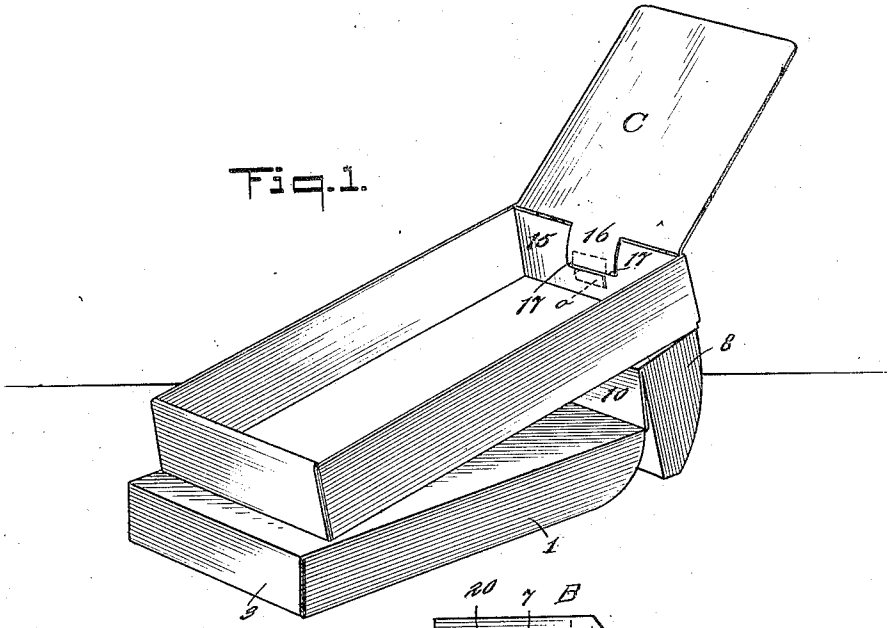
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E. E. DARRAGH

DISPLAY BOX

Filed April 11, 1923 2 Sheets-Sheet 1

Fig. 1.



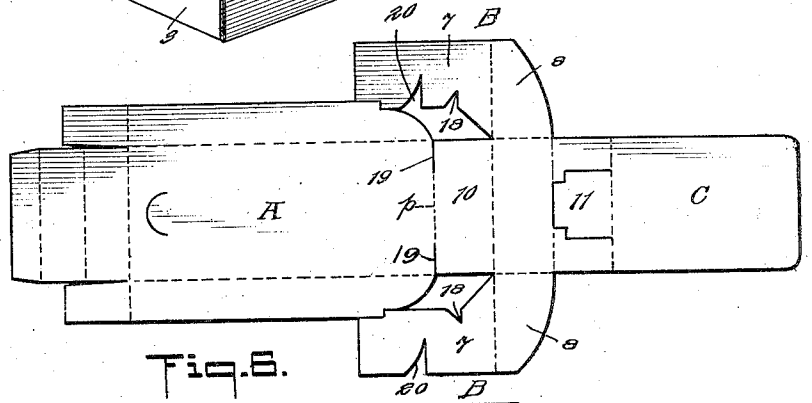


Fig. 6.

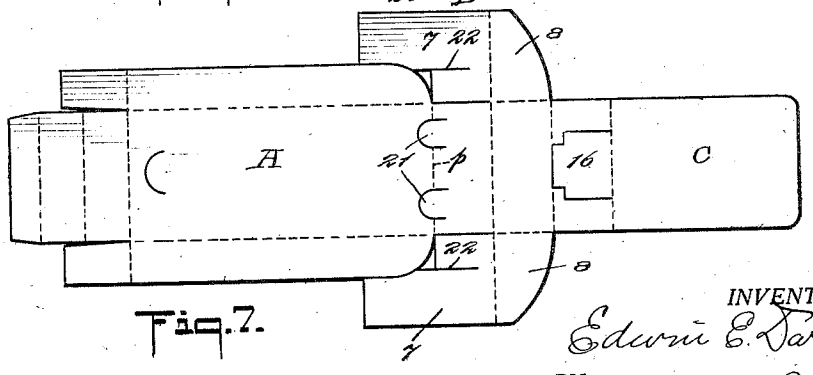


Fig. 7.

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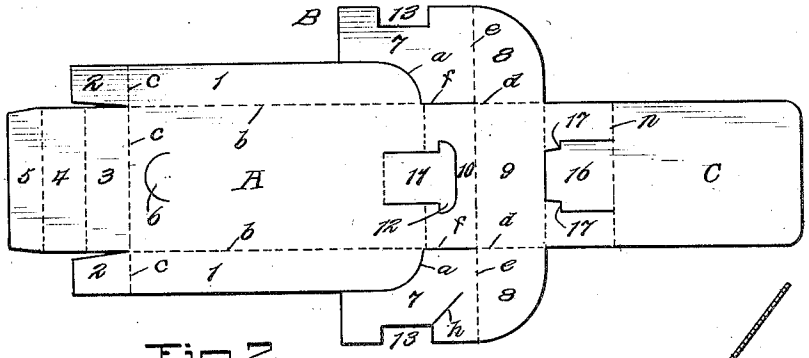


Fig. 2.

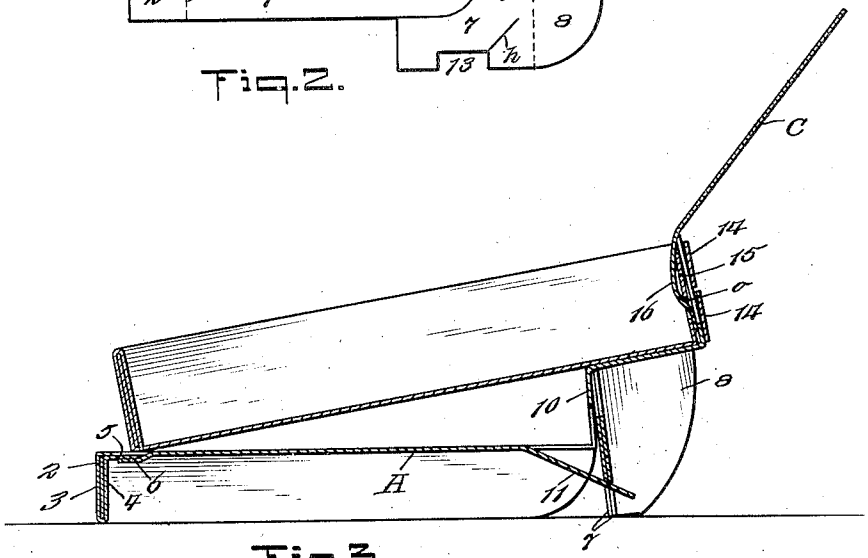


Fig. 3.

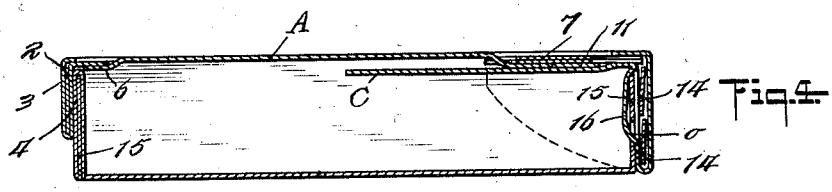


Fig. 4.

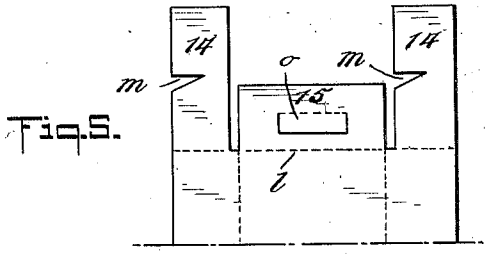


Fig. 5.

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Patented Feb. 5, 1929. 1,701,065

UNITED STATES PATENT OFFICE.

EDWIN E. DARRAGH, OF NEW YORK, N. Y.

DISPLAY BOX.

Application filed April 11, 1923. Serial No. 631,258.

This invention relates to improvements in display boxes.

Boxes of this type, when opened to display their contents, are usually supported in an inclined position on a so-called easel beneath the box end, and also have an advertising or display card secured to the top of the box so as to be turned upward in an erect position at the upper end of the box when the box is set up or opened for display of its contents.

The present invention aims particularly to improve the construction of such display boxes by providing a novel form of blank, whereby the easel, advertising or display card, and box cover may be readily and economically formed in one piece, and by the use of which the box may be quickly set up and firmly supported in a higher and more conspicuous position than heretofore. The improved blank also includes means for automatically locking the easel in adjusted position under the box, so that the latter may be set in its inclined position without liability of slipping forward and thereby pulling the easel up from under the end of the box, and also means for maintaining the advertising or display card in an erect position when the box is set up, so as to avoid the necessity for constant re-adjustment of such card, as in some prior devices of this kind.

To enable others skilled in the art to understand the invention, preferred and modified forms of embodiments thereof will now be described in detail in connection with the accompanying drawings, and the features forming the invention will then be specifically pointed out in the claims.

In the drawings—

Figure 1 is a perspective view of a box made up from the preferred form of blank, in its set up position;

Figure 2 is a plan view of the preferred form of blank therefor;

Figure 3 is a section taken longitudinally through the center of the box of Fig. 1;

Figure 4 is a similar view of the same box in closed position;

Figure 5 is a plan view of the end portion of the box-body blank, to which the combined cover, display card and easel may be attached; and

Figures 6 and 7 are plan views of modified forms of blanks for producing boxes similar to that of Fig. 1.

Referring now to the drawings, and particularly to Figs. 1–4, the blank (Fig. 2) is so designed as to form the box cover, easel, and advertising or display card. This is the preferred form of blank and is the one used in making up the box of Fig. 1. The material of which the blank is formed is comparatively thin, flexible cardboard, of approximately the same thickness as the material of which the box cover or body portion is made. Assuming that the blank of Fig. 2, positioned as shown, is to be formed into a combined cover, easel and display card, the cover portion A, which is of sufficient area to cover the box-body, is provided with side flaps 1, the dotted fold lines *b*, *b* of which are continued by cuts *a*, *a* extending into the easel forming portion B of the blank, so that the side flaps 1 may be bent on such dotted lines and turned up at right angles to the portion A. The end-forming flaps 2, 2 may then be bent on the dotted line *c* toward each other, until they are in longitudinal alinement. The cover end then may be completed by bending the part 3 upward on the dotted line *c* until it is at a right angle to the portion A; portion 4 is then bent downward over the alined flaps 2, 2, and end part 5 is then bent to lie flat on the inner surface of the cover A and may be sprung under a locking tab 6 formed by a crescent shaped cut in the portion A (Figs. 1 and 3) so as to securely hold the parts in position.

The easel portion B of the box cover is formed by bending the easel flaps 7, 7 and parts 8, 8 upward on the dotted lines *d*, *d*, when the flaps 7, 7 may be bent inward toward each other on the dotted lines *e*, *e* until they overlap. Such flaps will thus be on the inner side of the cover when the latter is folded over onto the top of the box-body, as hereafter explained and as shown in Figs. 3 and 4. The flaps 7 may be readily locked in position by inserting the edge of one of them in an inclined slit *h* formed in the other. To provide efficient means for locking the easel under the box end, so as to prevent the box slipping forward and pulling the easel from under the elevated end of the box-body, there is preferably provided a cut-out 11 having an enlarged end portion forming shoulders 12, the latter being passed through the slot formed by the registering cutaway parts 13 in the easel flaps 7 (Fig. 3), and this feature also aids in holding the flaps 7 in proper position

with respect to each other when the easel is in its position of use under the box. The enlarged end 12 of the cut-out or locking tab 11 may be left in the slot formed by the registering cutaway portions 13 after the box is first set up, so that if it is afterward desired to close the box, the locking tab 11 will lie under the top surface of the box and thus be in proper position to hold the easel under the box end when the box is opened.

It will be seen from the foregoing that when the easel and box cover are formed from the blank of Fig. 2, as above described, and with the box closed as shown in Fig. 4, the easel flaps 7 will lie under the easel part 10 and thus reinforce the body portion A of the cover and such part 10, within which the cut-out or locking tab 11 is formed, as clearly shown in the drawings, Fig. 4.

The easel supported end of the box body may be of any desired construction, so long as some provision is made for attachment thereto of the display or advertising card C of the box cover. In Fig. 5, however, there is shown one preferred way of forming this end of the box body so as to enable ready attachment of the easel to the box body. With this construction, the advertising or display card C may readily be inserted between overlapping end flaps 14 and an upturned end portion 15, these parts being so formed and folded on the dotted line *l* that the flaps 14 will be on the outside of the box body and will interlock with each other due to the provision of V-shaped slots *m* formed therein as shown. When the box is set up, therefore, with the display card C of the box cover secured to the end of the body portion as above described, such card will bend on the dotted line *n*, which is flush with the top end edge of the box body, so as to lie flat within the box when the latter is closed. When the box is opened, as illustrated in Figure 1, the advertising or display card will be supported in erect position by providing a cut-out or holding tab 16 having an end edge portion of narrower width than the rest of the tab, so that shoulders 17 will be formed thereon which will override a slot *o* formed in the end piece 15 of the box body, as clearly shown in Figs. 1, 3, 4 and 5. Thus, when the cover is turned back under the box to position the easel under the end thereof, a downward pull is exerted on the display card C near the outer edges thereof, while an upward thrust is produced in the center of such card by the tab 16. The result of these two opposing forces is to maintain the card in erect position during use, while permitting the card to fold on the line *n* when the box is to be closed. When the box is to be closed, the cut-out tab 16 may remain in the slot *o*, so as to be properly adjusted when the box is again opened. The opposite end of the box body portion may be formed in any well known manner. If desired, however, this may be done in the same way as the cover end, above described, but without the locking tab 6 of that construction, and a slot (not shown) may be formed in the fold line of the end piece of the box into which a locking tab may be inserted to hold the parts in position.

The modified forms of blanks shown in Figs. 6 and 7 are somewhat similar to the blank of Fig. 2, and detailed descriptions thereof will not be necessary for a full understanding of how they are to be made up. In each of these blanks the end portion is folded and secured in the same manner as the blank of Fig. 2, as above described, and the main points of difference reside in the formation of the easel portions so as to dispense with the cut-out or holding tab 11 of such figure. Thus, in the blank of Fig. 6, the easel flaps 7, 8 are folded in the same way, and the notches 18 are first inserted in the slits 19 before the notches 20 formed in the flaps 7 are interlocked. This throws the part 10, which bends on the dotted line *p*, downward at a right angle to the body portion A of the cover. In this position of the parts, the inner edges of the flaps 7 will lie below the dotted line *p* and therefore will press against the face of the part 10 and thus hold all the parts in adjusted position.

In the blank of Fig. 7, the easel is formed in a manner somewhat similar to that of Fig. 6, except that locking tabs or cut-outs 21 are provided which are arranged to enter slits 22, the parts being adjusted so that the larger portions of the flap 7 will lie between the body of the blank and such locking tabs. Thus, the edge portions of such larger portions of the flaps 7 will lie below the dotted line *p*, so as to press against the face of the part 10, which is also bent down at a right angle to the part A, and thereby securely hold the parts in position.

It will be seen from the foregoing that the present invention provides a combined box cover, easel and display or advertising card in which the easel portion is formed with solid side walls, so as to be strong and rigid in use, and that the display card will cooperate with the end of the box body so as to not only be readily attached thereto, but also so that such card may be securely held in erect position when the box is in use. The operation of the device is simple, and all that the dealer has to do, with a box made in accordance with either of the blanks, is to turn the cover back under the bottom of the box body, when the respective parts will assume the positions shown in Fig. 1.

It will be understood that various changes in the forms of the parts above described may be made while still retaining the invention defined by the claims.

What is claimed is:

1. The combination with a box body, of a combined cover, easel support and display card formed from a single blank, said cover, easel support and display card being mounted on one end of the box body and with the easel arranged to have a pivotal movement around the end of the box body to support the same in an inclined position, and the cover portion being arranged to lie under the bottom of the box body to form an elevated support therefor.

2. The combination with a box body, of a combined cover, easel support and display card, said cover, easel support and display card being mounted on one end of the box body and with the easel arranged to have a pivotal movement around the end of the box body to support the same in an inclined position, said cover portion being arranged to lie under the bottom of the box body to form an elevated support therefor, and means for locking the easel under the elevated end of the box body when in operative position.

3. The combination with a box body and the end forming members thereof, of a combined cover, easel support and display card, said cover, easel support and display card being mounted on one end of said box body with a portion of the display card extension positioned between said end-forming members and with the easel arranged to have a pivotal movement around the end of the box so as to support the same in an inclined position and with the cover portion being arranged to lie under the bottom of the box body to form an elevated support therefor, means for locking the easel support under the elevated end of the box body, and means for holding the display card erect.

4. The combination with a box, of a combined cover, easel support and display card secured thereto, a locking tab integral with said cover and arranged to co-operate with said easel to hold the same in operative position under the end of the box, and a locking tab integral with said display card and arranged to co-operate with the box end to hold said card erect.

5. The combination with a box, of a combined cover, easel support and display card, means formed on the box body for securing said cover, easel and display card to said box, said easel when in operative position acting to support the box in an inclined position, and means formed on said cover and said display card arranged to co-operate, respectively, with the easel and the box end to hold said easel and display card in position when the box is in use.

6. A one-piece box cover, easel support and display card blank having cover portion A, easel support B, and display card C arranged in line with the easel portion between the cover portion and the display card, said easel portion having hinge portion 10, top portion 9, flaps 7 arranged to interlock to form the vertical side of the easel, and flaps 8 folding to form solid side walls of the easel.

7. A one-piece box cover, easel support and display card blank having cover portion A with side flaps 1, easel portion B with flaps 7 arranged to interlock, solid side parts 8, and easel body portions 9, 10, and display card C integral with said portion 9.

8. A one piece box cover, easel support and display card blank comprising a cover portion A, side flaps 1 thereon, cover-end forming parts 2, 3, 4, 5, locking tab 6 co-operating with said end forming parts, easel portion B having side flaps 7 arranged to interlock and solid side parts 8, easel body portions 9, 10, display card C integral with said portion 9, a locking tab 11 arranged to cooperate with said easel support to hold the same under the box when in use, and a locking tab 16 arranged to co-operate with a box body to hold said card erect.

9. The combination with a box and an easel support therefor, of a display card formed integral with said easel, and a locking tab formed on said display card arranged to co-operate with a slit in the box end for producing an upward thrust on said display card to hold the same erect.

10. The combination with a box, of a cover and an easel hinged together to swing under the box, and a locking tab 11 on said cover arranged to engage said easel to hold the latter in operative position under the box.

11. The combination with a box and an easel support therefor, of a display card formed integral with said easel, a locking tab formed on said display card arranged to co-operate with a silt at the box end, and shoulders on said tab arranged to overlie the ends of said slit to produce an upward thrust on said display card.

12. The combination with a box, of a display card mounted thereon, means acting to produce a downward pull on the display card and a tab carried by the display card and coacting with the box body to produce an upward thrust on the display card to hold the card erect.

In testimony whereof, I have hereunto set my hand.

EDWIN E. DARRAGH.