Dec. 15, 1942. M. ULLMAN 2,305,332

SHIPPING ARRANGEMENT AND COMBINATION DISPLAY AND CONTAINER STRUCTURE

Filed July 3, 1940 2 Sheets-Sheet 1

FIG. 1

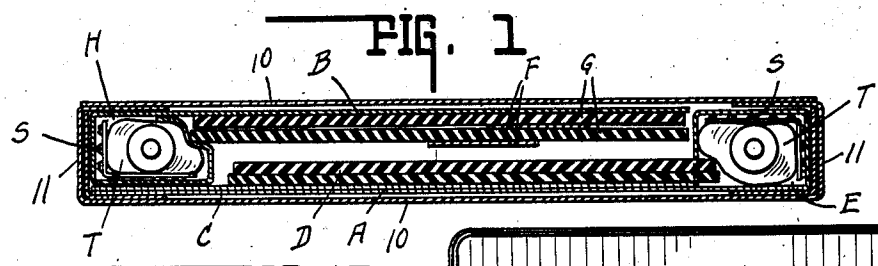


FIG. 2

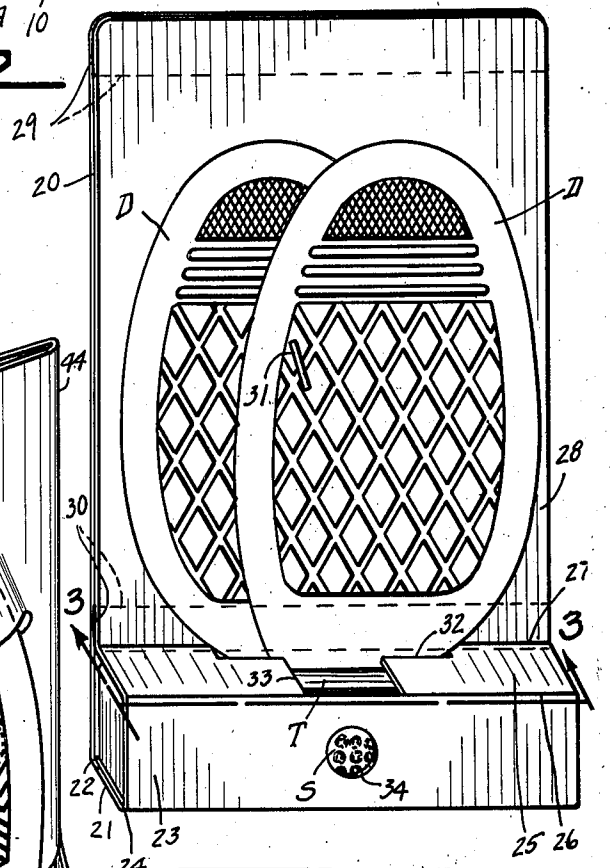


FIG. 4

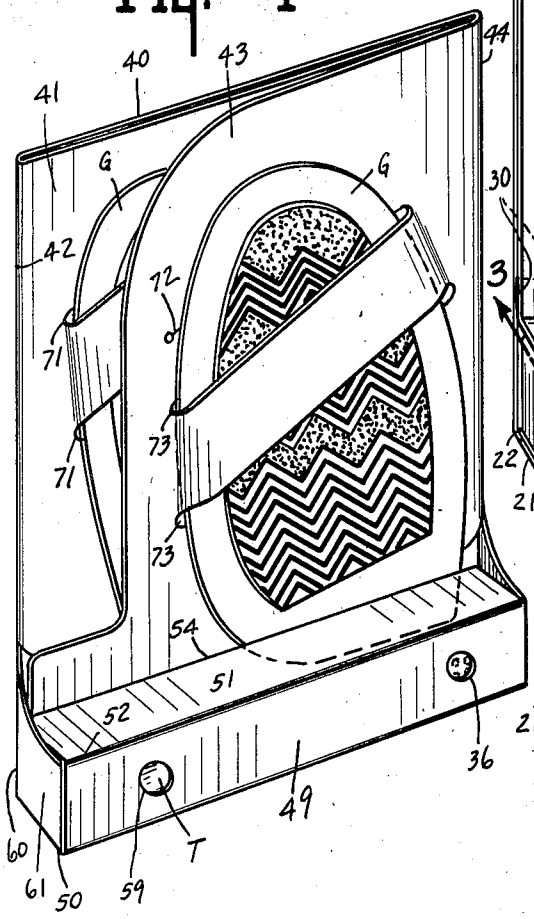
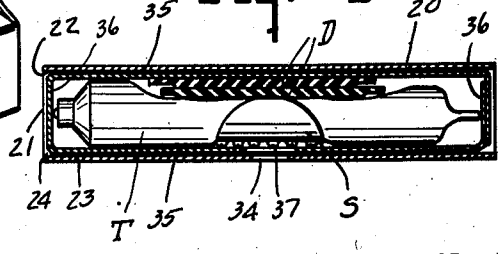


FIG. 3



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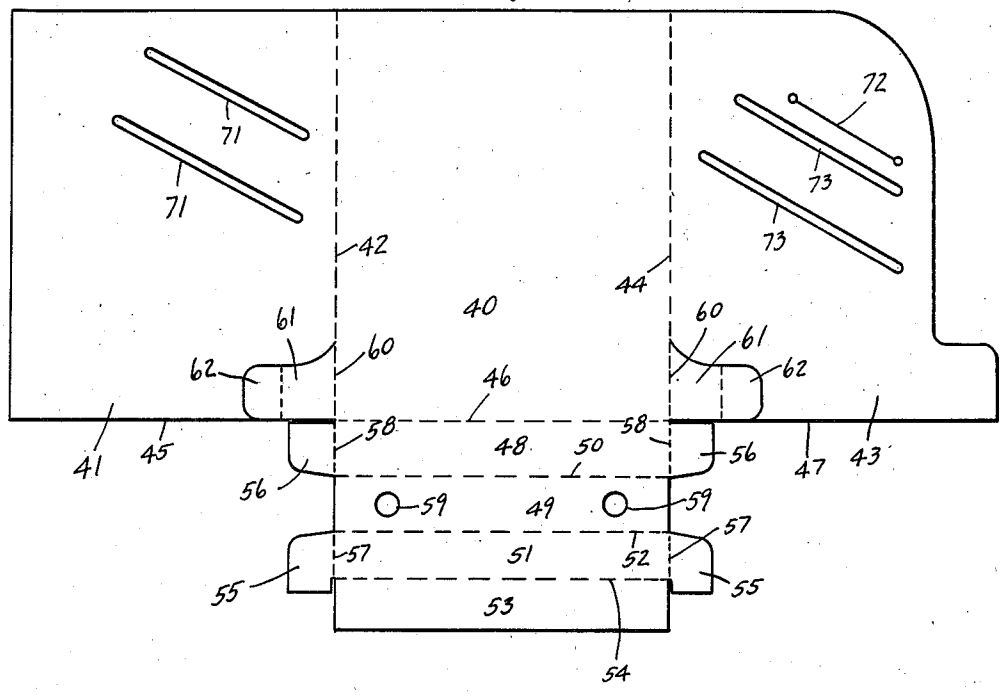
BY Lockwood, Goldsmith & Galt.
ATTORNEYS.

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SHIPPING ARRANGEMENT AND COMBINATION DISPLAY AND CONTAINER STRUCTURE

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FIG. 5



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UNITED STATES PATENT OFFICE

2,305,332

SHIPPING ARRANGEMENT AND COMBINATION DISPLAY AND CONTAINER STRUCTURE

Martin Ullman, New York, N. Y., assignor to Auburn Rubber Corporation, Auburn, Ind., a corporation

Application July 3, 1940, Serial No. 343,739

7 Claims. (Cl. 206—44)

This invention relates to a shipping arrangement of combination display and container structures peculiarly adapted for the display of replacement shoe soles, and accessories necessary for the mounting thereof, although the invention is not limited to this particular form of merchandise.

One chief object of the invention is to package a plurality of said combination display and container structures so that the formation necessary for subsequent display purposes will be maintained in shipment and the resulting package will be of minimum volume.

Another chief object of the invention is to provide a combination display and container arrangement which will not only contain certain articles such as accessories but will retain in display relationship other articles of merchandise which require the use of such accessories.

A further chief object of the invention is to arrange the parts of the combination display and container arrangement such that the same are of mutually reenforcing character, thereby permitting the formation of such an arrangement from light weight paper board stock and more especially of thin cardboard.

The chief feature of the invention resides in the formation of the shipping arrangement including the combination display and container arrangements whereby the aforesaid objects are accomplished.

Another feature of the invention consists in the positioning of the merchandise to be displayed so that the same cooperates with the container formation for retention of the latter in closed container formation.

Other objects and features will be set forth more fully hereinafter.

The full nature of the invention will be understood from the accompanying drawings, the following description and claims:

In the drawings,

Fig. 1 is a longitudinal sectional view through the shipping arrangement form of the invention, two broadly similar but specifically dissimilar combination display and container arrangements being included therein.

Fig. 2 is a perspective view of one of the combination display and container arrangements shown in Fig. 1 and the form requiring the least stock.

Fig. 3 is a longitudinal sectional view through the combination base and container formation shown in Fig. 2 and is taken on line 3—3 thereof and in the direction of the arrows.

Fig. 4 is a perspective view of the other combination display and container arrangement shown in Fig. 1 and the form requiring more stock since it is of hinge panel type as distinguished from the single panel type illustrated in Fig. 2.

Fig. 5 is a developed plan view of the blank from which the combination display and container arrangements shown in Fig. 4 is erected.

In Fig. 1 of the drawings, 10 indicates a tubular type shipping carton having cooperating end portions 11 to form a closed shipping container in which is positioned a plurality of combination display and container arrangements broadly similar but specifically dissimilar, as will appear more fully hereinafter. The shipping carton, of course, may contain a plurality of identical display and container arrangements.

In Fig. 1, A indicates one arrangement and B the other. For illustration purposes, but two are shown since the relationship of more than two merely would be repetition. A includes a display portion C supporting merchandise D and a combination base and container E. B includes a display portion F supporting merchandise G and a combination base and container H.

For subsequent display purposes, it is essential that the combination base and container be maintained at right angles to the display portion. In Fig. 1 the two bases are at opposite ends of the shipping container and each overlaps the free end of the display portion of the other combination display and container. Thus, the form is maintained and the shipping volume required is the minimum.

Figs. 2 and 3 relate to portions or parts A and C to E inclusive and Figs. 4 and 5 relate to portions or parts B and F to H inclusive. Reference will first be had to Figs. 2 and 3 and then to Figs. 4 and 5.

In Figs. 2 and 3 of the drawings, 20 indicates the back panel sheet, 21 a forward extension hingedly connected thereto by crease 22, 23 a front upwardly directed extension hingedly connected at 24 to the base portion 21. Hingedly connected to front portion 23 as by crease 26 is the top 25 directed rearwardly. From the same, as at 27, rises the front panel sheet 28. Adhesive strips 29 and 30 secure the panel sheets together. Portions 25, 23 and 21 with the lower end of portion 20 form a tubular type container.

A pair of replacement rubber-like half soles D are partially overlapped and stitched to the display panel by the wire member 31 which ex-

tends through both sheets **20** and **28** and the free ends lie behind member **20**.

The top portion **25** is slotted at **32** adjacent crease and hinge **27** so that soles D may extend downwardly into the tubular container formation. The top is also centrally cut away as at **33** to expose the tube of rubber cement T in the container formation. The front portion **23** is apertured as at **34** to expose the scratcher S.

Slidably mounted in the tubular formation is the sleeve arrangement having front and rear sides **35** and ends **36**. The front side **35** is apertured at **37** to register with the aperture **34**. As shown in Figs. 2 and 3, the merchandise D extends through slot **32** and into the tubular container and lies within the sleeve arrangement. Hence, sliding movement of the sleeve is limited by said merchandise and, accordingly, the tube and scratcher cannot accidentally become lost in transit. In other words, the sleeve must be destroyed to release the tube and scratcher or the soles D must be elevated from the slot **32**, to effect such release.

Reference will now be had to Figs. 4 and 5. In said figures **40** indicates the main back panel and **41** and **43** two wing panels hingedly connected by creases **42** and **44**, respectively, to the side edges of the main body portion **40**. The lower edges **45** and **47** of these panels coincide with projections of the crease hinge **46** at the base of the body portion.

Portion **48** is an extension of portion **40** and is connected thereto as at **46**. Portion **49** is an extension of portion **48** and is hingedly connected thereto as at **50**. Portion **51** is an extension of portion **49** and is hingedly connected thereto as at **52**. Portion **53** is an extension of portion **51** and is hingedly connected thereto as at **54**.

Flaps **55** extend from opposite sides of portion **51** and flaps **56** extend from opposite sides of portion **48**, same being hingedly connected thereto as at **57** and **58** respectively.

Portion **48** is the base while portion **49** is the front and portion **51** is the top of the combination base and container formation. Portion **53** is the free tongue and a closure for the container. The front is apertured as at **59** to expose the container contents, to-wit: tube T and scratcher S, see Fig. 4.

Portions **48**, **49**, **51** and **53** are thus sequentially connected, and when arranged as shown in Fig. 4, the flaps **55** and **56** are turned inwardly and overlap to form the ends of the tubular container.

Integral with each side edge of the body portion **40** near the bottom and hingedly connected thereto as at **60** are the end closure flaps **61** with tabs or tips **62**. These parts are taken from the side panel stock as shown in Fig. 5. When the sequentially connected portions are arranged in tubular container formation, and with the tube and scratcher therein. The flaps **55** and **56** are turned inwardly towards each other, and the flaps **61** with tabs **62** then can be associated therewith to close the container.

It will be noted that side wing **41** is provided with a pair of spaced slots **71** and side wing **43** is provided with similar slots **73**. If desired, either panel may include a slit **72** for reception of a price tag addition or the like.

It will be noted that the stock of the wings between each pair of slots forms a band or strip and the soles G may be interposed between the wings and resulting bands and be retained and supported thereby without stitching or the like, all as shown in Fig. 4.

Also, as shown in Fig. 4, the soles G extend downwardly below the plane of the top **51**. The forward sole has frictional engagement with closure portion **53** and serves to retain same in closed position.

While the invention has been illustrated and described in great detail in the foregoing description, the same is to be considered as illustrative and not restrictive in character.

The several modifications described herein, as well as others which will readily suggest themselves to persons skilled in this art, are all considered to be within the broad scope of the invention, reference being had to the appended claims.

The invention claimed is:

1. A combination display and container arrangement including an upright display portion and a forwardly directed combination container and base integral therewith, the base having a bottom portion of appreciable width extending forwardly and substantially transversely of the display portion, a front portion extending upwardly from the forward edge of the bottom portion and an upper rearwardly directed portion spaced from the bottom portion and having its rear edge positioned immediately adjacent the display portion, the display portion having an elongated article secured thereto and extending downwardly below the rearwardly directed portion and into the container for container locking purposes, the rearwardly directed portion having a rearward downturned end frictionally engaged with the article, the combination container and base being arranged to support in elevated position said display portion when the bottom portion rests upon a suitable support and the resulting container volume being substantially free of obstructions for substantially complete volumetric utilization as a container.

2. A combination display container including a single blank including a main body portion and two inwardly foldable wings hingedly connected thereto at opposite sides and each arranged for article support purposes, and a combination base and container arrangement including a series of sequentially connected portions hingedly connected together and to the body portion at the lower end thereof, and flaps hingedly connected to certain of the sequentially connected portions and at opposite ends, and flap means constituting ends for the arrangement and hingedly connected to the main body portion other than through any of the sequentially connected portions and extending forwardly therefrom and having their free ends turned inwardly, and cooperating with the flaps to retain the sequentially connected portions in tubular and container formation, each wing having a lower edge coincident with the projected lower end of the body portion and, for support purposes, the flap means being formed from stock originally included in the wings.

3. A combination display container including a single blank including a main body portion and two inwardly foldable wings hingedly connected thereto at opposite sides and each arranged for article support purposes, and a combination base and container arrangement including a series of sequentially connected portions hingedly connected together and to the body portion at the lower end thereof, and flaps hingedly connected

to certain of the sequentially connected portions and at opposite ends, and flap means constituting ends for the arrangement and hingedly connected to the main body portion other than through any of the sequentially connected portions and extending forwardly therefrom and having their free ends turned inwardly, and cooperating with the flaps to retain the sequentially connected portions in tubular and container formation, each wing having a lower edge coincident with the projected lower end of the body portion and, for support purposes, the flap means being formed from stock originally included in the wings, each of the wings including a pair of juxtapositioned slits forming an article retaining band for retention of an article positioned between the band and wing and forwardly of the wing.

4. A combination display container including a single blank including a main body portion and two inwardly foldable wings hingedly connected thereto at opposite sides and each arranged for article support purposes, and a combination base and container arrangement including a series of sequentially connected portions hingedly connected together and to the body portion at the lower end thereof, and flaps hingedly connected to certain of the sequentially connected portions and at opposite ends, and flap means constituting ends for the arrangement and hingedly connected to main body portion and extending forwardly therefrom and having their free ends turned inwardly and cooperating with the flaps to retain the sequentially connected portions in tubular and container formation, the last of the sequentially connected portions being turned downwardly adjacent the foremost wing display portion, the article supported thereby extending downwardly for frictional contact with the last sequential connected portion for retention thereof in container formation.

5. A combination display container including a single blank including a main body portion and two inwardly foldable wings hingedly connected thereto at opposite sides and each arranged for article support purposes, a combination base and container arrangement including a series of sequentially connected portions hingedly connected together and to the body portion at the lower end thereof, flaps hingedly connected to certain of the sequentially connected portions and at opposite ends, and flap means constituting ends for the arrangement and hingedly connected to the main body portion and extending forwardly therefrom and having their free ends turned inwardly, and cooperating with the flaps to retain the sequentially connected portions in tubular and container formation, characterized by each of the wings including a pair of juxtapositioned slits forming an article retaining band for retention of an article positioned between the band and wing and forwardly of the wing, the last of the sequentially connected portions being turned downwardly adjacent the foremost wing display portion, the article supported thereby extending downwardly for frictional contact with the last sequentially connected portion for retention thereof in container formation.

6. A combination display container including a single blank including a main body portion and two inwardly foldable wings hingedly connected thereto at opposite sides and each arranged for article support purposes, a combination base and container arrangement including a series of sequentially connected portions hingedly connected together and to the body portion at the lower end thereof, flaps hingedly connected to certain of the sequentially connected portions and at opposite ends, and flap means constituting ends for the arrangement and hingedly connected to the main body portion and extending forwardly therefrom and having their free ends turned inwardly, and cooperating with the flaps to retain the sequentially connected portions in tubular and container formation, characterized by each wing having a lower edge coincident with the projected lower end of the body portion and for support purposes, the flap means being formed from stock originally included in the wings, the last of the sequentially connected portions being turned downwardly adjacent the foremost wing display portion, the article supported thereby extending downwardly for frictional contact with the last sequentially connected portion for retention thereof in container formation.

7. A combination display container including a single blank including a main body portion and two inwardly foldable wings hingedly connected thereto at opposite sides and each arranged for article support purposes, a combination base and container arrangement including a series of sequentially connected portions hingedly connected together and to the body portion at the lower end thereof, flaps hingedly connected to certain of the sequentially connected portions and at opposite ends, and flap means constituting ends for the arrangement and hingedly connected to the main body portion and extending forwardly therefrom and having their free ends turned inwardly, and cooperating with the flaps to retain the sequentially connected portions in tubular and container formation, characterized by each wing having a lower edge coincident with the projected lower end of the body portion and, for support purposes, the flap means being formed from stock originally included in the wings, each of the wings including a pair of juxtapositioned slits forming an article retaining band for retention of an article positioned between the band and wing and forwardly of the wing, the last of the sequentially connected portions being turned downwardly adjacent the foremost wing display portion, the article supported thereby extending downwardly for frictional contact with the last sequentially connected portion for retention thereof in container formation.

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