

May 9, 1933.

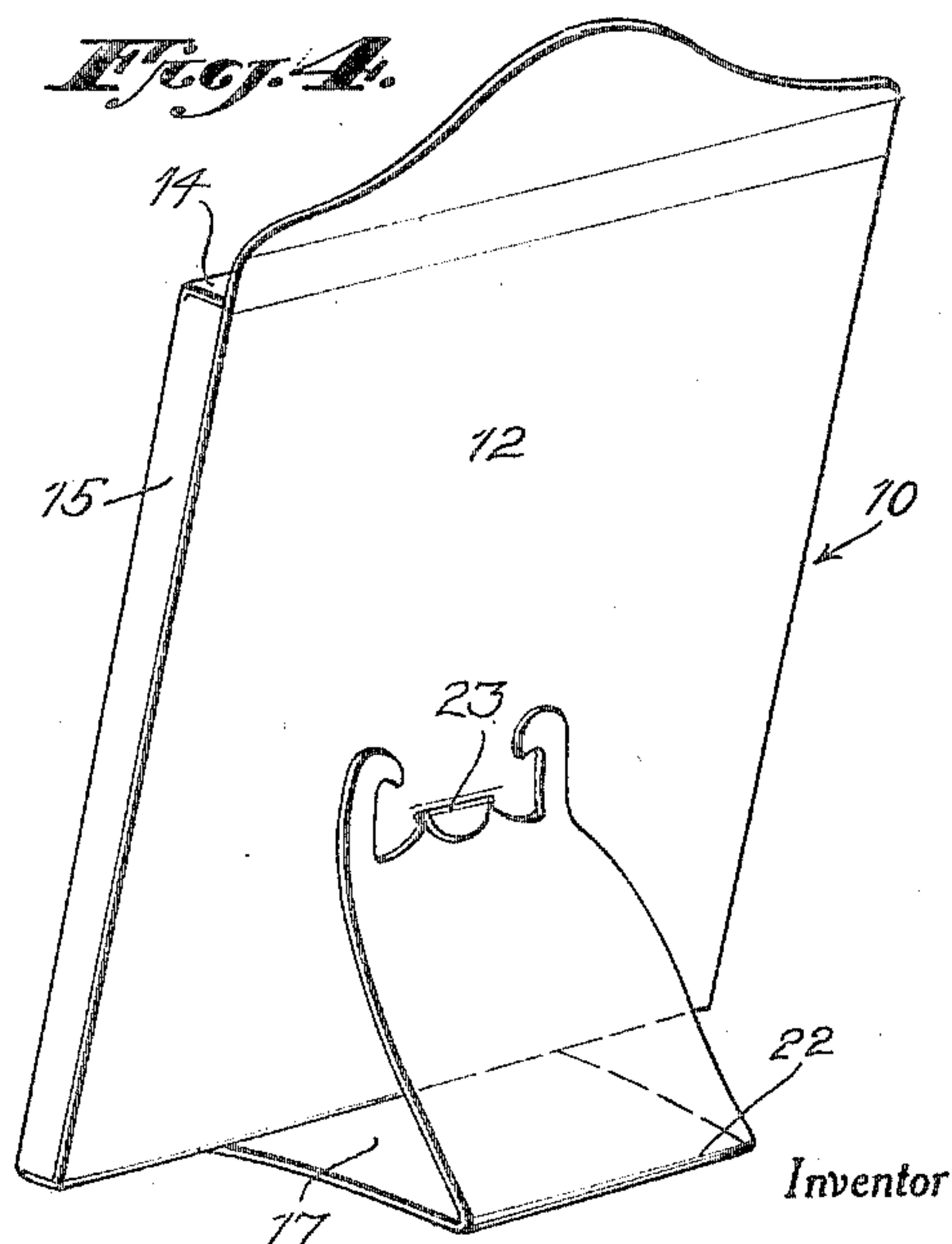
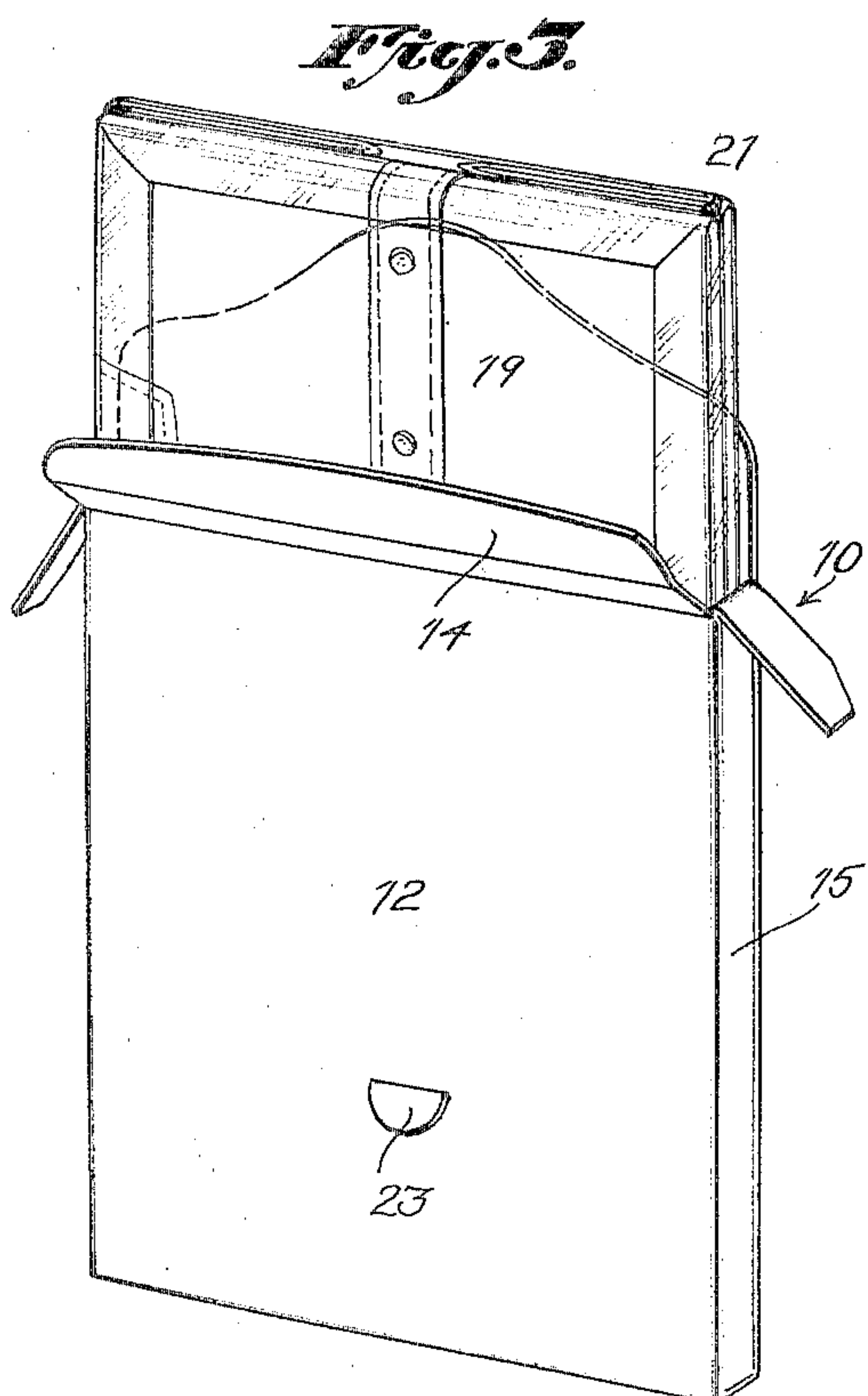
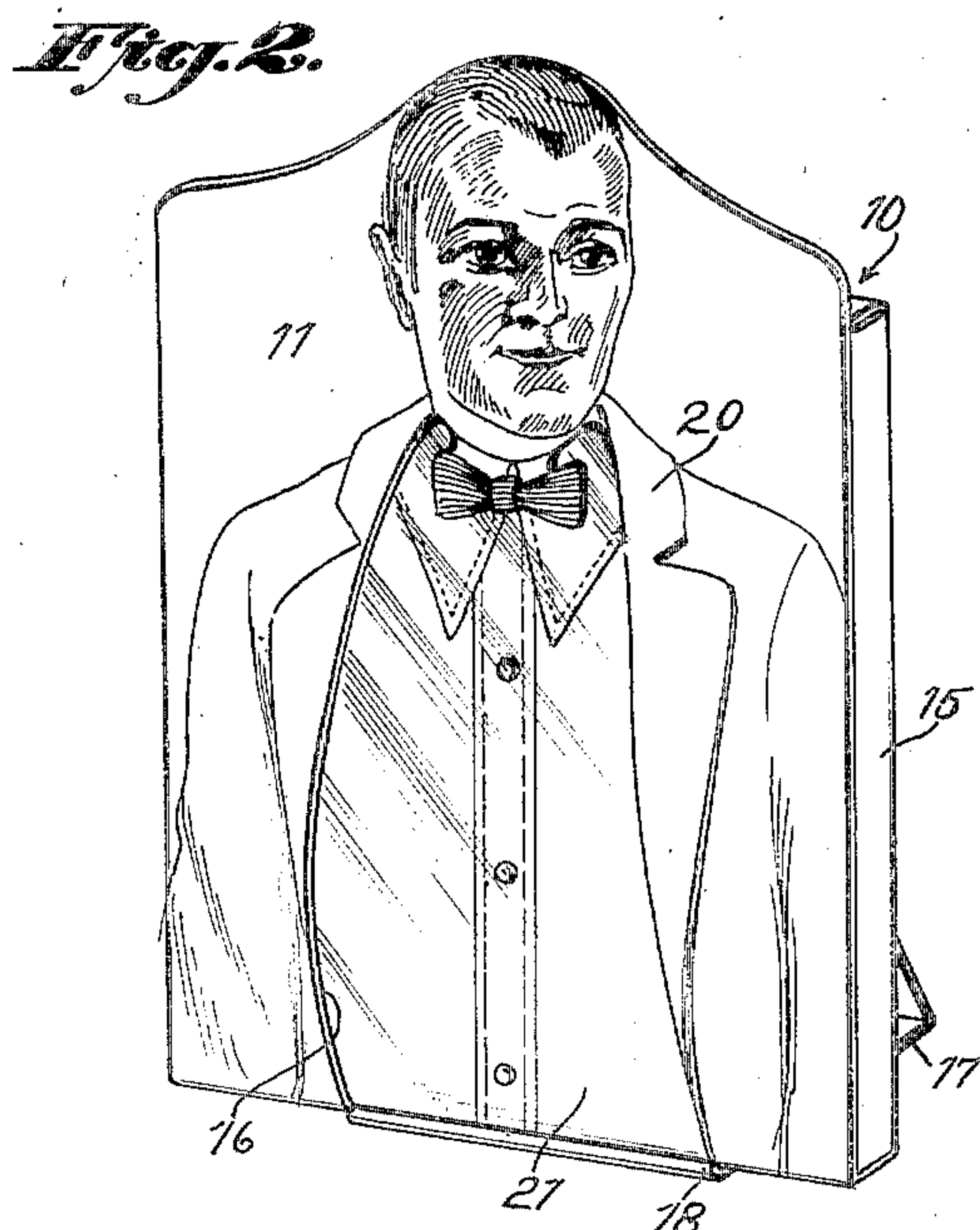
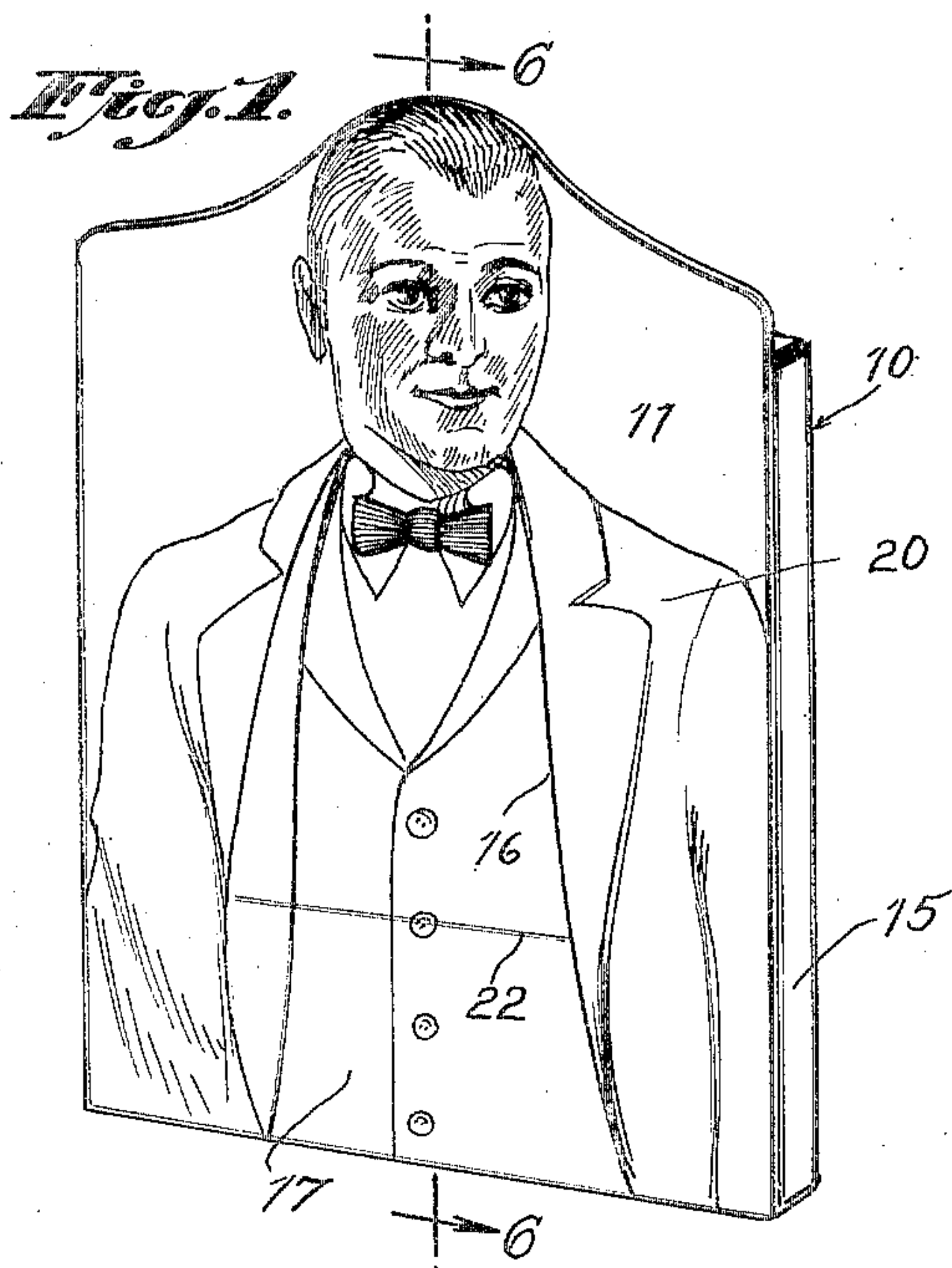
E. G. LEVKOFF

1,907,937

FOLDING BOX

Filed Aug. 14, 1931

2 Sheets-Sheet 1



EVELYN G. LEVKOFF.

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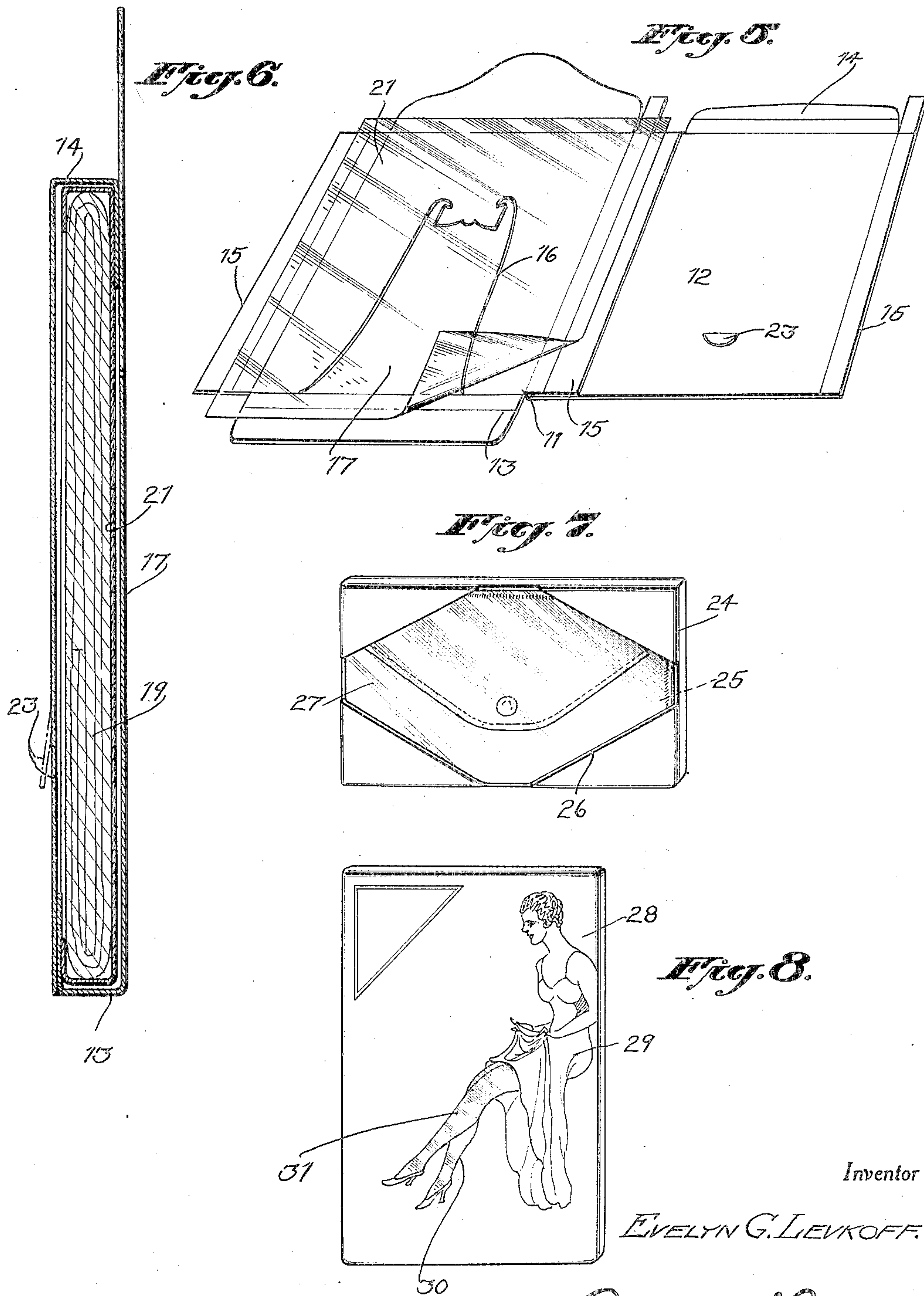
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2 Sheets-Sheet 2



Inventor

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## UNITED STATES PATENT OFFICE

EVELYN G. LEVKOFF, OF ROCKAWAY PARK, NEW YORK

## FOLDING BOX

Application filed August 14, 1931. Serial No. 557,151.

This invention relates to improvements in folding boxes and has particular reference to a merchandise display box.

The primary object of the invention resides in a box having a display cut out opening therein which is closed by a sheet of transparent material so as to protect the exposed merchandise against soiling, but which permits the contents of the box to be viewed. In paper or cardboard boxes of this kind, "Cellophane" has been commonly used as the transparent material, but difficulty has been experienced in securing the same to the box to hold the material in position due to difficulties in adhesively securing moisture proof "Cellophane" to the box. This invention provides for the folding of the edges of the "Cellophane" sheet about the merchandise, and which is held in such position by the walls of the box.

Another object of the invention is to provide a merchandise display box in which the portion of the box cut out to provide a display opening, is utilized as an easel for supporting the box in an upright display position.

With these and other objects in view, the invention resides in the certain novel construction, combination and arrangement of parts, the essential features of which are hereinafter fully described, are particularly pointed out in the appended claims, and are illustrated in the accompanying drawings, in which:—

Figure 1 is a perspective view of a box constructed in accordance with my invention.

Figure 2 is a similar view but showing the cut out portion of the box folded rearwardly to provide an easel for supporting the box in an upright display position.

Figure 3 is a perspective view looking at the rear of the box illustrating the manner in which an article is removed from the box.

Figure 4 is a view similar to Figure 2 but looking toward the rear of the box.

Figure 5 is a perspective view of the blank from which the box is constructed showing the manner in which the transparent sheet of material is positioned over the display opening prior to the folding of the box.

Figure 6 is a vertical longitudinal sectional view on the line 6—6 of Figure 1.

Figure 7 is a perspective view illustrating the manner in which the principle of the invention may be embodied in a pocketbook box or packet.

Figure 8 is a perspective view showing the manner in which hosiery may be displayed.

Referring to the drawings by reference characters, and particularly Figures 1 to 6 inclusive, the numeral 10 designates my improved display box in its entirety which comprises a body formed from a single blank of foldable cardboard and which may be cut and scored for folding in any manner so long as it includes a front wall 11, rear wall 12, bottom wall 14, top wall 14, and side walls 15. Various styles of boxes may be used, and therefore I do not believe that it is necessary to go into the details of the construction and folding of the particular type of box shown.

The front wall 11 is provided with a cut out portion to provide a display window 16, while the material so cut out constitutes a tongue or flap 17 foldable rearwardly at the bottom of the front wall 11 as at 18. The shape of the cut out portion may vary depending upon the merchandise or article contained within the box, and in Figures 1 to 6 of the drawings, the box is intended to contain a man's shirt 19, the front of which may be viewed or displayed through the display window 16. Printed on the outside of the front wall 11 is the picture of a man designated at 20, and the cut out opening is so arranged that when swung to an open position, a portion of the front of the shirt



will be positioned correctly with respect to the printed picture 20. This will tend to impart to the observer, a general idea as to how the shirt will appear when worn. Although I have specifically mentioned a shirt as being contained within the box, nevertheless other articles of merchandise as will be hereinafter explained can be likewise displayed.

Assuming that the blank form from which the box is constructed is in an unfolded or flat position, as shown in Figure 5, and in order to protect the contents of the box from soiling due to the dust which passes through the window opening 16, I place a sheet of flexible transparent material 21 against the inside of the front wall 11, and which sheet of transparent material is of a size slightly larger than the size of the front wall. At present, "Cellophane" is employed for the wrapping of articles of merchandise to preserve the same, and yet permit inspection of merchandise through the package. I propose to use "Cellophane", but difficulty is experienced in adhesively securing moisture proof "Cellophane" to the parts which it is desired to be connected. I therefore place the sheet of transparent material 21 loose or free over the front wall 11 after which the article of merchandise such as the shirt 19 is placed upon the "Cellophane" and the side edges of the "Cellophane" sheet are folded over the sides of the shirt and terminate at the rear thereof as best seen in Figure 6 of the drawings. The side edges of the transparent material may be folded prior to the folding of the box from the blank position or may be folded simultaneously with the folding of the blank to box formation. With the side edges of the transparent sheet folded rearwardly of the merchandise, the transparent sheet will be held in proper position with respect to the display opening and will produce a transparent window therefor. This transparent sheet of material will furthermore protect the merchandise against soiling as the style and quality may be closely examined through the transparent window without necessitating the opening of the package.

Normally, the cut out portion forming the flap 17 is flush with the front wall 11 of the box which permits compact stacking and shipping of the packing, but when it is desired to place a package of merchandise on display, the cut out portion 17 may be swung down and folded rearwardly on the line 18, the said cut out portion or flap being scored transversely as at 22 to permit the free end of the flap or tongue to be brought upwardly and forwardly at an angle to engage the back wall 12 of the box body. This tongue 17 constitutes an easel and is secured to the rear wall by the stamping out of a tab 23 from the said rear wall. The free end of

the flap 17 engages beneath the tab 23 which will support the box in a substantially upright display position as shown in Figures 2 and 4 of the drawings.

In Figure 7 of the drawings I have illustrated the principle of my invention in a different style of box designated by the numeral 24, and which is adapted to contain a purse or pocket book 25. The front wall of the box 24 is cut out to provide a window opening 26 which is closed by a sheet of transparent material 27, the edges of which are folded about the edges of the pocket book 25.

In Figure 8 of the drawings the same principle is embodied in a stocking box 28, the front outer wall of which contains the picture of a woman 29, the leg portion in the picture being cut out to provide display windows 30, which windows are closed by a sheet of transparent material 31 folded about the stockings which are adapted to be contained within the box 28. It will be seen that the stockings contained within the box may be viewed through the window opening 30 and will give the purchaser an idea as to how the stocking will look when in worn position.

From the foregoing description, it will be seen that I have provided a display box in which articles of merchandise may be kept in a clean and sanitary condition and viewed by the prospective purchaser without necessitating the opening of the box or package. Also in the form of my invention shown in Figures 1 to 6 inclusive, the material which is cut from the box to provide a display window is utilized as an easel for supporting the box in a display position when desired.

While I have shown and described what I deem to be the most desirable embodiment of my invention, I wish it to be understood that various changes in the construction may be resorted to as come within the scope of the appended claims.

Having thus described the invention, what I claim as new and desire to secure by Letters Patent is:—

1. A display box comprising a cardboard body, and a bendable easel cut from the front wall of said body and foldable to a position rearward of the same, and a tab struck from the rear wall of said body for interengagement with the free end of said easel whereby the box may be supported in an upright display position.

2. A display box comprising a cardboard body, a rearwardly bendable flap cut from the front wall of said body to provide a window display opening therein, a sheet of transparent material within said body closing said window opening, and means on the back wall of said body engageable with said bendable flap for securing said flap in easel



formation whereby said body may be supported in an upright display position.

3. A display box comprising a cardboard body, a rearwardly bendable flap cut from the front wall of said body to provide a window display opening therein, and foldable to a position rearwardly of the same, and means on the back wall of said body engageable with said bendable flap for securing said flap in easel formation, whereby said body may be supported in an upright display position.

In testimony whereof I affix my signature.

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EVELYN G. LEVKOFF.

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