

July 1, 1924.

1,499,987

F. L. ROE

DISPLAY BOX

Filed Nov. 21, 1921

3 Sheets-Sheet 1

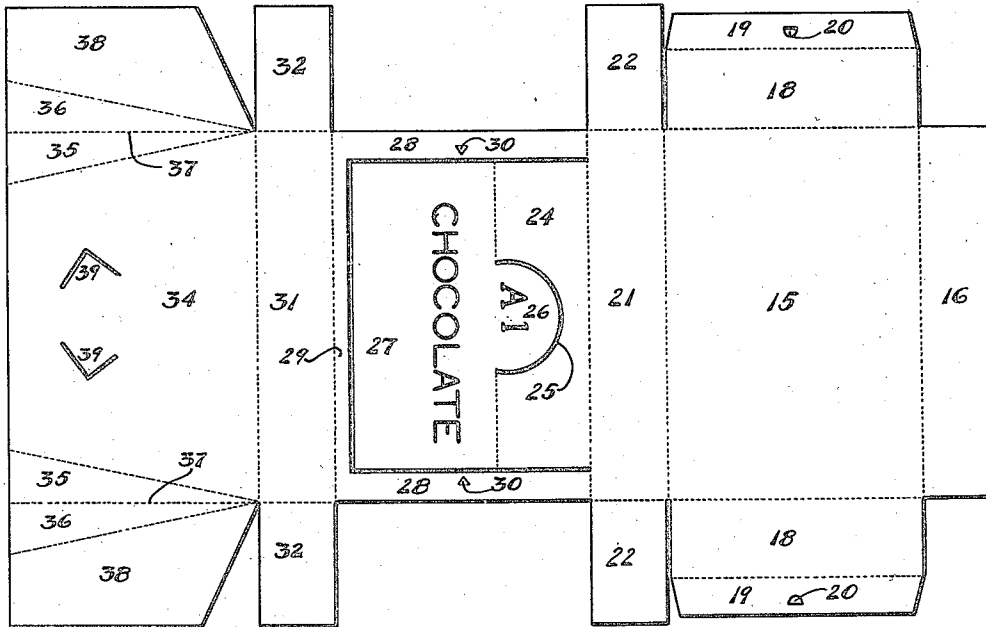


Fig. 1

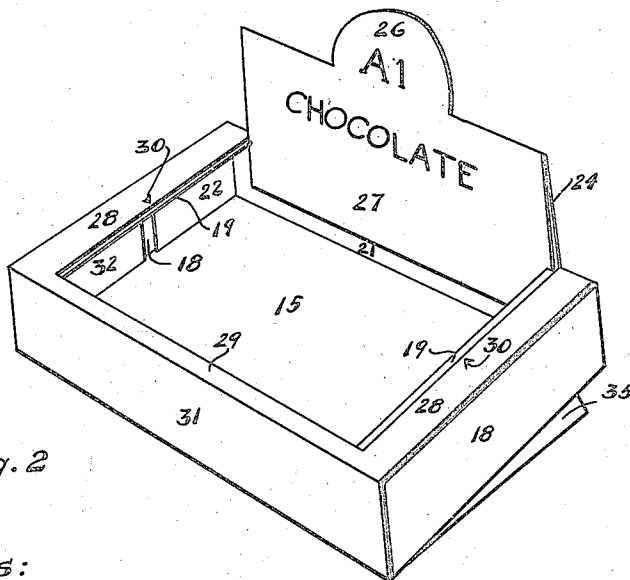


Fig. 2

Witnesses:

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3 Sheets-Sheet 2

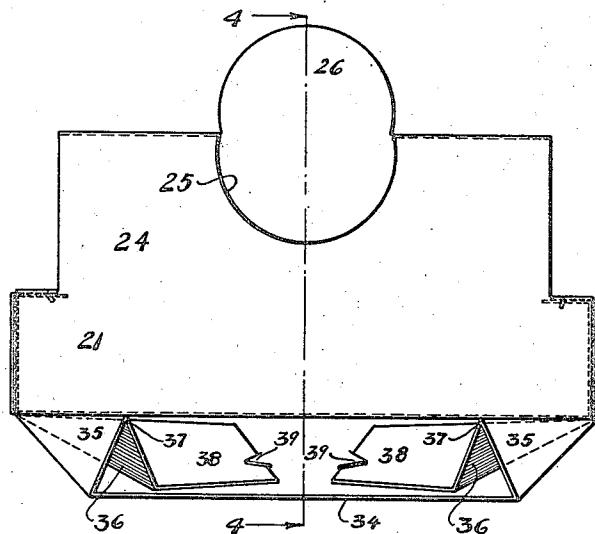


Fig. 3

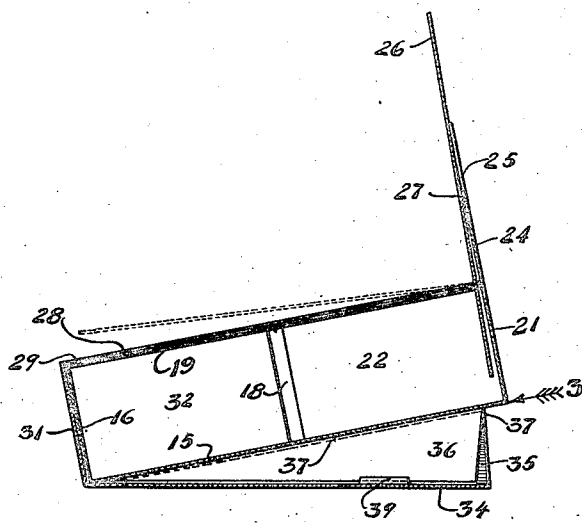


Fig. 4

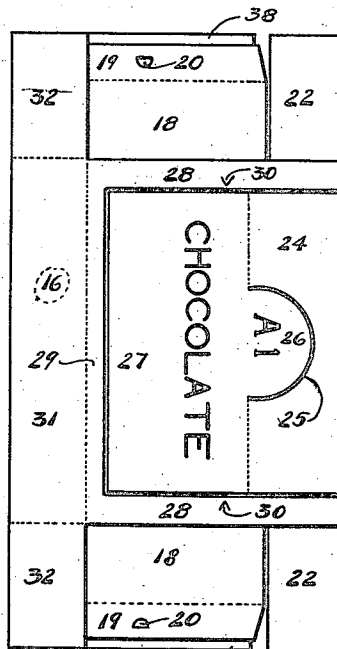


Fig. 5

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DISPLAY BOX

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3 Sheets-Sheet 3

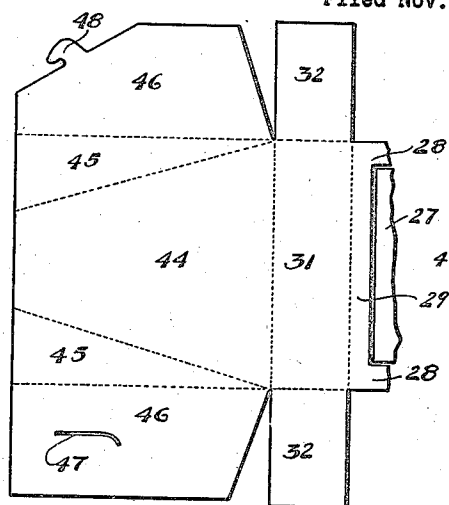


Fig. 6

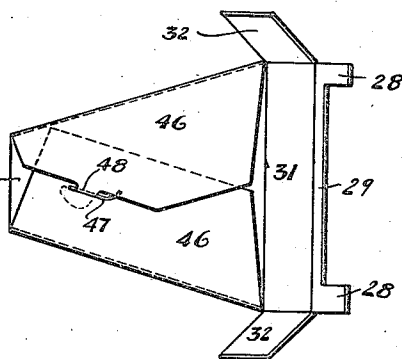


Fig. 7

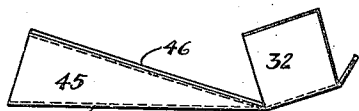


Fig. 8

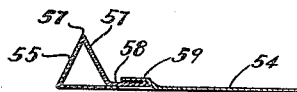


Fig. 11

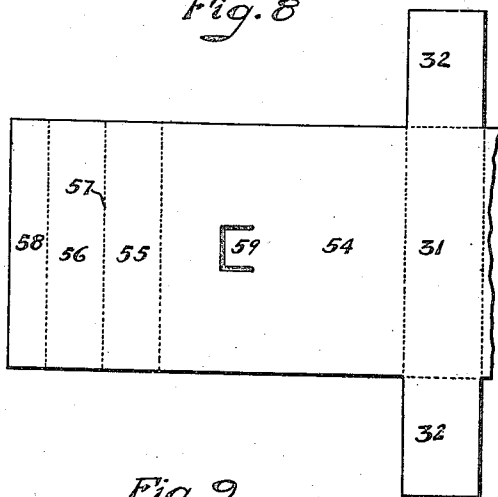


Fig. 9

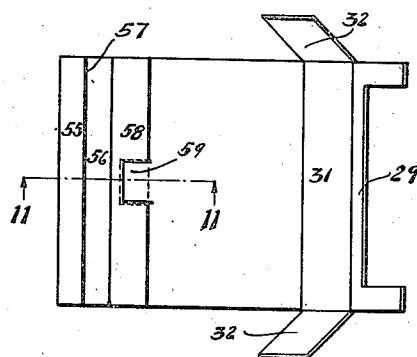


Fig. 10

Witnesses:

W. Schnellhardt.

J. D. Stawe

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UNITED STATES PATENT OFFICE.

FRANK L. ROE, OF CHICAGO, ILLINOIS.

DISPLAY BOX.

Application filed November 21, 1921. Serial No. 516,713.

To all whom it may concern:

Be it known that I, FRANK L. ROE, a citizen of the United States, and a resident of the city of Chicago, county of Cook, and State of Illinois, have invented certain new and useful Improvements in Display Boxes, of which the following is a specification.

My invention relates to new and useful improvements in display boxes, and has for its object the provision of a box for the display of goods or commodities of any form, which is convenient to assemble, requires a minimum of space in packing and shipping, is very attractive in appearance, is economical in manufacture, and which has integral supports supporting the box and its goods at a suitable display angle.

A further object is to cut said box from a single blank of paper, and arrange the parts so that all its display words and characters may be printed on the face side of the paper blank.

Other objects will appear hereinafter.

The invention consists in the combinations and arrangements of parts hereinafter described and claimed.

The invention will be best understood by reference to the accompanying drawings forming a part of this specification, and in which,

Fig. 1 is a view of the pattern or blank from which the entire box with its support is folded,

Fig. 2 is a perspective view of the finished box set up for display of goods placed therein,

Fig. 3 is a rear view of the box, taken at a downward angle, in the direction of the arrow 3 in Fig. 4,

Fig. 4 is a cross sectional view, taken on line 4—4 of Fig. 3,

Fig. 5 is a plan view of the box folded flat for shipment, with its supporting member folded beneath the bottom member, and only the members forming its front wall folded or glued together,

Fig. 6 illustrates the pattern of a modified form of supporting means and fastening means therefor,

Fig. 7 is a plan view of said modified form of support folded in position,

Fig. 8 is a side view of said modified form of support,

Fig. 9 illustrates the pattern of another modified form of supporting means and fastening means therefor,

Fig. 10 is a plan view of the supporting and fastening means shown in Fig. 9, folded in position, and

Fig. 11 is a vertical sectional view on line 11—11 of Fig. 10.

In making the display box a pattern of suitable size and shape is stamped or cut from a blank of folding-box stock or carton stock of paper. Fig. 1 illustrates one such form of pattern, while Figs. 6 and 9 illustrate modified forms of supporting means integral with the box, but in each form the supporting means is triangular in outline and presents a continuous line of support or supporting shoulder bearing beneath the bottom of the box.

The form of my invention illustrated in Figs. 1 to 5 inclusive comprises a bottom wall 15 having a strip 16 connected to its forward side, which strip is bent inward on the intermediate dotted line and forms the inner portion or inner member of the front wall of the box. Side members 18 extend from the opposite sides of the bottom wall and are bent on the intermediate lines shown in Fig. 1, forming the side walls of the box, said members 18 having flaps 19 extending from their outer portions which are provided with openings 20. From the rear side of said bottom wall extends a member 21 forming the rear wall of the box, and having flaps 22 extending from its ends, which are folded against the inside of the side walls 18. A supporting bar 24 extends from the rear wall 21 and has a semicircular opening 25 from which is cut a partial disc 26, extending upward from a display panel 27, which is connected to and bent downward from the supporting bar 24. In stamping out the members 24 and 27, narrow strips 28 are retained at the side of said members. Said strips extend from the rear wall 21 and form side ledges of the box, which terminate in a front ledge 29, and tongues 30 are punched from the said ledges 28 to engage in the openings 20 on flaps 19, to keep

said flaps extending inward of ledges 28, in order to retain the flaps 19 in front of the display panel 27 to hold said panel in display position, as best shown in Fig. 2. An outer front wall or facing panel 31 extends from the side strips 28 and their connected front ledge 29 and has flaps 32 projecting from each end, which flaps are folded back against the inner sides of the side walls 18 as best shown in Fig. 2.

In addition to the parts above described which constitute the display box proper, the pattern also includes integral parts which are folded together as a support for the box. The support in either form extends from the front wall 31 and is triangular in outline bearing with its upper edge or shoulder continuously from one edge to the opposite edge of the bottom of the box, thus forming a strong and substantial support. In the forms illustrated in Figs. 1 to 5 and 6 to 8, the point of the triangular support is at the front and the vertical side of the triangle is under the rear end of the box, while in the form shown in Figs. 9 to 11, the triangular support extends from side to side under the rear portion of the box, but in either case the box is supported with its rear wall elevated at a desirable display angle, and the support extends continuously from one edge to the other of the bottom, instead of providing only a number of points or lugs to support the box, as in the supports now on the market.

In the form illustrated in Figs. 1 to 5, the base member 34 of the support extends from the lower edge of the front wall 31 and is folded beneath the bottom of the box. Said base 34 is supplied with a supporting shoulder at each side, each shoulder consisting of a triangular strip 35 turned up from the base member and a similar strip 36 bent down from said strip 35 forming a supporting ridge or edge 37 which bears from the front to the rear of the bottom 15 of the box, and a flap 38 extends sideways from each strip 36, which bears on the base 34 and engages under a tongue 39 cut out from said base member as best shown in Fig. 3. This form of support provides a very strong and efficient support and is the one preferred for large boxes and those intended to carry heavy goods.

In the form of support illustrated in Figs. 6 to 8 inclusive the base member 44 extends from the front wall 31, as in the preceding form, and is provided at each side with a triangular side strip 45 bent vertically upwards and a flap 46 extending laterally inwards from said strip 45, one of said flaps being provided with a slot 47 and the other with a tongue 48 which engages in said slot and retains the supporting members in position. In this form the flaps 46 bear beneath

the bottom 15 of the box and the box is mainly supported on the side strips 45, this form of support being adapted for the smaller or lighter boxes.

In the form of support illustrated in Figs. 9 to 11, the base member 54 extends from the front wall 31 and is provided at its detached side with an upturned strip 55, from which extends a downturned strip 56, said strips forming a triangular supporting shoulder with a ridge 57 which bears beneath the rear portion of the bottom 15, from side to side of the box. A flap 58 extends laterally from the strip 56, bears on the base member 54 and engages a tongue 59 cut out from said base member, thus retaining the supporting shoulder in position. In this form the supporting shoulder is triangular in cross section as in the preferred form, except that in the preferred form two such shoulders are used.

In shipment by the manufacturer and jobber these boxes may be retained in the flat pattern form as originally stamped out, as shown in Fig. 1, or the strip 16 may be brought over against the inside of the facing strip 31, and may be glued or pasted, or otherwise fastened thereto if desired, thus forming the front of the box, and the device may be then folded flat along the two dotted lines shown in Fig. 1, between the members 21 and 24 and the members 31 and 34, the folded box presenting the appearance illustrated in Fig. 5. The baker, confectioner or manufacturer of the goods for which the box is used, thereafter folds the box in shape and places his goods therein, folding the strips 24 and 27 flat over the box, as indicated in dotted lines in Fig. 4, and folding the members of the support in their original shape flat under the box bottom, thus shipping the box with the goods to the retail dealer. Said retail dealer then folds the display panels upwards and the supporting means in position, the box then presenting the appearance illustrated in Fig. 2, the box thus presenting an attractive display position for showing the goods.

In producing this box the parts have been so arranged that all the display matter and any suitable ornamentation can be printed on one side of the original pattern and especially on the display members 26 and 27, the ledges 28, and the walls 18 and 31, thus avoiding the necessity of turning the paper blank to print the display matter on both sides, as is generally the case.

While I have illustrated and described the preferred form of construction for carrying my invention into effect, this is capable of variation and modification without departing from the spirit of the invention. I, therefore, do not wish to be limited to the precise details of construction set forth, but

desire to avail myself of such variations and modifications as come within the scope of the appended claims.

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

1. A display box stamped from a single blank of paper, including means for supporting said box at a proper display angle; a display panel extending upwards from one edge of said box; a side ledge on the upper face of said box; and means bearing on and extending beyond said ledge for retaining said panel in position.

2. A display box stamped from a single blank, comprising a bottom member from which side members and a rear member are bent upwards; means for supporting said box at a proper display angle; side ledges on the upper face of said box; a display panel bent upwards from between said side ledges; and means folded over from said side members and extending inward beyond said ledges for retaining the display panel in position.

3. A display box stamped from a single blank of paper, including a supporting shoulder forming a continuous support beneath said box, said supporting shoulder being formed by folding a portion of one end of said blank upwards, again folding it over and then securing it in position, a display panel extending upwards from one end of said box, side ledges on the upper face of said box, and means extending beyond said ledges for retaining said panel in position.

4. A display box formed from a single blank, comprising a bottom member from which side members and rear and front members are bent upwards; a display panel supported vertically by said rear member; a front panel connected to said rear member; and supporting means foldable rearward from said front panel for supporting said box at an inclined angle.

5. A display box formed from a single blank comprising a bottom member from which the side members and rear and front members are bent upwards; display members extending upward from and being vertically supported by said rear member; strips extending forward from said rear member; and supporting means connected to said strips and being foldable beneath said box for supporting said box at an inclined angle.

6. A display box formed from a single blank comprising a bottom member from which side walls and a rear and inner front wall are bent upwards; a display member supported vertically by said rear wall; strips extending forward from said rear wall; an outer front wall bent down from

said strips; and supporting means bent from said front wall forming a support continuous from edge to edge of said bottom member.

7. A display box formed from a single blank comprising a bottom member from which side walls and a rear wall and inner front wall are bent upwards; display members vertically supported by said rear wall; side strips extending forward from said rear wall, means on said strips for engaging and holding means on said side walls forward of said display members to retain said display members in position; and supporting means connected to said strips for supporting said box at an inclined angle.

8. A display box formed from a single blank comprising a bottom member; side walls and a rear and inner front wall bent up from said bottom member; a display panel supported above said rear wall; display strips extending forward from said rear wall; a facing member extending from the forward ends of said display strips; and supporting means extending from said facing member, forming a continuous supporting shoulder beneath said box.

9. A display box formed from a single blank comprising a bottom member; side walls and a rear wall and inner front wall bent up from said bottom member; a display panel supported above said rear wall; display strips extending forward from said rear wall; a facing member extending from the forward ends of said display strips; and supporting means extending from said facing member, bearing continuously from edge to edge beneath said bottom member.

10. A display box formed from a single blank, comprising a bottom wall; side walls and a rear wall and inner front wall bent up from said bottom wall; a display panel supported upon said rear wall; display strips extending forward from said rear wall; a facing panel extending from said display strips; supporting means bent rearward from said facing panel forming a continuous supporting shoulder; and co-operating means on said strips and side walls for holding said panel in position.

11. A display box formed from a single blank comprising a bottom member from which side, front and rear members are bent upwardly; a display member supported upon said rear member; a facing member connected to said rear member; and supporting means connected to said facing member, said means including a base and a continuous shoulder triangular in cross section, formed on one edge of said base.

12. A display box formed from a single blank comprising a bottom member from which side, front and rear members are bent upwardly; a display member supported

upon said rear member; a facing member connected to said rear member; supporting means connected to said facing member, said means including a base and a supporting shoulder triangular in cross section formed on each side edge of said base; and holding tongues extending from said base for holding said shoulders in position.

In testimony whereof I have signed my name to this specification in the presence of 10 two subscribing witnesses.

FRANK L. ROE.

Witnesses:

JOSHUA B. H. POTTS,
FRELA C. APPLETON.