Nov. 4, 1930. R. McCLELLAND ET AL 1,780,760

DISPLAY BOX

Filed Jan. 18, 1929 2 Sheets-Sheet 1

Fig. 1.

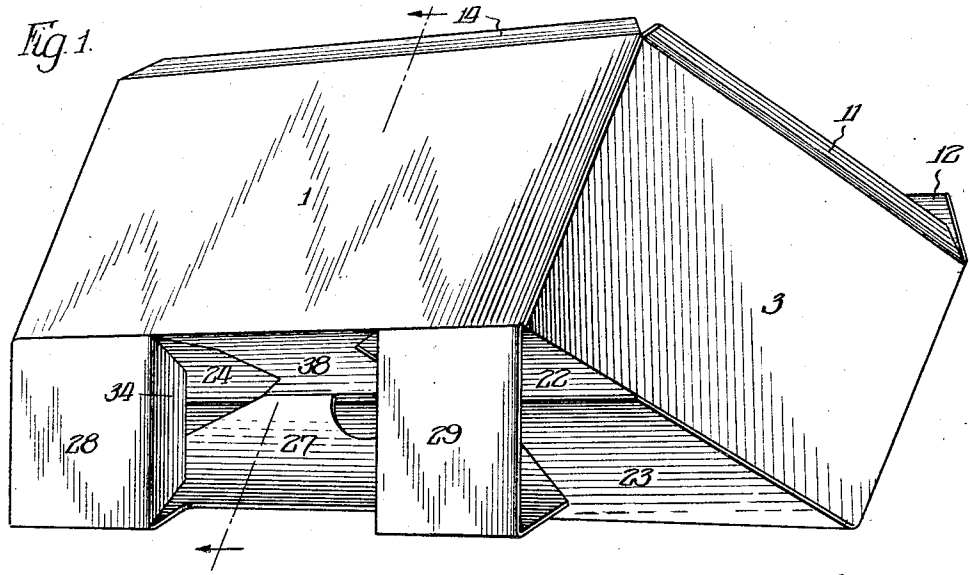



Fig. 2.

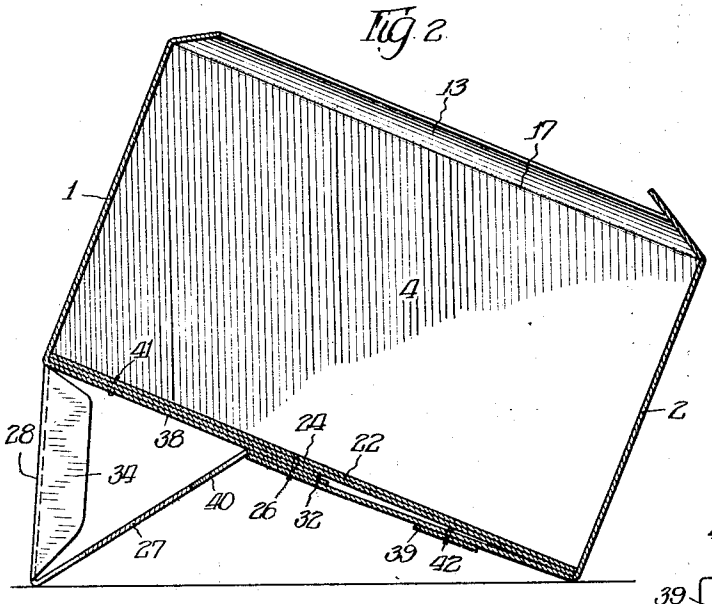
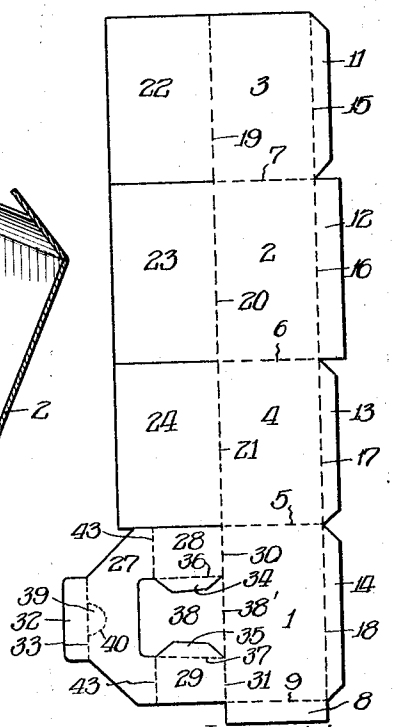



Fig. 6.




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Fig. 3.

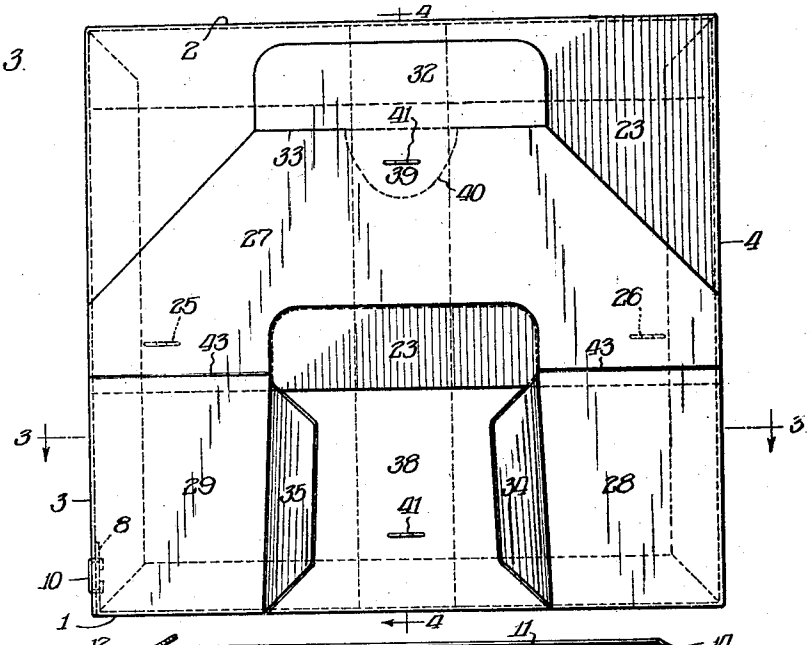



Fig. 4.

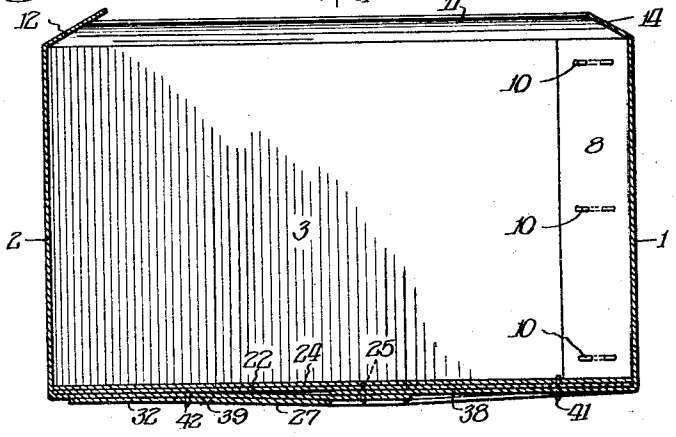
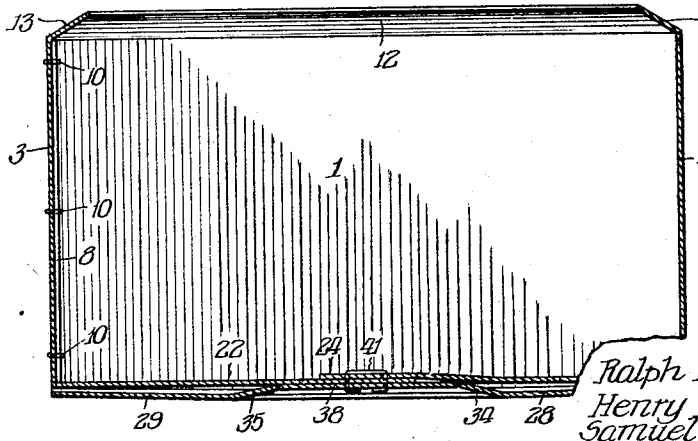



Fig. 5.




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# UNITED STATES PATENT OFFICE

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## DISPLAY BOX

Application filed January 18, 1929. Serial No. 333,270.

This invention relates to foldable display cartons and generally has reference to improved means for supporting a carton in an inclined position for display purposes. The purpose of this invention is to provide a single blank comprising a carton and rest means so designed that a substantially rigid carton may be formed with the rest means entirely confined to the bottom of the carton so that the carton may be supported in an inclined position for display purposes without in any way disturbing the top or sides of the box or without destroying its general rigidity.

It is one object of this invention to provide rest means normally secured to the bottom of the carton and capable of being easily detached by the user and folded to form supporting means holding the carton in a forwardly inclined position.

Further objects and advantages will be easily apparent as the improvements are more fully described.

In the drawings where one improvement of the invention is shown—

Figure 1 is a perspective rearward view of the carton supported in an inclined position.

Figure 2 is a transverse section on line 2—2 of Figure 1.

Figure 3 is a bottom elevation of the carton showing the rest normally secured to the bottom of the carton.

Figure 4 is a vertical section on line 4—4 of Figure 3.

Figure 5 is a vertical section on line 5—5 of Figure 3.

Figure 6 is a top elevation of the open blank.

The improvements are shown in connection with an ordinary four-sided carton but it is apparent that the improvement may be adapted to other shapes and forms of cartons. In the following specification and claims, the words "forward," "rearward," etc. will apply to the box as it is supported for display purposes tilted forward.

First, having reference to Figure 6, which shows the complete view of the blank comprising a single piece, will be noted that the receptacle portion may be formed from the rearward side member 1, forward side 2 and two end members 3 and 4. The side members and end members 1, 2, 3, and 4 are joined at scored lines 5, 6, and 7. At the side edge of the forward side member 1 is joined a flap 8 at scored line 9. In Figure 4 is shown the method of attaching the flap 8 to the end member 3 by securing means 10. To the upper edges of the side and end members 1, 2, 3, 4, are joined top flaps 11, 12, 13, 14 at scored lines 15, 16, 17, 18, forming an attachment portion for a cover member, not shown. To the bottom edges of the two end members 3, 4 and the forward side member 2 are joined at scored lines 19, 20, 21, bottom flaps 22, 23, 24 of corresponding size and shape. As the receptacle portion is folded, the bottom flaps 22, 24, joined to the end members 3, 4 overlap at the center of the carton, as will be evident in Figure 5. The bottom flap 23 which is joined to the forward side 2 is folded over the bottom flaps 22, 24. Securing means 25 and 26 may then be attached at the corners of the bottom flap 23 to fasten it to the bottom flaps 22, 24. The positions of the securing means 25 and 26 are shown in Figure 3. Thus far the carton as described is of the usual construction.

To the lower rearward edge of the rearward side 1 is joined a substantially U-shaped rest member consisting generally of the end portion 27 and the legs 28, 29. The legs 28, 29 are joined at their ends at scored lines 30, 31 to the rearward side 1. At the free end of the U-shaped member is a narrowed tab 32 joined to the end 27 of the U-shaped member at scored line 33. To the inside edges of the legs 28, 29 are joined bracing flaps 34, 35 joined at scored lines 36, 37. The portion which is cut out of the center of the U-shaped member forms a tongue 38 joined to the remaining edge of the rearward side member 1 at scored line $38^1$. Just inside of the tab 32 is a portion 39 which is completely bounded by a scored line 40 and a portion of the scored line 33. The tongue 38 is folded against the bottom

of the carton and its end is inserted beneath the free rearward edge of the bottom flap 23 between the securing means 25 and 26. The tongue 38 is secured by fastening means 41 to the bottom flaps 22, 24. The U-shaped member is folded flat against the bottom of the carton and fastening means 42 secure the portion 39 to the bottom flaps 22, 23, 24.

It will now be noted that a substantially rigid carton is formed. The rear side 1 is held against bending due to the tongue 38 being fastened to the bottom flaps 22, 24. Fastening means 25 and 26 holding the bottom flap 23 also serve to rigidly secure the carton. The rest member is held tightly against the bottom of the carton by securing means 42, and, therefore, is not liable to be easily torn from the carton, however, the tab 32 is free and the user of the box may lift the tab 32 and by a pull thereon tear the portion 39 on the scored lines 40, 33, thus detaching the portion 39 from the rest member and allowing the rest to be folded. The rest is folded on a transverse line 43 which is the connection between the end 27 of the U-shaped member and the legs 28, 29. The tab 32 may then be inserted beneath the free edge of the bottom flap 23 and adjacent the edge of the tongue 38 which has already been inserted thereunder. The strengthening flaps 34, 35 are then folded normal to the leg portions 28, 29 thus holding the legs 28, 29 against bending.

Figures 1 and 2 illustrate the manner in which the supporting rest is formed. The tab 32 is tightly held beneath the edge of the bottom flap 23. The carton is supported in an inclined forwarding position on the lower forward edge and the rearward lower edges of the supporting rest. It will be apparent that a very efficient and economical carton has been described. The user need not at first open the cover of the box in order to form the supporting rest and the folding of the rest interferes in no way with the contents of the carton.

A preferred embodiment has been specifically described but it will be apparent that many modifications coming within the scope of the following claims will be included within the spirit of this invention.

We claim:

1. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, the bottom of the carton having an opening to receive the tab, an additional member for normally securing the rest in a position flat against the bottom of the carton with the tab extending past the receiving opening, whereby the securing means may be released and the tab inserted in the receiving opening thus bending the rest and forming a support to hold the carton in a forwardly inclined position.

2. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, a bottom flap extending rearwardly from the forward side whereby the tab may be inserted beneath the rearward edge of the bottom flap, said rest and tab being adapted for the tab to be so inserted, said rest normally lying flat against the bottom of the carton with the tab extending beyond the rearward edge of the bottom flap whereby the insertion of the tab beneath the rearward edge of the bottom flap will bend the rest and form a support to hold the carton in a forwardly inclined position.

3. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, a bottom flap extending rearwardly from the forward side whereby the tab may be inserted beneath the rearward edge of the bottom flap, additional means for normally securing the rest in a position flat against the bottom of the carton with the tab extending beyond the rearward edge of the bottom flap whereby the rest may be released and the tab inserted beneath the rearward edge of the bottom flap thus bending the rest and forming a support to hold the carton in a forwardly inclined position.

4. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, the bottom of the carton having an opening to receive the tab, said rest normally lying flat against the bottom of the carton with the tab extending past the receiving opening, means for securing a portion of the rest bounded by a weakened line to the bottom of the carton whereby the rest may be detached from the secured portion and the tab inserted in the receiving opening thus bending the rest to form a support holding the carton in a forwardly inclined position.

5. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, a bottom flap extending rearwardly from the forward side whereby the tab may be inserted beneath the rearward edge of the bottom flap, said rest normally lying flat against the bottom of the carton with the tab extending beyond the rearward edge of the bottom flap, means for securing a portion of the rest bounded by a weakened line to the bottom of the carton, whereby the rest may be detached from the secured portion and the tab inserted beneath the rearward edge of the bottom flap thus bending the rest to form a support holding the carton in a forwardly inclined position.

6. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, a bottom flap extending rearwardly from the

forward side, means for securing the corners of the bottom flap to the bottom of the carton thus leaving a free middle edge beneath which the tab may be inserted, said tab and rest being adapted for said tab to be so inserted, said rest normally lying flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap, whereby the insertion of the tab beneath the free edge of the bottom flap will bend the rest and form a support to hold the carton in a forwardly inclined position.

7. In a folding display carton, a foldable extension of the rearward side of the carton forming a rest, a tab at the free end of the rest, a bottom flap extending rearwardly from the forward side, means for securing the corners of the bottom flap to the bottom of the carton thus leaving a free middle edge, additional means for normally securing the rest in a position flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap, whereby the securing means may be released and the tab inserted beneath the free edge of the bottom flap thus bending the rest and forming a support to hold the carton in a forwardly inclined position.

8. In a folding display carton, a foldable extension of the rear side of the carton forming a rest, a tab at the free end of the rest, a bottom flap extending rearwardly from the forward side, means for securing the corners of the bottom flap to the bottom of the carton, thus leaving a free middle edge, the rest normally lying flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap, means for securing a portion of the rest bounded by a weakened line to the bottom of the carton, whereby the rest may be detached from the secured portion and the tab inserted beneath the free edge of the bottom flap thus bending the rest to form a support holding the carton in a forwardly inclined position.

9. In a folding display carton, an extension from the rearward side of the carton, said extension having a tongue cut therefrom, the remainder of the extension being adapted to form a rest, and means including a portion of said extension for securing the tongue to the bottom of the carton independently of the rest, said means being unnecessary in the operation of the rest.

10. In a folding display carton, a U-shaped rest foldably joined at the ends of its legs to the rearward side of the carton, a bottom flap extending rearwardly from the forward side, means for securing the corners of the bottom flap to the bottom of the carton thus leaving a free middle edge, a tab at the free end of the rest, said rest normally lying flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap, means for securing a portion of the rest bounded by a weakened line to the bottom of the carton whereby the rest may be detached from the secured portion and the tab inserted beneath the free edge of the bottom flap thus bending the rest to form a support holding the carton in a forwardly inclined position.

11. In a folding display carton, a U-shaped rest foldably joined at the ends of its legs to the rearward side of the carton, a tab at the free end of the rest, a tongue cut from the center of the U-shaped member foldably connected to the rear side, means for securing the tongue to the bottom of the carton, a bottom flap extending rearwardly from the forward side, means for securing the corners of the bottom flap to the bottom of the carton thus leaving a free middle edge beneath which the tab may be inserted, means for normally securing the rest in a position flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap whereby the securing means may be released and the tab inserted beneath the free edge of the bottom flap thus bending the rest and forming a support to hold the carton in a forwardly inclined position.

12. In a folding display carton, a U-shaped rest foldably joined at the ends of its legs to the rearward side of the carton, bracing flaps foldably joined to the sides of the legs of the U-shaped rest, a bottom flap extending rearwardly from the forward side of the carton, means for securing corners of the bottom flap to the bottom of the carton thus leaving a free middle edge, a tab secured to the free end of the rest, means for normally securing the rest in a position flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap whereby the securing means may be released and the tab inserted beneath the free edge of the bottom flap thus bending the rest forming a support to hold the carton in a forwardly inclined position.

13. In a folding display carton, a U-shaped rest foldably joined at the ends of its legs to the rearward side of the carton, bracing flaps foldably joined to the sides of the legs of the U-shaped rest, a tongue cut from the center of the U-shaped member foldably connected to the rear side, means for securing the tongue to the bottom of the carton, a tab at the free end of the U-shaped rest, a bottom flap extending rearwardly from the forward side of the carton, means for securing the corners of the bottom flap to the bottom of the carton thus leaving a free middle edge, means for normally securing the rest in a position flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap, whereby the securing means may be released and the tab inserted beneath the free edge of the bottom flap thus bending the

rest forming a support to hold the carton in a forwardly inclined position.

14. In a folding display carton, a U-shaped rest foldably joined at the ends of its legs to the rearward side of the carton, bracing flaps foldably joined to the inside edges of the legs of the U-shaped rest, a tongue cut from the center of the U-shaped rest foldably joined to the rearward side of the carton, means for securing the tongue to the bottom of the carton, a tab secured to the forward end of the rest, a bottom flap extending rearwardly from the forward side of the carton and overlapping the end of said tongue, means for securing the corners of the bottom flap to the bottom of the carton thus leaving free opening between the tongue and bottom flap with which the tab may be inserted, means for normally securing the rest in a position flat against the bottom of the carton with the tab extending beyond the free edge of the bottom flap whereby the securing means may be released and the tab inserted into the opening beneath the free edge of the bottom flap thus folding the rest and forming a support to hold the carton in a forwardly inclined position.

15. In a folding display carton a receptacle portion consisting of a forward side, a rearward side and end members overlapping bottom flaps secured to the end members, a bottom flap secured to the forward side member extending substantially to the center of the box over the end bottom flaps and secured thereto at its corners, a foldable rest secured to the rearward side having a narrow tongue adapted to enter beneath the free edge of the bottom flap when the rest is folded to form supporting means holding the receptacle portion in an inclined display position.

16. In a carton adapted for display purposes, a receptacle portion, a bottom flap extending rearwardly fastened at its corners to the bottom of the carton leaving a free center edge permitting the insertion of a tab therebeneath, a rest secured to the lower rearward edge of the carton foldable along a transverse line and having a narrow tab secured to its forward edge, the rest normally lying flat on the bottom of the box but adapted to be folded with the tab inserted beneath the free edge of the bottom flap to form a support holding the carton in a forwardly inclined position.

17. In a carton adapted for display purposes, a receptacle portion, a bottom flap extending rearwardly fastened at its corners to the bottom of the box leaving a free center edge permitting the insertion of a tab therebeneath, a rest secured to the lower rearward edge of the box foldable upon a transverse line having a narrow tab secured to its forward edge, additional means normally securing the rest flat against the bottom of the carton, the rest being adapted to be detached from the securing means and to fold along the transverse line to form a support holding the carton in an inclined position, the tab on the forward edge being inserted beneath the free edge of the bottom flap.

18. In a folding display carton, an extension from the rearward side of the carton, said extension having a tongue cut therefrom, the remainder of the extension being adapted to form a rest, said tongue extending to the rear of said rest, and means for attaching the tongue to the bottom of the carton independently of the rest.

Signed at Chicago, Illinois, this 15th day of January, 1929.

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