April 26, 1938. M. H. LANE 2,115,269

DISPLAY CONTAINER

Filed April 1, 1936

Fig. 4.

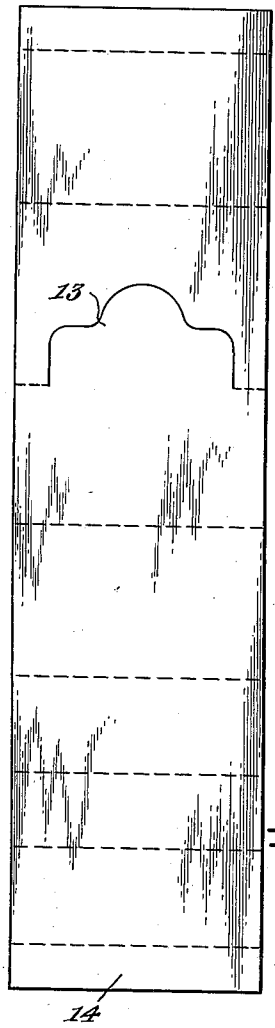
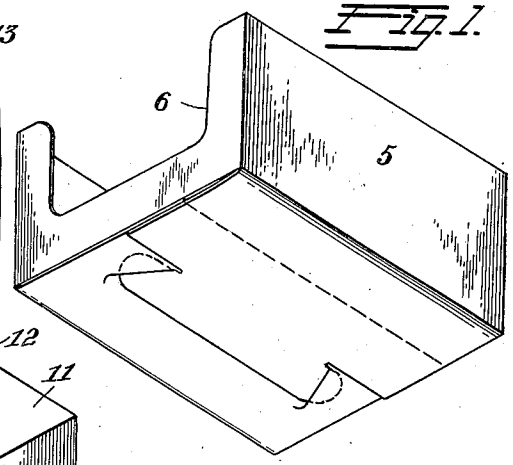


Fig. 2.

Fig. 1.



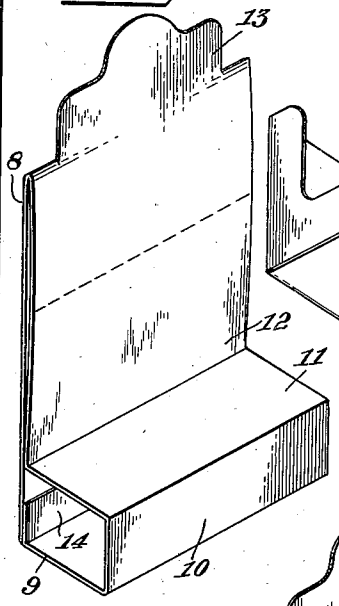


Fig. 5.

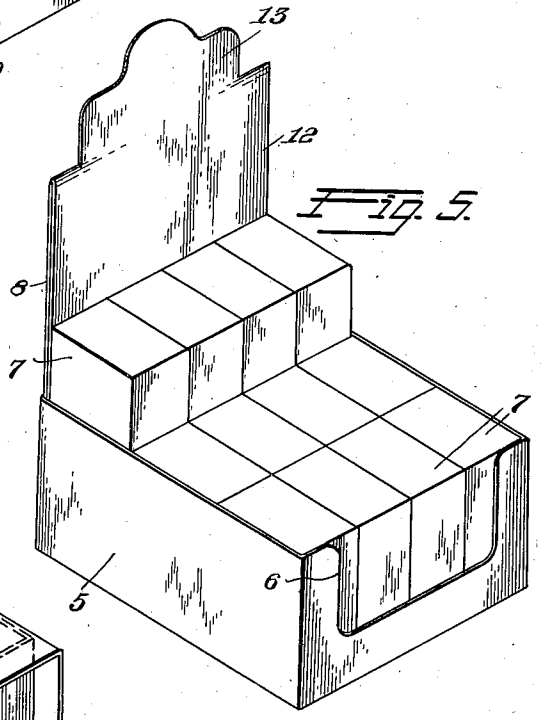
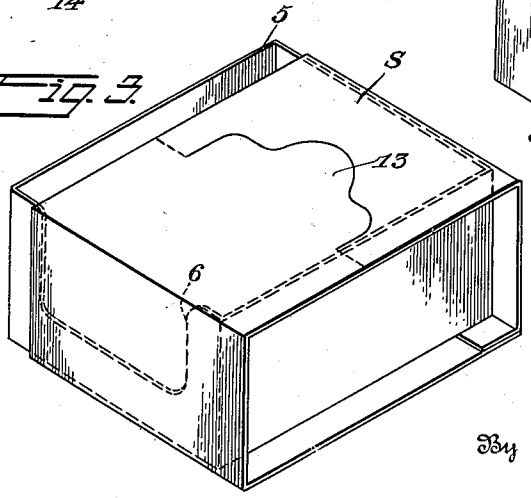


Fig. 3.



Inventor

Marshall H. Lane

By Samuel Herrick

Attorney

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DISPLAY CONTAINER

Marshall H. Lane, Bridgeport, Conn., assignor to McKesson & Robbins, Incorporated, Fairfield, Conn., a corporation of Maryland

Application April 1, 1936, Serial No. 72,193

7 Claims. (Cl. 206—45)

This invention relates to a combined shipping and display carton of the conventional pasteboard box type, and it has for its object to provide a main container and an insert, said insert being formed in such fashion as to embrace the main container, during shipment, to aid in holding a group of packages in place therein and being adapted, when the time of sale arrives, to be set up within the main container in such shape as to constitute a step at the rear of the container upon which one or more rows of the packages may be disposed in elevated tier formation with respect to the remaining packages. Said insert is further so shaped, dimensioned and constructed as to provide, when brought to the step formation mentioned, a display panel upon which any suitable advertising matter may be imprinted.

It is a further object of the invention to accomplish all of the foregoing objects through the medium of conventionally stamped and scored paper blanks of such nature that they may be turned out by automatic machinery with great rapidity and very small cost. Further objects and advantages of the invention will be set forth in the detailed description which follows.

In the accompanying drawing, in which like characters of reference designate corresponding parts throughout the several views:

Figure 1 is an underside perspective view of the main container hereinafter described;

Fig. 2 is a plan view of the blank from which the stepped member is formed;

Fig. 3 is a perspective view illustrating the manner in which the blank of Fig. 2, when brought to sleeve form, embraces the container of Fig. 1, during shipment;

Fig. 4 is a perspective view showing the insert set up to form a step-like projection at its lower portion, and

Fig. 5 is a perspective view showing the complete assembly with the rearmost row of packages held in elevated tier formation by the step of Fig. 4.

The main container, designated in a general way at 5, comprises in substance, a conventional, open top, pasteboard box, from which it differs only in that its front wall is cut out as indicated at 6 so that the front row of a group of packages 7 will be visible through and may be readily removed through said open front wall. The insert constituting the principal novel feature of the present invention is best illustrated in Fig. 4, where it will be seen that the blank of Fig. 2 has been suitably bent to form a rear wall 8, a bottom 9, a step riser 10, a step top section 11, front wall 12 and upstanding panel 13, the latter being cut out of the rear wall 8, as will be readily apparent from an inspection of Fig. 2.

The blank of Fig. 2 is, at the time of manufacture, brought to sleeve formation by gluing or otherwise attaching its flap 14 to the opposite end of the blank, it being understood that the blank is folded upon itself to permit this to be done. Then the sleeve constituted by the blank of Fig. 2 is slipped over the main container 5 and the packages contained therein. The whole may then be put in any other suitable type of container for shipment.

When the time of sale of the packages arrives, the merchant slips the sleeve which, for convenience, I designate in a general way as S, from the container and folds it to the position illustrated in Fig. 4. The packages 7 are then removed from the container 5 and the insert formed by the sleeve S is placed in container 5, after which the packages 7 are again placed in said container.

It is clear that when this is done, the rearmost row of packages will be held in elevated position or in tier formation with respect to the remaining packages and further, it will be apparent that the insert itself will be held in place by the presence of those packages 7 lying in front thereof. The panel 13 and that portion of the front wall 12 which projects above the packages may receive any suitable advertising matter.

From the foregoing description, it will be clear that the described arrangement achieves the results sought in a very simple, and inexpensive way. It is apparent that the particular point at which the scoring is made to determine the height of the riser 10 and the width of the step 11 is immaterial and may be varied at will. This will depend altogether upon the elevation at which it is desired to maintain the rearmost row of packages and the width of said row.

It is to be understood that the invention is not limited to the precise construction set forth, but that it includes within its purview whatever changes may fairly come within either the terms or the spirit of the appended claims.

Having described my invention, what I claim is:

1. An assembly of the character described comprising a main container of an open box type and an insert formed from foldable pasteboard constructed to be brought to sleeve formation or to be bent to present an upstanding portion disposed behind the rearmost row of articles in the container and a step underlying the rearmost row of articles, said sleeve being dimensioned to em-

brace the main container and the articles therein during shipment.

2. A structure as recited in claim 1 wherein said main container comprises an open front wall and said sleeve being also dimensioned and positioned to cover the opening of said front wall during shipment.

3. An assembly of the character described comprising a main container of an open box board type and an insert formed from a foldable pasteboard blank consisting of a single length of material with its ends pasted together to form a band-like sleeve adapted to embrace the main container and articles therein during shipment, said sleeve being transversely scored in such manner that when bent upon such scored lines it presents a step adapted to underlie the rearmost row of articles in the container and an upstanding rear portion lying rearwardly of the rearmost row of articles in the container and projecting materially above the top of said rearmost row of articles.

4. An assembly of the character described formed of a foldable blank, the ends of which are secured together to constitute during shipment a band-like sleeve, said blank being transversely scored in such manner that when said blank is bent for display purposes it presents a forwardly projecting step at its bottom and an upstanding rear portion comprising front and rear walls lying in contact with each other, the material of the rear wall being cut to form an upstanding panel which projects above the said front and rear walls and lies in the plane of the front wall.

5. An assembly of the character described formed of a foldable blank, the ends of which are secured together to constitute during shipment a band-like sleeve, said blank being transversely scored in such manner that when said blank is bent for display purposes it presents a forwardly projecting step at its bottom and an upstanding rear portion comprising front and rear walls lying in contact with each other.

6. In combination, a main container of the open top pasteboard box type having a partially open front wall, a pasteboard band dimensioned to constitute a sleeve adapted to slip over said box and the contents thereof during shipment, said sleeve being transversely scored and cut in such fashion that when the time of display arrives and said sleeve is bent upon said scored lines, it presents two thicknesses of material lying in substantial contact with each other and constituting a front and rear wall, the material at the lower end of the front wall extending forwardly then downwardly and then rearwardly to form a step of such dimensions that when the insert is placed in the main container the rearmost articles in the container will be held in an elevated position by said step, the amplitude of the front and rear walls being such that they are caused to project a material distance above the top of the lowermost row of packages in the container.

7. In combination, a main container of the open top pasteboard box type having a partially open front wall, a pasteboard band dimensioned to constitute a sleeve adapted to slip over said box and the contents thereof during shipment, said sleeve being transversely scored and cut in such fashion that when the time of display arrives and said sleeve is bent upon said scored lines, it presents two thicknesses of material lying in substantial contact with each other and constituting a front and rear wall, the material at the lower end of the front wall extending forwardly then downwardly and then rearwardly to form a step of such dimensions that when the insert is placed in the main container the rearmost articles in the container will be held in an elevated position by said step, the amplitude of the front and rear walls being such that they are caused to project a material distance above the top of the lowermost row of packages in the container, and a panel constituting an upstanding projection of the front wall and formed by cutting the same out of the material of the rear wall of the insert.

MARSHALL H. LANE.