

Nov. 15, 1960

J. F. WALTER

2,960,264

CONTAINER HAVING A SNAP-OPENING CLOSURE

Filed July 14, 1958

2 Sheets-Sheet 1

FIG. 1

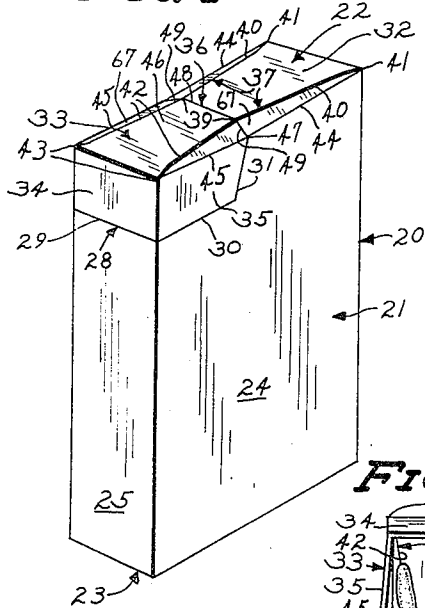


FIG. 2

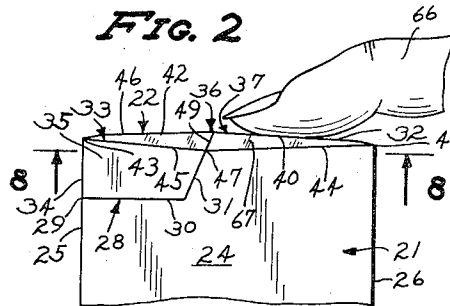


FIG. 4

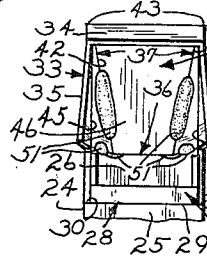


FIG. 3

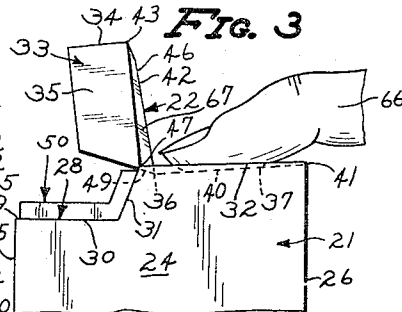


FIG. 6

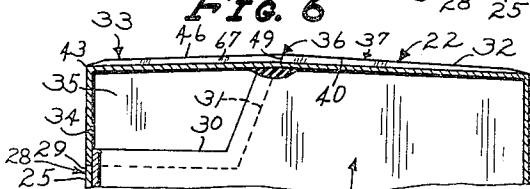


FIG. 5

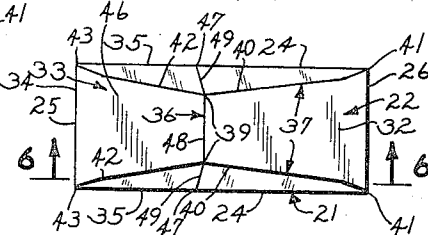


FIG. 7

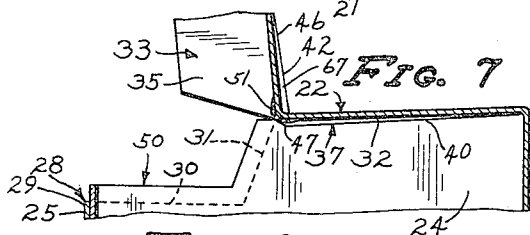


FIG. 9

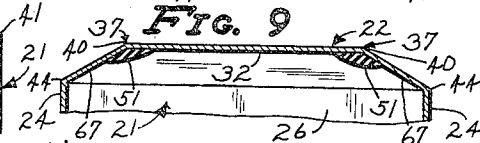


FIG. 8

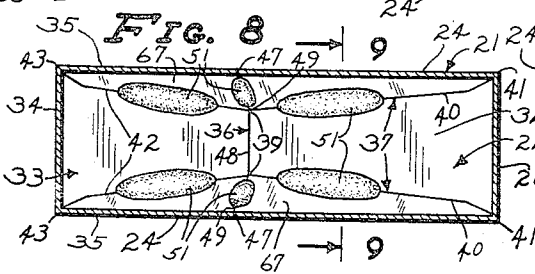
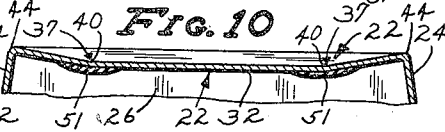


FIG. 10



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2 Sheets-Sheet 2

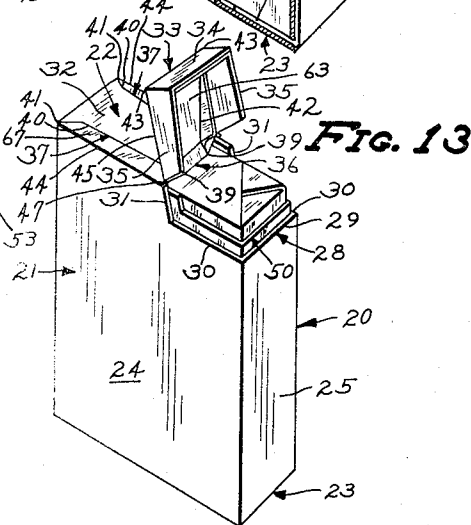
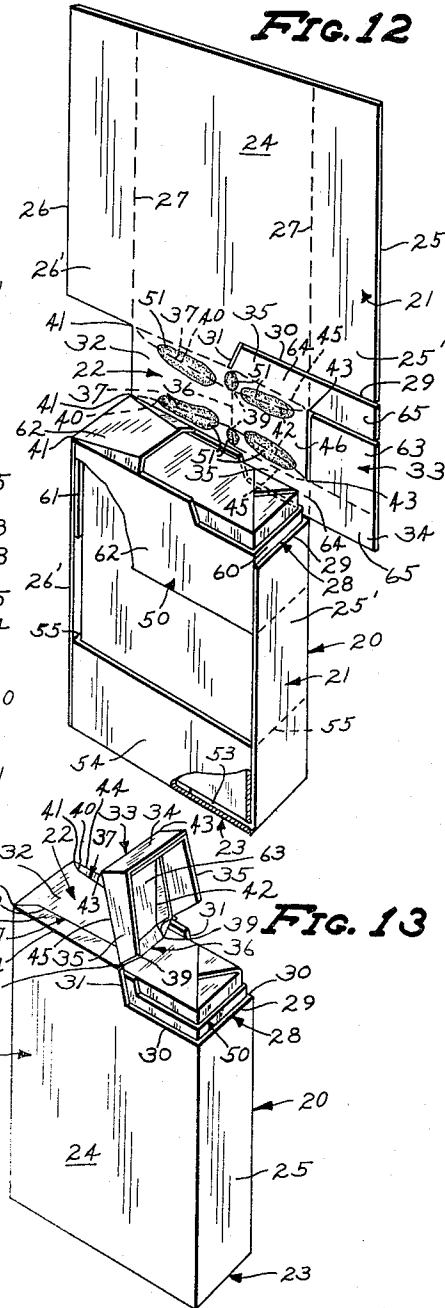
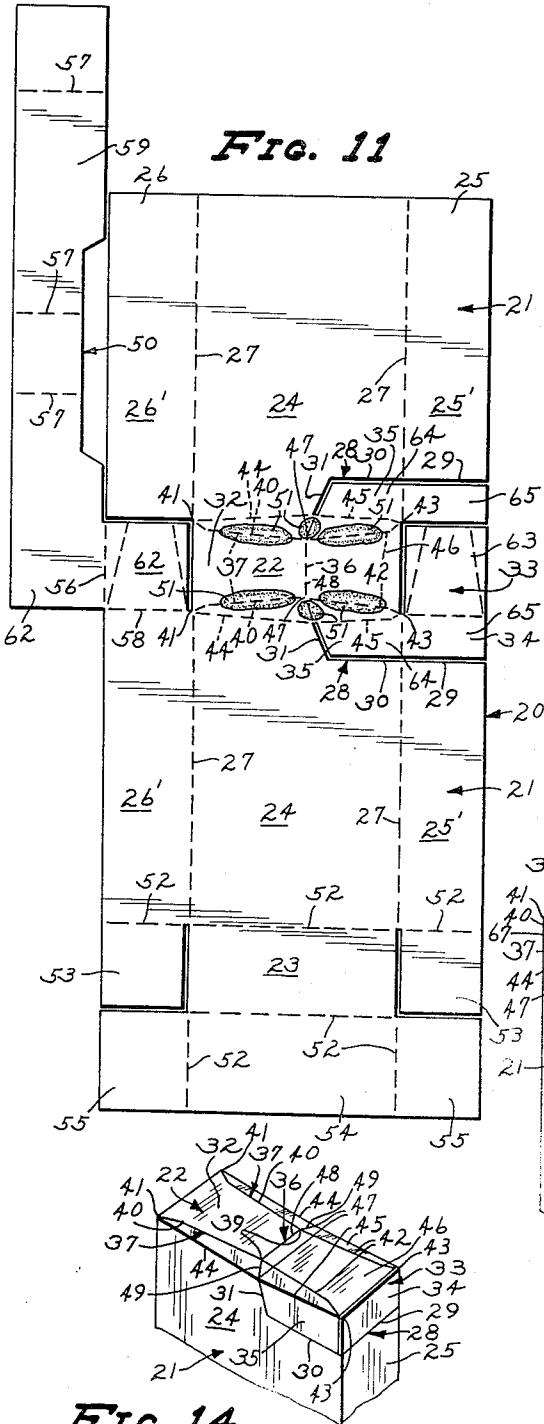


Fig. 14

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2,960,264

CONTAINER HAVING A SNAP-OPENING CLOSURE

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13 Claims. (Cl. 229—44)

My invention relates to improvements in a container or package construction and has for its primary object the construction of a container having novel and improved closure portions including a movable closure portion which is easily and uniquely opened and closed.

My invention is particularly adapted to a type of container which must be opened and closed a plurality of times for dispensing of the contents thereof in portions and at intervals as desired by the user and which must have some attractiveness to the user; and it is an object of my invention to provide such a container.

Although my invention is adapted for a variety of packaging uses, it is believed to be particularly desirable as a relatively rigid container for packaging cigarettes and providing a novel construction which includes a convenient and easily operated movable closure portion which is readily opened in a unique manner for access to and dispensing of the individual packaged cigarettes. It should be noted, however, that my invention is not limited to the aforementioned use and may be used for packaging cereals or the like or other contents.

The novel and improved means of opening and closing my novel container construction is believed to have considerable appeal to the user thereof not only from the standpoint of ease and convenience of operation but also because the operation thereof is an extraordinary novel feature which gives the container what might be called "sales appeal"; and this is an object of the invention.

It is a further object of my invention to provide the foregoing type of container which is not complex in structure, which is easily manufactured, and which is readily adapted to modern packaging methods.

The above and further objects and advantages of my invention will become apparent from the following specification, appended claims and attached drawings.

Referring to the drawings, wherein like characters indicate like parts throughout the several views:

Fig. 1 is a perspective view of an embodiment of my novel container construction;

Fig. 2 is a fragmentary view in side elevation of the structure of Fig. 1 with the parts thereof in their normal positions and showing the finger of a user about to open the container;

Fig. 3 is a view similar to Fig. 2 but showing the parts thereof in different positions and showing the container in its open position;

Fig. 4 is a fragmentary view in front elevation of the structure of Fig. 3;

Fig. 5 is a top plan view of the structure of Fig. 1;

Fig. 6 is a slightly enlarged fragmentary view partly in section and partly in side elevation taken on the line 6—6 of Fig. 5;

Fig. 7 is a fragmentary view similar to Fig. 6 but showing the parts thereof in different positions;

Fig. 8 is a slightly enlarged view partly in section and partly in plan taken on the line 8—8 of Fig. 2;

Fig. 9 is a fragmentary view partly in section and partly in elevation taken on the line 9—9 of Fig. 8;

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Fig. 10 is a fragmentary view similar to Fig. 9 but showing the parts thereof in the depressed positions of Fig. 3 or Fig. 7 as viewed on the line 9—9 of Fig. 8;

Fig. 11 is a plan view of a blank cut and scored in a form adapted to be made into the container of Fig. 1;

Fig. 12 is a view in perspective, some parts being broken away, showing the partial formation of the blank of Fig. 11 into the container of Fig. 1 and enclosing a package of cigarettes or the like;

Fig. 13 is a view in perspective showing completed formation of the blank of Fig. 11 into the container of Fig. 1 and showing the parts thereof in an open position; and

Fig. 14 is a fragmentary view in perspective of the top portion of the container of Fig. 13 and showing the parts thereof in their normal positions which shows the container in closed position.

Referring now more particularly to the drawings, a container constructed in accordance with my invention is indicated in its entirety by the general reference numeral 20. Container 20 is preferably formed of relatively stiff, flexible, creasable, sheet paper stock material; and preferably, container 20 is formed from a single blank of such material. A suitable blank which has been cut and scored, as indicated by dotted lines, in a form to be made into container 20 is shown in Fig. 11; and this blank may be folded or creased along the score lines and parts thereof glued or adhered together into the form of container 20 as will be mentioned in more detail subsequently. Although I have preferably used a high grade relatively stiff, thin, resilient paper stock material, one could use, within the scope of my invention, a lower grade less resilient paper material and coat it with a resinous resilient coating or the like, in order to give the lower grade paper material more body and resiliency; and conceivably one could also use a flexible metallic sheet material.

Container 20 consists of a peripheral side wall indicated generally by the reference numeral 21; an end wall indicated generally by the numeral 22; and a bottom wall 23, an edge of which is shown in section in a cut away portion of Fig. 12 and which is formed from the blank by the rectangular panel indicated by the numeral 23 on Fig. 11. It might be noted that bottom wall 23 is not an essential part of container 20; and container 20 might be open bottomed and adapted to receive a package of material to provide an outer enclosure or container having the features of my invention.

Peripheral side wall 21 may conceivably be arcuate or circumferential in form; but as herein preferably shown and described, peripheral wall 21 comprises a pair of laterally spaced parallel generally rectangular side walls 24, a front wall 25 and a back wall 26. Front wall 25 and back wall 26 are disposed in laterally spaced parallel relationship and are of generally rectangular shape. Peripheral walls 24, 25 and 26 are interconnected at oppositely disposed lateral edges of each thereof to form a tubular side wall construction of rectangular cross section as shown in Fig. 8. Referring to the blank of Fig. 11, front wall 25 and back wall 26 may be formed of over-lapping wall sections or panels; and in the case of the blank of Fig. 11, front wall 25 is formed by a pair of identical wall sections 25' and back wall 26 is similarly formed by a pair of identical wall sections 26'. Each of the side walls 24, indicated by the same numeral in the blank of Fig. 11 has a wall section 25' and 26' integral therewith at opposite sides thereof joined by the score lines 27. The sections 25' and sections 26' are bent at right angles to the side walls 24 along the score lines 27; and the two wall sections 25', and similarly wall sections 26' may be glued or otherwise adhered to-

gether in over-lapping co-incident relationship to form the peripheral wall 21.

Front wall 25 and portions of side wall 24 adjacent thereto are cut back in relation to back wall 26 and portions of side walls 24 adjacent thereto to form a lip indicated generally by the numeral 28. Lip 28 is defined by an upper edge portion 29 of front wall 25, edge portions 30 of side walls 24 in generally coplaner relationship with edge portion 29, and inclined edge portions 31 of side walls 24 which form obtuse angles with edge portions 30. The inclination of edge portions 31 serve no particular purpose or function in the container of my invention; but the inclination thereof as shown in the drawings has been chosen as a particularly suitable and pleasing one for my container 20.

The important feature of my container 20 is the construction and operation of end wall 22. End wall 22 consists of two portions, a fixed closure portion 32 and a movable closure portion 33. Movable closure portion 33 has a depending front portion 34 and depending side portions 35, the former being coincident with the cut back of front wall 25 and the latter portions being coincident with the cut back of side walls 24 to form a closure for the lip 28. Although movable closure portion 33 may conceivably be hingedly connected to the fixed closure portion 32 in a variety of ways, preferably, as herein specifically shown, closure member 33 is integral with the fixed closure portion 32 and a hinged connection therebetween is formed by the transverse fold line or crease indicated generally by the numeral 36. End wall 22 is arched to form a crown and a space between the material within the container and the crown. More particularly, end wall 22 has a pair of longitudinal fold lines or creases formed therein indicated generally by the numeral 37.

Longitudinal fold lines 37 each intersect transverse fold line 36 at points spaced inwardly from the side walls 24 as indicated by the numeral 39. The portions of longitudinal fold lines 37 formed in the fixed closure portion 32 are more specifically indicated by the numeral 40; and fold line portions 40 extend from the points 39 in diverging relationship toward and terminating each at a different one of the adjacent corners between the top edges of the side walls 24 and back wall 26, which corners are indicated by the numeral 41. Similarly, portions of longitudinal fold lines 37 formed in the movable closure portion 33 are more specifically indicated by the numeral 42; and fold line portions 42 extend from the points 39 in diverging relationship toward and terminating each at a different one of the corners formed at the juncture of front portion 34 and side portion 35, which corners are indicated by the numeral 43.

The oppositely disposed fold lines disposed generally between side walls 24 and end wall 22 are identified as fold lines 44, between each of the side walls 24 and opposite sides of the fixed closure portion 32, and fold lines 45, between depending side portions 35 and the top portion 46 of movable closure portion 33. Although each of the fold lines 44 is in generally cooperating linear relationship with a different one of the fold lines 45, it should be noted that in the embodiment of my invention herein shown, cooperating fold lines 44 and 45 do not extend rectilinearly between adjacent corners 41 and 43 but rather are depressed so that a portion of the material of the container blank which might normally form the side walls of the container is used in the formation of the arched end wall 22. Fold lines 40, 42, 44 and 45 as shown in the drawings are generally straight line fold lines; however, I have also formed these fold lines generally arcuate so as to extend in generally smooth curves between the corners 41 and 43 so that the material between one line formed of fold lines 40 and 42 and the adjacent line formed of fold lines 44 and 45 is generally in the form of a compressed spheroid or an ellipsoid rather than generally in the form of two triangles as shown.

The cut back of side walls 24 commences at or extends in a direction toward the back wall 26 to terminal points of connection between the fixed closure portion 32 and side walls 24 which are indicated by the numeral 47.

Transverse fold line 36 extends across the arch of the crown of end wall 22 between points 47 so that points 47 define generally the hinge axis of movable closure portion 33. It should be noted that, in the preferred embodiment of my invention disclosed in the drawings, this hinge axis of movable closure portion 33 is spaced inwardly, in a direction toward bottom wall 23, from the central portion of fold line 36 or spaced inwardly from the crest or uppermost part of the crown of end wall 22.

In the preferred embodiment of my container herein specifically disclosed, transverse fold line 36 is not in the same vertical plane with the hinge axis of movable closure portion 33 but is spaced therefrom in the direction of the fixed closure portion 32. I have constructed containers according to my invention with a transverse fold line 36 which is substantially straight across or within the same vertical plane as the hinge axis of the movable closure portion 33; however, the preferred form effects a lever action which promotes improved movement of the movable closure portion 33. Preferably, as specifically shown, transverse fold line 36 comprises a central portion 48 which extends transversely from one longitudinal fold line 37 to the other between points 39 and is disposed at right angles to the planes of the side walls 24. It is believed that the movement of movable closure portion 33 to the upstanding position shown in Fig. 3 effects a limitation on the extent of spacing between central portion 48 and the hinge axis of movable closure portion 33 in the direction of the fixed closure portion 32. If this distance or spacing is too large, it is believed that the extent of opening movement of movable closure portion 33 will be restricted. I believe that there is some relationship in the limit of the spacing of central portion 48 from the hinge axis defined by points 47 and the height of the arch or crown of end wall 22. In the preferred embodiment of my invention herein shown, the spacing of central portion 48 from the hinge axis of movable closure portion 33 in the direction of fixed closure portion 32 is approximately equal to the height of the crown or the arch of end wall 22 above the horizontal plane of corners 41 and 43; and this distance is approximately between $\frac{1}{16}$ and $\frac{1}{8}$ of an inch. Transverse fold or crease line 36 further comprises inclined spaced portions 49 which extend linearly each from a different one of the points 39, which are the intersections of longitudinal fold lines 37 with central portion 48, to a different one and adjacent of the points 47, which are the terminal points aforementioned and define the hinge axis of movable closure portion 33.

Container 20 further comprises an annular liner indicated generally by the numeral 50 which is disposed inwardly of peripheral side walls 21 in side by side engagement at the end thereof adjacent end wall 22. Annular liner 50 is generally rectangular in form similar to peripheral side wall 21, and it is cut back in a manner similar to peripheral wall 21 to form an upstanding margin about the lip 28 and which acts as a guide and support for movable closure portion 33. The margin formed by the annular liner 50 provides a better seat for movable closure portion 33 and insures proper seating thereof against the edges 29, 30 and 31 which define the lip 28.

In the preferred embodiment of my invention, I further provide a flexible resilient material 51 adhered to the inner side of end wall 22 or inside the crown formed thereby along longitudinal fold lines 37 and transverse fold line 36. More specifically, material 51 is normally a pre-cured liquid adherent material which upon application relatively quickly self cures to a dry solid state and having elastic resilient qualities. Material 51 is a liquid latex, resin or the like; and I have specifically used a latex material which contracts slightly upon drying, which is not sticky in its normal liquid state but which

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adheres upon drying or curing; and which specifically is a pre-cured self-drying clear latex manufactured by the J. G. Milligan Company, of Milwaukee, Wisconsin, and bears their stock number 5106. The latex material 51 is applied in liquid form to the blank of container 20 as shown in Fig. 11; and specifically, it is applied in generally longitudinal strip along transverse folds 37 on the inner side of end wall 22 so as to underlie fold portions 40 of fixed closure portion 32 and also longitudinal fold portions 42 of the movable closure portion 33. Material 51 applied to the longitudinal fold lines 37 is disposed adjacent the transverse fold line 36 but on either side thereof. In addition, I apply the latex material 51 to the transverse fold line 36; and specifically, I apply a pair of blobs or drops thereof to each of the spaced fold or creased portions 49 of transverse fold line 36. After application of the latex material 51, container 20 is formed from the blank of Fig. 11 into container 20 so that end wall 22 is creased or folded into its normal position as shown in Fig. 1 while the latex material 21 is in a formative state and prior to complete curing or drying thereof. Upon curing of the latex material 51, the portions on the transverse fold line 36 act to bias movable closure portion to its normal closed position, shown in Figs. 1 and 2; and material 51 on the longitudinal fold lines 37 act to bias end wall 22 to its normal arched or crown position, also shown in Figs. 1 and 2. Latex material 51 further acts to strengthen the fold lines 36 and 37 and provide increased resilience to the construction. It should be noted that the use of the latex material 51 is not essential to the structure and operation of my novel container 20; but it is an addition thereto as a part of the preferred embodiment of my invention.

It is believed that the formation of my container 20 from the blank of Fig. 11 is obvious so that reference thereto can be relatively brief. Referring to Figs. 11-14, Fig. 11 shows the blank pre-cut in proper form and scored or the like as indicated in dotted lines to facilitate folding or creasing of the sheet material of the blank. Initially, wall sections 26' and 25' adjacent the lower side wall 24 as shown in Fig. 11 may be folded at right angles to said side wall 24 in a direction toward the viewer of Fig. 11 along score lines 27. Similarly, the blank of Fig. 11 may be folded along each of score lines 52 to dispose the tabs 53 at right angles to their respective wall sections 25' and 26'; bottom wall 23 at right angles to side wall 24; inner panel 54 at right angles to bottom wall 23; and tabs 55 at right angles to panel 54; all such creases or folds are made in the same direction which would be generally toward the viewer of the blank of Fig. 11. Annular liner 50 may be creased at right angles along the score line 56 generally upwardly toward the viewer of Fig. 11; creased along score lines 57 to form an annular shape; and also folded or creased at right angles along score line 58. Blank 11 when folded or creased as aforementioned can be formed as shown in Fig. 12; wherein, tabs 53 will overlie the inner side of bottom wall 23 and may be glued or attached thereto, tabs 55 will be disposed each in side by side relationship with a different one of the above mentioned wall sections 25' and 26' adjacent bottom wall 23 and they may be glued or attached thereto. Panel 59 of liner 50 will be disposed in side by side relationship with the lower one of side walls 24 as shown in Fig. 11, and panels 60 and 61 of liner 50 will be disposed in side by side relationship respectively with wall sections 25' and 26' integral with the same side wall 24 and each will be glued in position. It should be noted that annular liner 50 has integral therewith a panel, indicated by the numeral 62 and which conforms to the shape of fixed closure portion 32 adjacent back wall 26 and which is adapted to be glued or the like to the under side of fixed closure portion 32. The blank of Fig. 11 has now been formed as shown in Fig. 12; and

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the unformed portion of the blank of Fig. 11, as shown in Fig. 12, may now be folded or creased and glued or secured in proper position. Briefly, the upper side wall 24 as viewed in Fig. 11 and Fig. 12 will be glued or secured to panel 54 adjacent bottom wall 23 and panel 62 of annular liner 50. Wall sections 25' and 26' integral with the aforementioned side wall 24 will be disposed in side by side relationship with the other wall sections 25' and 26' and may be glued or secured in position to form the front and back walls 25 and 26 respectively. Finally, movable closure portion 33 may be formed. Briefly, panel 63 will underlie top portion 46 of movable closure portion 33 and may be glued or secured thereto; panels 64 form depending side portions 35 of movable closure portion 33, and panels 65 are glued or secured together in side by side relationship to form depending front portion 34 of the movable closure portion 33.

Referring now to the operation of my novel container 20, the parts thereof are normally in the positions as shown in Figs. 1, 2, 5, 6, and 8 and 9. The opening and closing of container 20 is normally accomplished by applying pressure to the fixed closure portion with a finger as shown in Figs. 2 and 3. In the case of a cigarette container as is specifically disclosed, container 20 is normally held in the hand with three fingers in engagement with one side wall 24, the thumb in engagement with the other side wall 24 to hold the container therebetween and with the index finger in the position shown in Fig. 2; this disposes the palm of the hand adjacent back wall 26. The index finger of the user is specifically indicated by the numeral 66. Downward pressure of finger 66 from the position shown in Fig. 2 to the position shown in Fig. 3, effects a snap opening of movable closure portion 33 from its normal closed position as shown in Fig. 2 as fixed closure portion 32 approaches the depressed position shown in Fig. 3. Upon releasing the pressure of finger 66 on fixed closure portion 32, end wall 22 returns to its normal arched position and movable closure portion 33 returns to its normal closed position. More specifically, the pressure of finger 66 applied to fixed closure portion 32 as shown in Figs. 2 and 3, effects a temporary inwardly buckling of the crown of end wall 22 along the hinge connection between the fixed and movable closure portions 32 and 33 or along transverse fold line 36 which effects an inversion of the crown with that portion of the arched end wall 22 or crown formed by the movable closure portion 33 swinging about the hinge axis defined by points 47 generally toward the fixed closure portion 32, and effecting opening movement of the movable closure portion 33 from its normal closed position as shown in Fig. 2 to its open position as shown in Fig. 3; and again, upon release of the pressure of finger 66, the parts return to their normal positions as shown in Figs. 1 and 2. The application of the pressure of finger 66 effects a flattening out of the portion of the crown of end wall 22 formed by fixed closure portion 32 which acts to spread side walls 24 apart adjacent end wall 22. This outward deflection of side walls 24 tends to loosen the material within the container 20, and more specifically closely packed cigarettes, to facilitate removal through the lip 28, and in fact, to permit cigarettes in the back of the package to move toward lip 28 if space is available there for them. Further, this outward deflection of side walls 24 stretches the normal shape of container 20 such that the resiliency of side walls 24 tend to return end wall 22 to its normal position upon release of the pressure of finger 66.

The mechanics of the operation of my novel container 20, appears to be complex and is not at this time fully understood in order to give a precise explanation of the forces effecting the opening movements of movable closure portion 33. However, factors which are believed to be important at this time will be mentioned in connection with the theory of operation, and which might be subject to modification and change if a more

complete understanding of the theory of operation is subsequently developed.

First, the forming of end wall 22 into a fixed closure portion and a movable closure portion with a hinged connection therebetween and the forming of end wall 22 into an arch or crown with a space between material within the package and the crown with the axis of the arch of end wall 22 extending generally longitudinally or generally at right angles to the transverse hinge connection between the movable and fixed closure portions 32 and 33 appears to provide a structure such that pressure applied to the fixed closure portion to deflect it into the space below the crown effects a temporary inward buckling of the crown along the hinge connection between the fixed and movable closure portions 32 and 33 to effect opening movements of the movable closure portion 33. An additional factor in the preferred embodiment of container 20 is the fact that the hinge connection between movable and fixed closure portions 33 and 32 extends across the arch of the crown of the end wall 22 in back of the hinge axis of movable closure portion 33 to effect a lever action and promoting or aiding opening movements of movable closure portion 33. Specifically, this is effected by the spacing between central portion 48 and the hinge axis of movable closure portion 33 in the direction of fixed closure portion 32.

Further, although speculative, what might be termed the triangular panel portions of fixed closure portion 33, which are indicated by the numeral 67 have a tendency during opening movements of movable closure portion 33 to fold or pivotally swing about fold portions 49 which during initial opening movements would, without connection therebetween, tend to move the tips of the triangular portions 67, corners 43, in laterally outward relationship; however, due to the rigidity of the construction, corners 43 or the tips of triangular portions 67 are held against such laterally outward movement during initial depression of fixed closure portion 32. As pressure against fixed closure portion 32 moves it to a generally horizontal position, the relationship of the tendency of triangular portions 67 to swing about fold portions 49 changes so that these portions 67, if free to swing, would now tend to move the tips thereof or corners 43 laterally toward each other; particularly, as depression of fixed wall portion 32 progresses past a generally horizontal position to the position shown in Fig. 3. This change appears to effect the force of opening movement of movable closure portion 33 due to the change of internal stress of the structure such that it no longer appears to have the same resistance to opening movements, and this may be a factor in effecting a snap-opening movement as fixed closure portion 32 approaches a generally horizontal position and is depressed further to the position as shown in Fig. 3.

I have made containers 20 without the material 51 as specifically shown herein; and the opening and closing movements of movable closure portion 33 is effected as aforementioned. However, the addition of the latex material 51 will of course aid in biasing movable closure portion 33 to its normal closed position and further aid in returning end wall 22 to its normal arched position.

Containers 20 in accordance with my invention herein disclosed have been built and tested and found to accomplish the objectives of my invention. My container 20 has been found to be entirely satisfactory and successful for its intended purposes; and its novelty of operation has aroused considerable curiosity and interest of the users thereof which are important factors in the merchandising of a container of this type.

While I have specifically shown and described a preferred embodiment of my invention, I wish it to be understood and the same would be obvious to one skilled in the art, that by invention is capable of modification and changes without departure from the scope and spirit of my invention as proposed in the appended claims; and

I intend to be limited solely by the scope of the appended claims.

What I claim is:

1. In a container construction comprising peripheral interconnected walls comprising a pair of spaced generally parallel rectangular side walls and a pair of spaced generally parallel generally rectangular walls one being a front wall and one a back wall, a generally rectangular end wall connected to said peripheral walls and which comprises a fixed closure portion and a movable closure portion, said fixed closure portion being connected to generally coplanar edge portions of said back wall and side walls, said front wall and portions of said side walls adjacent thereto being cut back in relation to said back wall and portions of said side walls adjacent thereto to form a lip, said movable closure portion comprising depending front and side portions generally coincident with said cut back of said front and side wall portions and forming a closure for said lip, the improvement consisting of said end wall being normally arched generally about an axis generally parallel to said side walls to form a crown and a space between the material within the container and the crown, said crown being formed by adjacent portions of said fixed closure portion and movable closure portion, said end wall and peripheral walls being formed of flexible material, said fixed closure portion being integral with said movable closure portion with said end wall having a fold line extending generally transversely between said side walls across the arch of the crown and forming a hinged connection between said fixed and movable closure portions, said movable closure portion being in a normal closed position at the normal arched position of the crown and being swingably movable through its hinged connection to said fixed closure portion about a hinge axis which is spaced inwardly from a central portion of said fold line, and said crown being deflectable by pressure into said space and returning to its normal arched position upon release of said pressure.

2. In a container construction comprising peripheral interconnected walls comprising a pair of spaced generally parallel generally rectangular side walls and a pair of spaced generally parallel generally rectangular walls one being a front wall and one a back wall, a generally rectangular end wall connected to said peripheral walls and which consists of a fixed closure portion and a movable closure portion, said fixed closure portion being connected to generally coplanar edge portions of said back wall and said side walls, said front wall and portions of said side walls adjacent thereto being cut back in relation to said back wall and portions of said side walls adjacent thereto to form a lip, said movable closure portion comprising depending front and side portions generally coincident with said cut back of said front and side wall portions and forming a closure for said lip, said end wall and peripheral walls being formed of flexible material, the improvement consisting of said end wall having a pair of laterally spaced longitudinal fold lines which normally arch said end wall to form a crown and a space between the material within the container and the crown, said fixed closure portion being integral with said movable closure portion with said end wall having a transverse fold line extending across the arch of the crown and forming a hinged connection between said fixed and movable closure portions, said crown being formed by adjacent portions of said fixed closure portion and movable closure portion, said movable closure portion being in a normal closed position at the normal arched position of the crown and being swingably movable through its hinged connection to said fixed closure portion about a hinge axis which is spaced inwardly from a central portion of said fold line, said transverse fold line being spaced from said hinge axis in a direction away from the movable closure portion to form a lever-like tip on said movable closure portion, and said crown being deflectable by pressure into said space and returning to its normal arched position upon release of said pressure.

3. The container of claim 2 in further combination with a flexible resilient material adhered to the inside of the crown at the transverse fold line which material is extended upon opening movements of the movable closure portion and upon extension its resiliency biases said movable closure portion to its normal closed position to aid in closing movements thereof.

4. The container of claim 3 in further combination with said material adhered to the inside of the crown on the fixed closure portion at each of the longitudinal fold lines which tend to bias said crown to its normal arched position.

5. The container of claim 3 in further combination with said material adhered to the inside of the crown in generally longitudinal strips along each of the longitudinal fold lines on the fixed closure portion and movable closure portion adjacent the hinged connection therebetween which tend to bias said crown to its normal arched position.

6. A container construction comprising peripheral interconnected walls comprising a pair of spaced generally parallel generally rectangular side walls and a pair of spaced generally parallel generally rectangular walls one being a front wall and one a back wall, a generally rectangular end wall connected to said peripheral walls and which consists of a fixed closure portion and a movable closure portion, said peripheral walls and end wall being formed from relatively stiff flexible creasable sheet material, said front wall and portions of said side walls adjacent thereto being cut back in relation to said back wall and portions of said side walls adjacent thereto to form a lip, said movable closure portion comprising depending front and side portions generally coincident with said cut back of said front and side wall portions and forming a closure for said lip, said fixed closure portion being generally rectangular and connected along three sides thereof to adjacent generally coplaner edge portions of said back wall and said side walls, the cut back of said side walls commencing at oppositely disposed terminal points of connection between said fixed closure portion and said side walls, said fixed closure portion being integral with said movable closure portion with said end wall having a transverse fold line forming a hinged connection between said fixed and movable closure portion, said end wall being formed with a pair of longitudinal laterally spaced fold lines which diverge from points of intersection with said transverse fold line inwardly spaced from said side walls in each of said fixed and movable closure portions to terminate each end thereof at approximately a different one of the corners of the generally rectangular end wall, said longitudinal fold lines normally arch said end wall to form a crown and a space between the material within the container and the crown, said transverse fold line extending across the arch of the crown between said terminal points so that said movable closure portion is swingably movable about a hinge axis generally defined by the oppositely disposed terminal points, said transverse fold line comprising a central portion which extends transversely from one longitudinal fold line to the other and is disposed generally at right angles with respect to the planes of said side walls and spaced from said hinge axis in a direction away from said movable closure member and a pair of inclined spaced portions each extending linearly from a different one of said longitudinal fold lines at the intersection thereof with said central portion to the adjacent one of said terminal points, said movable closure portion being in a normal closed position at the normal arched position of the crown and swingably movable through its hinged connection to said fixed closure portion about its hinge axis between its closed position and an open position, and said crown being deflectable by pressure into said space and returning to its normal arched position upon release of said pressure; whereby, pressure applied to said crown at a place defined by a portion of the fixed closure portion to deflect

said crown into said space effects temporary inwardly buckling of the crown along said transverse fold line with that portion of the crown formed by the movable closure member swinging about said hinge axis generally toward the fixed closure portion and effecting opening movement of the movable closure portion from its normal closed position to an open position, and upon release of said pressure, said crown returning to its normal arched position and said movable closure member returning to its normal closed position.

7. The container of claim 6 in further combination with a flexible resilient material adhered to the inside of the crown at said inclined spaced portions of the transverse fold line which material is extended upon opening movements of the movable closure portion and upon extension its resiliency biases said movable closure portion to its normal closed position to aid in closing movements thereof.

8. The container of claim 7 in further combination with said material adhered to the inside of the crown on the fixed closure portion at each of the longitudinal fold lines which tend to bias said crown to its normal arched position.

9. The container of claim 7 in further combination with said material adhered to the inside of the crown in generally longitudinal strips along each of the longitudinal fold lines on the fixed closure portion and movable closure portion adjacent the transverse fold line which tend to bias said crown to its normal arched position.

10. The container of claim 9 in which said material is a self-curing rubber-like material applied in liquid form and cured when said crown is in its normal arched position and said movable closure member is in its normal closed position.

11. The container of claim 10 in which said material is applied at said inclined spaced portions as a pair of blobs one on each of the said inclined portions of the transverse fold line.

12. A container formed of relatively stiff flexible creasable material and comprising a peripheral side wall and an end wall, said end wall comprising a fixed closure portion and a movable closure portion, said fixed closure portion being connected to said side wall, said movable closure portion being hingedly connected to said fixed closure portion for swinging movements about a transverse hinge axis between a closed position whereat the movable closure portion is generally coplanar with the fixed closure portion and an open position whereat the movable closure portion is disposed generally at right angles to the fixed closure portion, said movable closure portion having a lever-like tip adjacent said hinge axis and extending beyond the hinge axis in a direction toward the fixed closure portion, said fixed closure portion adjacent said tip being movable generally at right angles to said hinge axis; whereby pressure applied to said fixed closure portion adjacent said tip effects opening movement of the movable closure portion from its normal closed position to its open position and said movable closure portion returning to its normal closed position upon release of said pressure.

13. A container formed of relatively stiff flexible creasable material comprising peripheral interconnected walls comprising a pair of spaced generally parallel rectangular side walls and a pair of spaced generally parallel rectangular walls one being a front wall and one a back wall, a generally rectangular end wall comprising a fixed closure portion and a movable closure portion, said fixed closure portion being connected to said back wall and said side walls, said front wall and portions of said side walls adjacent thereto being cut back in relation to said back wall and to portions of said side walls adjacent thereto to form a lip, said movable closure portion comprising depending front and side portions generally coincident with said cut back of said front and side wall portions and forming a closure for said lip, said movable

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closure portion being hingedly connected to said fixed closure portion for swinging movements about a transverse hinge axis between a normally closed position whereat the movable closure portion with the exception of depending front and side portions is generally coplanar with the fixed closure portion and an open position whereat the movable closure portion is disposed generally at right angles to the fixed closure portion, said movable closure portion having a lever-like tip adjacent said hinge axis and extending beyond the hinge axis in a direction toward the fixed closure portion, said fixed closure portion adjacent said tip being movable generally at right angles to said hinge axis, the construction of said end wall and through its connection to said side walls biasing said mov-

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able closure member to its closed position upon distortion of said end wall upon application of pressure to said fixed closure portion adjacent said tip; whereby pressure applied to said fixed closure portion adjacent said tip effects opening movement of the movable closure portion from its normal closed position to its open position and said movable closure portion returning to its normal closed position upon release of said pressure.

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