

E. F. CULLEN.
BISCUIT BOX DISPLAY DEVICE.
APPLICATION FILED MAR. 16, 1910.

985,729.

Patented Feb. 28, 1911.

Fig. 2.

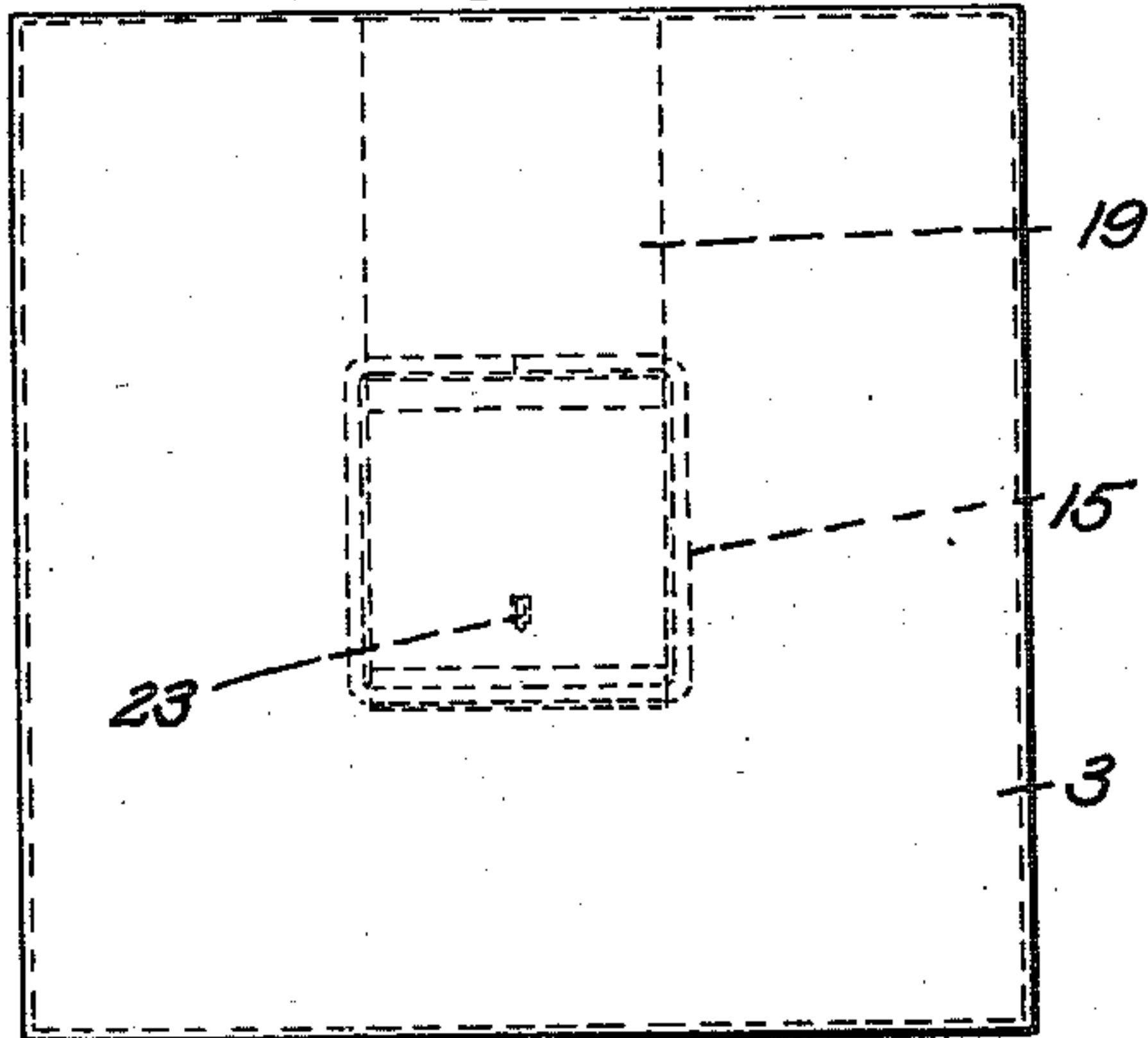


Fig. 3.

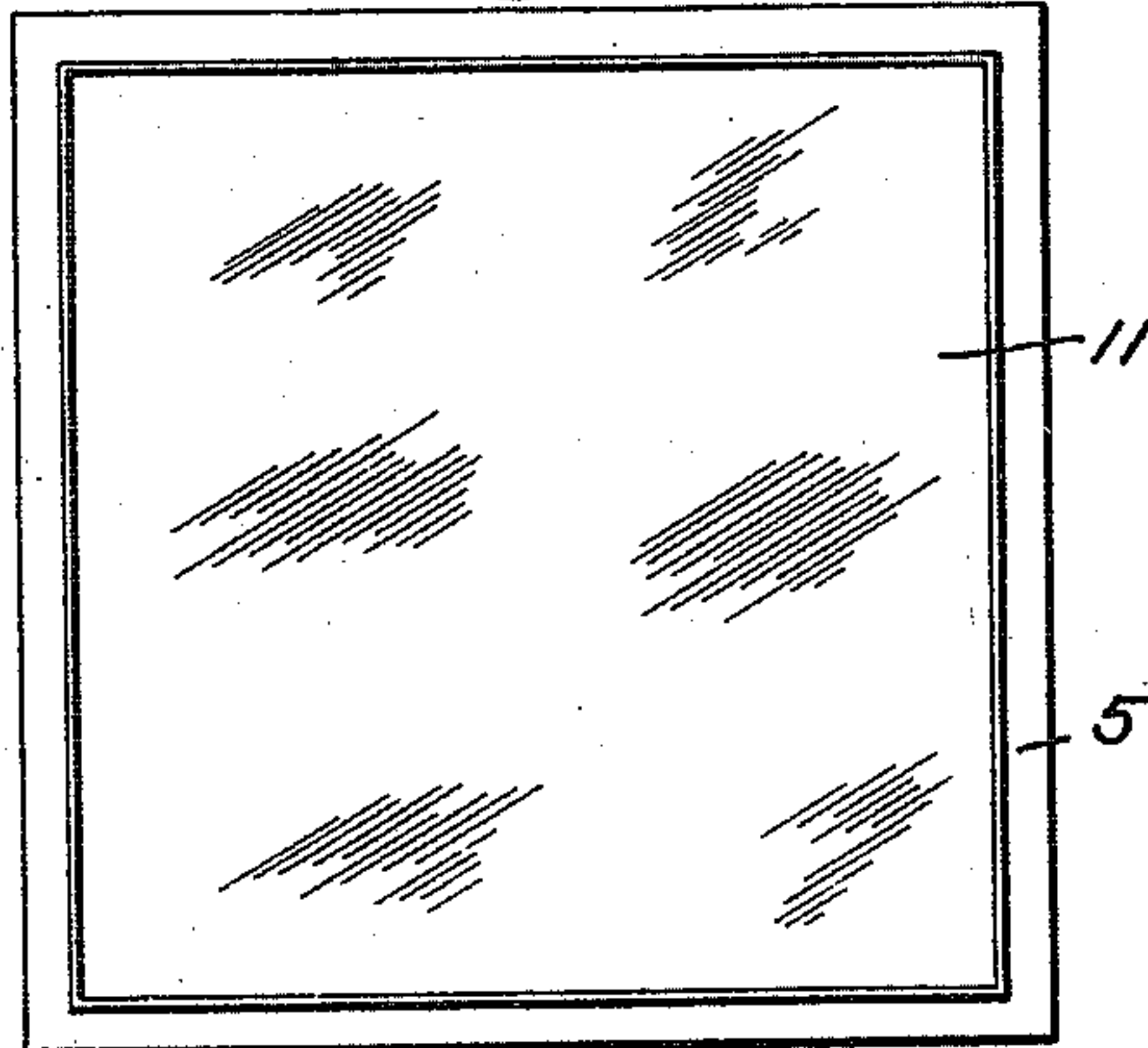


Fig. 4.

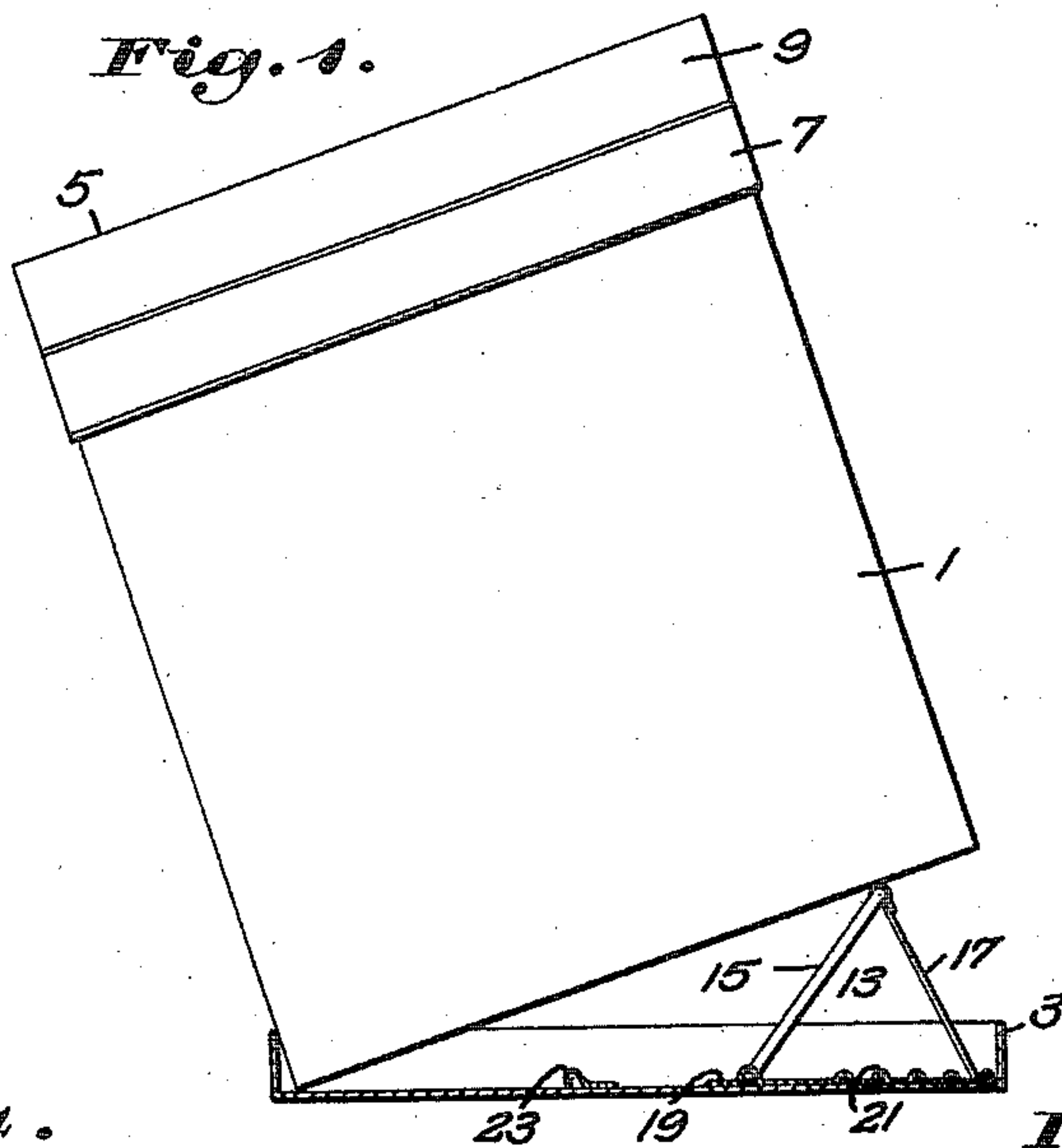


Fig. 4.

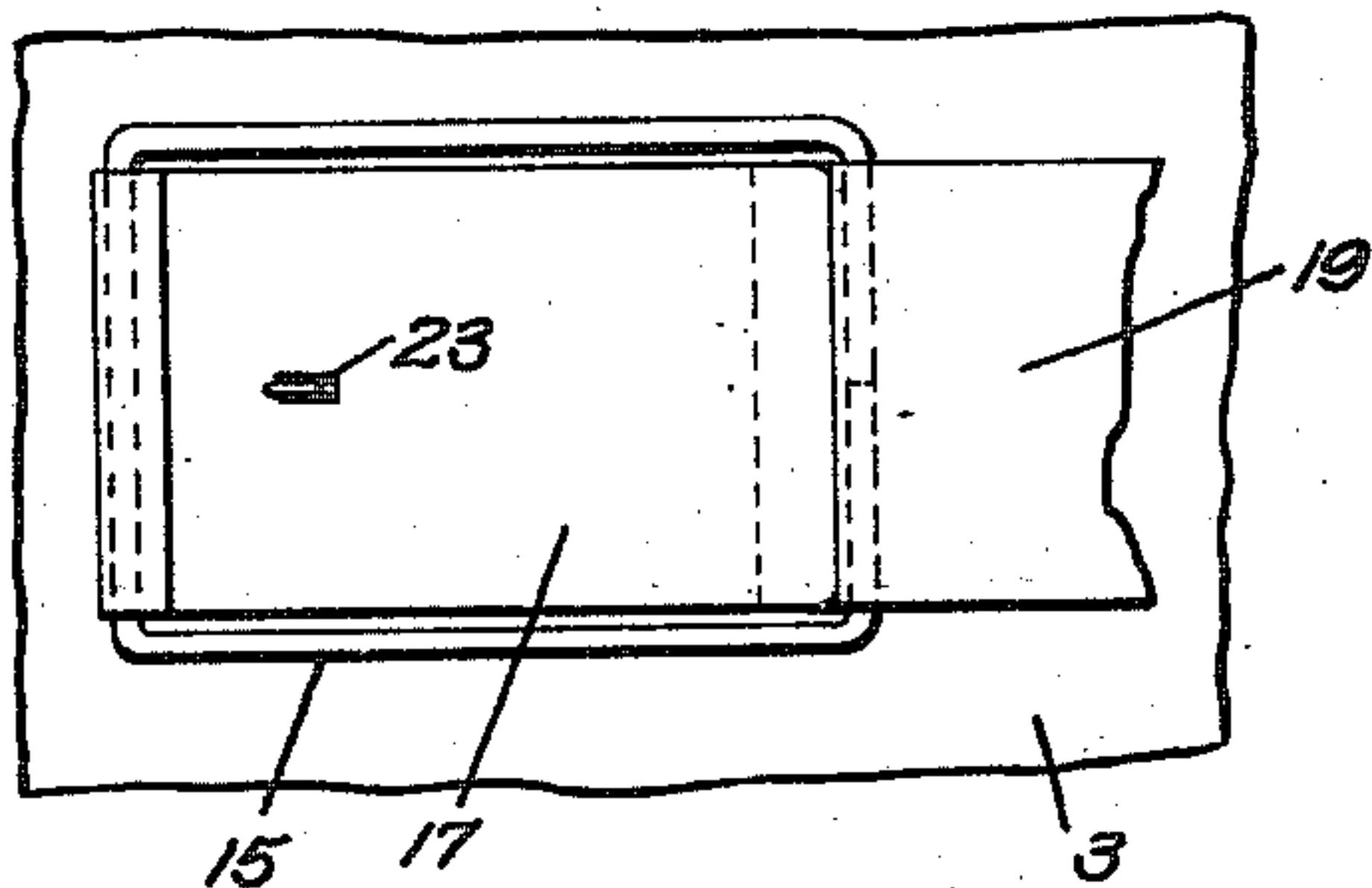


Fig. 5.

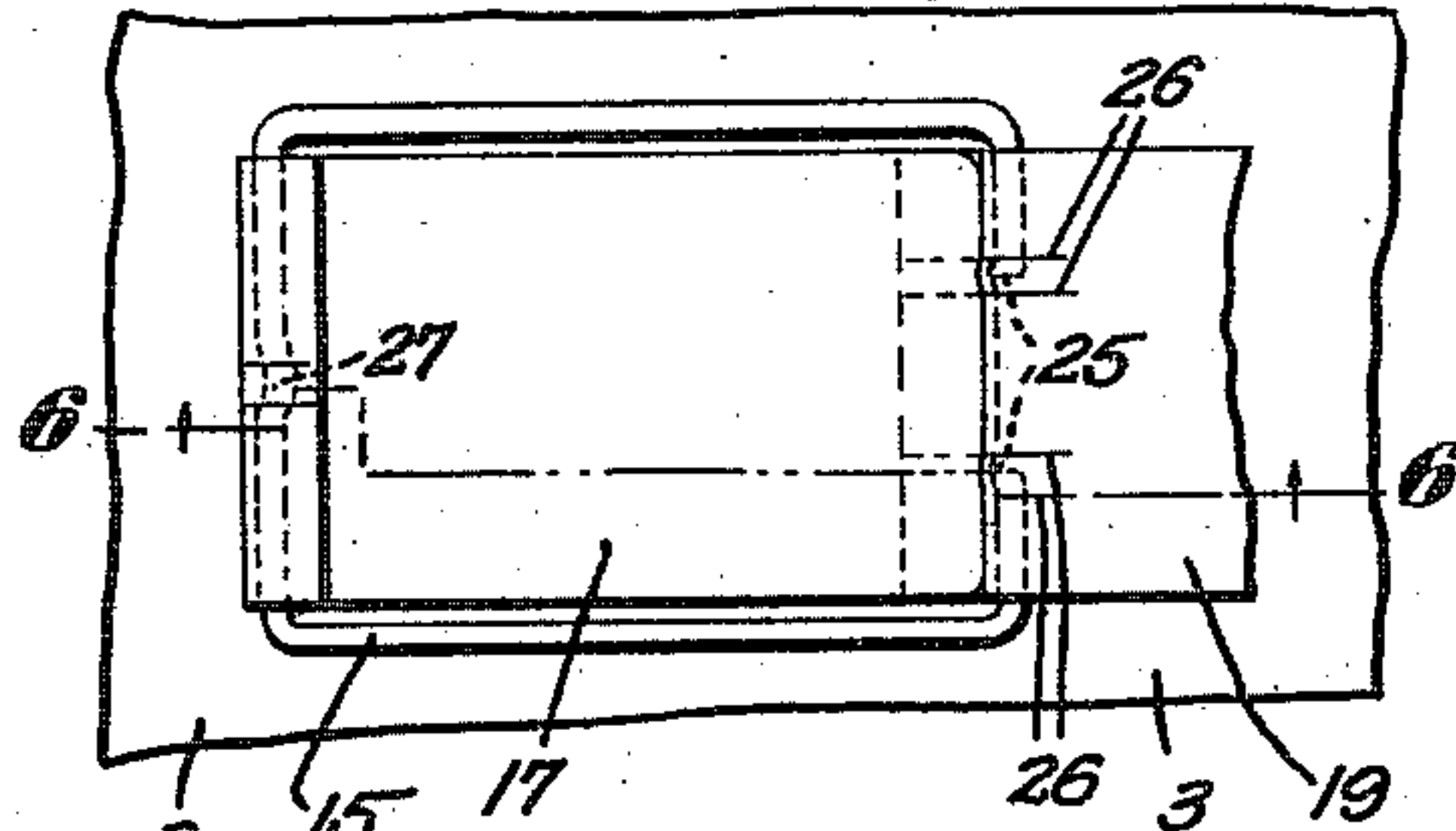
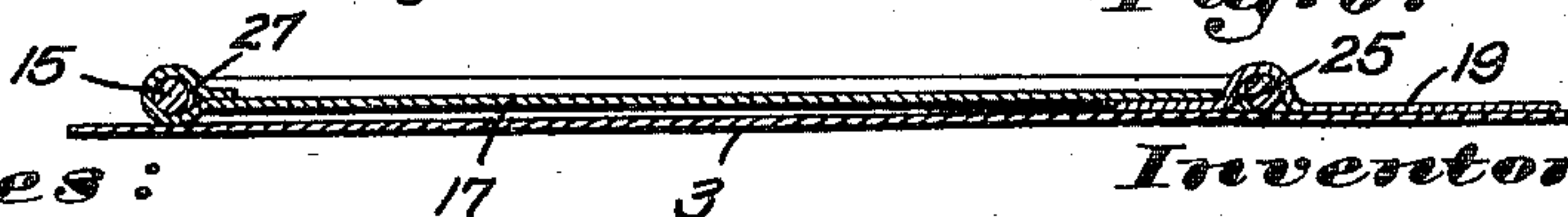


Fig. 6.



Witnesses:

Ernest C. Telfer
Carl L. Choate.

Inventor:

Edward F. Cullen
by Emory + Booth,
Attys.

UNITED STATES PATENT OFFICE.

EDWARD F. CULLEN, OF WEYMOUTH, MASSACHUSETTS, ASSIGNOR TO LOOSE-WILES
BISCUIT COMPANY, OF KANSAS CITY, MISSOURI, A CORPORATION OF MISSOURI.

BISCUIT-BOX-DISPLAY DEVICE.

985,729.

Specification of Letters Patent.

Patented Feb. 28, 1911.

Application filed March 16, 1910. Serial No. 549,721.

To all whom it may concern:

Be it known that I, EDWARD F. CULLEN, a citizen of the United States, and a resident of Weymouth, in the county of Norfolk and State of Massachusetts, have invented an Improvement in Biscuit-Box-Display Devices, of which the following description, in connection with the accompanying drawings, is a specification, like letters on the drawings representing like parts.

This invention relates to display devices for biscuit boxes and the like.

The character of the invention may be best understood by reference to the following description of an illustrative embodiment thereof shown in the accompanying drawings, wherein:

Figure 1 is a side elevation of a biscuit box supported in a tilted position by a display device embodying my invention; Fig. 2 is a plan of a cover for the biscuit box; Fig. 3 is a plan view of another cover used in connection with the biscuit box; Fig. 4, on an enlarged scale, is a plan view of a collapsed easel for supporting the biscuit box; Fig. 5 shows a modified form of easel; and Fig. 6, on an enlarged scale, is a section taken on line 6—6 of Fig. 5.

It is customary among biscuit manufacturers to ship biscuit boxes to the dealer with a pair of covers for each box, one cover being opaque and on the box when shipped and the other accompanying the box and being provided with a window of glass or other transparent material, so that when the latter cover is substituted for the former the contents of the box will be disclosed, and at the same time protected. These transparent covers and boxes are usually ornamental, so that the dealer may place them on his shelves and they will present a pleasing appearance. In order that the contents of the box may readily be displayed through the transparent cover it is customary to tilt the boxes more or less. Heretofore this has been effected by tilting the box so that the front edge of its base rests on the shelf. It is found that this edge slips about more or less thereby scratching or marring the shelf and supports the box with but little stability. Furthermore, when the cover which was on the box when shipped is removed and replaced by the transparent cover, the former is laid aside and frequently becomes misplaced or lost. After

the biscuits or crackers have been sold and the box is empty, it is customary to return the empty box to the manufacturer, the dealer being allowed a discount or rebate for the empty box. Of course, it is important that the cover for shipping be returned with the box, in order that the dealer may receive his full rebate.

I aim to overcome the above and other objections by the display device embodying my invention which I will now describe.

In Fig. 1 of the drawing is shown a cracker box 1 which may be of usual form and construction and be provided with a cover 3 (Fig. 2) which may be of tin or other suitable material as desired. This cover is on the box when shipped and is removed when the box is placed on the shelf of the dealer and replaced by a transparent cover 5 (Fig. 3), comprising a band 7 which is adapted to fit around the sides of the box near the top of the latter and is provided with a hinged cover 9 having a window 11 of glass or other transparent material.

When the transparent cover is substituted for the tin cover, the latter is not laid aside to be misplaced or lost, but is placed beneath the box with its rim upturned, said cover constituting a support for said box in its tilted or display position and effectually protecting the shelf from being marred or scratched. When the box is tilted into its display position the forward edge of its base is set in said cover, the adjacent portion of the cover rim forming a stop for the box to prevent any sliding of the latter.

To support the biscuit box in its display position the tin cover 3 may be provided with an easel or support 13, herein comprising a bail 15 hinged at one end on the inside of the cover 3 preferably at a point somewhat to one side of the center of the latter. The opposite end of the bail 15 is provided with a prop 17, herein in the form of a plate of tin or other suitable sheet material hinged thereto. The bail 15 may be conveniently hinged to the inside of said cover 3 by a plate 19, which is bent or formed to receive inturned ends of the bail 15 and is soldered or otherwise secured to the cover 3. To vary the height of the easel, the plate 19 may be extended and crimped as at 21 to provide a series of stops for the prop 17.

The easel may be folded or collapsed flat against the inside face of the cover 3 into an

inoperative position to be out of the way when said cover is placed on the top of the box, and may be held in any suitable manner. Herein the plate 17 is provided with
 5 a slot 22 adapted to be sprung over a locking eye 23, secured to the inside of the cover 3. The spring of the slot over the nose of the eye 23 ordinarily will be sufficient to hold the latter in its folded position against the
 10 inside of the cover, but if desired a pin may be slid into the eye 23 after the latter has been entered through said slot.

In Fig. 5 is shown a modified form of easel by which it is unnecessary to employ
 15 any separate locking device such, for example, as the eye 23. In this modification the bail and prop are formed to tend to remain in a folded position against the face of the cover, after once the bail has been
 20 thus folded. This may be effected by offsetting or upsetting the inturned ends of the bail 15 as at 25, the hinge plate 19 being slitted at 26 on each side of said offset portions so that when the bail is rocked, as from
 25 its folded to its operative position to support the box the plate portions between said slits will yield more or less and permit the bail to be rocked manually, but when the bail is collapsed flat on the cover said slitted
 30 portions will offer sufficient resistance to the turning of the offset ends of said bail to prevent the bail from dropping away or depending from the cover 3 when the latter is placed on the top of the box. Similarly, to
 35 prevent the prop from turning on the bail, the latter may be bent or offset as at 27 and the prop plate 17 slotted adjacent said offset portion so that when the easel is placed in its folded position said offset portion will
 40 resist any turning of the prop plate 17 on said bail. As a result both the bail and prop plate will be held closely against the cover 3 when once folded in that position.

In use the transparent cover 5 is substituted for the cover 3, the box 1 is set with
 45 its forward edge inside of the cover 3 and tilted upwardly, and the easel rocked upwardly and backwardly into its effective position. The box 1 is then rested on said
 50 easel thereby holding the box in its forwardly tilted position. After the box has been emptied it is merely necessary to fold the easel against the cover 3, where it will be securely held; as described. The cover 3
 55 is then taken from the bottom of the box and substituted for the transparent cover 5.

It will be apparent that the shipping cover and box are always kept together and

thus both may be readily returned to the biscuit manufacturer and the dealer may receive his full allowance or rebate therefor. There is no danger of the box marring the shelf and the box may be readily tilted and firmly maintained at any desired angle for display or other purposes.

Having described one embodiment of my invention, without limiting myself thereto, what I claim as new and desire to secure by Letters Patent is:

1. A device of the character described comprising in combination a box and a cover therefor, and an easel composed of two members hinged together, one of said members being formed of a wire bent into substantially rectangular form and pivoted along one of its sides to the inner face of said cover, said other member being formed substantially flat and when the easel is positioned flatwise, lying within the confines of said bail, said cover having easel locking means upon its inner face and engaging said easel to lock said easel flatwise against the inner face of the cover.

2. A device of the character described comprising in combination a box and a rimmed cover therefor, and an easel composed of two members hinged together, one of said members being formed of a wire bent into substantially rectangular form and pivoted along one of its sides to the inner face of said cover at a point substantially remote from said rim, said other member being formed as a plate which when the easel is positioned flatwise, lies within the confines of said bail, said cover having easel locking means upon its inner face and engaging said easel between the legs of said bail to lock said easel flatwise against the inner face of the cover.

3. A device of the class described comprising in combination a biscuit box, a cover therefor adapted to be placed on the top or beneath said box, an easel hinged to said cover and comprising a bail and a prop, said bail having one or more offset portions adjacent its hinge and adapted to engage the cover and thereby resist the unfolding of said easel from a collapsed position on said cover.

In testimony whereof, I have signed my name to this specification, in the presence of two subscribing witnesses.

EDWARD F. CULLEN.

Witnesses:

HENRY T. WILLIAMS,
 EVERETT S. EMERY.