

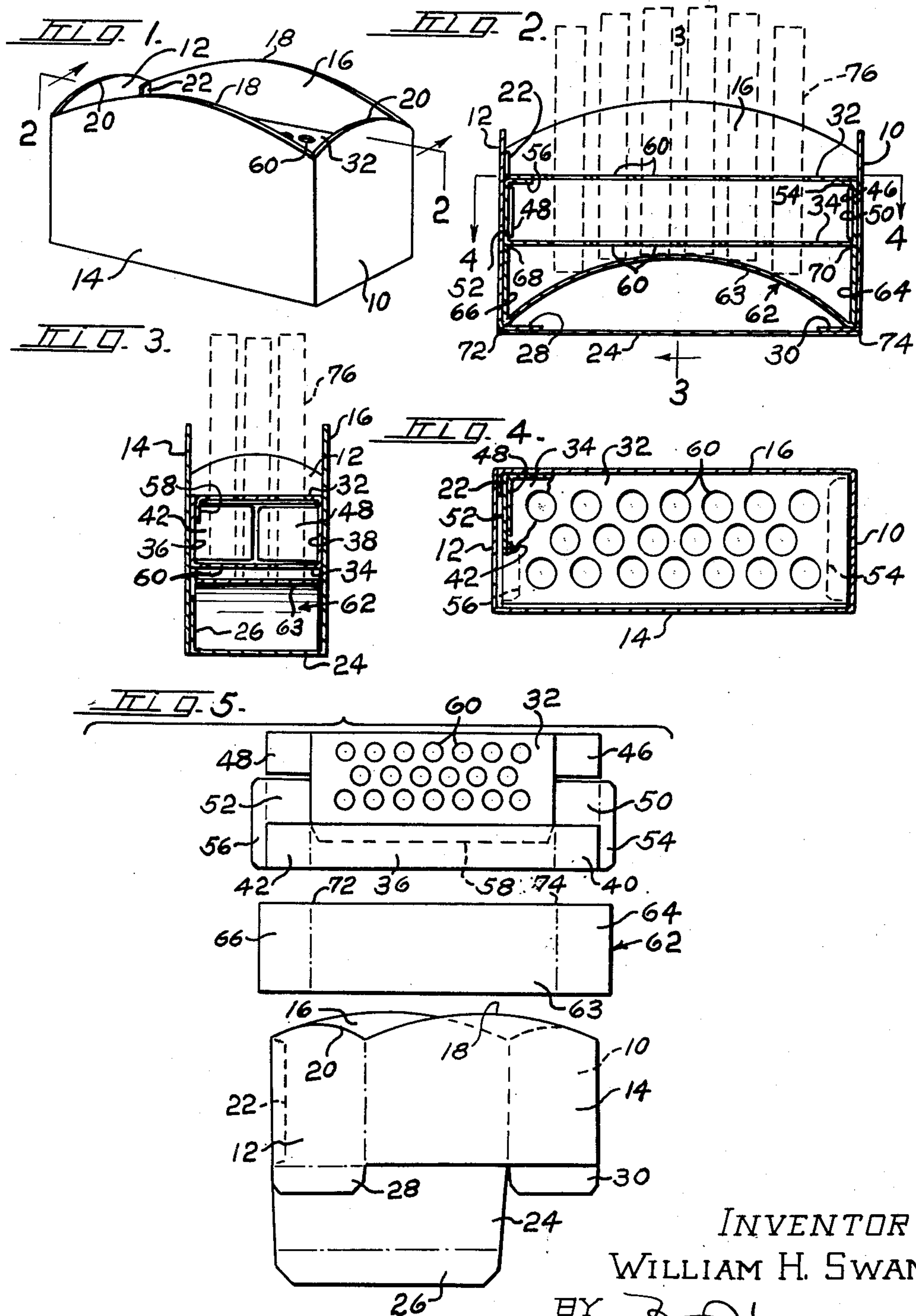
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DISPLAY BOX

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## DISPLAY BOX

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3 Claims. (Cl. 211—69)

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This invention relates to a display or utility box, particularly adapted to function as a cigarette box.

More particularly, the invention is directed to a box construction composed of sheet material parts which are adapted to be supplied in a knock-down form. The box, with supporting structure for holding a pack of cigarettes in upstanding parallel relation, is so constructed as to be readily assembled, the parts when knocked down being adapted to be included in a carton pack of cigarettes. The invention is further directed to the provision of a structure of low cost, suitable for inclusion in a carton as a novelty, yet affording sufficient structural rigidity when assembled as to constitute a useful cigarette box or holder. A further feature of the invention is the provision of means for fancifully displaying a multiplicity of cigarettes in parallel arrangement, but at different heights to provide a pleasing appearance.

The above and other novel features of the invention will appear more fully hereinafter from the following detailed description when taken in conjunction with the accompanying drawings. It is expressly understood that the drawings are employed for purposes of illustration only and are not designed as a definition of the limits of the invention, reference being had for this purpose to the appended claims.

In the drawings, wherein like reference characters indicate like parts:

Figure 1 is a perspective view of the cigarette holder or display box;

Figure 2 is a longitudinal section taken substantially on the line 2—2 of Figure 1;

Figure 3 is a transverse section taken substantially on the line 3—3 of Figure 2;

Figure 4 is a horizontal section taken substantially on the line 4—4 of Figure 2; and

Figure 5 is a view of the parts, shown in folded or collapsed relation, of which the box of Figures 1 to 4 are composed.

Referring to Figure 1, there is shown an open top box having ends 10 and 12, and sides 14 and 16. The upper edges may be suitably curved as at 18 and 20, or otherwise fancifully shaped as desired. As shown in Figures 2 and 3, the box proper is formed of cardboard or other sheet material of suitable thickness, the same being scored and folded as required and provided with suitable flaps, tongues and tabs, the latter for adhesively or otherwise securing the parts. As shown, the side 16 is provided with a tab 22 which is secured to the end 12 by adhesive or other suitable means. The bottom of the box is provided

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with a tongue 24, tongue flap 26, and end flaps 28 and 30. Each of the corners is suitably scored so that the parts may be quickly folded to their proper shape and relation.

In order to support a plurality of cigarettes vertically disposed in parallel relation within the box, there is provided a horizontally positioned member having vertically spaced decks 32 and 34, connected by side panels 36 and 38. The side panels may have end flaps 40, 42, 46 and 48, and the lower (or upper) deck may be provided with end tongues 50 and 52 with flaps 54 and 56. An elongated tab 58 is provided to join the upper deck to a side panel by adhesive or otherwise. As previously, the parts are suitably scored to permit ready erection of the member. The upper and lower decks are provided with a series of apertures 60 arranged according to the pattern shown, or any other desired pattern, the apertures in the upper and lower decks being suitably aligned, and of a diameter to neatly receive a cigarette.

To position the deck member at a proper height within the box, and also to provide an artistic variable height effect to the cigarettes placed within the carton, there may be provided an arched member 62 having end flaps 64 and 66 adapted to extend upwardly to provide shouldered seats 68 and 70 for the deck member. The corners 72 and 74 are securely positioned in the angle formed by the flaps 64 and 66, and the end walls 10 and 12 of the box. It will be seen that the arch portion 63 of the member 62 is bowed in the manner shown and thereby supports the lower ends of the cigarettes 76 at different heights, in an artistic manner. The arch portion is longer than the box by an amount to assure the desired bow, and the confining effect of the box upon the arch provides a relatively strong curved support for the cigarettes disposed above.

The assemblage thus described is especially adapted to be prepared with the respective parts disassembled and lying flat, as for example, shown in Figure 5. The box tongue may, if desired, be folded between the side wall 16 and end and side wall 12 and 14. When so prepared, the tab 22 and tab 58 are secured to their respective end 12 and side panel 36, and the elements, lying flat as shown, are adapted to be placed within a cigarette carton adjacent the top or bottom thereof. The purchaser, upon opening the carton, may thereupon assemble the parts by first setting up the box proper with the flaps and tongue arranged as shown in Figures 2 and 3, after which the arched member may be



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bowed and inserted within the box. Thereafter the deck structure may be set up into shape with the flaps and tongues correctly disposed, as may be seen in Figures 2, 3 and 4, after which such deck structure is inserted into the box to a position of rest on the shoulders 68 and 70. Thereafter, a pack of cigarettes may be positioned in the deck holes, whereby such cigarettes are conveniently and artistically displayed and rendered readily accessible, it being understood that the box as thus filled is especially adapted to be placed on tables and the like, handy to smokers. The carton may be suitably embossed or printed to provide a design or advertisement or both, as may be desired.

It will readily be seen that the parts of which the carton is composed may be economically cut from sheet stock, and packed in knock-down form in a package such as a carton of cigarettes. The assembly of the knock-down parts into the useful arrangement described comprises simple operations readily understood.

While a single embodiment of the invention has been illustrated and described, it is to be understood that the invention is not limited thereto. As various changes in the construction and arrangement may be made without departing from the spirit of the invention, as will be apparent to those skilled in the art, reference will be had to the appended claims for a definition of the limits of the invention.

What is claimed is:

1. In a display box for cigarettes or the like composed of sheet fibrous material, an open top box having side and end walls, said end walls having bottom-engaging flaps, and one of said side walls having a bottom member having a bottom member flap engaging the other side wall, an independent member horizontally disposed within said box comprising spaced top and bottom decks having aligned apertures connected by side panels, one of said decks and said side panels at either end being provided with substantially rectangular tongues and flaps forming end walls adapted to hold the decks in parallel relationship with the box bottom member, and an independent member beneath said horizontally disposed member comprising a central curved arched portion having a central crown presenting a convex surface toward said spaced deck-forming member, and flaps hinged on the ends of the arched portion, said arched portion having its opposite ends seated in the corners formed by the bottom and end walls and being bowed therebetween and under compression, said arched portion being of a length greater than the longitudinal axis of the box, and said hinged flaps lying against and extending upwardly along said end walls and terminating to form shoulders at a height to engage and support said deck member in spaced relation above the crown of said arched portion.

2. In a display box for cigarettes or the like composed of sheet fibrous material, an open top box having side and end walls, said end walls

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having bottom-engaging flaps, and one of said side walls having a bottom member having a bottom member flap engaging the other side wall, an independent member horizontally disposed within said box comprising spaced top and bottom decks having aligned apertures connected by side panels, one of said decks and said side panels at either end being provided with substantially rectangular tongues and flaps forming end walls adapted to hold the decks in parallel relationship with the box bottom member, and an independent member beneath said horizontally disposed member comprising a central curved arched portion having a central crown presenting a convex surface toward said spaced deck-forming member, said arched portion having its opposite ends seated in the corners formed by the bottom and end walls and being bowed therebetween and under compression, said arched portion being of a length greater than the longitudinal axis of the box.

3. In a display box for cigarettes or the like composed of sheet fibrous material, an open top box having side and end walls, an independent member horizontally disposed within said box comprising spaced top and bottom decks each having aligned apertures and connected by side panels, one of said decks at either end being provided with substantially rectangular tongues and flaps forming end walls adapted to hold the decks in parallel relationship and at right angles to the box side and end walls, a member beneath said horizontally disposed member comprising a central curved arched portion having a central crown presenting a convex surface toward said spaced deck-forming member, said arched portion having its opposite ends abutting the end walls of the box and being bowed therebetween and under compression, said arched portion being of a length greater than the longitudinal axis of the box, and means integral with said arched portion and extending upwardly along the box end walls to said independent member a distance greater than the height of the arched portion, whereby to provide means for spacing the abutting ends from said independent member, whereby to assure a clearance space beneath the lower deck of said independent member and the convex face of the arched portion.

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