

Dec. 14, 1943.

G. T. HENDERSON

2,336,731

DISPLAY CONTAINER

Filed Sept. 16, 1941

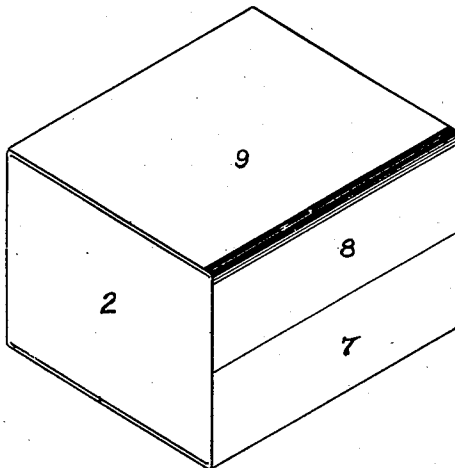


Fig. 1

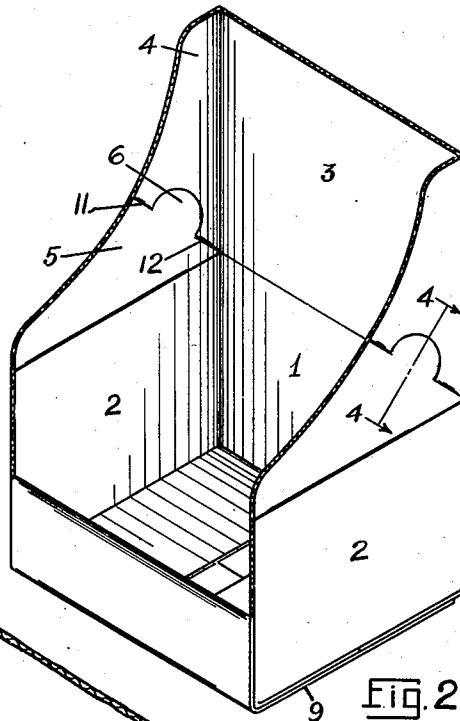


Fig. 2

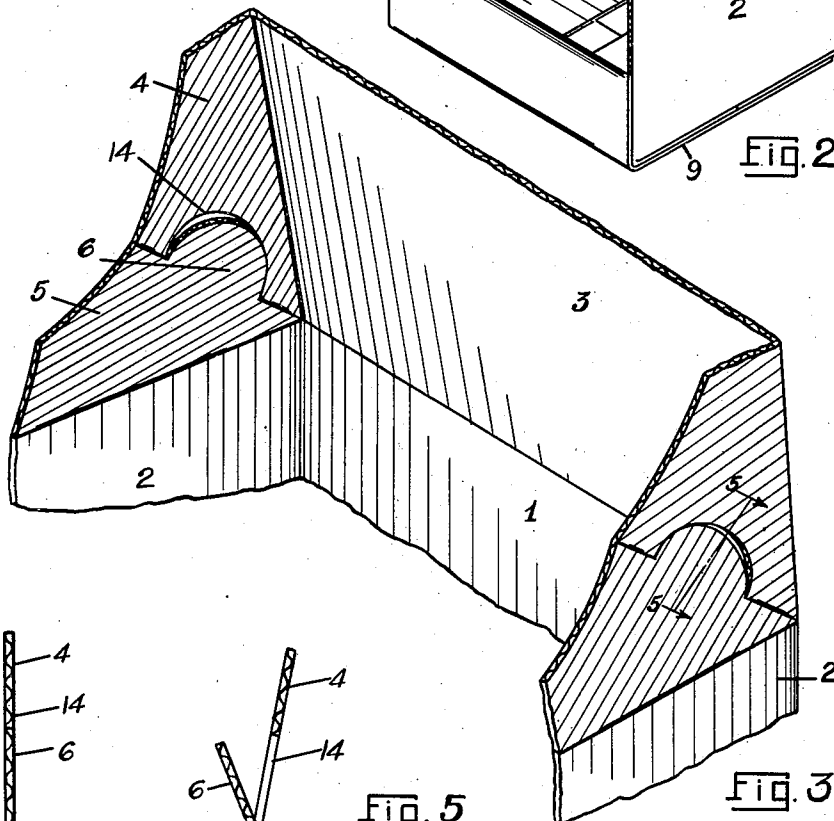


Fig. 3

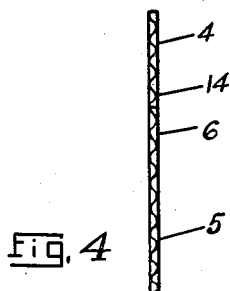


Fig. 4

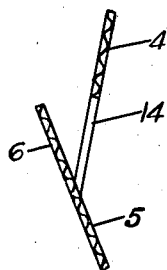


Fig. 5

INVENTOR.

GEORGE T. HENDERSON

BY

Robert W. Wilson
ATTORNEY

UNITED STATES PATENT OFFICE

2,336,731

DISPLAY CONTAINER

George T. Henderson, Sandusky, Ohio, assignor
to The Hinde & Dauch Paper Company, San-
dusky, Ohio, a corporation of Ohio

Application September 16, 1941, Serial No. 411,007

1 Claim. (Cl. 206—44)

This invention relates to a folding display carton, usually made of corrugated board, which is adapted either for shipping or for display purposes without requiring repacking of the contents. It is an improvement upon the invention disclosed in Patent No. 2,168,240 issued August 1, 1939. The present invention, like that of Patent No. 2,168,240, relates to a carton having a top which can be raised to become a display back, and side wings which join the back and sides of the carton to form, with the sides of the carton, display sides. The present invention is directed to means for better displaying merchandise in the carton and for keeping the back and sides upright when set up for display, without relying on merchandise or attachments for support.

In the container of Patent No. 2,168,240, it was contemplated that the panels of the side wings would be held flat and upright by means of merchandise packed against them, since the wings have some tendency to bend inward on account of the set given the corrugated board along the bend line between them. In order to insure that the top will stand up with the wings flat irrespective of whether or not there is merchandise to hold up the wings or the back, without the use of any supports or attachments for locking, I have devised the present means for holding the wings flat with the display back raised.

In the accompanying drawing:

Fig. 1 is a perspective view of a carton, with the present invention applied thereto, closed and sealed ready for storage and shipment;

Fig. 2 is a perspective of the carton set up for display using the present invention;

Fig. 3 is a larger perspective view showing the carton in a position part way between closed and open;

Fig. 4 is a detail taken on line 4—4 of Fig. 2 showing side flaps and integral tab opened in display position with tab locked; and

Fig. 5 is a detail taken on line 5—5 of Fig. 3 showing side flaps with integral tab in a position part way between closed and open.

The present improved carton, in its general appearance and organization, is similar to that of Patent No. 2,168,240, having conveniently a conventional bottom construction to which no reference characters are applied in the present disclosure, rear and side walls 1 and 2, display back 3 connected to the sides by folding wings 4, 5 with integral tabs 6, and preferably but not necessarily a drop front. The drop front shown herein by way of illustration is that of Patent No. 2,168,240 comprising, a permanent panel 7 and a

movable or drop panel 8, bendably attached to the upper edge of permanent panel 7 and having further a lap 9 (herein conveniently shown as a full lap) bendably attached to its outer edge, said lap being adapted to fit as an outer lid of the box when closed or to fit under the box when open for display as seen in Figs. 1 and 2 respectively.

The display features comprise the single piece 3 which is an inner lid when down, but becomes the display back when up, and side wings. The side wings are each composed of panels 4 and 5 hinged respectively to an edge of the back 3 and to the upper edge of the side 2. These panels are interconnected by fold lines 11 and 12 between which fold lines the tab 6, integral with lower panel 5, and being preferably a half circle, extends into panel 4 when the two panels are set up in the same plane. The tab 6 is cut out of panel 4 by a semi-circular die cut, leaving 6 integral with 5. When the display back 3 is lowered and the wings collapse inwardly, the tab 6 separates from panel 4, leaving a socket 14 in panel 4, all as shown in Figs. 3 and 5.

Since the integral tabs, of their very nature, are a part of the carton, the carton blank is readily stamped out in one piece, requiring no attachments. Thus when the carton is closed the tabs 6 simply lie flat as part of the lower side panels 5 under the back 3 which folds as an inner lid under the outer lid 9.

The die cut which defines the tab 6 does not remove any material or at least not any appreciable quantity. Thus when the tab is put back into its socket by setting the panels 4 and 5 in the same plane, the tab fits tightly enough to hold the two panels flat by friction.

From the foregoing it will be seen that I have invented a simple and easily made display container in which the back and side panels are foldable but when set up are kept in place of their own accord without attachments.

It will be appreciated that the foregoing description, and the drawing, are illustrative of a preferred embodiment of the invention, but that the principles of said invention may be embodied in other forms and modifications, all within the scope of the appended claim.

I claim:

A corrugated board display container having integral side and back walls, a display back integral with the back wall and hinged to the top edge thereof, triangular side wings integral with the side walls and display back and hinged to the top edges of the side walls and side edges of the display back, each of said triangular side wings

being divided into two inwardly foldable triangular panels by a hinge connection extending from the intersection of the hinged edges to the free edge of the wing, each hinge connection comprising two short alined fold lines, one extending outwardly from the intersection of said hinged edges and the other inwardly from the free edge of the

wing, and a semicircular die cut bridging the gap between said short fold lines, said cut forming a semicircular tab on one panel that frictionally interlocks with a corresponding recess in the 5 other panel when the panels are moved into the same plane to lock the wings in bracing position.

GEORGE T. HENDERSON.