May 19, 1931.

J. H. CLARK

1,806,334

DISPLAY AND SHIPPING CONTAINER

Filed Nov. 29, 1929

Fig. 1.

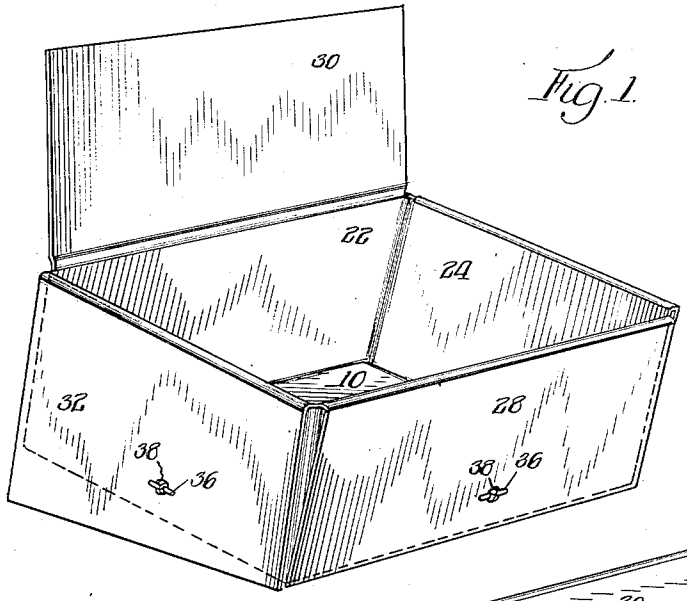


Fig. 2.

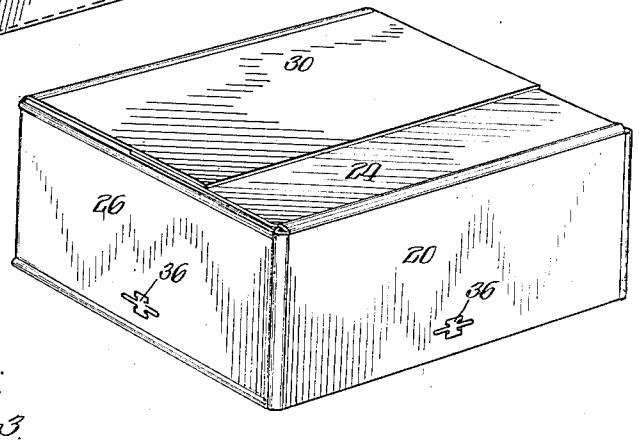
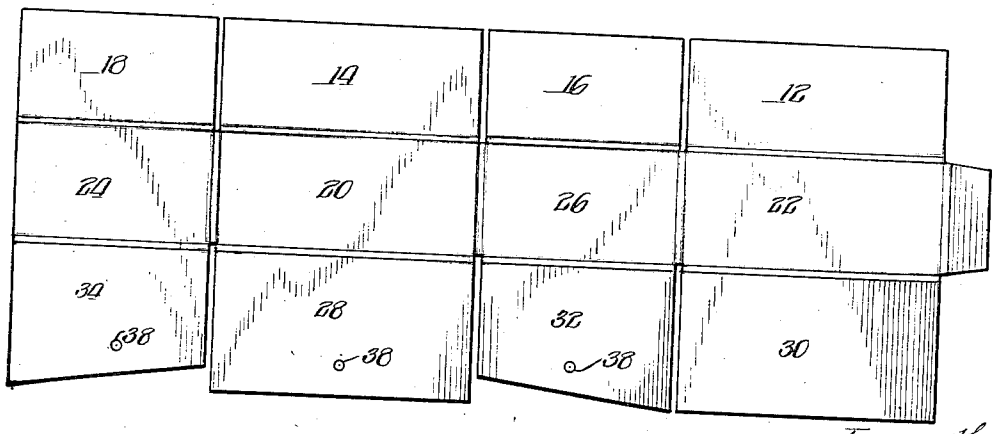


Fig. 3.



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UNITED STATES PATENT OFFICE

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DISPLAY AND SHIPPING CONTAINER

Application filed November 29, 1929. Serial No. 410,370.

This invention relates to card-board containers and the like, and has for an important object thereof the provision of a novel container which may be used for display purposes.

Generally speaking, it is customary to pack into a display container, or carton, goods that are to be shown upon a counter and to enclose the display carton in another container for shipping purposes. In many instances, however, containers have been developed, and at times patented, which serve for both purposes, shipping and display, and it is to this latter class of containers that the present invention relates. Heretofore, the plan has been suggested of providing a container having a bottom, vertical side walls, and flaps connected to the tops of side walls and arranged to be bent into a position to support the box for display purposes. In these former proposals, however, the flaps have been provided with numerous tongues, folds, tabs, slits within which the tabs are adapted to engage, etc. In short, such prior containers have been fairly complex and easily subject to destruction.

In view of the foregoing considerations, an important object of the present invention consists in the provision of a display container that is extremely simple in design and construction, avoiding, as it does, the necessity of providing folds, tongues, slits, etc., is rigid and durable, and is little likely to get out of repair.

Another object of the invention consists in the provision of a container of the foregoing character that is so constructed that it is adapted to serve for shipping as well as display purposes.

Other objects and features of the invention will become apparent from a reading of the following specification in the light of the accompanying drawings, in which—

Figure 1 is a view in perspective showing the container in a display position;

Figure 2 is a view in perspective showing the container conditioned for shipping purposes; and

Figure 3 is a view of the blank from which the container is folded.

As shown in the drawings, the reference numeral 10 indicates the bottom of the container which is formed of the sections 12 and 14.

In the blank shown in Figure 3 is folded into the box the flaps 12 and 14 from the bottom and are reenforced by the sections 16 and 18 which overlie the bottom. Extending upwardly from the bottom 10 are walls which may be collectively referred to as side walls, and comprise a front wall 20, a rear wall 22, and end walls 24 and 26.

Attached to the top edges of the side walls, by being formed integrally therewith or otherwise, are overlying sections which may be referred to collectively as top folds and comprise individually a front flap 28, a rear flap 30 and end flaps 32 and 34.

During shipping, the top folds are adapted to overlie and overlap one another in the position shown in Figure 2 thereby providing a rigid and durable shipping container. When once the container has arrived at its destination and it is desired to display on a counter, or in another similar location, the goods that are enclosed in the container, the front and end flaps may be folded over into the positions illustrated in Figure 1, in which they overlie the side walls of the container. In order to secure the flaps in their folded down positions the invention contemplates the provision of fasteners 36 carried by the body of the container and adapted to engage the side walls of openings 38 formed in the flaps. As illustrated in the drawings the fasteners are of the form generally known as "envelope fasteners" and comprise a body portion having deformable members extending from the opposite sides thereof. These members are adapted to be moved together to permit their insertion through the openings 38 and then bent laterally, away from one another, to engage the marginal portions of the opening. It is to be appreciated that the arrangement just described provides an extremely rigid and efficient structure.

In order that the box may be supported in a sloping position, the better to display the merchandise contained within it, the end flaps 32 and 34 are of greater depth than the

ends 24 and 26 of the container, whereby the side flaps overlie and extend beyond the sides, and the bottom edges of the end flaps are cut on a bias, as illustrated in Figure 3, in such a manner that the rear of the container occupies a more elevated position than the front. In addition to merely supporting the container in a sloping position, it will be appreciated that the flaps hold the bottom out of engagement with the surface upon which the container rests thereby preventing dampness from the surface being transmitted to the contents of the container.

The rear flap 30 may be folded back and secured for supporting purposes in much the same manner as the illustrated end and front flaps. On the other hand, it may be desirable as shown in Figure 1, to allow the rear flap to serve as a placard for bearing advertising indicia, trademarks, etc.

Having described my invention, what I claim as new and desire to secure by United States Letters Patent, is:

A combined shipping and display container, comprising, in combination, a bottom, vertical walls extending upwardly from the bottom, and flaps secured to the upper edges of the vertical walls of the container to serve in supporting the container in a display position, and a plurality of fasteners carried by the vertical walls and adapted to engage the flaps to maintain them in supporting position.

Signed at Chicago, Illinois, this 12th day of November, 1929.

JAMES H. CLARK.