

Aug. 2, 1938.

J. L. LARKIN

2,125,845

DISPLAY BOX

Filed July 27, 1935

2 Sheets-Sheet 1

Fig. 1.

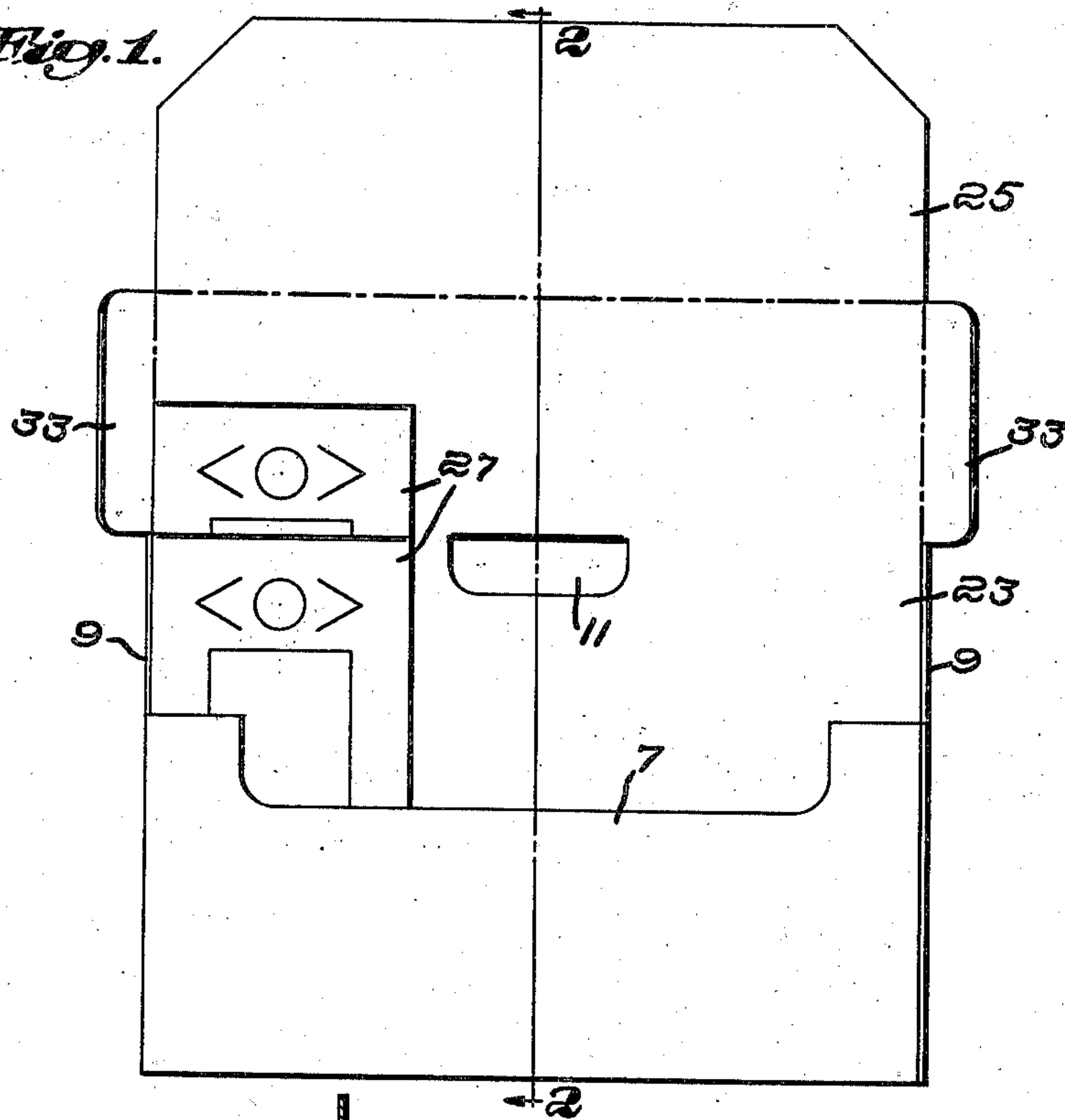


Fig. 2.

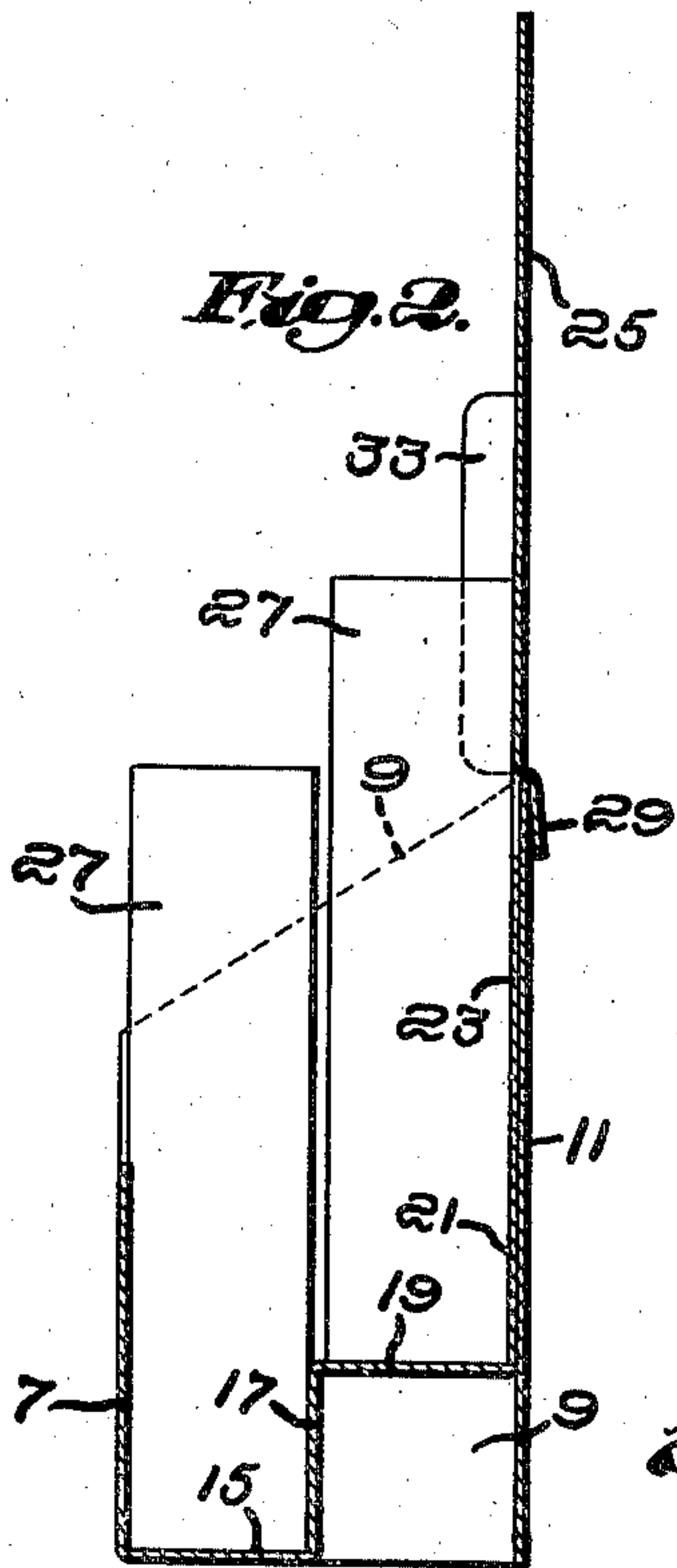
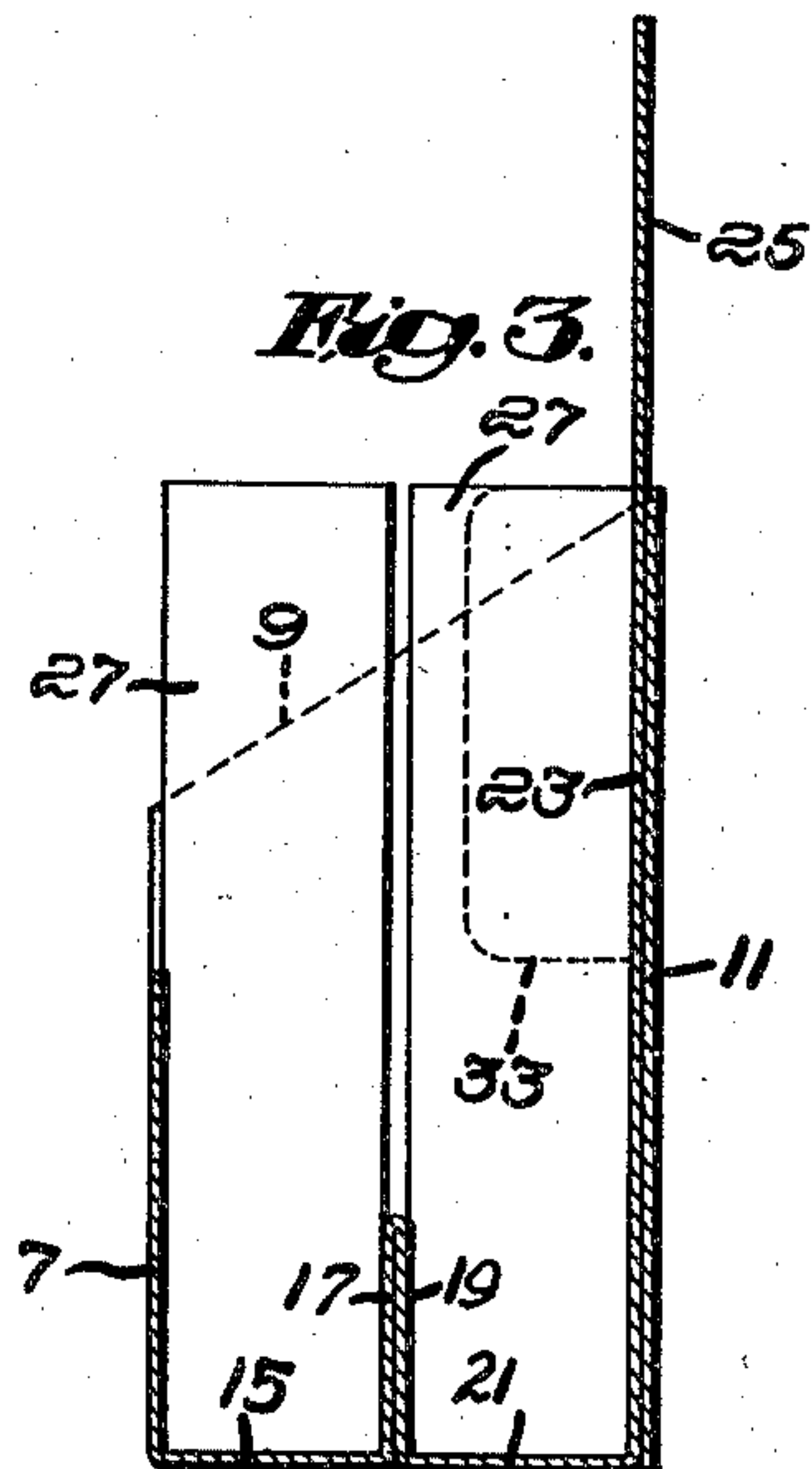


Fig. 3.



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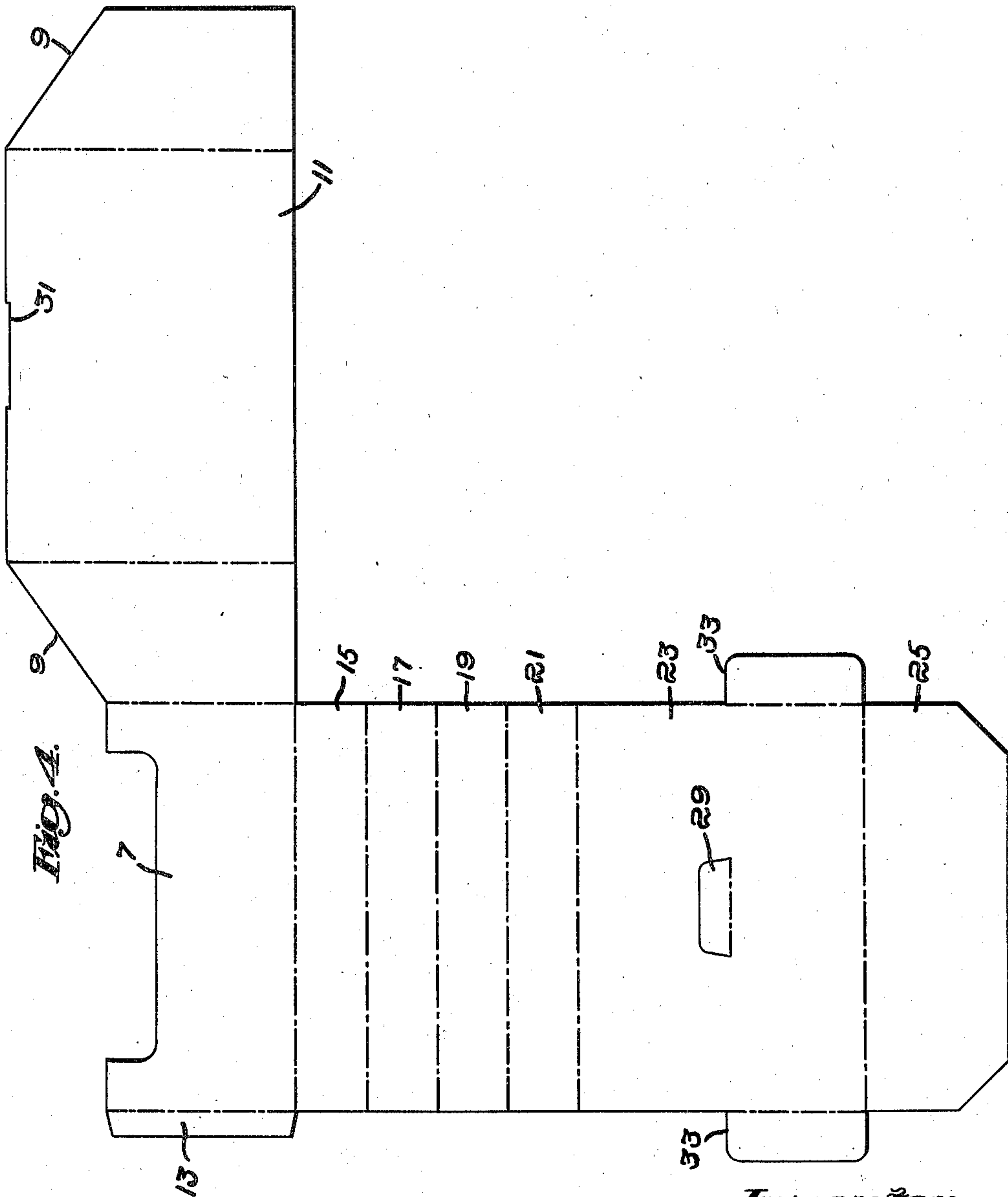
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DISPLAY BOX

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2 Sheets-Sheet 2



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UNITED STATES PATENT OFFICE

2,125,845

DISPLAY BOX

James L. Larkin, Winthrop, Mass., assignor to
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Chelsea, Mass., a corporation of Massachusetts

Application July 27, 1935, Serial No. 33,528

4 Claims. (Cl. 206—45)

This invention relates to display boxes such as are used by merchants on their counters to display articles in attractive form to prospective purchasers, and the object is to provide an improved construction of such a box adapted to receive tiers of articles, such as small cartons, the construction being such that the articles of the several tiers may be disposed in alignment for shipping or storage or supported for display with the tiers in stepped relation.

My invention will be readily understood by reference to the following description taken in connection with the accompanying drawings of an illustrative embodiment thereof, wherein:—

Fig. 1 is a front elevation of a partially filled box in display position;

Fig. 2 is a section on the line 2—2 of Fig. 1;

Fig. 3 is a similar section showing the box in the shipping position, and

Fig. 4 is a plan of the blank.

Referring to the drawings, the box there shown may conveniently be constructed from a single cardboard blank, as shown in Fig. 4, and comprises a circuit of sides consisting of the front wall 7, which may conveniently be relatively low to expose a portion of the cartons above its upper edge, the lateral walls 9 and the back wall 11, the parts being joined in circuit by the gluing tab 13. From the lower edge of the front wall 7 there may project a bottom-forming piece comprising the portions 15, 17, 19 and 21, all connected by creased fold lines. At least the sections 17, 19 and 21 are of equal width for reasons which will appear. Connected to the section 21 is an extension 23 which may be of the same area as the back wall 11 and this in turn may be provided with a flap 25. When the parts are set up, the portions 13, 15, 17 and 19 extend rearwardly from the lower edge of the front wall and the extension 23 is received within the circuit of the sides projecting upwardly adjacent the rear wall 11.

Referring to Fig. 3 showing the parts in the shipping position, the part 13 lies horizontally of the plane of the bottom edges of the sides of the box and provides a bottom or support for a tier of articles. Part 15 projects vertically upward therefrom behind the tier of articles such as the small cartons 27. In the closed position of Fig. 3 the part 17 projects downwardly, forming with the section 15 a sort of central pleat received between the forward tier of cartons and the rear tier, while the part 19 is disposed horizontally in the same plane as part 13 to support the rear tier of cartons in alignment with the

forward tier. The extension 23 coincides with the back wall and the flap 25, shown projecting upwardly in the figure, may be folded over the top of the contents.

When it is desired to utilize the box as a display box, the weight of the rear tier of cartons may desirably be somewhat eased from the bottom 19. The flap 25 projecting at the upper end of the box and there accessible for manipulation may be drawn upwardly. The part 17 swings about the upper edge of the part 15 as a pivot and assumes a horizontal position as shown in Fig. 2 providing an elevated support for the rear tier of cartons while the part 19 moves from the horizontal position of Fig. 3 to a vertical position, herein extending upwardly and falling into the same plane as the extension 23, being received between the cartons and the back wall 11.

To maintain the parts in this display position means may be provided for engaging the extension 23 with the side portion of the box to suspend the rear edge of the part 17 in its elevated position of Fig. 2. I have here shown a tongue 29 struck from the extension 23 and adapted to engage a notch 31 (Fig. 4) in the rear wall 11, as best shown in Fig. 2. I have also here shown a portion of the extension 23 provided with lateral flaps 33 adapted in the closed position of Fig. 2 to be received between the articles and the lateral walls 9. When the parts are moved to the display position of Figs. 1 and 2, these flaps may be folded outwardly and will engage over the upper ends of the lateral walls 9 to suspend the bottom-forming portion 17. The upper portion of the rear extension 23 and the flap 25 may project vertically and may be suitably embellished to form a display card and, if desired, the flaps 33, if used, may be worked into the scheme of the display.

It will be seen that with the parts in the position shown in Fig. 3, if the joint between the parts 17 and 19 is so constructed that it may be moved to either side of center, these parts could be everted, the part 17 moving to a horizontal position extending rearwardly from the upper end of the part 15, while part 19 would swing upwardly to a vertical position providing a depending support at the rear edge of the part 17. In such a case the back portion 23 would not be moved upwardly.

I am aware that the invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof, and I therefore desire the present embodiment to be

considered in all respects as illustrative and not restrictive; reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

5 I claim:

1. A display box for tiers of articles comprising a circuit of sides and a bottom piece constituting an extension of one side comprising a serial number of portions connected end to end and including a first portion to underlie a tier of articles, a second portion to extend vertically adjacent said tier, and third and fourth portions of equal width with the second differentially foldable to lie interchangeably vertically and horizontally, the distance from said one side to the opposite side being equal substantially to the sum of the widths of said first and fourth portions.

2. A display box for tiers of articles comprising a circuit of sides and a bottom piece constituting an extension of one side comprising a serial number of portions connected end to end and including a first portion to underlie a tier of articles, a second portion to extend vertically adjacent said tier, and third and fourth portions of equal width with the second differentially foldable to lie interchangeably vertically and horizontally, said fourth portion having an extension to lie along the adjacent side of the box and accessible at the top thereof for thereby manipulating the bottom, the distance from said one side to the opposite side being equal substantially to

the sum of the widths of said first and fourth portions.

3. A display box for tiers of articles comprising a circuit of sides and a bottom extending from one side comprising a first portion to underlie a tier of articles, a second portion to extend vertically adjacent said tier, and third and fourth portions of equal width with the second alternatively adapted to lie interchangeably vertically and horizontally, said fourth portion having an extension to lie along the adjacent side of the box and accessible at the top thereof for thereby manipulating the bottom, and means carried by said extension engageable with the side portion of the box for supporting the extension in raised position.

4. A display box for tiers of articles comprising a circuit of sides, a bottom-forming piece extending from a side and comprising a series of relatively foldable portions, at least those succeeding the first being of equal width, the second and third adapted to lie vertically side by side with the fourth coplanar with the first or alternatively the third to extend horizontally from the upper edge of the vertically disposed second and the fourth vertically upward from the rear edge of the third, and means for suspending the fourth in its latter position from the side portion of the box.

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