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BOX OR CARTON

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Fig. 1.

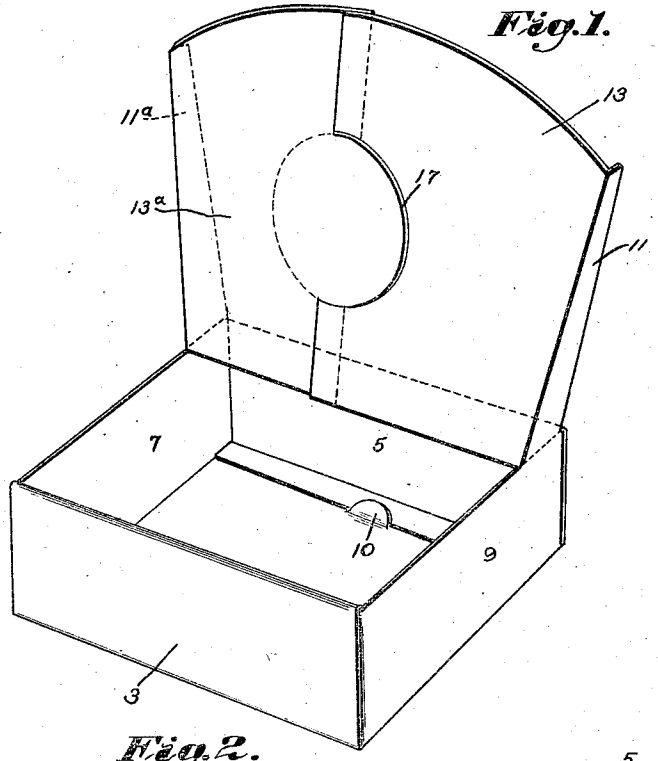
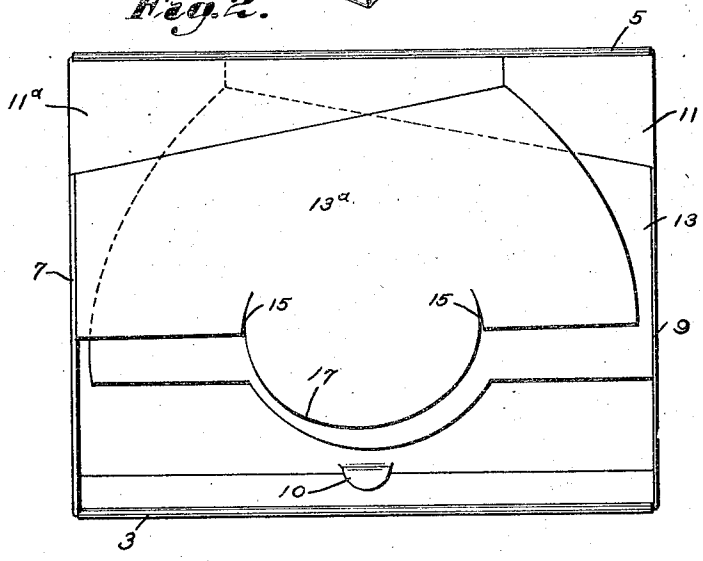


Fig. 2.



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UNITED STATES PATENT OFFICE.

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BOX OR CARTON.

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This invention relates to boxes and cartons and the object is to provide a box having associated therewith what is commonly known as a display card.

My invention will best be understood by reference to the following description of an illustrative embodiment thereof shown by way of example in the accompanying drawings, wherein:

Fig. 1 is a perspective of the box adjusted for display; and

Fig. 2 is a plan on a somewhat larger scale showing the display card collapsed.

Display cards embodying my invention may be constructed in connection with box bodies of any suitable design and in the example illustrated I have shown a folding card-board box of well known type having doubled end flaps 3 and 5 adapted to be folded around wings on the sides 7 and 9 and secured at the bottom of the box by tabs 10 in a manner well understood in the art. The particular construction of the box body is in itself neither a feature of nor a limitation of the scope of my invention.

In accordance with my invention I provide a display card which may be collapsed over the top of the box, as shown in Fig. 2, or raised to an upstanding position in which it extends across the top, as shown in Fig. 1. Referring to the drawings, in the specific embodiment of the invention shown I provide on the side 9 of the box, conveniently as an integral flap, an element comprising a flange portion 11 and a display portion 13, the former being hingedly connected with the upper edge of the side 9 and the latter disconnected therefrom and relatively foldable to the flange portion 11 when the latter is raised to the position shown in Fig. 1 to extend transversely across the box towards one of the other sides thereof. In this raised position it will display the design or letterpress which is printed on its face.

Suitable means are provided for maintaining the display 13 in its raised position by engaging it with some other part of the box and herein the opposite edge 7 of the box carries a substantially counterpart flap comprising the flange portion 11^a and the display portion 13^a, the portions 13 and 13^a being foldable towards each other to overlap substantially at the center of the box and there to be interlocked. Herein I have shown the element 13^a as provided along its edge with slots 15 adapted to receive the edge of element 13. The portion between the flaps may, if desired, be extended into a tab 17 of suitable form to receive some part of the design which is to be printed on the display card and form a characteristic element thereof. Thus, in the example of the invention shown this tab would provide for the exhibition of a circular medallion substantially at the center of the display card, which medallion would be unbroken by the joint between the two sections 13 and 13^a.

In the collapsed position of the box the display portions 13 are folded relatively to the flange portions 11 and both are folded down over the top of the box and are received within the perimeter of the same in the manner shown in Fig. 2, the two parts being each in effect a flap which is disconnected from the corresponding side for a portion of its width. To erect the display card, the flaps are folded upwardly until the flange portions extend substantially vertically, the display portions 13 and 13^a are then folded inwardly and the flange portions are interlocked to form a display surface extending across the top of the box between the sides thereof and supported from the sides by the flange portions 11 in the manner of easels. In the example of the invention shown the line of fold between the flange portion and the display portion is inclined to provide a rearward slope to the display card in the erected position of Fig. 1.

In the example of the invention shown it will be noted that the outer surface of the display card is a continuation of the outer surfaces of the sides of the box so that a single printing on one side of the box blank will provide for printing the display matter on the display card and any desired printing on the outside of the box body proper. The display and its support may be formed from two sections which are substantial duplicates as in the illustrated example, but this is obviously not necessary in all aspects of my invention although convenient.

In the description of my invention and in the appended claims for convenience in reference the ends and the sides of the box are spoken of. Obviously these terms have only an identifying reference to the example of the invention shown and do not im-

port any definitive distinction between a side and an end in any given structure. Having described in detail the illustrative example of the invention shown which, of course, may be embodied in widely different forms, the features of novelty exemplified I shall define in the following claims.

Claims:

1. A box having a flap hingedly associated with an edge thereof and adapted to overlie the top of the box in collapsed position and being itself foldable along a line between its ends and at an intermediate point along said edge to provide a display portion to extend in standing position across the top transverse to said edge.

2. A box having a flap hingedly associated with an edge thereof and adapted to overlie the top of the box in collapsed position and being itself foldable along a line between its ends to provide a display portion to extend in standing position across the top transverse to said edge and a flap hingedly associated with the opposite edge of the box for interlocking with the first when the two are raised.

3. A box having a flap hingedly associated with an edge thereof and adapted to overlie the top of the box in collapsed position and being itself foldable along a line between its ends and at an intermediate point along said edge to provide a display portion to extend in standing position across the top transverse to said edge and means for connecting said portion to another edge of the box to maintain it in such position.

4. In combination with a box a display card comprising two members each including a flange portion and a relatively foldable display portion, said display portions adapted for interconnection in upright position across the top of the box and supported in that position by said flange portions rising easel-like from the sides of the box, said members with the portions thereof folded flat, being of a size to be received within the perimeter of the box.

5. A box having top flaps disconnected from the box edges for a portion of their width, the disconnected portions being foldable to extend inwardly across the box top when the flaps are raised and having at their sides locking means for holding them in upstanding position.

6. A box having top flaps disconnected from the box edges for a portion of their width, the disconnected portions being foldable to extend inwardly across the box top when the flaps are raised and having at their sides cooperating locking means for securing together the two parts in upright position.

7. A box having a flap extending from one of its top edges but disconnected therefrom for a portion of its width, providing a display portion which is foldable when the flap is raised to extend in upstanding position transversely of said edge and across the top of the box and locking means on said portion of the flap whereby it may be engaged with another part of the box to be maintained in the upstanding position.

In testimony whereof, I have signed my name to this specification.

WILLIAM G. BOOTH.