

Apr. 17, 1923.

1,452,257

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DISPLAY CONTAINER AND METHOD OF ADVERTISING IN CONNECTION THEREWITH

Original Filed July 16, 1919

Fig. 1.

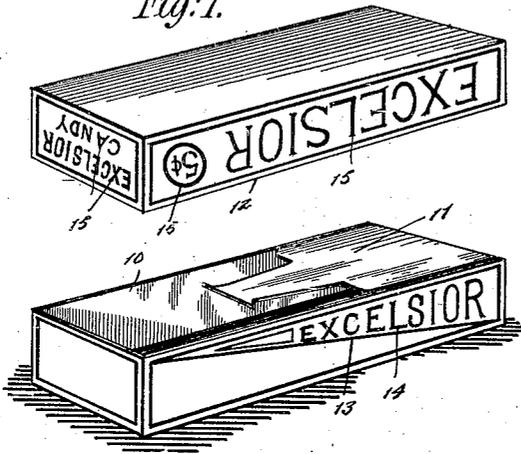


Fig. 2.

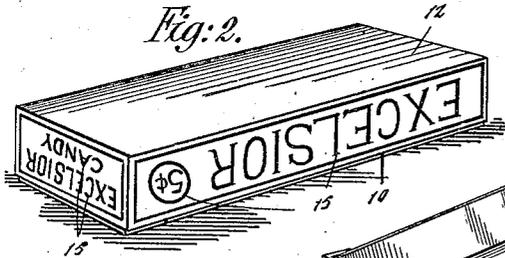


Fig. 3.

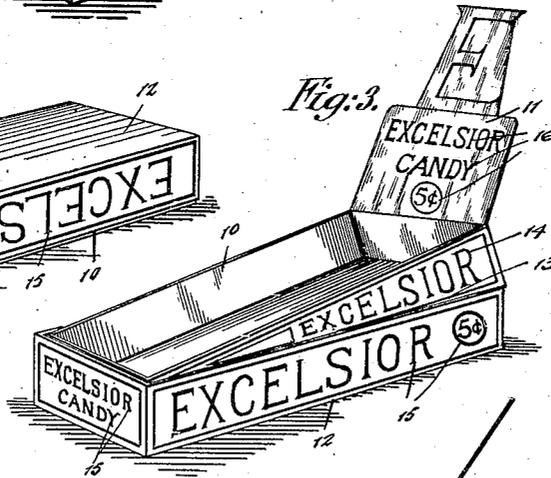
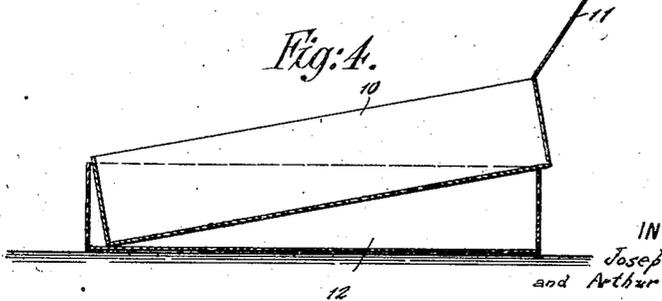


Fig. 4.



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DISPLAY CONTAINER AND METHOD OF ADVERTISING IN CONNECTION THEREWITH.

Application filed July 16, 1919, Serial No. 311,208. Renewed February 28, 1923.

To all whom it may concern:

Be it known that we, JOSEPH B. SINGER and ARTHUR B. LEVY, citizens of the United States, the former a resident of the borough of Brooklyn, county of Kings, city and State of New York, and the latter a resident of the borough of Manhattan, city, county, and State of New York, have invented certain new and useful Improvements in Display Containers and Methods of Advertising in Connection Therewith, of which the following is a specification.

The present invention relates to improvements in display containers and in methods of advertising in connection therewith and has for an object to provide particularly a box in which the cover which encloses the contents of the box when not displayed will constitute a support for the box in display position to support the same at an inclination and will in such display position have advertising matter thereon arranged in such manner relatively to the advertising matter upon the box as to present a unitary display, with the characters which are reversed upon the cover in the closed position occupying an unreversed relation relatively to the characters on the box in the display position. A further object is to provide the display upon the box and cover in such arrangement as to practically compel the proper setting up of the box into display position, suggesting a reversal of the cover to support the box, placing of the box therein, and elevation of the proper end of the box to incline the same, advertising displays upon the box and cover being so correlated in the display position that their completion and unity depend upon the proper setting up of the box and cover, the display upon the box being a complement to the display upon the cover. A still further object is to simplify the advertising and the printing upon the box and cover, to the end that all of the advertising upon the box and cover will have a maximum or 100% display effect in the set up or display position of the device.

With these and other objects in view, an embodiment of our invention is shown in the accompanying drawings and this embodiment will be hereinafter more fully described with reference thereto and the invention will be finally pointed out in the claims.

In the accompanying drawings:

Figure 1 is a perspective view showing the

box and cover, the cover being raised from the box;

Figure 2 is a perspective view showing the box closed by the cover;

Figure 3 is a perspective view showing the device in display position, the box being supported in inclined position within the inverted cover; and

Figure 4 is a longitudinal sectional view of the device in the display position shown in Figure 3.

Similar reference characters indicate corresponding parts throughout the several figures of the drawings.

Referring to the drawings, and more particularly to Figure 1 thereof, the embodiment of our invention disclosed therein, comprises a container box portion 10 formed of pasteboard or other suitable material and adapted to contain the goods to be advertised and displayed, the box constituting both the original and display container. At one end of the box there is preferably provided a flap 11 adapted to fold down upon the goods in the closed position of the box and to be raised in display position. The cover 12 is of the ordinary construction adapted to telescopically engage the container portion, the cover being substantially of equal depth to the depth of the box.

The longitudinal sides of the container portion 10 are divided diagonally as at 13, the division line extending substantially from the upper end of the front edge to the lower end of the rear edge, and above the said division there is printed upon the surface of the said sides, suitable advertising matter 14 relating to the goods contained in the box, this advertising matter being rightly disposed relatively to the box.

Upon the longitudinal sides and the ends of the cover there is also printed suitable advertising matter 15 relating to the goods contained in the box this being inverted relatively to the advertising matter upon the box in the position of the cover in which it closes the box, and adapted upon inversion of the cover to be righted relatively to the advertising matter upon the box. The flap 11 also contains suitable advertising matter 16.

In operation, the cover is removed from the box and is thereupon inverted to right the advertising matter thereon and is placed in this inverted position upon a suitable

support. The box is thereupon placed with its forward end resting upon the interior of the base of the cover and its rear end resting in elevated position upon the upper edge of the rear end of the cover, as shown in Figures 3 and 4. The advertising matter 14 upon the sides of the box is exposed above the upper edges of the sides of the inverted cover upon which the advertising matter 15 is displayed in right-angled position and is a unitary part of the complete display provided upon the box and cover, the whole of which is effective for display purposes.

The arrangement of the advertising matter upon the box and upon the cover is such that inversion of the cover is suggested to the user, and placing of the box therein in its proper position, in which position only the advertising matter will be effective, is compelled, any other position displaying unprinted surfaces not suited to display, and which would therefore negative setting up the device with such surfaces exposed.

We have illustrated and described a preferred and satisfactory embodiment of our invention but it is obvious that changes may be made therein within the spirit and scope thereof as defined in the appended claims.

We claim:

1. A display carton comprising a box

body, and a cover adapted to telescope there-with and to be inverted to receive the inclined body in the display position of the carton, said box body having on its sides diagonally extending lines adapted to register approximately with the top edge of the inverted cover to indicate the correct positioning of the carton parts.

2. A display carton comprising a body, and a cover adapted to telescope with the body and to be inverted to receive and hold the body in inclined position in the display condition of the carton, said cover having display matter on the sides and ends thereof to indicate that such sides and ends are to be exterior in the display position, said body having on its sides diagonal lines adapted to register approximately with the top open edge of the inverted cover, the spaces below said lines being left blank to indicate concealment behind the sides of the inverted cover, the upper portions of the body sides above the diagonal lines having display matter thereon to be exposed in the display position of the carton, and a figure panel carried by the box body.

In testimony that we claim the foregoing as our invention, we have signed our names hereunder.

JOSEPH B. SINGER.
ARTHUR B. LEVY.