

March 20, 1928.

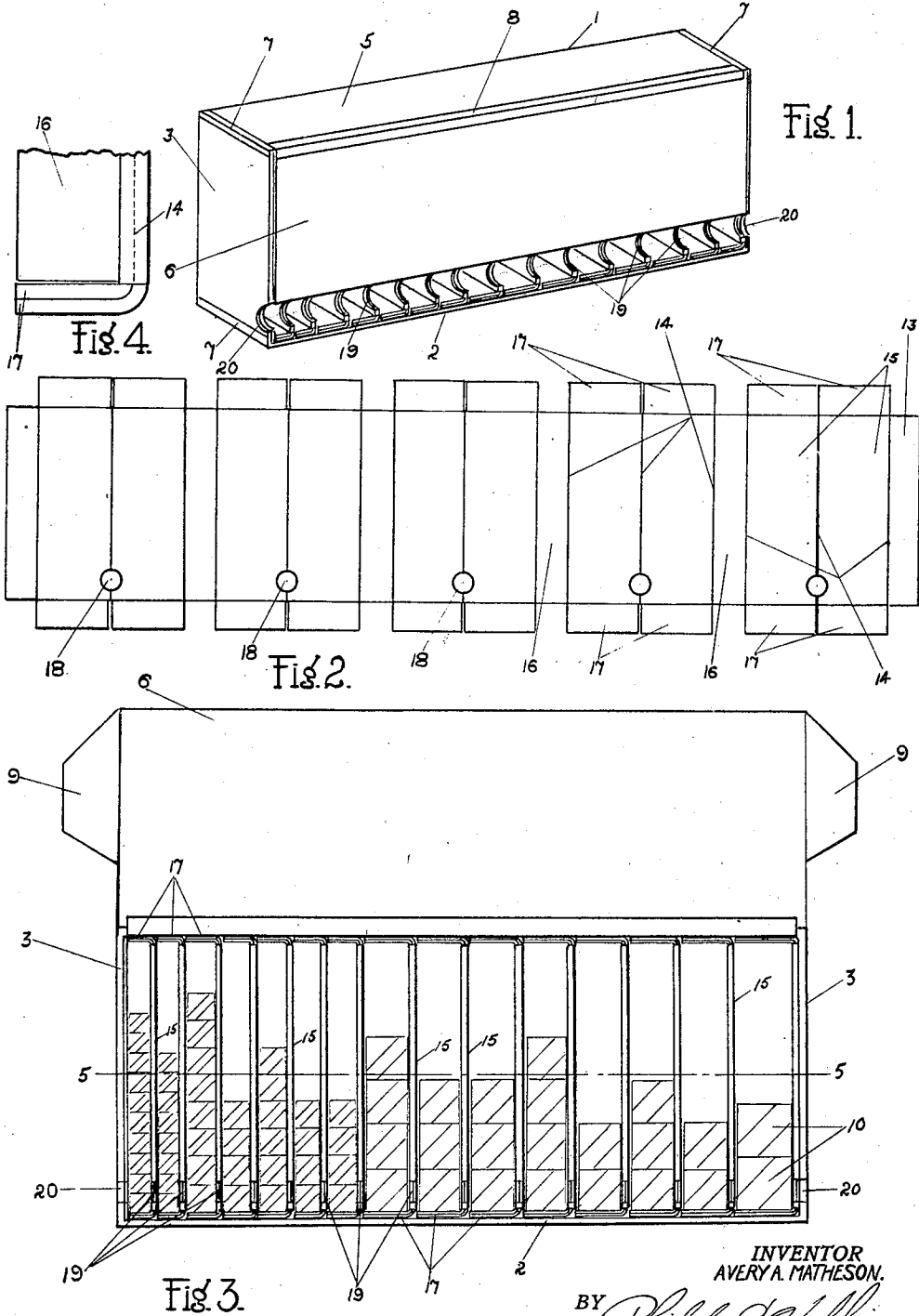
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DISPLAY RECEPTACLE

Filed May 11, 1926

1,663,088

2 Sheets-Sheet 1



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2 Sheets-Sheet 2

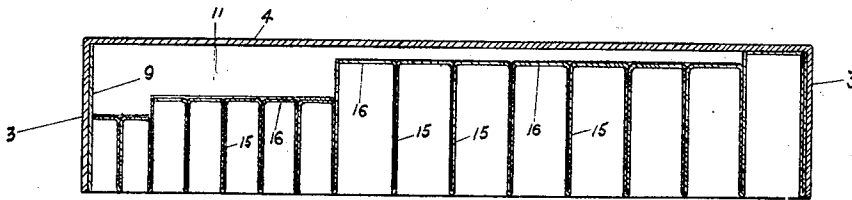


Fig. 5.

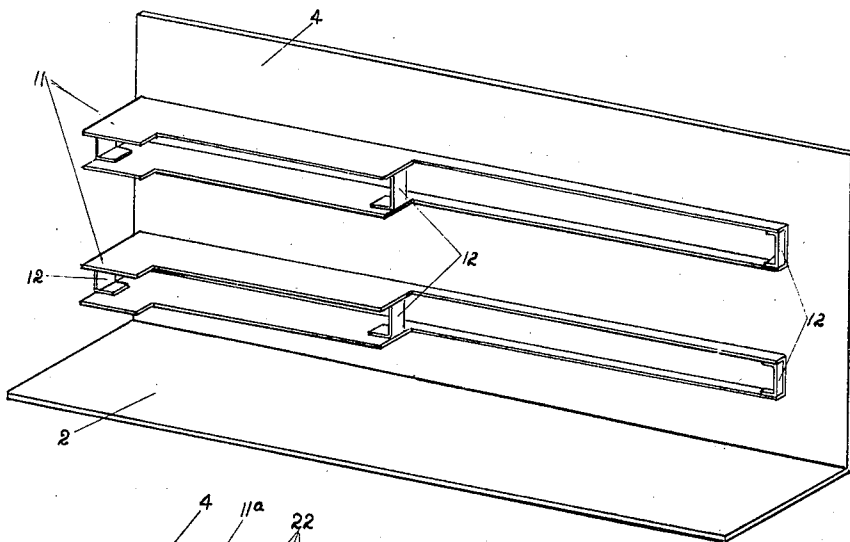


Fig. 6.

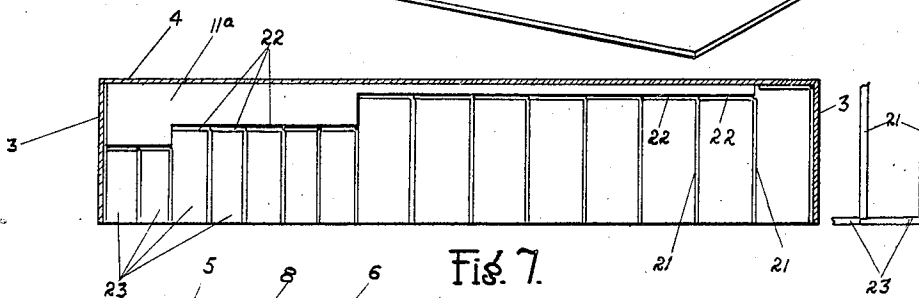


Fig. 7.

Fig. 8.

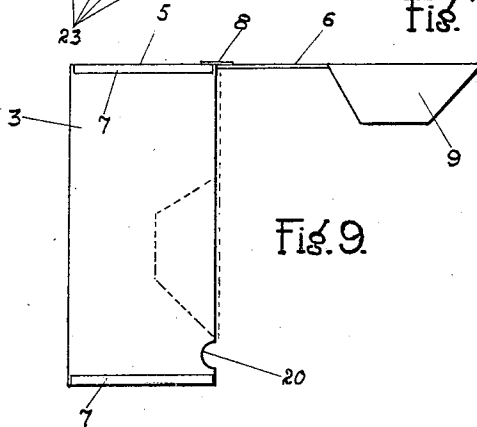


Fig. 9.

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UNITED STATES PATENT OFFICE.

AVERY A. MATHESON, OF BINGHAMTON, NEW YORK, ASSIGNOR TO ANSCO PHOTO-PRODUCTS, INC., OF BINGHAMTON, NEW YORK.

DISPLAY RECEPTACLE.

Application filed May 11, 1926. Serial No. 108,393.

My invention relates generally to receptacles for the displaying, dispensing and transportation of articles of merchandise and is particularly adaptable to articles such as photographic film.

In the merchandising of articles of this character, and especially photographic film, a great deal of time and labor is at present expended in the handling of the articles both at the factory and in the store of the distributor or retailer. Dealers as a rule order an assortment of sizes of film cartridges and at the factory these articles are selected and wrapped in packages for transportation. Upon their arrival, the dealer must unpack the articles, sort them out as to size and arrange them on his shelf or otherwise provide for their display. This is usually done by piling them one on top of another in rows or placing them in suitable containers.

It is to eliminate this unnecessary handling of the articles that my invention is directed.

I have provided a suitable container in which a representative assortment of sizes or kinds of articles may be placed at the factory, large numbers of the packages being made up at one time. These packages are strong and durable and so designed that they may be wrapped and sent through the mail or other means of transportation to the dealers.

The dealer upon receiving my improved package merely has to unwrap it and set it in a convenient place in the store and dispense the articles directly from it as the occasion requires.

The receptacle is so designed as to be attractive and decorative and aside from the convenience in transportation and dispensing of the articles, forms an advertising or display item for the store.

Specific objects and advantages in details of construction will be apparent as the description proceeds, reference being had to the accompanying drawings wherein like reference numerals indicate like parts.

While I have described and illustrated my invention in connection with photographic film, it will of course be understood that the same is readily adaptable to many other ar-

ticles of merchandise and that this description and the drawings are to be taken as illustrative only.

In the drawings:—

Figure 1 is a perspective view of the preferred form of my invention.

Figure 2 is a detail view illustrating in blank form the construction of the partitions used in the receptacle.

Figure 3 is a front plan view of the receptacle with the front flap or cover in open position.

Figure 4 is a detail of one corner of one of the partitions.

Figure 5 is a cross sectional view taken on the line 5—5 of Figure 3.

Figure 6 is a detail perspective of a part of the receptacle illustrating the means for varying the depth of the receptacle to receive articles of different lengths.

Figure 7 is a top plan view, with the cover removed, of a modified form of my invention.

Figure 8 is a detail illustrating the type of partition members used in this modified form.

Figure 9 is an end view of my improved receptacle.

In carrying out my invention, I provide a box like structure 1, comprising the bottom 2, end walls 3, back 4, top 5 and the hinged front 6. With the exception of the front flap 6, the receptacle is preferably of one piece construction made of heavy card board or other suitable material, folded into the required shape and form, the same being preferably scored at the points of folding and reinforced at its folded edges as at 7 by strips of metal, adhesive tape, or other desired means.

The front flap 6 is preferably of the same material as the box, and is hinged at its top to the front edge of the top member 5 by a cloth or other suitable hinge 8. The receptacle, of course, may be decorated in any desired manner, the front flap 6 thereof being especially suitable for advertising matter pertaining to the articles in the container. The front flap 6 is provided with folded end flanges 9 which when the flap is closed are inserted just inside the end walls 3 and

are preferably of such material as to naturally tend to spring outwardly against such end walls, thus retaining the front 6 in its closed position. It will also be observed that the front flap 6 falls short of completely covering the front of the receptacle in order that the film cartons or other articles may be withdrawn one at a time from the bottom of the receptacle.

Referring now to Figure 6, it will be noted that the rear wall 4 of the receptacle has attached thereto, the channel members 11 preferably of heavy card board folded to the shape shown, and glued or otherwise secured to the back of the container. These backing pieces 11 are reinforced and held rigidly in position by means of spaced member 12 lying between the flanges of the strips.

These backing strips 11 are shouldered as shown clearly in Figures 5 and 6 whereby the depth of the receptacle is varied in steps from one end to the other. The purpose of this construction is to adapt the container to receive articles of varying lengths and at the same time to permit the front ends of such articles to align flush with the front of the box.

Partitions are provided within the receptacle of suitable varying sizes and widths to accommodate the articles placed thereon in rows or piles as shown clearly in Figure 3. The preferred form of partition is illustrated in Figures 1 to 5 inclusive and comprises a single strip of card board or other suitable material properly scored and cut for folding into the form shown in Figure 3. A separate strip is usually provided for forming the partitions of each different size desired. Referring now to Figure 2, it will be seen that the strip 13 is scored at the points 14 to provide the relatively wide sections 15 and the relatively narrow sections 16. The sections 15 are provided with end flaps 17 formed in pairs and separated from each other down to the width of the strip of material 13. When the strip is folded at the points of scoring, the relatively large sections 15 are folded together to form a double wall on either side of the compartments formed thereby, with the relatively narrow sections 16 as the back or bottom thereof. Sections 16 define the width of the compartments and are of such width as to permit the insertion of an article of given size. The widths vary in accordance with the size of the compartment desired as illustrated clearly in Figures 1 and 3. Such arrangement is particularly desirable in connection with a package for photographic film in view of the varying size of cartons in which the film is placed for sale. It will be observed that the smallest partitions are provided at the point in the container where the backing members 11 are the highest. This because the smallest articles in width,

are usually the shortest, particularly so in the case of film cartons. Such construction, as will be apparent from Figure 5, provides compartments for articles of varying widths and lengths and permits their being stacked in the carton or container with their front ends flush with the front of the receptacle.

Referring again to Figure 2, when the strip has been folded up in the manner indicated to form the partitions, the end flaps 17 are folded over laterally at each end to form top and bottom walls for the compartments. This is shown clearly in Figure 3 and in detail in Figure 4. Such arrangement not only strengthens the structure of the compartments by making them more rigid and less susceptible to bending and getting out of shape, but also provides a means by which the partition strips may be glued or otherwise secured to the top and bottom walls of the receptacle.

The strip 13 is also apertured at spaced intervals along the lower edge as at 18, centrally with relation to the points at which the sections 5 are scored. These apertures provide the cut away portions 19 at the lower end of each partition, and permit the taking hold of the lowermost article in each compartment for removal. The end walls 3 of the receptacle are similarly cut away as at 20 for the same purpose. The fact that the front flap is hinged, however, permits its being raised to reload the container when necessary. It is understood, of course, that when using the receptacle as a dispenser, the pulling out of the lowermost article in any compartment results in the lowering of the next article above to the position occupied by that one removed. In this manner, clean, fresh, stock is always available and such arrangement is especially valuable in connection with film as the same can be dispensed in accordance with its age, that is the older stock being the first taken out.

A modified form of partition construction is illustrated in Figures 7 and 8 and in which case each partition is a separate piece of card board or other material comprising a side wall or partition 21 having end flaps 22 of the proper length and size in accordance with the size of the article to be fitted within the compartments. In this construction, the flaps 22 are folded over laterally to the partition walls 21 and glued or otherwise secured against the backing members 11^a. Top and bottom flaps 23 may also be provided on these partition members for engagement against the top and bottom walls of the receptacle.

From the foregoing construction, it will be apparent that my improved container is not only suitable as a display unit or box, but provides a substantial, economical carton or package in which the articles may be packed for shipment, and which can be

placed in immediate use as a dispenser and advertising device without further handling of the articles on the part of the dealer.

5 Of course, many changes in details of construction and operation may be made without departing from the scope of my invention. I do not limit myself therefore to the exact form shown other than by the appended claim.

I claim:—

10 A receptacle comprising a box, vertical partition members in said box forming a plurality of sets of compartments varying in depth and width, backing members for said portions extending across all of said 15 sets, said partition members for each set being folded from a single piece of material.

AVERY A. MATHESON.