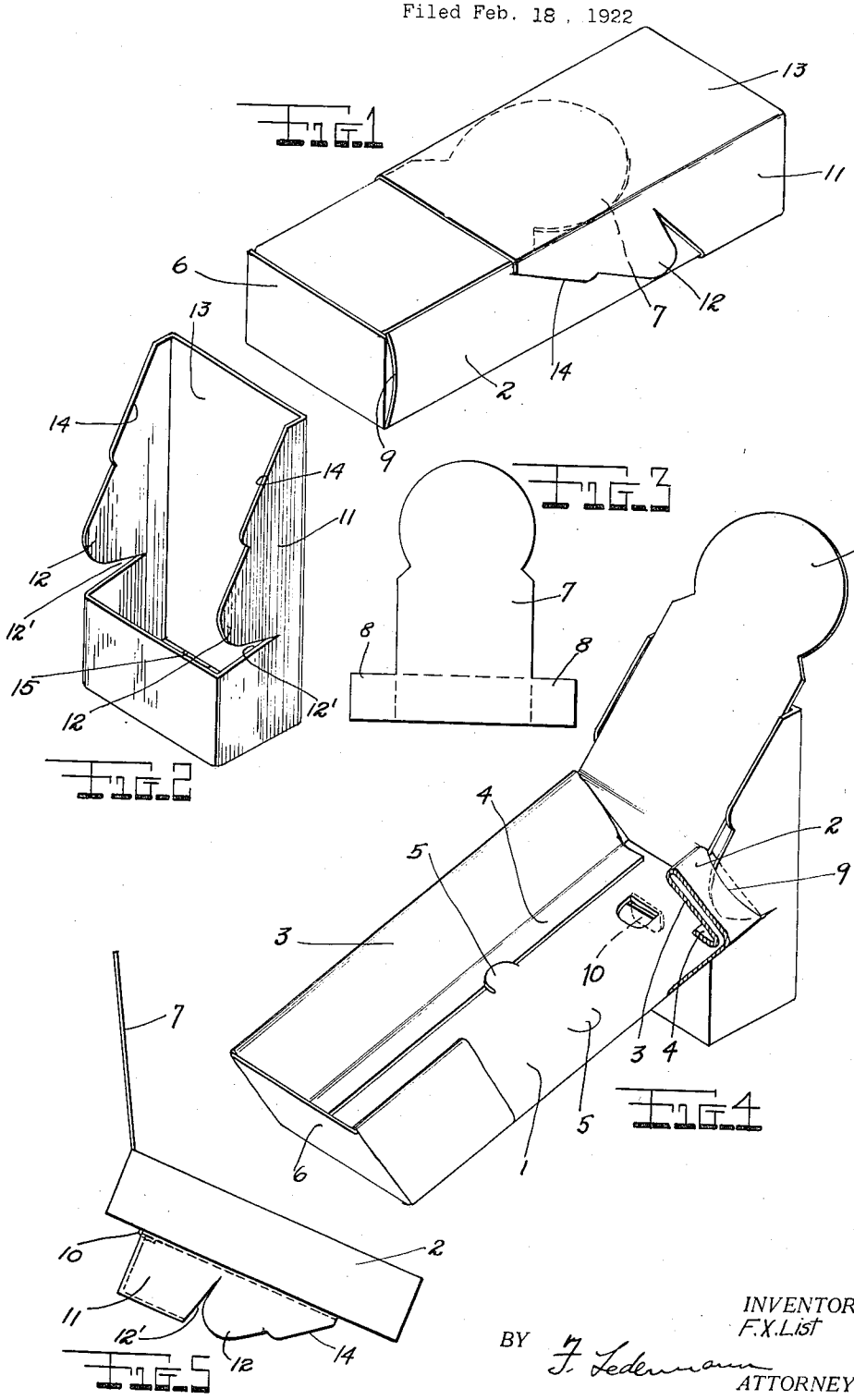
May 1, 1923.

1,453,849

F. X. LIST

FOLDING ADVERTISING BOX

Filed Feb. 18, 1922



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UNITED STATES PATENT OFFICE.

FRANK XAVIER LIST, OF NEW YORK, N. Y.

FOLDING ADVERTISING BOX.

Application filed February 18, 1922. Serial No. 537,364.

To all whom it may concern:

Be it known that I, FRANK XAVIER LIST, a citizen of the United States, residing at New York, in the county of Bronx and State of New York, have invented certain new and useful Improvements in Folding Advertising Boxes, of which the following is a specification.

This invention relates to cardboard containers used in conjunction with articles such as soap, tooth paste or other similar articles. The main object is to provide a container formed of several members one of which is used as pedestal for tilting the container at an angle so that the contents are in a more advantageous position for display.

Another object is the provision of a container having a flap forming a cover when the box is closed, and a nondetachable card upon which is printed matter pertaining to the articles within the container.

These and other objects will become apparent in the description below in which characters of reference refer to like-named parts in the drawing.

Referring briefly to the drawing, Figure 1 illustrates a perspective view of a display container when assembled for shipment.

Figure 2 represents a detachable end of the box when used as a pedestal for tilting the container.

Figure 3 is a front elevation of the combination sign-board and cover.

Figure 4 is a perspective view of the container when arranged for display.

Figure 5 is a side elevation of the container arranged for display in a different manner.

Describing the drawing more in detail the numeral 1 indicates the bottom of the container which has formed integral therewith relatively long sides folded in such manner as to form outer 2 and inner walls 3. Angular extending laps 4 are held to the bottom 1 by retainer lips 5 and are provided to keep the inner and outer walls adjacent to each other and in upright position. End walls 6 also formed integral with bottom 1 have tongues which are slipped between the inner and outer walls, at each corner. A separate cover flap 7 has extending members 8 which are bent and inserted in between the side walls at one end. This cover flap 7 is provided for printed matter intended to advertise the wares within the container, when the same is opened for display.

The end of the container, where the cover flap is hingedly mounted has the corners of the outer walls 2 provided with concavely curved edges as indicated at 9.

A small lip 10 formed in bottom member 1 is used when the container is arranged for display and the application thereof will be more fully hereinafter described.

A pedestal 11 formed of the same material as the container is so constructed as to snugly slip over the end of the container at the end opposite to the cover flap. This pedestal securely seals the container and forms a neat and compact package when in position as shown in Figure 1. Member 11 has four sides and a bottom the latter having a slit 15 centrally formed and adjacent to the long end 13. The short sides extend diagonally upward and are formed into tongue inserts 12 separated from the lower body by triangular recesses 12′. The upper parts of the said diagonal sides have raised pinch edges 14 which extend to the outer edge of the said pedestal.

In using the container as a means for displaying and advertising its contents member 11 is first slipped from the end and placed in any desired position seating upon the closed end and standing upright. The container end having the concave edged corners 9 is then slid into triangular recesses 12′ and tongue inserts 12 are guided between the inner and outer walls 2 and 3 respectively. Lip 10 is depressed and the container is pulled slightly outward until the said lip 10, by engaging the short front wall of pedestal 11, permits no further extension. Cover flap 7 which rests upon the sides of the container when closed, is then rotated upwardly and snugly fits between the pinch edges 14 the latter providing means for retaining the cover flap in an angular position resting upon the upper edge of wall 13.

By resting the pedestal upon its diagonal edges and inserting lip 10 of the container into slit 15 of the pedestal, the former can be held in a position for display but at a lesser incline in the manner shown in Figure 5.

I claim:

1. A display container having doubled side walls and ends, a separate hollow ped-

estal member, insert tongues and angular recesses on side walls of the pedestal, said tongues adapted to be slipped between the doubled wall members at adjacent end edges of the container when the latter is arranged for display, the end edges of the outer walls being concavely curved at adjacent corners providing guides for said tongues, and means for retaining the container in inclined position on the pedestal.

2. A display container having doubled side walls and ends, a separate hollow pedestal having insert tongues formed on the side walls of pedestal, pinch edges formed on same walls, a cover flap on said container adapted to be rotated upwardly and retained in open position between the pinch edges, a lip formed in bottom of container adapted to engage in a pedestal slit when arranged for display and means sealing the container with the cover flap and pedestal.

3. A display container comprising a bottom, short end walls integral therewith, long side walls integral with the bottom, said long sides being bent double into the container, a lap member at the end of each folded long side lying in adjacent planes to the bottom of said container, lips formed by piercing the bottom being adapted to receive the lap members therebeneath and prevent collapse of the side walls, a pedestal having tongues thereon, said tongues being adapted to be inserted into the space at the adjacent corners of the folded long sides, a cover flap, projections at the corners thereof, said projections being housed between the double walls of the long sides, and means for sealing the container with the pedestal and flap.

In witness whereof, I affix my signature.

FRANK XAVIER LIST.