

Jan. 5, 1943.

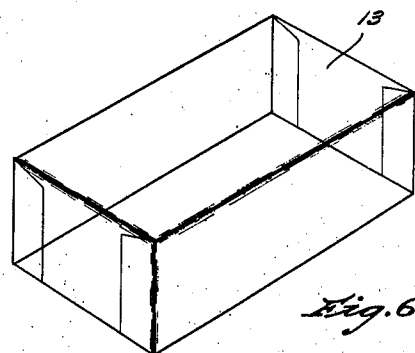
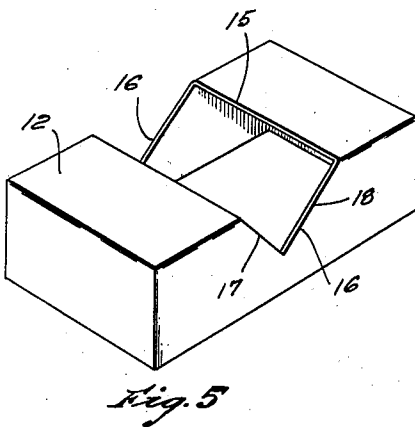
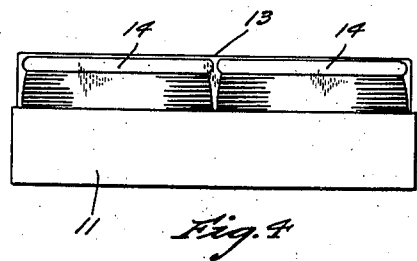
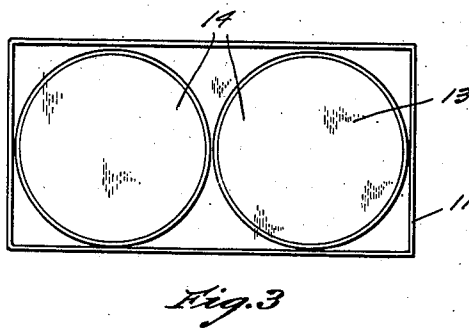
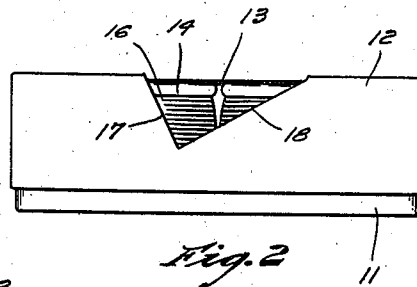
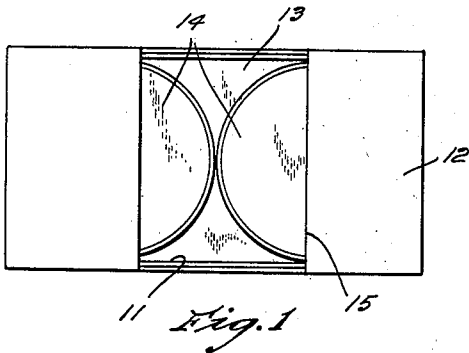
J. T. CRANDALL

2,307,571

SHIPPING AND DISPLAY CONTAINER

Filed Feb. 8, 1940

2 Sheets-Sheet 1



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2 Sheets-Sheet 2

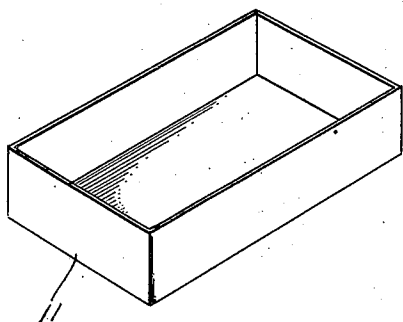


Fig. 7

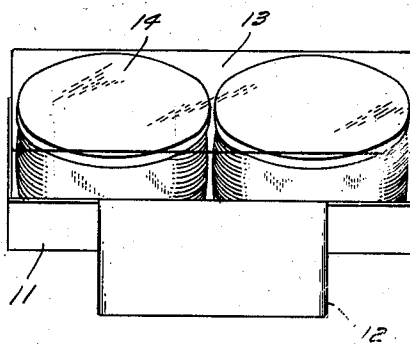


Fig. 8

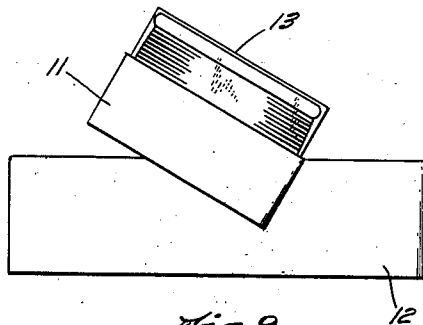


Fig. 9

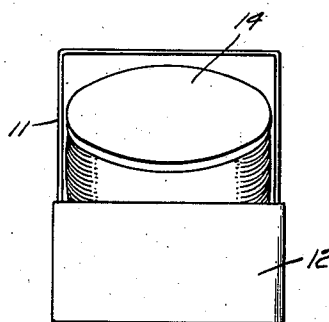


Fig. 10

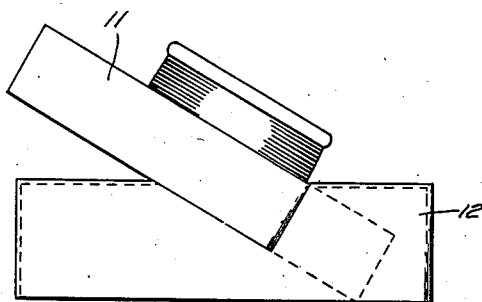


Fig. 11

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UNITED STATES PATENT OFFICE

2,307,571

SHIPPING AND DISPLAY CONTAINER

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Application February 8, 1940, Serial No. 317,825

2 Claims. (Cl. 206—44)

My present invention relates to the packaging art, and has particular reference to a novel arrangement for a shipping and display container.

It is the principal object of my invention to provide a shipping and display container for a plurality of small articles, which permits inspection of the articles without removal from the container, and which may be readily changed to attractively display the articles for sale, both prior to sale of an article, and after an article has been sold.

A further object of my invention is to provide a container which is particularly suitable for the display of reels of fishing line.

Still another object of my invention is to provide a container for alternatively displaying one or a plurality of articles of merchandise, and which is readily manufactured at low cost.

With the above and other objects and advantageous features in view, my invention consists of a novel arrangement of parts more fully disclosed in the detailed description following, in conjunction with the accompanying drawings, and more specifically defined in the claims appended thereto.

In the drawings:

Fig. 1 is a top view of the novel container;

Fig. 2 is a side view thereof;

Fig. 3 is a view similar to Fig. 1, the cover being removed;

Fig. 4 is a view similar to Fig. 2, the cover being removed;

Fig. 5 is a perspective view of the cover;

Fig. 6 is a perspective view of a transparent top;

Fig. 7 is a perspective view of a container base;

Figs. 8 and 9 are respectively front and side views of the novel container used as a display for two fishing line reels; and

Figs. 10 and 11 are respectively front and side views of the novel container arranged to display one fishing line reel.

It has been found desirable to provide a shipping and display container for small articles, and particularly for reels of fishing line, which permits shipping a plurality of reels in the container, the reels being visible for inspection without removing the cover from the container; the container parts are preferably so arranged that the reels may be attractively displayed on a counter or the like, and the display may be readily changed as the reels are sold so as to maintain an attractive appearance for the container and the remaining reels. To this end, I provide a container base in which the reels are packed, and

a cover therefor which telescopes over the base and is cut away to permit visual inspection of the individual reels, the container base and the cover cut-out portion cooperating to seat the container base on the cover for display purposes, and to also permit a nesting engagement of the container base within the cover to conceal part of the base and thus attractively display a smaller number of reels as the reels are successively sold.

Referring to the drawings, the novel container comprises a base 11 and a cut-away cover 12, an auxiliary top 13 of transparent material being associated with the base, all the parts being preferably of rectangular box type. The illustrations show a container suitable for two reels 14 which are positioned in adjacency, the reels being first seated in the base 11 and the transparent top 13 then being positioned over the reels and having its sides fitting into the base 11, the cover 12 then being positioned over the transparent top 13, and having a cut-out or recess which provides a rectangular opening 15 at the top and a triangular opening 16 at each side, the slope of the forward portion 17 of the triangular opening being greater than the slope of the rear portion 18 thereof. The aligned triangular openings in the sides of the cover thus provide a forward panel and a rear panel, and an intermediate angularly disposed seat for receiving the base for display purposes.

The packages are assembled as illustrated in Figs. 1 and 2 and are shipped to the retailer, who removes the cover 12, which now serves as a support, and seats the base 11 containing the reels 14 and the transparent top 13 transversely of the cover in the cut out or recess, as illustrated in Figs. 8 and 9, whereby the two reels are attractively displayed to the purchaser.

When one reel containing fishing line has been sold, the transparent top is preferably removed, and the base 11 is then turned as illustrated in Figs. 10 and 11 and inserted longitudinally into the slot formed in the cut-out cover, the remaining reel seating on the cover so as to be attractively displayed; the small amount of space which is exposed to view in this position of the upper end of the base is not objectionable. Since the dealer can inspect the size of the line on the reels because of the cut-away cover, it is not necessary to open all the sales containers for display.

It is thus evident that the novel shipping and display container uses only three parts which are readily manufactured and assembled, and which serve as a shipping container for a plurality of articles, the articles being visible for inspection, and the parts being arranged to attractively dis-

play a number of adjacent articles for sales purposes, the parts being rearranged as the articles are sold to still display the unsold articles in an attractive manner.

Although the shipping and display container specifically illustrated and described is used in connection with reels for fishing line, it is obvious that any articles which are sold separately may be shipped and displayed in containers of the type described, the size and shape of the parts and the size and shape of the cover cut out or recess being readily changed to meet the shipping and display requirements for different articles without departing from the spirit and the scope of the invention as defined in the appended claims.

I claim:

1. A shipping and display container comprising a base and a cover, said base and cover being of rectangular box form and said base telescoping in said cover, said cover having a rectangular cut-out in its upper surface providing a forward panel and a rear panel, the sides of the cover being cut to provide aligned triangular openings, whereby the base may be selectively seated in said cover cut-out and said triangular openings

when positioned transversely of said cover or telescoped into said rectangular cut-out when positioned in alignment with said cover, the forward portion of said base when so telescoped into the rectangular cut-out extending beneath the forward panel of the cover and seating on the forward edge of the rear panel of the cover.

2. A shipping and display container comprising a base and cover, said base and cover being of rectangular box form and said base telescoping in said cover, said cover having a rectangular cut out in its upper surface providing a forward panel and a rear panel, the sides of the cover being cut to provide aligned triangular openings, whereby the base may be selectively seated in said cover cut out and said triangular openings when positioned transversely of said cover or telescoped into said rectangular cut out when positioned in alignment with said cover, the forward portion of said base when so telescoped into the rectangular cut out extending beneath the forward panel of the cover and seating on the forward edge of the rear panel of the cover, said base having a transparent removable top.

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