Nov. 7, 1933. E. G. LEVKOFF 1,934,362

DISPLAY BOX

Filed Sept. 7, 1932

Fig. 1.

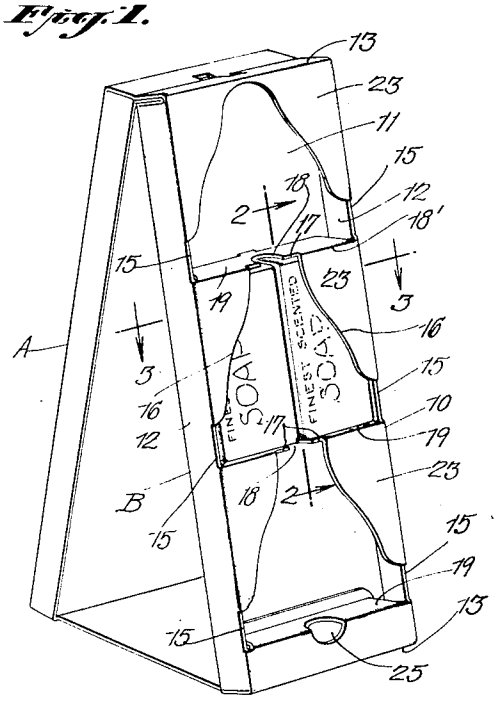


Fig. 2.

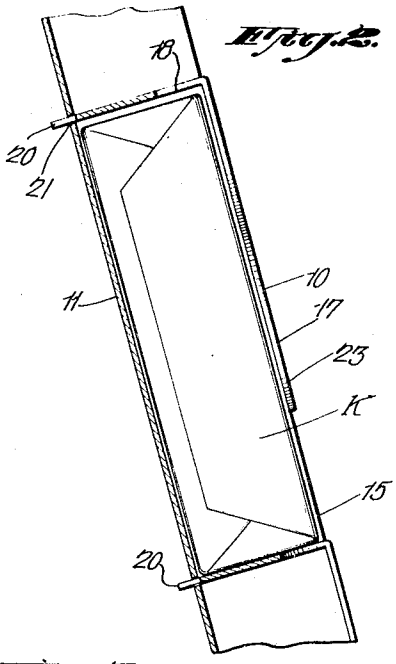


Fig. 3.

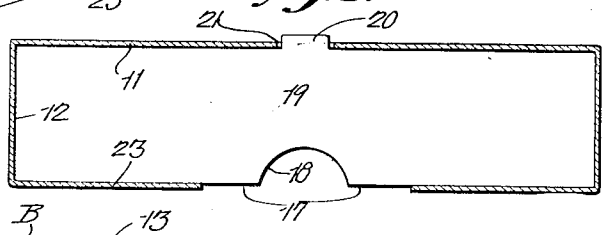


Fig. 4.

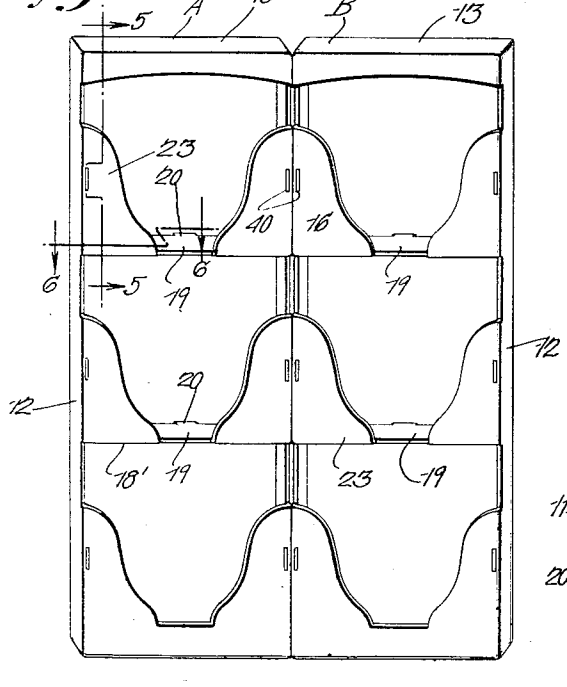


Fig. 5.

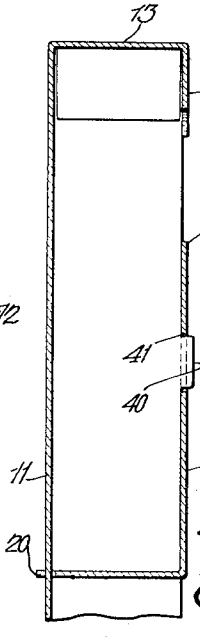
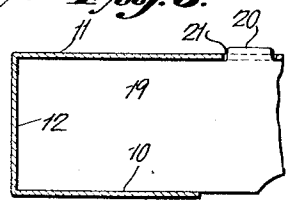


Fig. 6.



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DISPLAY BOX

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Application September 7, 1932. Serial No. 631,965

1 Claim. (Cl. 206—44)

This invention relates to new and useful improvements in boxes and similar containers and more particularly it pertains to display devices of this character.

It is an object of the present invention to improve the construction and mode of operation of devices of the afore-mentioned character and to simplify the construction thereof.

A feature of the invention resides in a novel construction of box wherein a plurality of article supporting shelves are formed from the same material from which the box is formed the shelves being formed integrally with the box.

A further feature of the invention resides in the provision of means for retaining articles in display position on the shelves, which retaining means is integral with the box.

Other features of the invention relate to certain novel and improved constructions, arrangements and combinations of parts hereinafter described and particularly pointed out in the claims, the advantages of which will be readily understood and appreciated by those skilled in the art.

The invention will be clearly understood from the accompanying drawing illustrating the invention in its preferred forms and the following detail description of the constructions therein shown.

In the drawing,

Figure 1 is a perspective view of a box or container constructed in accordance with one form of the invention,

Figure 2 is a detail sectional view on an enlarged scale taken on the line 2—2 of Figure 1,

Figure 3 is a detail sectional view on an enlarged scale taken on the line 3—3 of Figure 1,

Figure 4 is a perspective view illustrating a slightly modified form of the invention,

Figure 5 is a detail sectional view on an enlarged scale on the line 5—5 of Figure 4, and;

Figure 6 is a detail sectional view on an enlarged scale on the line 6—6 of Figure 4.

In each of the forms of the invention herein illustrated, the display box consists of two members A and B hingedly connected together in such a manner that they may be folded together to close the box, or spread to open position to display the contents for sale. Also, in each of the illustrated forms, means is provided for supporting the articles to be displayed, together with means for retaining the articles being displayed in proper display position upon the supports and in each instance, the article supporting and retaining means are integral with each other and with the box.

In that form of the invention illustrated in Figures 1 to 3 inclusive the member B constitutes the box or receptacle, the member A forming the cover or closure therefor. These members A and B are so constructed that they may be positioned to display the goods carried by the box B with the cover A forming a prop or support for the box.

The box B comprises front and rear walls 10 and 11 respectively, side walls 12 and end walls 13.

In carrying out the present invention I cut the front wall as indicated at 15 at its point of juncture with the side walls. These cuts 15 extend along the joint between the front walls and the side walls for a short distance and then extend inwardly as designated by the reference character 16, then transversely of the front wall 10 as at 17, finally converging, and terminating in a notch or cut-out portion 18.

This construction provides a portion 19 which after it is trimmed to proper size may be folded into the box along the line designated 18' to a position where it bridges the space between the front and rear walls to provide article supporting shelves. In cutting the portion 19 to form the article supporting shelves I provide upon the inwardly folding free edges thereof, one or more projecting tabs or the like 20 which are adapted to be received in openings 21 in the rear wall 11 of the box, thus providing a support for the rear edge of the shelves 19.

Cutting of the front wall 10 as described leaves wing portions 23 in the upper corners of the spaces formed by cutting and these wing portions 23 serve as means to retain articles in display position upon the shelves as illustrated in Figures 1 and 2, the articles being designated K. The notches 18 provide means for engagement of the articles by the fingers to facilitate their ready removal from the supporting shelves.

It will be noted that the bottom shelf is slightly different in construction from the other shelves in that it is provided in its forward edge with a notch 25 formed in itself instead of by cutting the shelves as heretofore described.

In that form of the invention illustrated in Figures 4 to 6 inclusive, the two members A and B are in the form of boxes hingedly connected together and preferably formed from a single piece of material as is also the form heretofore described and in this form the two boxes are adapted to fold together to close the box or open, as shown in Figure 4 to display the contents thereof.

In carrying out this form of the invention, the front wall of each box is cut in substantially the

same manner as hereinbefore described except that the cuts extend in the opposite direction. This throws the wing sections at the bottom of their respective spaces and the supporting shelves, instead of being bent downwardly and inwardly of the box, are bent upwardly and inwardly to form the supporting shelves.

In this latter form of the invention, the side walls 12 of the box may be provided with projecting tabs or portions 40 which project through openings 41 in the front wall of the box to retain the side walls in proper position.

From the foregoing, it will be readily apparent that the present invention provides a new and novel display box or container which serves the purpose of containing the goods for transportation as well as supporting them in display position when offering them for sale, and furthermore, the invention provides a container which is simple in construction and cheap to manufacture.

While the invention has been herein illustrated in its preferred forms, it is to be understood that it is not to be limited to the specific constructions herein set forth, but that it may be practiced in other forms without departing from the spirit thereof.

Having thus described the invention, what is claimed as new, and what it is desired to secure by Letters Patent of the United States, is:

A display box comprising a body portion having a front wall with display openings therein and rear wall, a plurality of supporting shelves cut from said front wall in such manner as to leave substantial portions of the front wall in place in corners of the openings, said supporting shelves being folded on transversely extending lines to position substantially at right angles to the unfolded portions of the front wall whereby the said unfolded portions of the front wall form article retaining means for a substantial portion of the shelves, and means for supporting said shelves in article supporting position.

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