March 27, 1928. 1,663,765

R. A. LAMBERT

DISPLAY BOX

Filed July 9, 1924

Fig. 1.

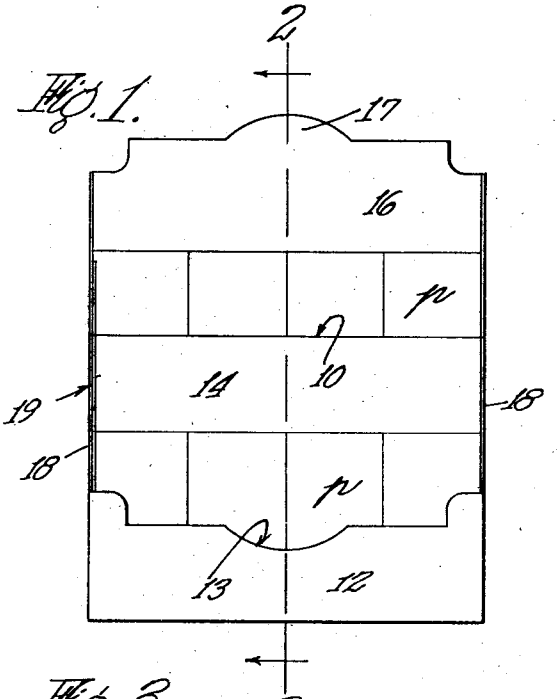


Fig. 2.

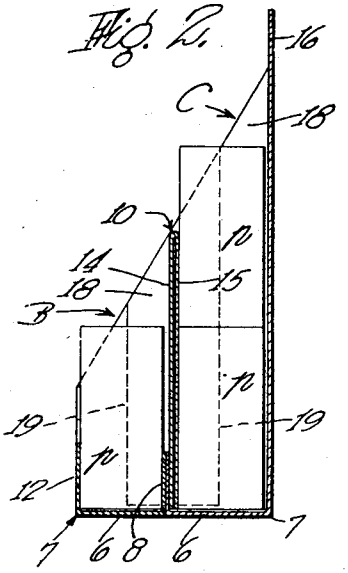


Fig. 3.

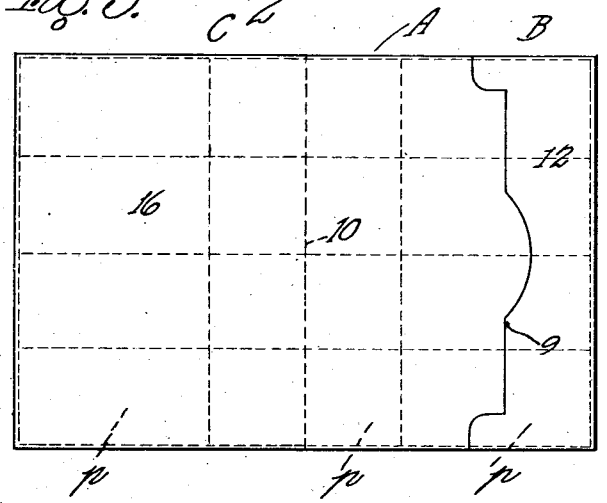
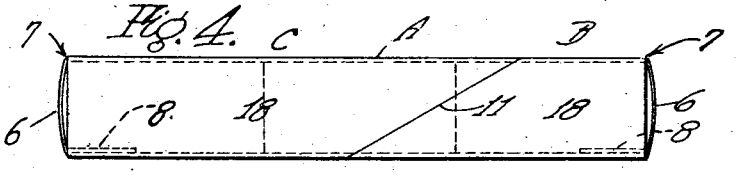


Fig. 4.



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DISPLAY BOX.

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This invention relates to an improved box which is designed to originally serve as a shipping container for the goods and afterwards to be used to display the goods on the counter.

The display box of this invention is of that general type in which the box body is cut through along a substantially diagonal plane in three of its faces, leaving a line of fold in its fourth face about which one box section may be swung relatively to the other to bring the parts into position to expose and display the goods or to bring the parts into position to completely enclose the goods. Display boxes of the general type described have been provided heretofore and many examples of such boxes will be found in the prior art.

The general object of this invention is to provide an improved display box of the class described with the ends in view of affording two pockets of tubular cross section, in both of which the goods may be retained without the provision of special means for the purpose, and at the same time having the bases of the pockets in the same plane to afford a stable and simple support for the display box.

Another object of the invention is to provide a simple yet effective means of holding the two box sections together while in display position.

Other objects and advantages will appear in the following description and in the illustrative embodiment of the invention in the accompanying drawings, in which:—

Fig. 1 is a front elevational view of the display box, when opened to display its contents;

Fig. 2 is a cross sectional view thereof taken on the line 2—2 of Fig. 1; and

Figs. 3 and 4 are top plan and side elevational views, respectively, of the box, when closed to serve as a shipping package for the goods.

Referring to these drawings and particularly to Figs. 3 and 4: A represents a box body of tubular cross section, made up in any suitable manner and provided with end closures of a common form. Each of these end closures consists of an end wall 6 hinged to the box body at 7 and provided with a flap 8 for insertion in the box body, to frictionally hold the end wall in position.

The box body is cut through across one face, as indicated by the line 9 in Fig. 3. This line extends substantially transversely of the box body and, as shown, is irregular in form to provide ornamentation for the box when in display position, as will appear. The cut 9 need not be irregular except for the purpose of ornament, and the particular course of cut 9 may be varied, as desired. The essential thing is that it should extend from a point on one edge across the box in any desired way to an opposite point on the opposite edge. The cut 9 is so made as to divide the cut face into portions of unequal length. The opposite face of the box body is provided with a transverse hinge line 10, which divides this face into parts of equal length. Cuts 11 are made in the side walls of the box body, which cuts extend from the ends of the hinge line 10 in any suitable manner (straight as shown) to the ends of the cut 9.

The box body is thus divided into two sections one of which may be folded upon the other about the hinge line 10 to bring the parts into the positions illustrated in Figs. 1 and 2. With the parts thus positioned, two tubular box sections B and C are provided, each of which is open at its upper end and closed at its lower end by the end wall 6. These sections are arranged one in front of the other in parallel relation and with their end walls 6 in a common plane. The flap 8 of one section, as C, is removed therefrom and inserted in section B, whereby to hold the two sections together. The two end walls 6 afford a broad base and a stable support for the box. The section B has a low front wall 12 with an ornamental upper edge 13 formed by the irregular cut 9. The back wall 14 of section B is equal in height to the front wall 15 of section C and these two walls are held in contiguous relation by the flap 8, as just described. The back wall 16 of section C is higher than its front wall and has an ornamental upper edge 17 due to the irregularity of cut 9. The front and back walls of each section are connected by upright side walls 18, which slope upwardly from the front wall 12 to the back wall 18. The box body is preferably made from a single blank which has end extensions forming the end walls 6 and flaps 8 and which is folded into tubular form with a lap joint 19 in one of its side walls (Fig. 2).

The box, as shown, is adapted to contain three rows of individual packages *p* (Fig.

3), one of which rows is contained in section B and two of which are contained in section C. By swinging section B downwardly, as viewed in Fig. 4 until it is brought up against section C, the box may be opened without displacing any of the packages *p*. The two sections are then locked together by one of the flaps 8, as described, and the locked sections swung in a reverse direction into the vertical position shown in Fig. 2, in which position the box may be supported from the end walls 6 which afford a broad, flat base for this purpose. The result is that two rows of packages *p* are displayed, the upper portions of the packages in one row being visible above the front wall 12 and the upper portions of the packages in another row being visible above the front wall 14. The packages in the third row are concealed in the base of the deeper pocket and serve to support another row of packages so as to be visible above the front wall 14. Each row of packages is encompassed by front, back and side walls and is sufficiently retained in place thereby without providing any other means for this purpose. Also, no special supporting means, such as an easel, is required for the display box. When the box is shipped, it is either wrapped or packed with other boxes in a carton so that relative movement between the hinged sections of the box is prevented.

The display box is characterized by its simplicity in construction and operation and by its effectiveness as a medium for displaying the goods. It can be made from a single blank and thus is adapted for manufacture at low cost. The box is easily operated and can be opened and closed without displacing the goods or necessitating rearrangement thereof for display.

The invention has been disclosed herein, in an embodiment at present preferred, for illustrative purposes but the scope of the invention is defined by the appended claims rather than by the foregoing description.

What I claim is:

1. A combined shipping and display box comprising a tubular box body formed of cardboard and having front and rear walls, side walls and end walls, said end walls being swingingly connected to the front wall and provided with flaps for insertion in the box body adjacent the rear wall, said box body being cut across the front wall and the side walls with the cut terminating in the side walls at opposite ends of the median line on the back wall whereby said box may be folded over on the median line of the back wall to form two display sections with the sections of the back wall contiguous and the flaps of the end walls adjacent each other, the ends of the box body disposed in the same horizontal plane to form a broad base for the box when used for display purposes and means for holding the two sections of the box in display position, said means comprising a flap on an end wall inserted between the flap of the other end wall and the other section of the rear wall.

2. A combined shipping and display box comprising a tubular box formed of cardboard and having front and rear walls, side walls and end walls, said box body being cut across the front wall and the side walls with the cut terminating in the side walls at opposite ends of the median line of the back wall, whereby said box body may be folded over on the median line of the back wall to form two display sections, with the sections of the back wall disposed contiguous to each other and with the ends of each section of the box body disposed in the same horizontal plane to form a broad base on which the box rests when in display position, and means for securing the two sections together in display position, said means comprising a flap at the bottom of one display section inserted in the other display section, said flap being secured against accidental displacement by the weight of the box and its contents.

In testimony whereof I have affixed my signature.

RUSSELL A. LAMBERT.