

April 15, 1952.

H. L. MYERS
DISPLAY CONTAINER

2,593,333

Filed Aug. 2, 1947

3 Sheets-Sheet 1

FIG. 1.

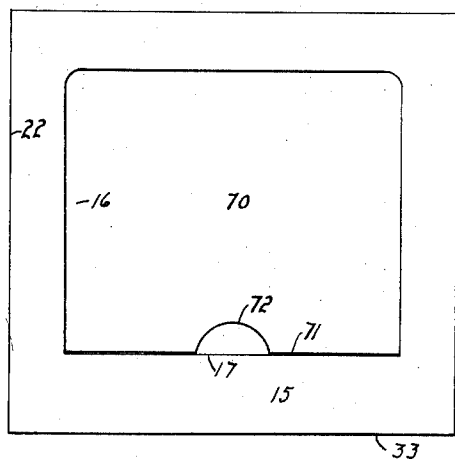


FIG. 2.

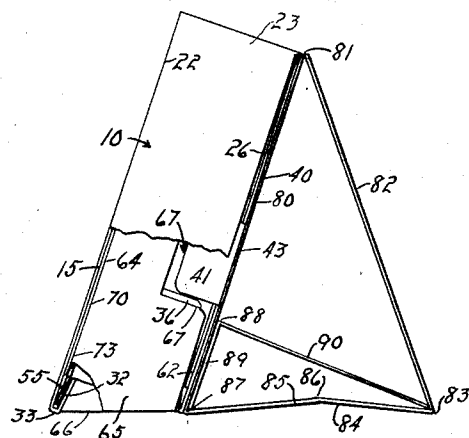
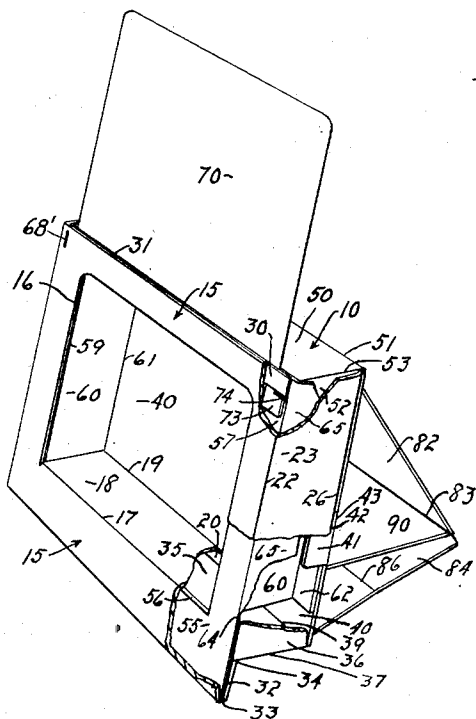


FIG. 3.



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Fig. 4

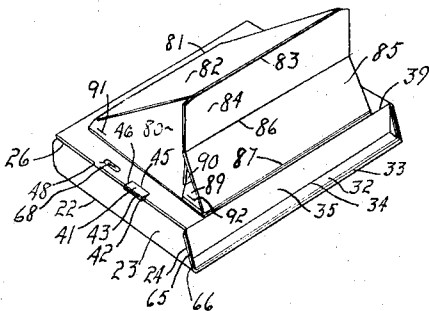


Fig. 7

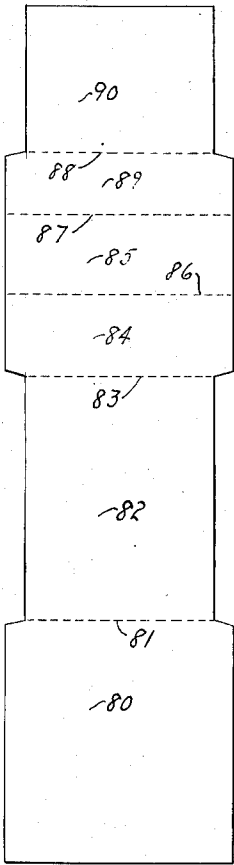
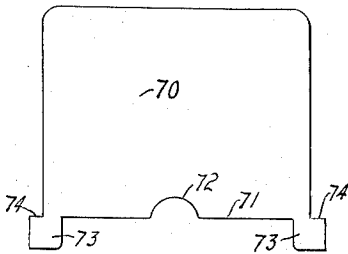


Fig. 6



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FIG. 5.

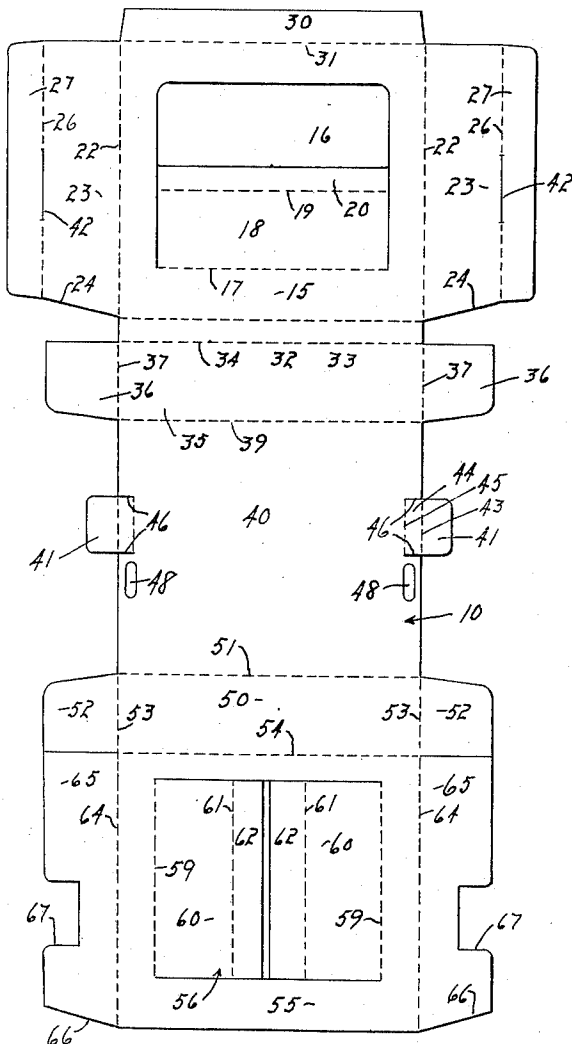
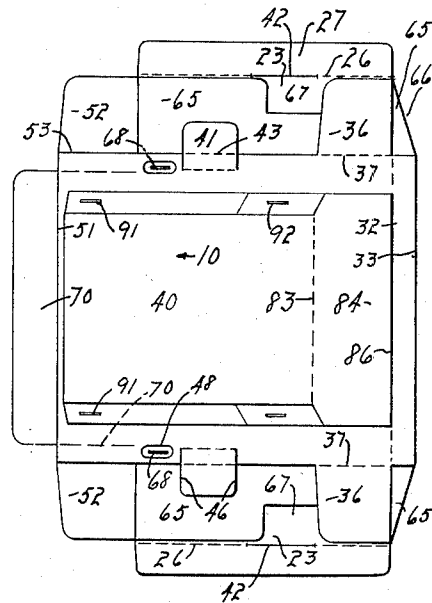


FIG. 8.



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DISPLAY CONTAINER

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Application August 2, 1947, Serial No. 765,769

2 Claims. (Cl. 206—45.31)

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My invention relates to display devices and more particularly to display containers for predetermined articles of merchandise and has for its object to provide a display device of novel and simple construction arranged to constitute a container for the articles of merchandise for which it is designed and adapted to display said articles in an attractive manner. The invention further contemplates a display device constructed in a novel manner to protect the articles of merchandise against contamination and at the same time to provide for the ready removal of said articles from the device at will. Another object of the invention is to provide a display device which is foldable to a relatively flat condition for storage and shipment, and to its container formed for the reception of the articles of merchandise for storing and shipping the same, and which further is adjustable to an operative display position for displaying said articles of merchandise to view. Other objects will appear from the description hereinafter and the features of novelty will be pointed out in the claims.

The invention accordingly comprises an article of manufacture possessing the features, properties, and the relation of elements which will be exemplified in the article hereinafter described and the scope of the application of which will be indicated in the claims.

For a fuller understanding of the nature and objects of the invention, reference should be had to the following detailed description taken in connection with the accompanying drawings, in which:

Figure 1 is a front view of a device embodying the invention, with the closure closed;

Fig. 2 is a side view of the device partly broken away;

Fig. 3 is a perspective view of the device in display position with the closure open;

Fig. 4 is a perspective bottom view of the device;

Figs. 5, 6, and 7 are views of the blanks from which the device is formed; and

Fig. 8 is a view of the device collapsed for shipping.

The exemplified form of construction comprises a main unit 10 which provides a face panel 15 having a display opening 16. Connected with the panel 15 by a fold line 17 at the lower edge of the opening 16 is a panel 18 adapted to serve as the bottom of the display container, and connected thereto by a fold line 19 is a tuck 20 adapted to be bent downwardly to support the bottom-providing panel 18. The fold lines 17 and 19 and the

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other fold lines hereinafter referred to may be formed in any suitable manner as by partial cutting, but, except as hereinafter indicated, are preferably and as exemplified formed of creasing. Connected to each side of the panel 15 by a fold line 22 is a panel 23 adapted to serve as an outer wall of the device and having a sloping base 24 upon which the device may rest in a suitably angulated display position. To secure the flaps 23 in place each flap has connected thereto by a fold line 26 an inwardly bendable tuck 27. The panel 15 is reinforced along its top by a flap 30, the fold line 31 of which, as exemplified, is cut part-way thru the cardboard thruout its length; and the panel 15 is reinforced at its bottom by a flap 32, the fold line 33 of which is similarly cut part-way thru the cardboard thruout its length. Connected to the flap 32 by means of a fold line 34 is a panel 35 adapted to provide the bottom of the device. From each end of the panel 35 are tabs 36 connected by fold lines 37 so as to be bent upwardly inside of the panels 23. Beyond the panel 35 and connected thereto by a fold line 39 is a rear panel 40 carrying, in the exemplified form of construction, tabs 41 adapted to be inserted in slits 42 formed between the ends of the fold lines 26. The tabs 41 are provided with bend-back insertion means comprising a fold line 43, a connecting piece 44, and a fold line 45; slits 46 separating the ends of the piece 44 from the body of the panel 40. The panel 40 is, in the present instance, also formed with cutouts 48 to receive stitching as hereinafter described.

The top 50 of the device is connected by a fold line 51 to the panel 40 and carries, by fold line 53, tabs 52 which, like the tabs 36, are adapted to be bent inside the flaps 23. Connected with the top 50 by a fold line 54 is a second front panel 55, in the present instance, having an opening 56 which desirably and as exemplified is about the same size and dimensions as the opening 16. The panel 55 is adapted to lie rearwardly of the face panel 15 and to provide therewith guideways 57 at the sides of the opening to receive guide portions for a slide closure when the presence of such a closure is desired. By fold lines 59 at the vertical edges of the opening 56 there are mounted panels 60 adapted to provide the sides of the display compartment of which the panel 18 forms the bottom. Connected with the flaps 60 by fold lines 61 are tucks 62 adapted to be bent outwardly so as to lie to the front of the rear panel 40 and to the rear of the tucks 27. Connected to the sides of the panel 55 by fold lines 64 are panels 65 adapted to lie inside the panels 23. The lower

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edges 66 of these panels extend diagonally to conform with the edges 24. In order that the tabs 41 may be accommodated within the panels 23 without bulging, the invention in its more specific aspects contemplates cutting away a portion of each panel 65 as at 67 to accommodate the tab 41 in the same plane as the body of the panel 65.

In the formation of the display unit from the blank the flap 30 is bent down to lie behind the upper rear surface of the panel 15. The flap 32 is folded back and up so as to lie substantially against the rear of the lower part of the panel 15. The panel 35 is folded down and the panel 40 folded up. The front panel 55 is juxtaposed with the rear surface of the panel 15, bringing the panel 50 to a horizontal position at the top of a compartment the front of which is formed by the panels 15 and 55 and the rear of which is formed by the panel 40. The sides of this compartment are formed by folding back the flaps 60, the tucks 62 being tucked in against the front surface of the panel 40. The panel 18 is folded back, and the tuck 20 folded down to lie against the forward surface of the lower part of the panel 40. The panels 65 are folded inwardly, and the tabs 52 and the tabs 36 are bent downwardly and upwardly respectively. The tucks 27 are bent inwardly and the panels 23 bent over so as to move the flaps 27 between the tucks 62 and the panel 40. The tabs 41 are pressed thru the slits 42, the double fold lines 43 and 45 enabling the tabs 41 to be drawn back for this insertion. These tabs hold the assembly in place; but, in order to provide a permanently strong construction, wire stitching 63 thru the flaps 27 and 62 is provided. Because of the provision of the cutouts 48, this stitching may be applied thru the rear panel 49 where the device is in the collapsed position of Fig. 3.

In certain instances and as exemplified the invention contemplates the provision of a sliding closure for the opening 16. The exemplified closure 70 is of a width less than the width of the panel 15 but wider than the opening 16. In its lower edge 71 is a gripping cutout 72, and from the outer ends of the lower edge there protrude downwardly tabs 73 having portions 74 which extend laterally of the side edges of the closure at points below the line 71. The closure 70 can be readily inserted between the panel 15 and the panel 55. When slid downwardly it covers and protects the merchandise and when slid upwardly it displays the merchandise. The lower edge of the flap 30 serves normally to retain the cover in place and to prevent its being drawn upwardly. Even without this, the wire stitching 63 thru panels 15 and 55 and the flap 30 would prevent the removal of the cover. Pursuant to the invention in its more specific aspects the shoulders at the top of the portion 74 are on a line near the line of the base 71 of the closure 70, and the stitching 63 at a point above the upper edge of the opening 16 but these positions can be varied without departing from the broader aspects of the invention. In the construction as exemplified, the lower edge of the closure 70 is entirely invisible when in display position, while its main body will extend above the device. Display advertising may accordingly be provided on the main body of the closure 70, and display instructions may be noted on the lower portion thereof which, when it is in display position, is covered by the upper portion of the panel 15. The frictional binding action of the sides of the guideways is

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sufficient to retain the closure in display position when pulled up. The closure is removed from the opening 16 by a single sliding action and is simple and sturdy in construction and free from creases.

The biased edges 24 and 66 provide an effective base for supporting the device in display position. The angulation of these edges may be varied. Where these edges form an angle close to 90° with the front, the box will support itself effectively without additional supporting means. However, in many instances and as exemplified the invention contemplates the provision also of a supporting stand. The exemplified stand comprises a front panel 80 connected by a preferably-scored fold line 81 to a rear panel 82. Connected to the panel 82 by a preferably-scored fold line 83 is a flap 84 connected to a flap 85 by a fold line 86 which is preferably unscored. Fold lines 87 and 88, both of which are preferably scored, connect, respectively, a flap 89 with the flap 85, and a flap 90 with the flap 89. In use, the flap 89 is laid against the rear surface of the flap 80, and the front surface of the flap 80 is secured against the rear surface of the rear flap, as 49, of the display container unit. In the present instance wire stitching 91 secures the upper corners of the panel 80 to the panel 40 and wire stitching 92 secures the outer end portions of the flap 89 and the lower corners of the panel 80 to the panel 40. By pressing down the flap 90 so that its free edge fits against the inside of the fold line 83 there is provided a strong and highly effective supporting structure.

Since certain changes may be made in the above article and different embodiment of the invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawing shall be interpreted as illustrative and not in a limiting sense.

I claim:

1. An upright display container with two front panels, each of which has a substantially rectangular display opening, said rectangular display openings having substantially the same size, shape, and position, the outer panel having a foldably connected lower flap bent inwardly to frame the display opening and to form the floor of an inner display compartment, and the inner panel having two foldably connected flaps bent inwardly to frame the display opening and to form the sides of said display compartment, the areas at the side edges of the double display opening between said outer panel and said inner panel forming guideways, wherein is mounted a slidable cover having guiding-and-arresting tabs extending laterally outward from the outer ends of its downward edge beyond the side edges of said cover and extending into said guideways.

2. An upright display container with two front panels, each of which has a substantially rectangular display opening, said rectangular display openings having substantially the same size, shape, and position, and a sliding cover movable across said opening and between said panels and carrying laterally of and beneath the cover a pair of tabs movable in a pair of lateral guideways formed by the two front panels, wherein the vertical sliding movement of said cover is limited at the bottom by a flap foldably connected to the outer of said panels and extending inwardly to form the floor of a display compartment, and limited at the top by a flap bent inwardly and downwardly from the top of

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said outer front panel, secured by a pair of fasteners at the outer edges of said front panels and extending through them and said inwardly-and-downwardly bent top flap and arresting upward movement of said cover beyond a certain point. ⁵

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