Dec. 6, 1932. J. J. GAFFNEY 1,890,285

PACKING AND DISPLAY CONTAINER

Filed Oct. 5, 1929 2 Sheets-Sheet 1

FIG. 1.

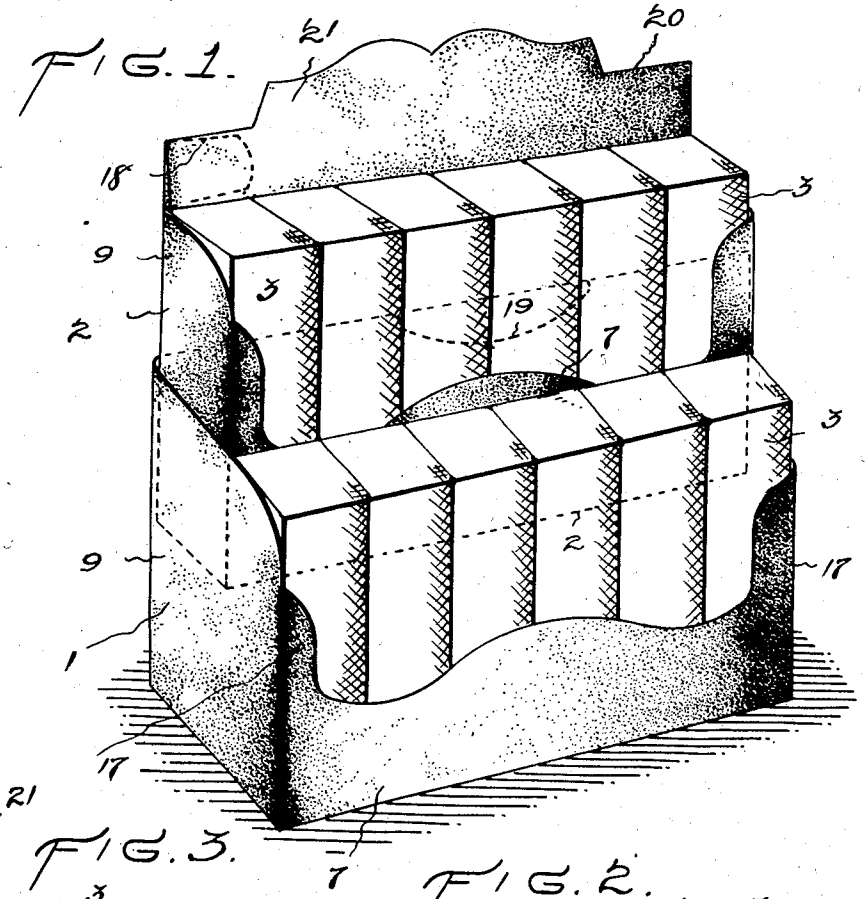


FIG. 3.

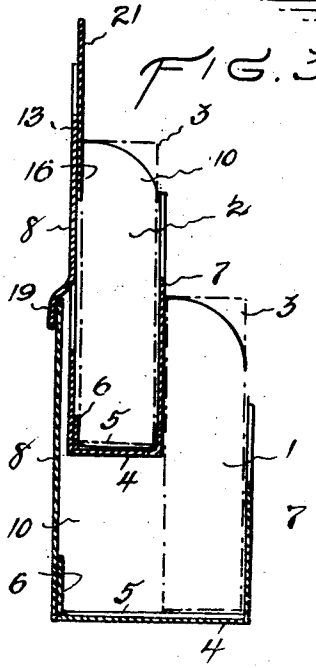
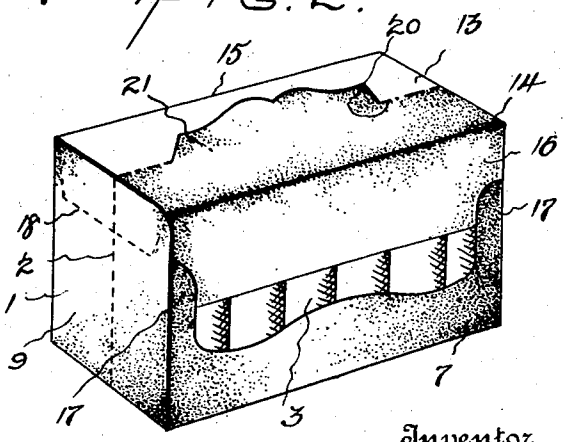


FIG. 2.



Inventor
John J. Gaffney,
By his Attorney
Arthur Fenner.

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FIG. 4.

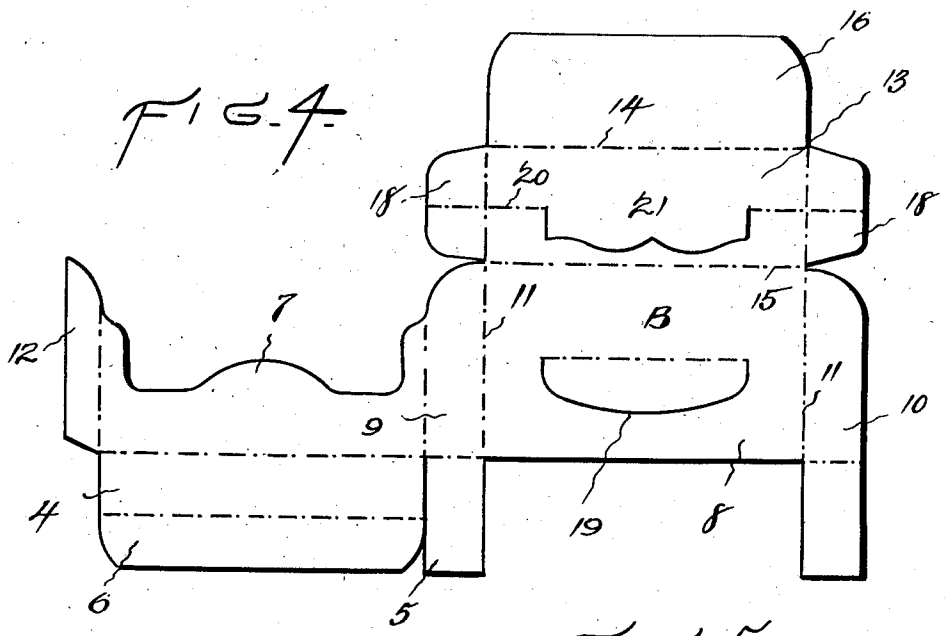
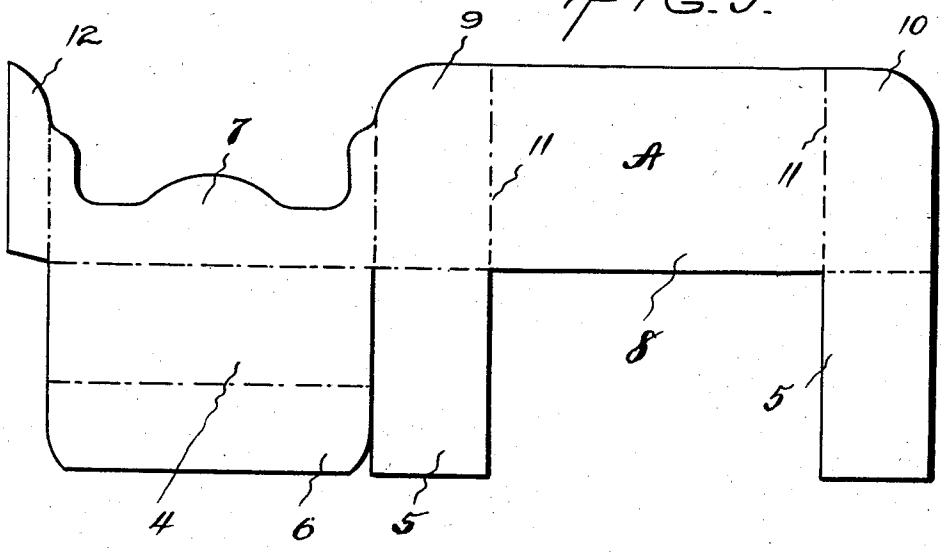


FIG. 5.



Inventor
John J. Gaffney
By his Attorney
Arthur J. Tanner.

Patented Dec. 6, 1932 1,890,285

UNITED STATES PATENT OFFICE

JOHN J. GAFFNEY, OF NEW HAVEN, CONNECTICUT, ASSIGNOR TO NATIONAL FOLDING BOX COMPANY, OF NEW HAVEN, CONNECTICUT, A CORPORATION OF NEW JERSEY

PACKING AND DISPLAY CONTAINER

Application filed October 5, 1929. Serial No. 397,559.

The invention relates to packing and display containers for merchandise and the invention consists of certain new and useful improvements in the construction, design and arrangement of the parts of the container.

In the proper designing of containers of the class referred to, a number of factors must be taken into consideration and an important one, having regard to efficiency as a packing medium, is that the container should be designed and constructed so as to be of such simple form that the assembling thereof can be effected with facility and when packed, the container must be rigid so as to endure more or less rough handling, particularly in transportation. Furthermore with a simple construction, it generally follows that less material is consumed and in this way economy is obtained in the manufacturing cost of the containers. Another factor to be considered is the setting up of the container for the purpose of displaying the merchandise contained therein, and in this connection the simplicity of the construction and design will enable even an inexperienced person to conveniently and properly set up the container. When the container is set up and displayed on a counter, for example, rigidity and firmness of the support is another and important factor to be considered. Having in mind all these factors, the container hereinafter described has been designed so as to meet all the important requirements in conection with the construction of the container, and besides advantages therein, with the improved construction an attractive display medium is produced.

The improved container has a number of features which differentiate it from others previously used or proposed and amongst these features the most predominating one is that the container is composed of a plurality of separate sections all of which are containing sections for the merchandise packed and displayed therein. These sections are so constructed and arranged that one section is contained within another section forming thereby outer and inner telescoping sections; one inner section having an extension therefrom which, in its closed position, operates as a cover for all the sections. In its open position said cover is folded back in a raised position and there retained so as to operate as a display device for all the sections. Another important feature is that the inner section or sections are so arranged that they can be separately raised to an elevated position relatively to each other so as to produce a tier effect and thereby effectually display the merchandise contained in all the sections. Means are provided to retain the sections in said display position and furthermore a material advantage is obtained in that the outer containing section provides a firm supporting base for itself and the companion section or sections when in said display position.

An embodiment of the invention will be described hereinafter with reference to the accompanying drawings; wherein—

Figure 1 is a perspective view showing the improved container set up in the display position;

Figure 2 is a perspective view showing the container in its closed position;

Figure 3 is a vertical central sectional view of the container in its display or open position;

Figure 4 is a plan view of one form of blank of which the inner container section is constructed; and

Figure 5 is a plan view of the blank from which the outer container section is constructed.

Referring to said drawings, the improved container, as shown, is composed of the outer section 1 and inner section 2, both of these sections containing merchandise, for example as shown cartons 3 which are packed in a single row in each section. It will, however, be understood that these cartons or other merchandise may be otherwise packed, for example, the cartons may be packed in each section in two rows and in which case the usual quantity of one dozen articles packed would require a box of approximately half the width as when the cartons are stacked in single rows.

The outer section 1 is composed of the blank A, shown in Figure 5 and the section

formed therefrom is similar to an ordinary tuck-in carton having a bottom closed by the flap 4 and inwardly folded tongues 5, which are held in the closed position by the tuck-in end 6 of the flap 4. The front and back walls of this section are respectively formed by the portions or blank sections 7 and 8. The section 7 is cut out so as to provide an open front to better display the merchandise contained in this section. The side walls of the container section 1 are formed by portions 9 and 10. The different portions of the blank referred to are divided by creased lines 11 which permit the proper folding of the blank and with this particular construction folding of the blank can be accomplished by an automatic machine which also effects adhesive uniting of the glued lap 12 with the portion 10 at the other end of the blank.

The blank B shown in Figure 4 is employed for constructing the inner section of the container and this blank is substantially the same as the blank previously described with the exception that the side walls are narrower, for it will be understood that this section contains only part of the merchandise, whereas the other section contains an equal amount of merchandise besides the inner section. Section B differs also from the other section in that there is an extension 13 from the back wall portion 8 and this extension 13 furnishes a cover for the section carrying the same and for the open top of the outer section.

In the closed position of the container the extension 13 above referred to, is folded on the creased lines 14—15 and the latter line operates as a hinge for the cover. The flap 16 forming a continuation of the extension 13 is tucked into the front of the outer container and retentively held in place by engagement behind the flanges 17. Lateral extensions 18 from the extension 13 are tucked into the side of the section 1 and serve as additional means for keeping the cover in place. In the display position of the box, the inner section is simply lifted out partly as shown in Figure 1 and in this position the tongue 19 in the back wall of the inner section 2, engages the top edge of the back wall 8 of the outer section. By this means the inner section is firmly held in an elevated position relatively to the outer section.

It is obvious that several inner sections may be employed and in which case the sections would be located so as to telescope one within the other. When properly arranged the outer section will contain the inner sections and in this case one of the latter sections would be within another. When two sections only are employed the effect of the inner section being raised above the other is to display the merchandise in two rows one standing above to produce a double tier display effect. When a third inner section is employed the effect produced is that of a triple tier display.

The inner container section adjacent to the back wall of the outer container only carries the cover 13 and when the container is in the display position, this cover is folded on itself along the line 20 which brings the cut-out portion 21 uppermost at the top of the display device.

It will be understood that the blanks of which the containing sections are composed may be of other forms, for example, the blank can be one that is assembled entirely by hand and in which case the gluing operation employed with the blank described would be eliminated and locking means or various contrivances which are known in the art could be used to retain the blank in its folded or set up position.

Various modifications may be made in carrying out the details of the invention hereinbefore described and it is to be understood that any modification coming fairly within the terms of the appended claim shall be covered thereby.

I claim—

A composite packing and display carton organized as a complete shipping assembly within itself comprising inner and outer container sections telescoping within each other, a bottom, a front, back, and side walls for each container section, the front wall of each container section being provided with a window extending downwardly from the top of the wall and bounded respectively on its sides and bottom by flanges and a base portion forming the front wall, said inner container section being normally positioned within the outer container section so as to form a compartment between the front walls of the two container sections, a cover for the inner and outer container sections hinged to the back of the inner container section, said cover being of a length sufficient to close the top of the outer container section and being provided with a hinged extension flap forming a closure for the window of the outer container, said flap when closing the window of the outer container section being tucked inside the flanges bounding the window.

Signed at New Haven, county of New Haven, State of Connecticut this 3rd day of October, 1929.

JOHN J. GAFFNEY.