May 1, 1934. M. M. EINSON 1,956,642

DISPLAY AND DISPENSING CONTAINER

Filed Sept. 15, 1931

FIG. 1.

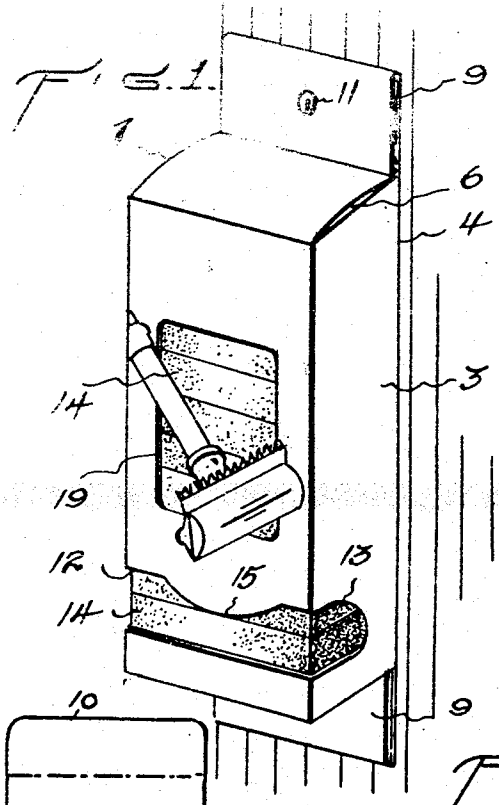


FIG. 2.

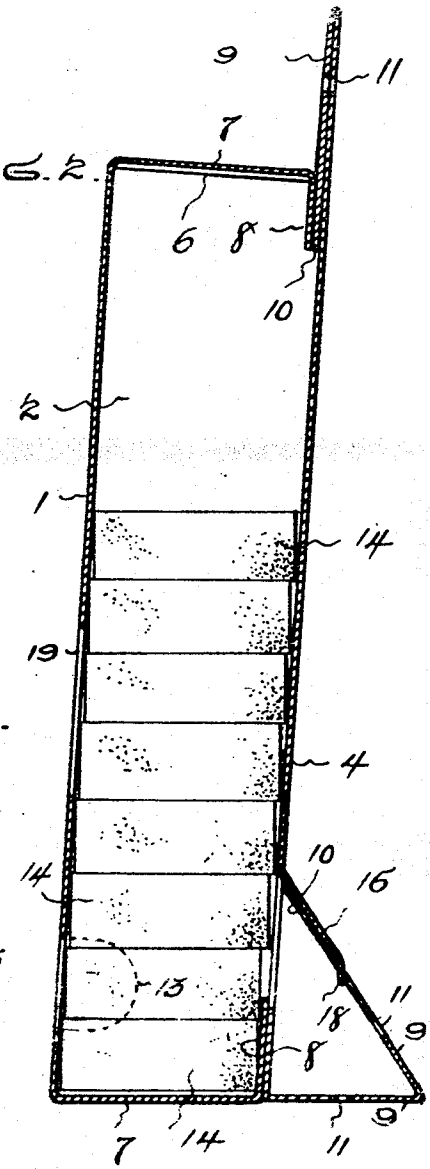
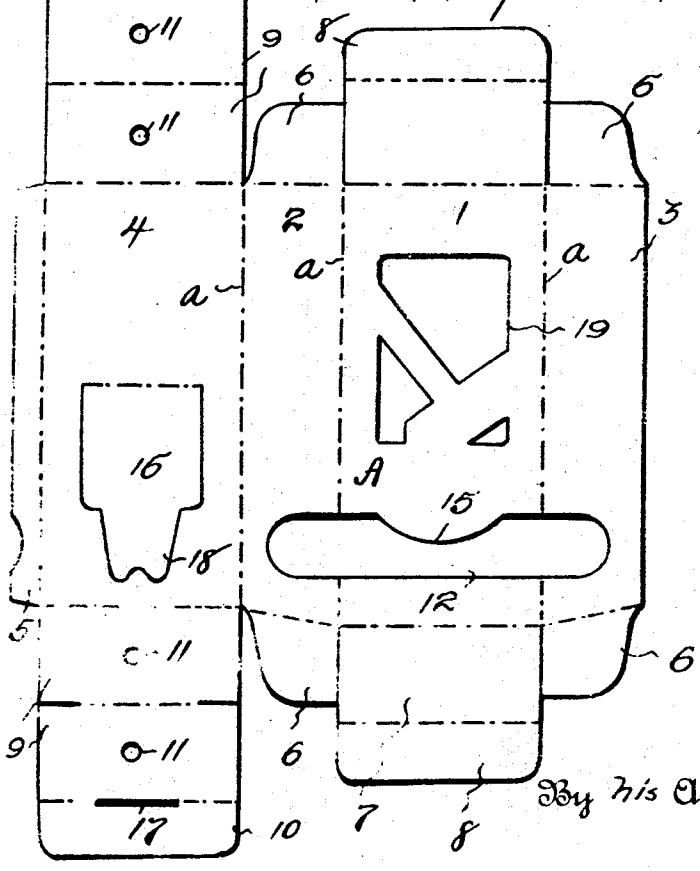


FIG. 3.



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DISPLAY AND DISPENSING CONTAINER

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1 Claim. (Cl. 206—44)

The present invention has relation to boxes useful for packing, displaying and dispensing merchandise and one object of the invention is to produce an improved box or container which will be efficient for said stated purposes. Another object is to produce a container of simple construction which may be made at a comparatively low cost and due to simplicity in the construction the operation of assembling and setting up of the box is equally simple. A further object of the invention is to produce a container which is especially suitable for use as a dispensing box in which the merchandise is placed within the container in the form of individual cartons or packets arranged to be withdrawn from the container one by one and which operation may be done by the customer if desired, and furthermore the container is designed with means so that by selection and by adjustment of supporting means the container may be placed in several operating positions.

According to the present invention, the improved container is composed of a single blank and as integral parts of the blank, means are provided whereby the container can be hung from a wall or the like in a position for operation. The same means provided for hanging the container can be adjusted so as to form an easel or support for the container when standing on a counter, for example.

The invention will be hereinafter more particularly described with reference to the accompanying drawing, wherein—

Figure 1 is a perspective view showing the improved container in an operative position wherein it is hung from a wall or other fixed point;

Figure 2 is an enlarged longitudinal section showing the improved container in a standing position of operation; and

Figure 3 is a plan view of the blank from which the improved container is constructed.

Referring to said drawing A indicates the blank which is divided by crease or folding lines *a* so as to define parallel sections 1, 2, 3 and 4 which respectively form the front, side and back walls of the container. To form the container or body thereof the blank is folded so that the glue flap 5 at one end of the blank is brought against the other end of the blank and adhesively secured so that when so folded the blank forms a collapsible structure of tubular shape having open ends. The open ends of the container are arranged to be closed by tongues 6 and folding flaps 7, the latter having folding ends 8 which are inserted within the container to hold the closure means in the closed position. The said tongues 6 and flaps 8 extend from the sections 1, 2 and 3 and it should be noted that the lower tongues 6 fold on a crease line which is angularly disposed so as to provide an angular bottom which will cause the box to assume a slightly inclined position when standing on the counter, as shown in Figure 2. The back wall forming section is shorter than the front wall forming section so as to produce the angular bottom as referred to.

The back wall section 4 has extending from each end a double folding flap 9 and each flap has an additional folding or tuck-in end 10. In the position shown in Figure 1, both the top and bottom flaps 9 are folded on themselves and ends 10 are tucked within the container. Both sections of the folding flaps 9 are perforated at 11 and these perforations register when the flaps are folded. The flaps 9 extend above and below the top of the carton and through the medium of the perforated folded flaps the container can be firmly secured to a wall or any fixed point where the container will be in a position for convenient operation.

The front wall section 1 has cut therein a slot 12 which is extended into the sections 2 and 3 and when the container is folded the slot 12 provides a discharge opening across the front of the box adjacent to the bottom thereof. The extensions of said slot into the side sections 2 and 3 provide finger openings 13 in the side walls of the container.

Merchandise in the form of individual cartons 14, for example, can be placed into the container through the open top thereof and said cartons stand in a column of which the bottom carton may lie below the discharge opening or, if desired, a filler may be placed in the bottom of the container so that said bottom carton is brought in line with the discharge opening. It will be noted that the opening is made of a height greater than the thickness of the cartons so as to offer a more convenient grip and to prevent two cartons being withdrawn at one time, the lip 15 is provided so as to partly cover the discharge opening 12. The means for permitting the dispensing of the merchandise from the carton operates the same in both the suspended and standing positions of the container and it is a matter of selection in which position the container is used, for as stated, the means for hanging or supporting the container are the same and only a slight different adjustment is required for the bottom folding flaps when the carton is to stand on the counter. When standing in this position, the piece 16 cut out of

the back wall, is brought into use when the said lower flap 9 is folded to form an easel. In this case one portion of the flap 9 is folded in alignment with the bottom of the box as shown in Figure 2 and the other portion of the flap 9 is folded into an angular position wherein the slot 17 in said position is engaged by the tongue 18 at the end of the piece 16. When the parts are so folded and engaged the bottom flap 9 forms a rigid easel in conjunction with the retaining piece 16 and the upper folded flap being folded in a similar way as it is for hanging, the upper flap forms an extended display surface at the top and back of the carton.

The front wall forming section has a cut out portion 19 providing an inspection opening through which the merchandise within the carton may be seen and thereby indication may be given when the carton is empty besides showing the nature of the contents. Furthermore this inspection opening is partly covered by a cut out representation of something having relation to the merchandise to be dispensed from the improved carton.

Various modifications may be made in carrying out the details of the invention hereinbefore described and it is to be understood that any modification coming fairly within the terms of the appended claim shall be covered thereby.

I claim:

A container of the class described comprising a tubular receptacle having front, back and side walls and open ends, closure means for said open ends comprising flaps extending from the top and bottom of said front wall, means adjustable to operate as part of a hanging support or alone for supporting said container in an upright position said latter means comprising an extension from said back wall, and said extension when operating as a standing support or easel being folded backwardly with the free end thereof engaged by retentive means on said back wall.

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