

March 5, 1935.

H. ROSSI

1,993,383

KNOCKDOWN TILTING DISPLAY CONTAINER

Filed Sept. 23, 1933

2 Sheets-Sheet 1

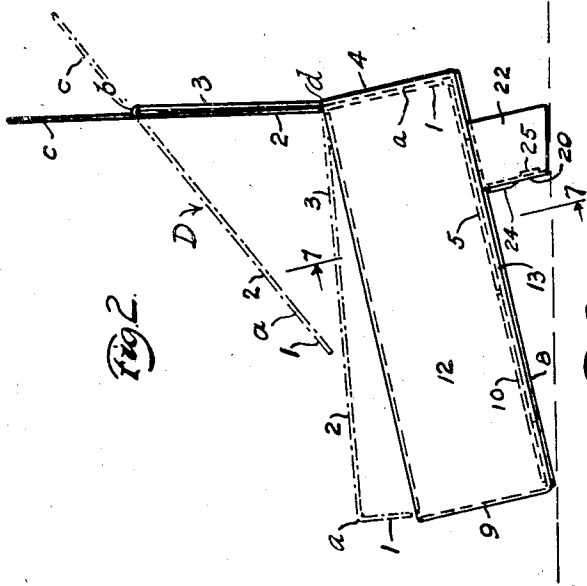


Fig. 2.

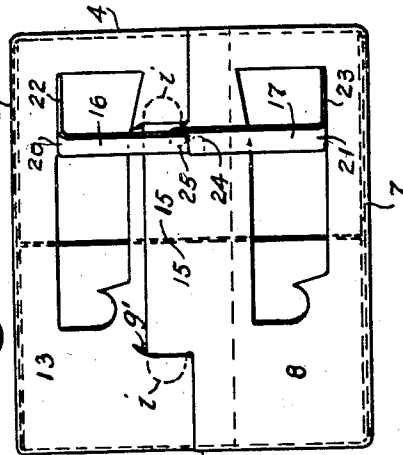


Fig. 3.

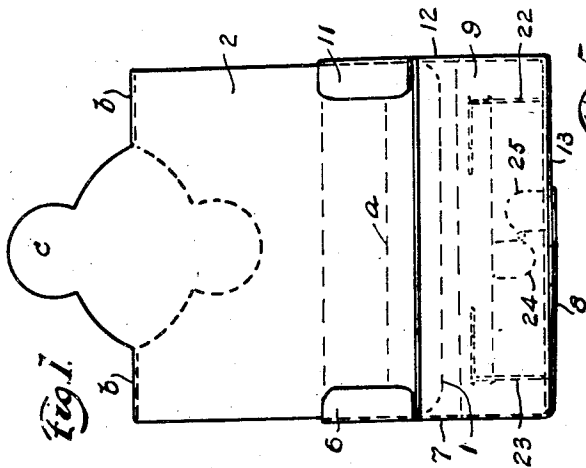


Fig. 4.

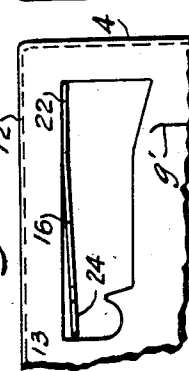


Fig. 5.

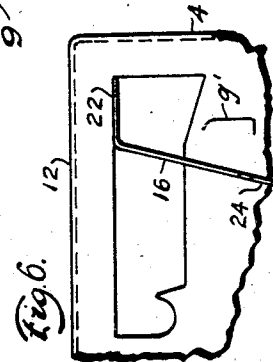


Fig. 6.

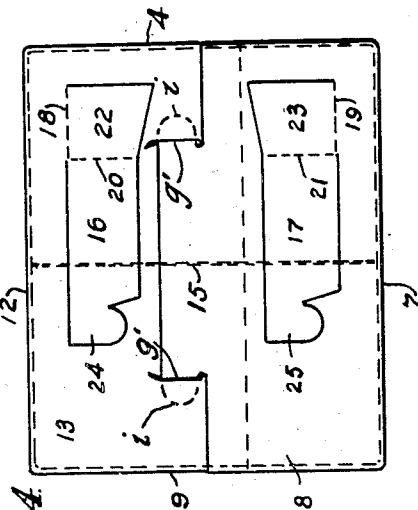


Fig. 7.

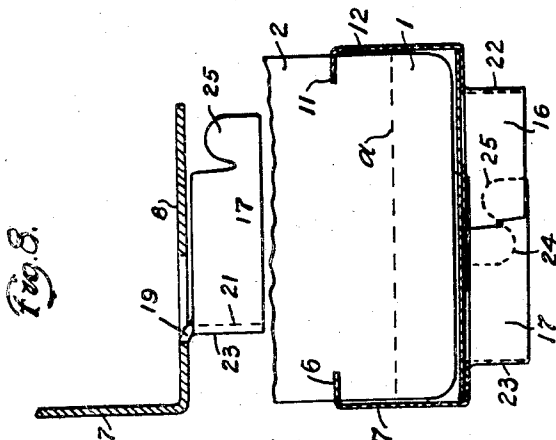


Fig. 8.

Fig. 9.

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2 Sheets-Sheet 2

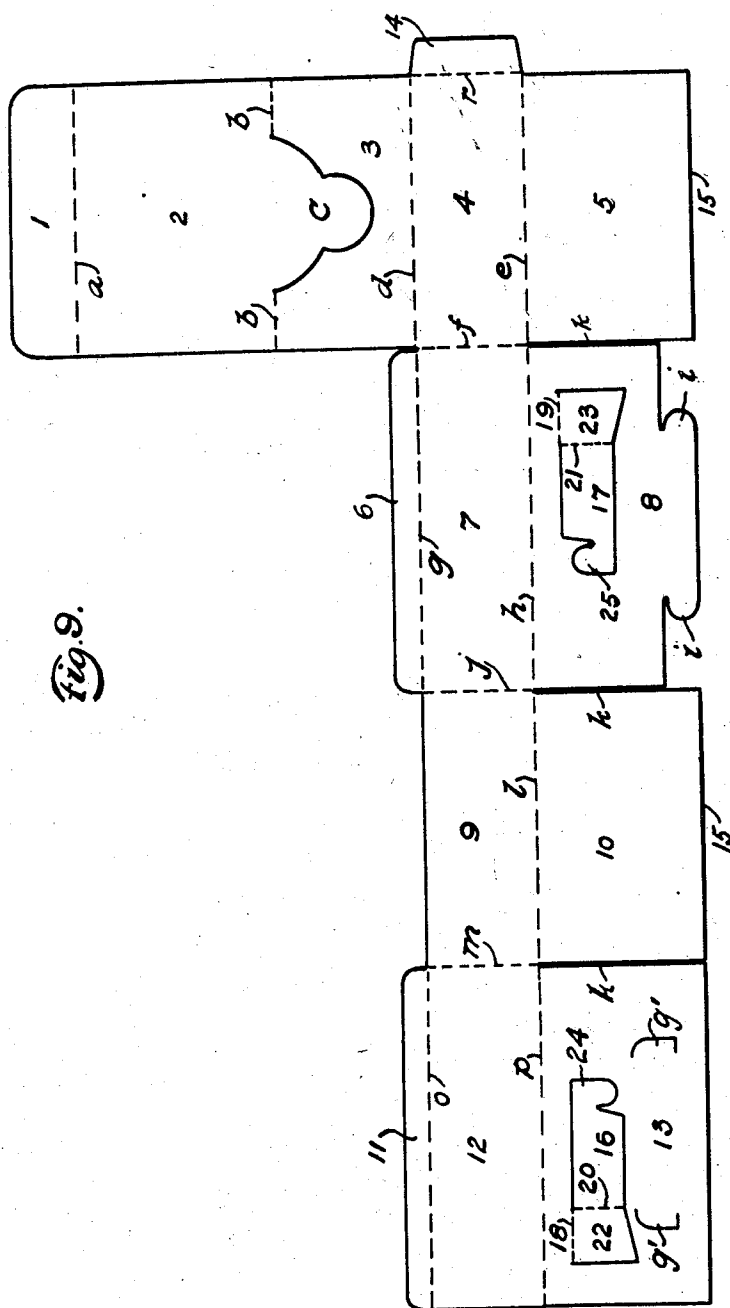


Fig. 9.

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UNITED STATES PATENT OFFICE

1,993,383

KNOCKDOWN TILTING DISPLAY
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Application September 23, 1933, Serial No. 690,642

6 Claims. (Cl. 206-44)

The present invention relates to cartons, made of paper board, for packaging goods, and has for its principal object the provision of a carton that may be shipped to the goods manufacturer in knocked down or flat condition, erected by the goods manufacturer, filled with goods, shipped, filled and closed to the place of sale, and opened and transformed by the seller, into a tilted, advertising display container.

A further object is the provision, in a tilting display container, made from a single blank, of an integral, interlocking, tilting support, erected from a flat plane, from the bottom thereof, said support being, in part cut out from said container bottom and being hinged in operative position by scoring.

The foregoing, and other novel features will be apprehended as the herein disclosure proceeds, and it is to be noted that modifications may be made in the herein structure without departing from the spirit hereof, or the scope of the appended claims.

In the drawings,

Fig. 1 is a front view of the container erected in tilted display position;

Fig. 2 is a side elevation of Fig. 1;

Fig. 3 is a bottom view of Fig. 2;

Fig. 4 is a similar view, showing the easel or support closed flat, before erection as in Fig. 3;

Fig. 5 is a fragmented bottom view of the container showing one of the support tabs raised vertically from the bottom;

Fig. 6 is a view similar to Fig. 5, showing the support tab, after raising in its bent around position, prior to interlocking its end with the mate support tab, as in Fig. 3;

Fig. 7 is a sectional view taken on line 7-7, Fig. 1, looking in the direction of the arrows;

Fig. 8 is an enlarged fragmentary sectional view, similar to Fig. 7, showing one support flap in its container displaying position; and

Fig. 9 is a blank layout of the container, in the flat, showing the various component flaps of the container before erection.

As in Fig. 9, the one piece blank comprises fourteen scored panels and flaps, flap 1, scored at or from its cover forming panel 2-3, to form a front tuck flap for the cover, as shown dotted in Fig. 2, the cover being formed of a single, joint panel scored at *b* near its center, with an advertising cut-out *c* joining the score lines *b*, so that, when the cover, as in Figs. 1 and 2, is bent at score lines *b-b*, the cut-out *c* stands facing the front, erect for display purposes at the back of the tilted container as in Fig. 2. To accomplish this the

scored cover 2-3 is hinge scored at *d*, so that when the cover is untucked as shown dotted at A, Fig. 2, and bent on its score lines *b-b*, and raised vertically on its hinge score line *d* between cover 2-3 and the rear end forming panel 4, the tuck flap 1, may then be tucked in behind the goods within the container and the display portion 2 of the cover 2-3 and cut-out thus held erect in display position.

The rear end forming panel 4 has an inside bottom forming closure flap 5, which is scored from panel 4 by a score line *e*. Rear end forming panel 4 also has a side forming panel 7, which is scored therefrom by a score line *f*.

Side forming panel 7 has an edge reinforcing top flap 6, scored therefrom by score line *g*, which as shown in Fig. 7, is turned inwardly into the container when erected to prevent gapping or bulging of side panel 7.

Side forming panel 7 has an interlocking, outside bottom forming panel 8 scored therefrom by score line *h*, and this panel 8 is provided with two opposed cut-out tab locks *i-i* at its outer edge. Panels 5 and 8 are cut cleanly from one another by a severing line *k*.

Side forming panel 7 has a front end forming panel 9 scored therefrom by a score line *j*, and, in turn, front end forming panel 9 has a bottom closure forming flap 10, which is a mate flap to the previously described inside bottom closure flap 5.

Bottom closure flap 10 is cleanly cut from the interlocking outside bottom forming panel 8 by a severing line *k*.

Front end forming panel 9 has a side forming panel 12 scored therefrom, and this latter panel has a top edge reinforcing flap 11, scored off at *o*, which duplicates the function described for edge flap 6, and in assembly these two flaps as in Fig. 7, are on opposite sides of the container and are inwardly turned.

Side forming panel 12 has an interlocking, outside bottom forming panel 13 scored therefrom by score line *p*. This panel with panel 8, by means of the lock tabs *i-i* on panel 8 and the cut slots *g'-g'* on panel 13 are interlocked with one another in an overlapping bottom locking position, as in Figs. 3 and 4, and together form the outside bottom closing and locking panels.

Finally, the rear end forming panel 4 has extending therefrom a glue tab 14, which is scored from panel 4, by score line *r* and which, when glued to the end of side forming panel 12, joins the container forming panels or walls into a rectangular assembly.

When the container wall forming panels 4, 7, 9, and 12, are thus joined, the partly assembled blank may then be folded on its score lines *r* and *j*, and the cover is then folded over onto the folded, flat container by its score line *d*. Thus the flat containers are piled into bundles and shipped to consumers.

To erect the container, the glued blank is opened on its score lines *f*, *j*, *m* and *r*, then inside bottom panels 5 and 10 are turned in to form the inner container bottom closure their outer edges meeting at the center of the container, as at 15, Fig. 3, shown in dotted and full lines.

Then the outside bottom forming panels 8 and 13 are turned in, panel 13 first, and then panel 8 and the tab interlocks *i-i* are inserted into the slots *g'-g'* on panel 13, Figs. 3 and 4, and thus lock the inner and outer bottoms and thereby sustain the walls 4, 7, 9 and 12 in carton form.

After the container has been packed with goods, the cover 2-3 is folded down on its score line *d* and the tuck flap 1 thereof is tucked into the front end of the carton as partially indicated in Fig. 2, in dotted lines.

To set up the container for display the cover 2-3 is untucked and brought up vertically on its score line *d*, and is then bent forwardly as at D, dotted in Fig. 2 on score lines *b-b*, and the tuck flap 1 is tucked between the goods and rear end wall 4 and the cover is thus sustained in display position.

In addition to the cover-panel display, it is desirable to tilt the container upwardly from its rear and hold it tilted.

To this end means are provided on each of the outside bottom forming lock panels 8 and 13, which may be pulled up from the plane, and out of the area of said panels, and interlocked to form a knock down easel or support, of great rigidity and ease of manipulation.

As will be noted in the drawings the panels 13 and 8 are each provided with partially cut-out extension lock tabs 16 and 17. These tabs are cut-out all around the contours shown by the full lines, and are scored from the panels by score lines 18 and 19, respectively. The tabs 16 and 17, are also each traversed by a score 20 and 21, respectively. Thus the lock tabs are each divided by score lines 18-19 and 20-21 into two sub-panels 16 and 22, and 17 and 23, Fig. 4. Sub-panels 22 and 23 being hinged by score lines 18 and 19 respectively, to the panels 13 and 8, respectively which score lines run parallel to the side walls 7 and 12, are thereby enabled to be bent on said score lines to a position vertical to said panel surfaces, as indicated at Figs. 5 and 8, then the sub-panels 16 and 17 are bent on score lines 20 and 21, towards each other as indicated in Fig. 6, and are then mutually hooked at their outer ends by the lock tabs 24-25. This assembly is very quickly accomplished and leaves the extension tabs 16-17 in easel-like position to support the container and its load as in Figs. 2 and 7.

As thus described it will be ascertained that the advertising display container is provided with a knock down easel which comprises two interlocking elements cut out of and integral with the locked outer bottom assembly, and which easels when erected and interlocked form a substantially rectangular support immediately under the container and near one end thereof, so that the container is uptilted from one end, for display purposes.

It will further be noted that, in the erection of the tilting supports 16-17 in their tilting position, they traverse the outer bottom lock flaps and the lock *g'g'* and *i-i* thereof and thus support the outer lock bottoms 8 and 13 across their locked jointure, which latter bottoms 8-13, in turn, support the inner bottom flaps 5 and 10, in their operative position.

Having thus described the invention, what is claimed is:

1. A container comprising a bottom, each side portion of the bottom being provided with a separate partially cut out lock tab, the uncut portions being scored to be bent up from said bottoms; one of the tabs being also scored at right angles to said first scores, whereby it may be bent to form an extension to lock with the other lock tab, said extension engaging said bottom; and means for locking the end of said extension to said other lock tab for preventing rocking movement of the lock tabs.

2. A container comprising a bottom, each side portion of said bottom being provided with a separate partially cut out extension lock tab, the uncut portions being scored to be bent up from said bottom; the extension tabs being also scored at transverse angles to said first scores whereby they may be bent towards each other to be lockably engaged across said bottom and means on the ends of said extension tabs for permitting said lockable engagement.

3. A container having its bottom formed of bottom closing flaps connected to opposite side walls; each flap being provided near the adjacent side wall with a cut forming an elongated extension lock tab disposable in the plane of the bottom substantially parallel to said wall; each cut extending around said tabs except at a line substantially parallel to the adjacent wall, each of said lines being uncut and scored, whereby the lock tab may be turned at right angles to the bottom, to form a supporting portion adjacent to said line; each tab being transversely scored near the inner end of said line, whereby the lock tabs may be turned inward toward each other; interlocking means for locking the intumed lock tabs together; the interlocked lock tabs serving to help hold the flaps in overlapping relation.

4. A container having its bottom provided near the side walls with cuts forming elongated extension lock tabs disposable in the plane of the bottom substantially parallel to said walls; each cut extending around said tabs except at a line substantially parallel to the adjacent wall; each of said lines being uncut and scored, whereby the lock tab may be turned at right angles to the bottom to form a supporting portion adjacent to said line; each tab being transversely scored near the inner end of said line, whereby the lock tabs may be turned toward each other; means for interlocking said lock tabs; the two interlocked lock tabs serving to minimize lateral rocking of said supporting portions.

5. A container having its bottom provided near the side walls with cuts forming elongated extension lock tabs disposable in the plane of the bottom substantially parallel to said walls; each cut extending around said tabs except at a line substantially parallel to the adjacent wall; each of said lines being uncut and scored, whereby the lock tab may be turned at right angles to the bottom, to form a supporting portion adjacent to said line; each tab being transversely scored at the cut edges near the inner end of said line, whereby the lock tabs may be turned toward each

other and overlapped at the ends; means for interlocking the overlapped lock tabs; the two interlocked lock tabs engaging the bottom of the container and serving to minimize lateral rocking of said supporting portions, and to help support the bottom between said portions.

6. A container having its bottom formed of bottom closing flaps connected to opposite side walls; said bottom being provided near said walls with cuts forming elongated extension lock tabs disposable in the plane of the bottom substantially parallel to said walls; each cut extending around said tabs except at a line adjacent and parallel to the adjacent wall and extending near the intervening wall; each of said lines being uncut and scored, whereby the lock tab may

be turned at right angles to the bottom, to form a supporting portion adjacent to said line; each tab being transversely scored at right angles to said line at the cut edges near the end of said line most remote from said intervening wall, whereby the lock tabs may be turned toward each other and overlapped at the ends; said ends being formed with interlocking means, whereby said lock tabs may be locked together; the interlocked lock tabs engaging the bottom of the container and serving to minimize lateral rocking of said supporting portions, and to help support the bottom between said portions and to hold the flaps in overlapping relation.

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