L. M. HAYDEN & J. J. MURPHY.

COMBINED LINER, DISPLAY CARD, AND EASEL FOR BOXES.

APPLICATION FILED JULY 17, 1918.

1,282,573. Patented Oct. 22, 1918.

Fig. 1.

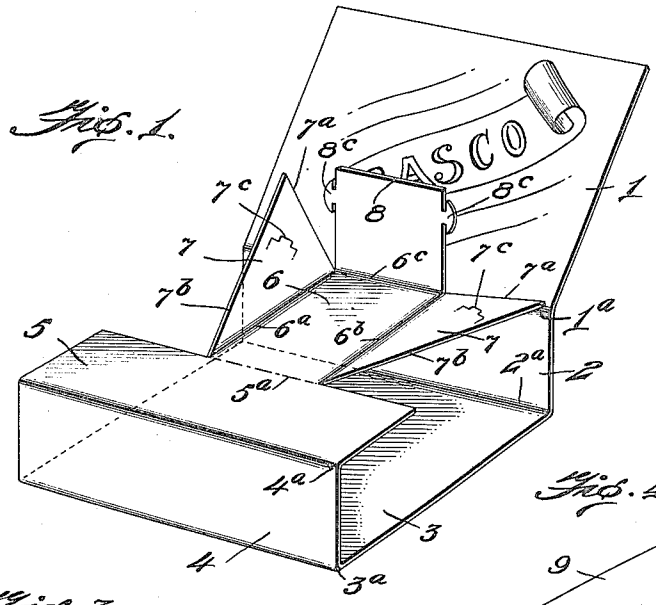


Fig. 4.

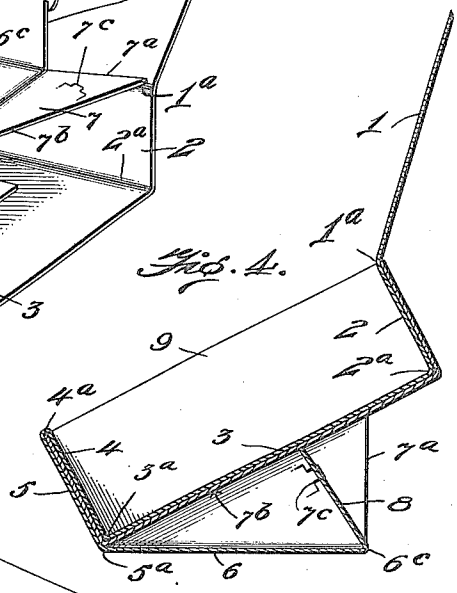


Fig. 3.

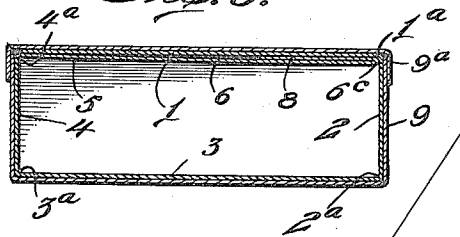
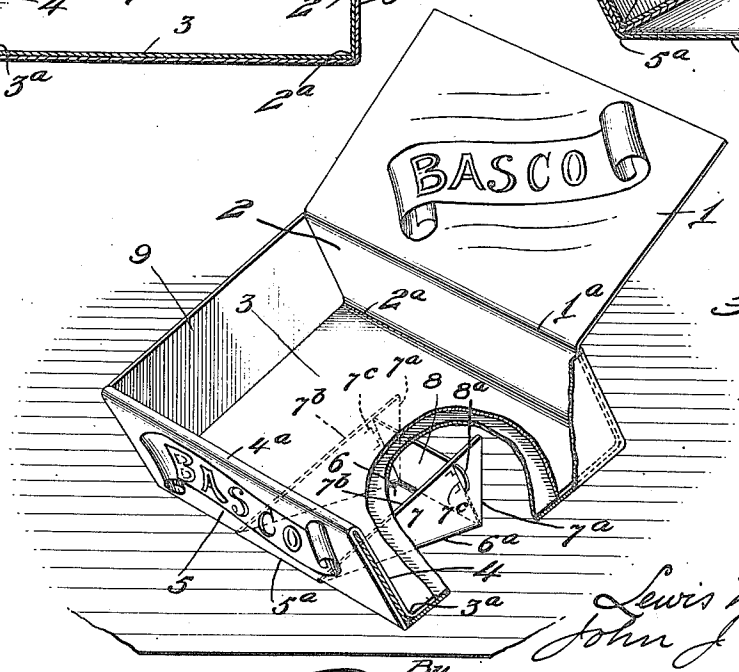


Fig. 2.



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UNITED STATES PATENT OFFICE.

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COMBINED LINER, DISPLAY-CARD, AND EASEL FOR BOXES.

1,282,573. Specification of Letters Patent. Patented Oct. 22, 1918.

Application filed July 17, 1918. Serial No. 245,315.

To all whom it may concern:

Be it known that we, LEWIS M. HAYDEN and JOHN J. MURPHY, citizens of the United States, residing at Baltimore city and State of Maryland, have invented certain new and useful Improvements in Combined Liners, Display-Cards, and Easels for Boxes; and we hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, which form part of this specification.

This invention relates to means for enabling boxes containing goods to be displayed in a manner to attract the attention and notice of the customer.

The invention comprises a combined liner, display card and supporting easel attachment; for use with ordinary boxes containing articles, such as confectionery, cigars, chewing gum and the like; and which will serve as a lining for the box to protect the articles therein when the box is closed; will enable the box, when opened to be supported at such an angle or inclination as will display its contents most attractively; and will provide a convenient display card whereon the nature of the goods or contents of the box can be attractively exhibited when the box is open. The said combined liner, display card and easel can be readily folded up within the box for transportation therewith.

This invention enables ordinary cheap boxes to be used to contain the goods and no special printing will be required thereon; and no special make of box is required. By the use of our attachment the goods in an unattractive box can be attractively displayed in a most advantageous manner; and the attachment forming a lining for the box helps to protect the goods contained therein when the box is closed and enhances the attractiveness of the package when the box is opened.

We will explain the invention with reference to the accompanying drawings which illustrate one practical embodiment thereof and will enable others skilled in the art to adopt and use the same for a variety of kinds and sizes of boxes.

In said drawings:

Figure 1 is a perspective view of our combined liner, display card and easel, removed from the box and in a partly folded position.

Fig. 2 is a similar view partly broken away, showing our combined liner, display card and easel attachment within a box and adjusted to display the goods therein.

Fig. 3 is a sectional view through a closed box with our attachment inclosed therein.

Fig. 4 is a sectional view showing the box open and showing our attachment adjusted to show the display card and to support the box in an inclined position.

The complete attachment, including display card, liner and easel, is preferably cut or stamped from stiff sheet paper, cardboard or other suitable flexible material of a weight and strength suitable for the purpose desired; and which will vary according to the weight of the box and contents with which the attachment is to be used.

As shown the attachment comprises a display card 1, which is foldably connected to one side of a section 2; that in turn is foldably connected with one side of the central or bottom portion 3 of the liner; the other side of the bottom 3 is foldably connected to a flap 4, in turn foldably connected to a front display part 5 and to the outer edge of part 5 is foldably connected the bottom 6 of a foldable or knock-down easel. The entire attachment is preferably cut or stamped in one piece out of a sheet of cardboard or the like, and may be creased along the folding lines 1^a, 2^a, 3^a, 4^a and 5^a; and the easel also creased on the lines 6^a, 6^b, and 6^c as hereinafter explained.

The display card 1 is preferably made as wide as the inside width of the box with which it is to be used and as long as the inside length of such box, so that when the attachment is placed in the box this display card may form an internal cover for the contents of the box, as indicated in Fig. 3.

The parts 2, 3 and 4 of the attachment form the liner proper. The part 2 is the rear side of the liner and corresponds in width and length with the inside of the rear wall of the box; the part 3 forms the bottom of the liner and should correspond in length and width with the inside measurement of the bottom of the box. The front portion 4 of the liner should correspond in length and width with the inside with the inside measurement of the front wall of the box.

The part 5 practically corresponds in size to the part 4 but is slightly wider so that when bent outwardly and over the outer side

of the front wall of the box, as indicated in Figs. 2 and 4, it will enable the easel 6 to be adjusted entirely beneath the box.

The central or bottom part 6 of the easel may be of any desired length and width; from the opposite sides of part 6 extend triangular parts 7, the side edges 7^b of which converge toward the part 5. The easel has a part 8 that projects from the outer end of the bottom part 6 beyond the flaps 7, and forms an extension or brace that preferably corresponds in width to the part 6 and in height approximately conforms to the length of the base or outer edges 7^a of the parts 7. The easel when unfolded or "knocked down" roughly resembles an arrow head (see Fig. 1) but when folded or "set up" along the lines 6^a, 6^b, and 6^c, it resembles a scoop or wedge (see Fig. 2).

The easel may be locked in its set-up position by any suitable means. As shown the part 8 has locking ears 8^c projecting from its side edges and adapted to be engaged with slots 7^c in the opposite triangular side parts 7 of the easel as shown. The easel thus constructed is very strong, and may be made of very light material and yet be of sufficient strength to support the box in the desired inclined position.

The inclination at which the box will be supported is determined by the inclination of the outer edges 7^b of the triangular parts 7 of the easel relative to the parallel side edges of the bottom part 6; and this inclination may be varied to suit the box with which the attachment is to be used, or according to the display or pitch which it is desired the box shall have.

It is obvious that the entire attachment including the display card, liner and easel, can be readily cut out of suitable material in flat sheet form; and that it can be made of any desired size and proportion to suit the box with which it is to be used.

Upon the face of the display card 1 any desired advertisement or illustration of the goods can be printed, as conventionally indicated in Fig. 2; and a like display may also be printed upon the face of the portion 5 of the attachment (as indicated in Fig. 2) so that an attractive display of the name or nature of the contents of the box in which the attachment is used will be exhibited when the attachment is adjusted as in Figs. 2 and 4.

The attachment may be used in connection with any kind of box, an ordinary box being indicated at 9 in Fig. 2 having the usual removable cover 9^a.

When our attachment is used with such a box the cover of the box is removed, the liner placed therein and the display card and easel turned out of the way; then the contents can be packed in the box over the portion 3 of the liner and between the parts 2 and 4 thereof; then the part 5 and easel 6 can be folded in over the contents of the box; then the display card 1 can be folded over the parts 5 and 6; and finally the cover of the box placed thereon; as indicated in Fig. 3; then the box is ready for transport. It will be seen that the liner substantially incloses and protects the contents of the box.

When it is desired to display the goods the cover may be removed or thrown back out of the way; then the display card can be raised, as indicated in Figs. 2 and 4, and the part 5 turned outwardly; then the parts of the easel set up and interlocked so as to hold the parts 7 parallel and at right angles to the part 6, and the part 8 locked between the parts 7; then the part 5 folded down over the front side of the box and the easel adjusted under the box to support it in an inclined position, as shown in Figs. 2 and 4. If the cover is removable it can if desired, be slipped over the bottom of the box before the easel is adjusted, but it is not necessary to use the cover in this manner.

The exposed face of part 5 may be printed so as to give a nice display or finish to the front side of the box; while the printed display card attracts attention to the contents of the box, which are also visible.

If it should be desired to close the box, all that is necessary is to unlock the parts of the easel, flatten it out and turn it with the part 5, back into the box and turn the display card thereupon, as in Figs. 1 and 3; the cover can then be replaced and the box is ready for storage or transport.

If it is not desired to use the display card, the liner flap and easel could be used in the manner described. However, for the purpose of proper protection and artistic display of the goods the whole attachment including the display card, liner and easel, should be employed.

What we claim is:

1. In combination with a box; a removable combined liner and easel, formed out of a sheet of flexible material and comprising a liner portion adapted to be contained within the box and partly surround the material therein, a flap foldably connected with the front edge of the liner, and a foldable easel foldably connected with the outer edge of said flap and foldable into the box for transportation, or adjustable under the box to support it in an inclined position.

2. In combination with a box; a removable liner, display card and easel, formed out of a sheet of flexible material; and comprising a liner portion adapted to be contained within the box and partly surround the material therein, a display card foldably connected with the rear edge of the liner; a flap foldably connected with the front edge of the liner; and a foldable easel foldably connected with the outer edge of said flap and

foldable into the box for transportation, or adjustable over one side of the box and under the box to support the box in inclined position.

3. A display attachment for boxes; comprising a removable liner and a foldable easel comprising a central portion and two triangular side portions projecting from opposite side walls of the central portion and a front wall projecting from the outer edge of the central portion and adapted to be folded intermediate the triangular flaps and locked therewith to form a triangular easel; said easel being foldably connected with one side of the liner and foldable into the box for transportation, or adjustable over one side of the box and under the box to support the box in inclined position.

4. A display attachment for boxes; comprising a liner, a display card and a foldable easel; the display card and easel being respectively connected with opposite sides of the liner and foldable into the box for transportation or adjustable outside the box; said easel comprising a central portion and two triangular side portions projecting from opposite side walls of the central portion, and a front wall projecting from the outer edge of the central portion and adapted to be folded intermediate the triangular flaps and locked therewith to form a triangular easel; said easel being adjustable beneath the box to support it in an inclined position.

5. A combined liner and foldable easel, to be used with an ordinary box to display the contents thereof and formed out of suitable flexible material; comprising a liner portion adapted to be contained within the box, a flap foldably connected with the front edge of the liner and adapted to be turned out and over the front side of the box, and a foldable easel foldably connected with the outer edge of said flap and foldable therewith into the box for transportation, and, when the flap is turned out of the box, adjustable underneath the box to support the box in inclined position, substantially as described.

6. A combined liner, display card and foldable easel, to be used with an ordinary box to display the contents thereof and formed out of suitable flexible material; comprising a liner portion adapted to be contained within the box and retained by the goods therein, a display card foldably connected with the rear edge of the liner and adapted to be folded into the box when the latter is closed, and turned up when the box is opened; a flap foldably connected with the front edge of the liner and adapted to be turned out and over the front side of the box; and a foldable easel foldably connected with the outer edge of said flap and foldable therewith into the box for transportation, and, when the flap is turned out of the box, adjustable underneath the box to support the box in inclined position, substantially as described.

In testimony that we claim the foregoing as our own, we affix our signatures.

LEWIS M. HAYDEN,
JOHN J. MURPHY.