

Oct. 27, 1936.

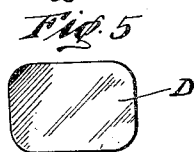
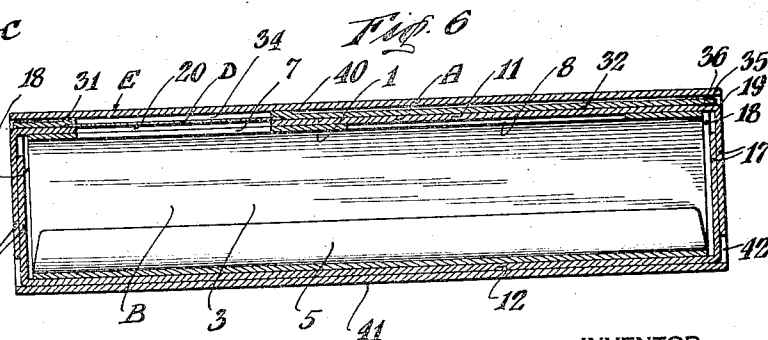
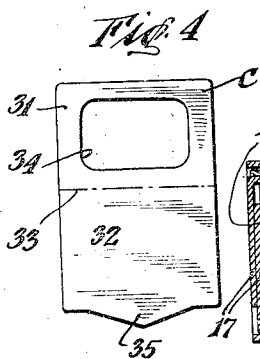
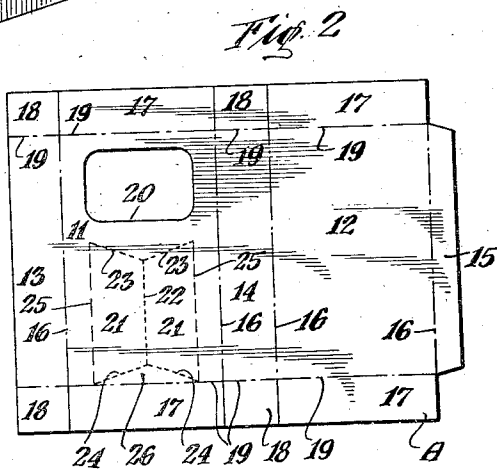
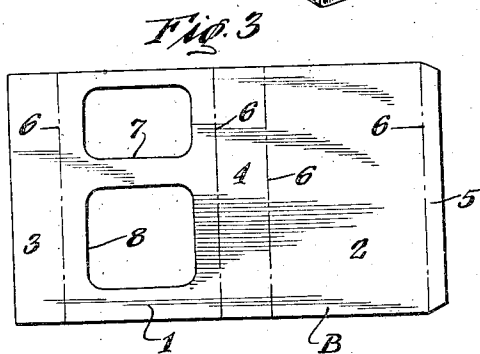
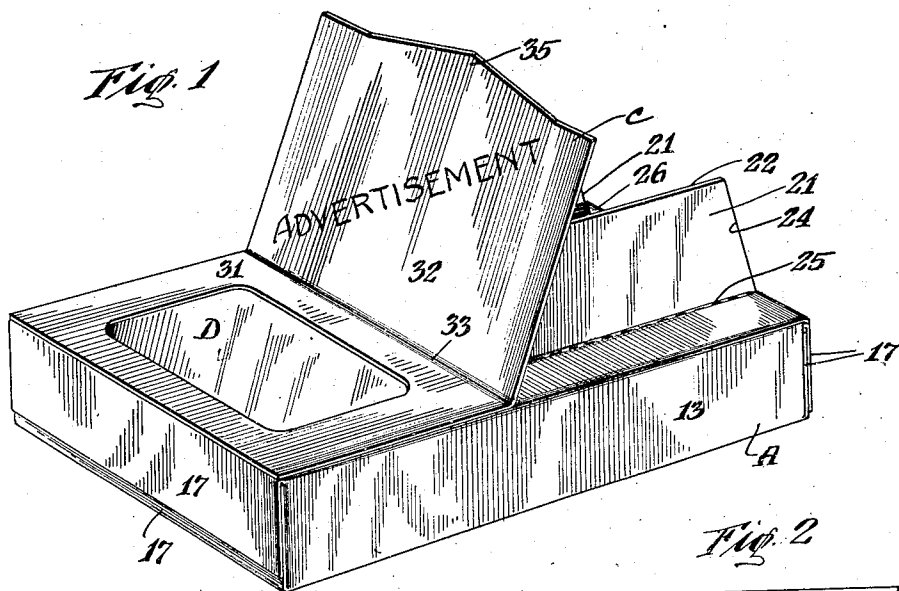
C. P. WELLMAN

2,058,648

SHIPPING AND DISPLAY CONTAINER

Filed Sept. 17, 1932

2 Sheets-Sheet 1



INVENTOR
Charles P. Wellman
 BY *Albert M. Austin*
 ATTORNEYS

Oct. 27, 1936.

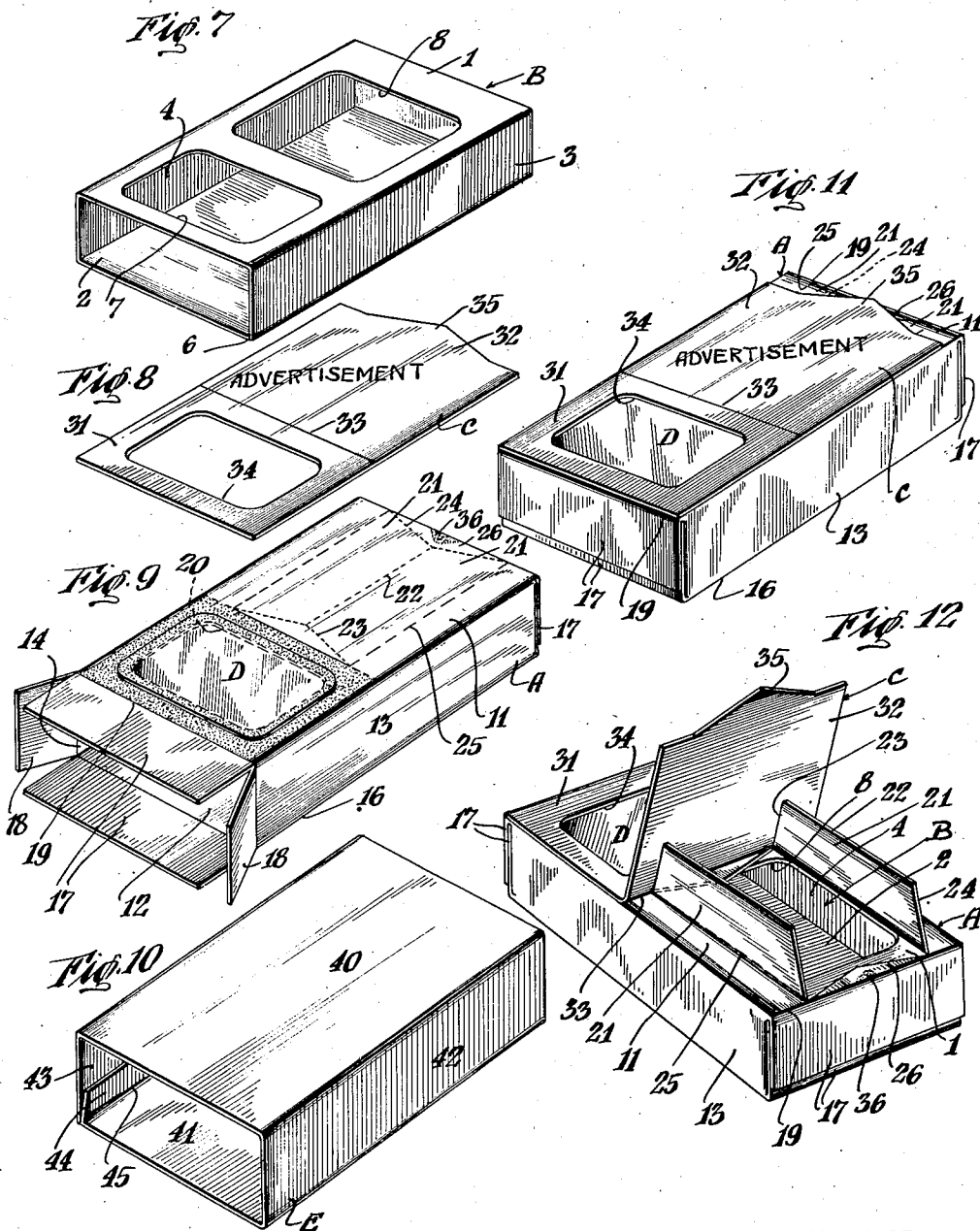
C. P. WELLMAN

2,058,648

SHIPPING AND DISPLAY CONTAINER

Filed Sept. 17, 1932

2 Sheets-Sheet 2



INVENTOR
Charles P. Wellman
BY
Albert M. Austin
ATTORNEYS

UNITED STATES PATENT OFFICE

2,058,648

SHIPPING AND DISPLAY CONTAINER

Charles P. Wellman, West Medford, Mass.

Application September 17, 1932, Serial No. 633,549

9 Claims. (Cl. 206—44)

This invention relates to shipping and display containers and more particularly to a container in which merchandise can be shipped and stored and which can be conveniently and quickly set up and adjusted to attractively display and advertise the merchandise therein.

The container disclosed in this application comprises a box member which may assume any desired form. The top panel of the box is provided with a window of cellophane or similar material through which the contents of the container may be viewed either for inspection or display. Access to the contents may be had by breaking the top panel of the box along perforated lines so as to release a pair of closure flaps which can then be swung open. A display card is positioned between the window and the contents removing opening in such a manner that the contents removing opening is substantially concealed from the view of a person before whom the container is set up for display. The display card is supported in up-right display position by means of the closure flaps which, when swung into open position, provide a support or abutment for the display card at the back thereof.

When the container is in shipping condition the display card is folded over against the top panel of the box so as to cover the closure flaps. The display card is sealed in this position by means of a spot of glue. The contents removing opening is doubly sealed during shipment and storage and the contents are thereby fully protected against dust, dirt, contamination and injury. The container is preferably made of cardboard and if the display box above described requires additional reinforcement a tubular member may be inserted therein. If additional strength is required during shipment the construction above described may also be enclosed in a tubular outer member of cardboard or corrugated board material. The box may be openable at the ends thereof to permit the insertion of contents and closed by means of end flaps which may be either glued or interlocked together. If desired, the top panel may also be in the form of a cover which telescopes or hinges to the box body and which may be secured and/or sealed in closed position when the contents have been inserted therein.

When the container is set up for display purposes the display card presents an attractive means for advertising the merchandise and otherwise attracting attention thereto. At the same time the display card conceals the contents re-

moving opening from a person before whom the container is displayed and thus provides a valuable safeguard against unauthorized pilfering of the contents. The contents are not accessible for manual handling by the prospective customer and thus the goods are always kept in a clean and sanitary condition. This is especially valuable where edible products such as candies, nuts and fruit are displayed. Furthermore, the merchandise may be packed in this container by the producer or manufacturer in the most attractive manner for display purposes without depending upon the aesthetic sense of the individual merchant to arrange the particular goods in the most attractive manner.

An object of my invention is to provide a container in which merchandise may be shipped and stored and which may be later adjusted and set up to attractively display and advertise the merchandise contained therein.

Another object of my invention is to provide a container adapted for shipping and displaying purposes in which the merchandise is fully visible, which is easily accessible for removal of the contents, which is provided with a display device for attractively advertising the merchandise, and which is provided with means which offers protection against unauthorized handling and/or pilfering of the contents thereof when set up for display.

Another object of my invention is to provide a display container which can be stacked one upon the other in such a manner as to attractively display the merchandise within each individual container.

A further object of my invention is to provide a shipping and display container which may be made in any number of attractive shapes, sizes and designs, which fully protects the contents against dirt and contamination during shipment, which can be easily and quickly adjusted by the merchant into display position, which attractively displays the contents thereof, which is provided with means which guards the contents against unauthorized handling and pilfering, which can be manufactured at low cost, and which may be easily filled with merchandise by the manufacturer or producer.

Other objects of this invention will become apparent as the disclosure proceeds.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be

carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part hereof, in which:

Fig. 1 is a perspective view of the shipping and display container as it appears when set up in display position;

Fig. 2 is a face view of the blank from which the box member of the container may be formed;

Fig. 3 is a face view of a paperboard blank from which the inner reinforcing tubular member of the container may be formed;

Fig. 4 is a face view of the blank from which the display card associated with the container may be formed;

Fig. 5 is a face view of a transparent piece of material such as cellophane which forms the container window through which the contents may be viewed;

Fig. 6 is a vertical cross-sectional view taken longitudinally of the container as it appears when in closed shipping condition;

Fig. 7 is a perspective view of the container reinforcing member as formed from the blank shown in Fig. 3;

Fig. 8 is a perspective view of the display card about to be placed and secured to a box member of the container;

Fig. 9 is a perspective view of the box member of the container in the process of assembly from the blank shown in Fig. 2, the transparent window shown in Fig. 5 having been applied thereto;

Fig. 10 is a perspective view of the outer tubular member which may be telescoped over the box member to protect the same during shipment;

Fig. 11 is a perspective view of the completed shipping and display container as it appears in shipping condition; and

Fig. 12 is a perspective view of the shipping and display container as it appears when set up for display, this view showing particularly the contents removing opening, and the closure flaps therefor in open position and supporting the display card in set up display position.

Similar reference characters refer to similar parts throughout the drawings and specification.

The shipping and display container herein shown and described is formed from four parts of material, namely the box forming blank A, the inner reinforcing blank B, the display card blank C, and the transparent window forming piece D. As shown more particularly in Fig. 2, the box forming blank member A comprises a top wall or panel 11, a bottom wall 12 and side walls 13 and 14, a securing flap 15 defined by scored lines 16. The ends of the box member may be closed by means of the top and bottom wall flaps 17 hinged at each end of the top wall 11 and bottom wall 12 along score lines 19. The side wall flaps 18 extend from each end of the side walls 13 and 14 and are hinged thereto along the score lines 19.

In forming the box member A from the blank shown in Fig. 2, the tab 15 is glued or otherwise secured to the free edge of the side wall 13 to form a tube. One end of this tube is then closed by folding the top and bottom wall flaps 17 and side wall flaps 18 in superimposed relation and securing them together by means of glue, interlocking tabs or otherwise. The contents of the container may be inserted through the open end of the box member and then this end sealed or closed as above described.

The reinforcing and strengthening tubular

member B shown in Fig. 7 is formed from the blank shown in Fig. 3. This tubular member is inserted into the box member A through one end thereof. The tubular member B comprises a top wall 1, a bottom wall 2, side walls 3 and 4 and a securing tab 5 defined by the score lines 6. The tubular member is formed by securing the tab 5 to the free edge of the side wall 3 with glue or other securing means. This tubular member is then telescoped into the box member A and is of such size as to snugly fit therein as shown more particularly in Figs. 6 and 12.

To permit the contents of the container to be viewed and inspected either during shipment or during display a window opening 20 in the top wall 11 of the box member A is provided. To protect the contents against dust, dirt and unauthorized handling, a transparent piece of material D, shown in Fig. 5, is secured over the opening 20 (in Fig. 9). The transparent piece D is of sufficient size to be glued or otherwise secured to the top panel 11 of the box member surrounding the opening. The reinforcing tubular member B is also provided with an opening 7 in the top panel 1 thereof which is concentric with the opening 20 in the top panel 11 of the box member A.

A blank of paperboard C comprising a display card portion 32 hinged to a base portion 31 along the score lines 33 is then positioned over the top panel 11 of the box member. The base part 31 is provided with an opening 34 concentric with the openings 7 and 20 of the reinforcing member B and the box member A, respectively. The portions of the base part 31 surrounding the opening 34 are glued to the edge of the transparent piece D and to the portions of the top panel 11 surrounding the opening 20. The base part 31 thus assists in firmly securing the transparent piece D in position, and since the edge of the transparent piece D is glued along all edges and both surfaces, wrinkling and distortion of the transparent window piece D is thus prevented. The base portion 31 also gives a trim and neat appearance to the top panel of the box.

Access to the box member is had through the top panel 11. A longitudinally extending perforated line 22 and laterally extending perforation lines 23 and 24 define closure flaps 21. When access to the contents of the container is desired, the top panel 11 is broken through along the perforated lines 22, 23 and 24 so as to free the closure flaps 21, which hinge in opposite directions along the score lines 25. The top wall 1 of the tubular reinforcing member B is also provided with an opening 8 substantially concentric with the opening left by the removal of the closure flaps 21 and 22, as shown in Figs. 6 and 12.

The score line 33 of the blank C is so positioned as to fall between the opening 20 and the perforated lines 23 in the top panel 11 of the box member. The card portion 32 is adapted to hinge along the score lines 33 in the manner shown in Figs. 1 and 12 and may carry advertising or a design which will attract attention to the container and the merchandise contained therein. The display card 32 is preferably provided with crown portion 35 of suitable decorative design which overlaps the lip 26 at one end of the top panel 11 of the box. A spot of glue 36 or other securing means may be used to secure the crown part 35 and the lip 26 securely together, thus holding the display card 32 sealed in position over the contents removing opening. The perforated lines 22, 23 and 24 of the top panel 11 are unbroken during

shipment and storage, and when the display card 32 is secured thereover the container is doubly sealed.

When the merchant desires to set up the container for display the display card 32 is separated from the lip 26 by a slight upward pull. The perforated lines 22, 23 and 24 are then broken and the closure flaps 21 swung upwardly. The display card 32 being hinged along the score line 33, has a tendency to fall back against the top panel 11 of the box member but is retained in an erect position by means of the closure flaps 21 which frictionally engage the back of the display card 32, as clearly shown in Fig. 12.

In addition to providing a double seal for the container during shipment and providing an attractive means for advertising the contents, the display card 32 also provides a valuable device for concealing the contents removing opening when the container is set up for display. As is evident by referring to Figs. 1 and 12, when the container is set up on the counter in display position, the front face of the display card 32 is in position to be viewed by a prospective purchaser and yet the contents removing opening is not readily visible since the opening is concealed behind the display card 32 and the closure flaps 21. Protection against unauthorized pilfering of the contents when the container is set up for display is thus afforded.

The box may be shipped and stored in the condition shown in Fig. 11. If the box member A is made of fragile material or is delicately decorated, further protection during shipment may be afforded by providing an outer member E in the form of a tubular sleeve which may be telescoped over the box member A, as shown more particularly in Fig. 6. The outer sleeve E is a simple tube comprising a top wall 40, a bottom wall 41, side walls 42 and 43 and a securing tab 44, defined by the score lines 45. The member E is held in tubular form by cementing or otherwise securing the tab 44 to the free edge of the side wall 43. The sleeve E is of such size as to snugly telescope over the box member A.

It is now seen that a container has been provided which fully protects the merchandise during shipment and storage, and when it is set up for display the merchandise therein is fully visible and yet protected against dirt, dust and unauthorized handling and pilfering. A display card is provided which may be designed or imprinted so as to attract immediate attention to the container and its contents. The display card also provides an additional seal for the container during shipment and also operates to conceal and assist in concealing the contents removing opening when the container is set up for display. A large number of unopened containers may be stacked one above the other for display purposes, the contents of each container being visible to the customer through the window D. This is of great advantage where only limited display space is available. Furthermore, the goods within the container may be fully inspected through the window therein at any time during shipment or storage.

It is understood that this invention is not limited to the particular form of container shown in Figs. 2, 3 and 4. The inner reinforcing member B as well as the outer protecting sleeve E may be eliminated entirely, if desired. Or again the container may be used with or without the display card 32, as desired. Furthermore, the box member A may be formed,

for example of two pieces, namely, a box or tray part, and a cover part. Either the cover or the box part may be provided with the display window and with the contents removing opening, with or without the display card feature. Or again it is evident that the contents removing opening may be provided in the end or side wall of the container as is found convenient and desirable.

The shipping and display container herein disclosed may be made up in numerous attractive designs and patterns and is adapted for use in connection with many different kinds of merchandise and particularly such articles as candies, confectionery, foodstuffs, dry-goods and general merchandisable supplies of all kinds.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What is claimed is:

1. A shipping and display container having a fixed display window, an opening through which the contents may be removed, closure means for said opening, and a display device associated with said display window, said display device adapted to cover said openable portion when in shipping position and when raised into semi-vertical display position to conceal said openable portion from the view of a person before whom the container is displayed.

2. A shipping and display container having scores and serrations in the top wall thereof which define a contents removing opening, said serrations when broken defining hinged closure flaps for said opening, and a display card hinged in position to cover said closure flaps when in shipping position, said flaps being adapted to support said display card when set up in display position.

3. A shipping and display container having scores and serrations in the top wall thereof which define a contents removing opening, said serrations when broken defining hinged closure flaps for said opening, and a display device hinged in position to cover said closure flaps when in shipping position thus providing a double closure for said opening, said flaps being adjustable to support said display device when in set up display position.

4. A container of the character described comprising a box member having a contents removing opening and a display opening in one side wall thereof, a sheet of transparent material extending over said display opening and secured to the surrounding side wall, and a paperboard blank having a portion provided with an opening concentric with the display opening first mentioned, said portion being cemented to said transparent sheet and the surrounding side wall, said blank having another portion hinged to the portion first mentioned operative to close said contents removing opening when in collapsed position and to serve as a display device when in raised position.

5. A container of the character described comprising a box member having a contents removing opening and a display opening in one side wall thereof, a paperboard blank having a portion provided with an opening concentric with the opening first mentioned, said portion being secured to the surrounding side wall, a transparent sheet mounted in said opening, said

blank having another portion hinged to the portion first mentioned operative to close said contents removing openings when in collapsed position and to serve as a display device when in raised position.

6. A shipping and display container comprising a box member, a fixed horizontal display window and a contents removing opening provided in a horizontal top wall of said box member, a closure flap for said opening, and a display device secured to said box member between said window and said opening, said device having a hinged portion adapted to partially conceal said opening when viewed from a position facing said display device.

7. In a shipping and display container, a side wall, a display window near one end of said wall, said wall being cut to form an opening near the end opposite said window, closure flaps hinged along the edges of said opening, and a display panel hinged along a line crossing said wall between said window and said opening, said closure flaps being movable into position to support said panel.

8. A shipping and display container having a fixed display window at one end thereof, an opening in the other end thereof, hinged closure

flaps closing said opening, and a display device hinged in position to cover said closure flaps when in shipping position, means for sealing said display device in closed position preventing access to the container, said device being adapted to be raised to display position after unsealing the same, said flaps being adjustable to retain and support said device in set up display position.

9. A shipping and display container having a fixed display window at one end of a wall thereof, a contents-removing opening at the other end of said wall thereof, a hinged closure for said opening, a display device, means mounting said display device on said container adjacent said window and said hinged closure for movement into position covering said closure, means for sealing said display device in closed position preventing access to the container, said display device after unsealing being adjustable into display position, said device when in display position being operative to conceal the contents-removing opening from the view of the person before whom the contents are displayed.

CHARLES P. WELLMAN.