attractive appearance.

It is an object of my invention to make such a display container from, preferably a single cut and scored blank, which may be readily assembled from the knock down condition in which it is shipped.

Other advantages of the construction in the economy of board required and various other structural advantages will be apparent from the ensuing disclosure, in which I have illustrated two embodiments of my invention.

Referring to the drawings:—

Figure 1 is a plan view of one preferred type of blank, with solid lines indicating cut portions and dotted lines indicating fold lines.

Fig. 2 is a plan view of the blank shown in Fig. 1, with the side walls secured together.

Fig. 3 is a perspective view of the partially assembled set up container made from the blank shown in Fig. 2.

Fig. 4 is a sectional view taken along the lines 4, 4 in Fig. 5.

Fig. 5 is a perspective view of the first form of display container in fully packed condition.

Fig. 6 is a sectional view taken in the same position as Fig. 4, showing the contents of the container.

Fig. 7 is a perspective view of the container opened up and arranged in display position.

Fig. 8 is a sectional view of the container in display position taken along the lines 8, 8 in Fig. 7.

Fig. 9 is a plan view of another preferred type of display container, operative on the same principle as the first form illustrated.

Fig. 10 is a sectional view of the set up box illustrated in the form of the blank in Fig. 9.

Fig. 11 is a front elevation of the container shown in Figures 9 and 10, with packages in the container in display position.

Fig. 12 is a sectional view taken along the lines 12, 12 in Fig. 11.

Referring first to the modification of my invention illustrated in Figs. 1 to 8, the blank 1 has

a front wall 1, side walls 2, and a back wall 3. The front, side and back walls are secured in tubular condition by a flap 4 having adhesive thereon, which extends from one of the side walls, and is secured against the inner surface of the back wall 3, as indicated in Figures 2 and 3.

The front wall 1 has a cut out portion 5 which is useful for exposing much more of the front row of articles within the container than could be exposed were the cut out portion omitted.

The container is shipped flat in the condition illustrated in Fig. 2, and in order to set it up ready to receive its contents, the bottom wall 6, having side flaps 7 articulated thereto, and a back wall reinforcing flap, is folded up inside the tubular enclosure formed by the front, back and side walls as illustrated in Fig. 3.

The cover for the box is formed by a flap 9 which extends from the upper edge of the back wall 3. A locking tab 10 is articulated to the flap 9, and lines of articulation 11 and a cut out portion 12 permit the cover to be folded along the lines of articulation 11 so as to form a sort of easel on which display material may be supplied.

The side walls 2 have an upwardly inclined lower edge 13, from which the rear lower corner 14 of the container extends when it is in fully set up condition. In Figs. 6 to 8 I have illustrated the contents of the container as consisting in six bottles 15.

The cover, when it is desired to arrange the container in display position, is elevated upwardly and then folded along the lines of articulation 11 so that an easel-like display flap, best illustrated at 16 in Fig. 7, is formed. By pressing upwardly on the bottom wall 6, the flaps 7 and 8 telescope along the inner surfaces of the walls 2 and 3 until the bottom lies parallel with the diagonally extending lower edges of the side walls 2. This causes the bottles to assume a spaced or staggered condition, in which their appearance is more individual and in which they attract more attention.

The blank and container shown in Figs. 9 to 12 are substantially the same as those illustrated in Figs. 1 to 8, the only difference being that the bottom edge of the side flaps 2a form a continuous line with the bottom edges of the front and back flaps.

I have illustrated therefore a blank having a front wall 1a, side walls 2a, a back wall 3a, and a sealing tab 4a, the bottom being formed by an articulated flap 6a, having side flap extensions 7a, 55

and a back wall extension 8a. The cover is formed by a flap 9a, having a sealing tongue 10a, a cut out panel 12a, and lines of articulation 11a. The back wall 3a is provided with cut out tabs 17a, which are folded outwardly from the surface of the wall 3a to provide locks to maintain the bottom wall 6a in position when the bottom wall is moved to display position.

- The advantage of the construction illustrated in Figs. 9 to 12 is that articles such as are illustrated at 15a are moved to spaced or staggered position with the back row of articles elevated above the front row, and with intermediate rows proportionately elevated. While I have shown the locking tabs 17a for maintaining the bottom in elevated position when the articles in the container are displayed, other arrangements for holding the bottom of the container in elevated position will readily occur to those skilled in the art.
- The display cover which I have illustrated forms no part of my invention, which consists primarily in the construction and arrangement which permits the bottom wall of the container to be moved to an elevated position, in which the articles in the container are staggered in spaced position.

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

1. A two-purpose carton formed from a cut and scored blank, said carton for the purpose of shipment of goods therein being in the form of a right parallelepiped both interiorly and exteriorly, and said carton having a bottom hinged only to the front thereof, whereby for the purpose of display of the contents thereof the bottom may be shifted angularly with respect to the front of the carton, whereby the contents thereof present a staggered appearance vertically from the front to the rear of said carton, said carton having means for retaining said bottom in its angular position.

2. A carton formed from a cut and scored blank, having a front, two sides and a back, the front and back being in parallel planes and the sides

being in parallel planes at right angles to the planes of the said front and back, each of said mentioned walls being rectangular in shape, the said carton having also a bottom member hinged only to the front thereof and having supplemental side walls hinged to said bottom member, the rear edges of said supplemental side walls being continuations of the rear edges of said bottom member and the front edges of said supplemental side walls being cut at an angle so that the front and rear edges of said supplemental side walls converge toward the tops thereof, whereby for the shipment of goods therein the said carton is in the form of a right parallelepiped, with the bottom member in a horizontal position and the rear edges of said supplemental side walls abutting the rear wall, and whereby for the purpose of display the said bottom member may be raised angularly with respect to the front, bringing the front edges of said supplemental side walls up against the front wall, the rear wall of said carton being provided with means for maintaining the bottom member in its raised position.

3. A carton formed from a cut and scored blank having front, side and back walls adapted to be secured in a carton enclosing band, with a bottom member having auxiliary side and back wall members hinged to the lower corner edge of the front wall, and means extending from one of the wall members for retaining said bottom member at an acute angle with respect to said front wall, whereby the contents of the carton may be displayed in a staggered arrangement.

4. A carton formed from a cut and scored blank having front, side and back walls adapted to be secured in a carton enclosing band, with a bottom member having auxiliary side and back wall members hinged to the lower corner edge of the front wall, and tabs extending from one of the back wall members for retaining said bottom member at an acute angle with respect to said front wall when said carton is set up to display the contents of the carton in a staggered arrangement.

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