No. 716,139. Patented Dec. 16, 1902.

T. L. STURTEVANT.

DISPLAY BOX.

(Application filed Mar. 28, 1902.)

(No Model.)

Fig. 1.

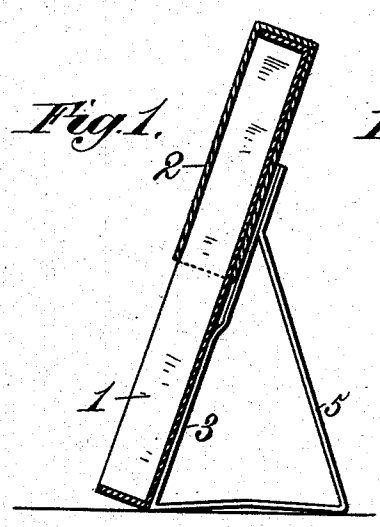
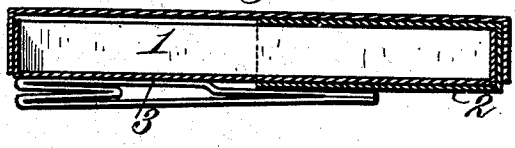


Fig. 2.

Fig. 3.



Witnesses.
Robt. Ewalt.
C. M. Sweeny.

Inventor.
Thomas L. Sturtevant.
By Munn & Calver Attys.

THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

THOMAS LEGGETT STURTEVANT, OF QUINCY, MASSACHUSETTS.

DISPLAY-BOX.

SPECIFICATION forming part of Letters Patent No. 716,139, dated December 16, 1902.

Application filed March 28, 1902. Serial No. 100,446. (No model.)

To all whom it may concern:

Be it known that I, THOMAS LEGGETT STURTEVANT, a citizen of the United States, residing at Quincy, in the county of Norfolk and State of Massachusetts, have invented certain new and useful Improvements in Display-Boxes, of which the following is a specification, reference being had therein to the accompanying drawings.

The present invention relates to display-boxes, and particularly to that type of boxes used by druggists and other dealers to exhibit small wares, these boxes being ordinarily placed upon the counters and show-cases generally in a half-upright or inclined position and being ornamental in appearance or otherwise attractive by reason of advertising matter thereon, to the end that the goods contained therein may be brought to the notice of customers.

It is the object of this invention to provide a combined shipping and display box which is of cheap construction, yet of the requisite strength, which is attractive in appearance, so as to form an effective display-box, which with its contents may be readily packed for shipment by wholesalers to the retail trade, and which is so constructed that when set up for the purpose of exhibiting the goods contained therein it will be attractive in appearance and convenient for sale purposes.

In the drawings herewith are shown several embodiments of the invention, said drawings comprising Figure 1, which is a central sectional view of the box in its preferred form in display position. Fig. 2 is a view similar to Fig. 1 of a box having a telescoping cover of full length instead of a telescoping half-cover, as shown in Fig. 1. Fig. 3 is a sectional view of the box ready for shipment.

Referring to the drawings by numerals, like numbers indicating like parts in the several views, 1 designates the box proper, which, as shown, is rectangular in form and comparatively shallow. This body portion 1 may be made of comparatively light cheap material and may be covered and trimmed to present an ornamental appearance. Sliding freely on said body portion 1 is a telescoping cover portion 2, which may be a half-cover, as shown in Fig. 1, so that the lower half of the contents of the box will always be displayed, or it may be of nearly-full length, as shown in Fig. 2, so as to form a complete closure when the parts 1 and 2 are telescoped together, it being apparent that when the box is placed on exhibition the said cover 2, Fig. 2, may be slid up to expose the contents of the box, and as the articles are sold and removed from the box 1 the cover 2 may be slid down again, so as to conceal the unfilled upper part of the box 1 and produce the impression of a full box. The said telescoping cover 2 may be readily removed, so as to admit of the ready packing of the goods into the body portion, this construction being preferable to the permanent half-cover type of box, especially where the articles to be packed are arranged in regular position in the said body portion.

As stated above, the body portion 1 of the box may be of cheap material, such as thin light cardboard, and the telescoping portion 2, just described, serves to stiffen and make rigid said body portion 1 when it is telescoped upon the latter, so that the entire box when set up on the counter forms a stiff display stand or box and danger of unsightly warping or collapse of the box is obviated.

To form a support for the box in order that it may be set up in an inclined position on the counter or show-case, a folding support in the form shown in Figs. 1, 2, and 3 is provided, which support consists of a strip of cardboard scored and bent on suitable lines to form a triangular brace, one member 3 of said brace being pasted or otherwise secured to the back of the body portion 1 of the box, preferably at its lower end, the upper end of said brace being left free, so that the telescoping cover portion 2 may slide freely upon the body portion 1 of the box, the back board of the said cover portion 2 slipping between the body portion 1 of the box and the member 3 of the said triangular brace. The other limb 5 of the triangular brace has its upper end attached to the limb or member 3, and the base 6 of the said triangular brace is scored and bent at its middle, so as to permit folding up of the brace for shipment, as shown in Fig. 3.

It will be seen that the above construction is a very convenient one, as the brace is simple and cheap and is so arranged that it will not interfere with the telescoping of the cover portion 2 upon the body portion 1 of the box

or the packing of the box for shipment, it being understood that a suitable shipping-cover is provided for use in packing up the box and goods for shipment. Such a shipping-cover 4 is shown in Fig. 3.

It will be seen that the box above described forms a very complete and simple shipping and display box for medicines, powders, and small wares of every description, one which is of such cheap construction that it may be readily supplied by wholesalers to the retail trade in connection with their goods, and one which at the same time forms an attractive display device for the retailer, being well calculated to secure the attention of customers to the goods contained therein. The covering of the upper part of the box with the half-cover is of particular advantage, for the reason that it conceals the upper part of the box, and as the goods are sold and the contents of the box feed down the empty interior is concealed from view and the impression of a full box is created, thus doing away with the unattractive appearance of a half-empty box.

Having thus described my invention, I claim and desire to secure by Letters Patent—

1. In a combined shipping and display box, the combination with a body portion to receive the goods, of a fractional display-cover telescoping on said body portion so as to conceal a portion only of the box interior, said display-cover being removable from said body portion to admit of the ready packing of the body portion, a shipping-cover to protect the said display-cover and close the box during shipment, and a brace secured to the face of said shipping-cover; whereby said shipping-cover may be reversed upon the said body portion and serve to support the box in display position.

2. A combined shipping and display box comprising a body portion to receive the goods, a telescoping cover portion adjustable on said body portion so as to conceal more or less of the box interior, and a brace secured to said body portion to support the box in inclined position.

3. A combined shipping and display box comprising a body portion to receive the goods, a telescoping cover portion to conceal more or less of the box interior, and a supporting-brace to maintain the said box in display position, said brace having a free upper end to permit the said telescoping cover to slide between it and the said body portion.

4. A combined shipping and display box comprising a body portion to receive the goods, a telescoping cover portion to conceal more or less of the box interior, and a triangular supporting-brace, one member of which is secured at its lower end so as to permit said telescoping cover to slide between it and the said box.

5. A combined shipping and display box comprising a body portion to receive the goods, a telescoping cover portion to conceal more or less of the box interior, and a triangular folding supporting-brace adapted to be folded flat during shipment, one member of said brace being secured at its lower end to said body portion of the box so as to permit said telescoping cover to slide between it and the said box.

6. A display-box comprising a body portion to receive the goods, a fractional cover portion adapted to telescope upon said body portion and conceal a part only of the box interior, and a hinged supporting-brace secured at its lower end to said body portion to support the said box in display position; said brace being free at its upper end to permit said cover portion to slide between it and the body portion.

In testimony whereof I affix my signature in presence of two witnesses.

THOMAS LEGGETT STURTEVANT.

Witnesses:
GRACE G. GODFREY,
HENRY CALVER.