

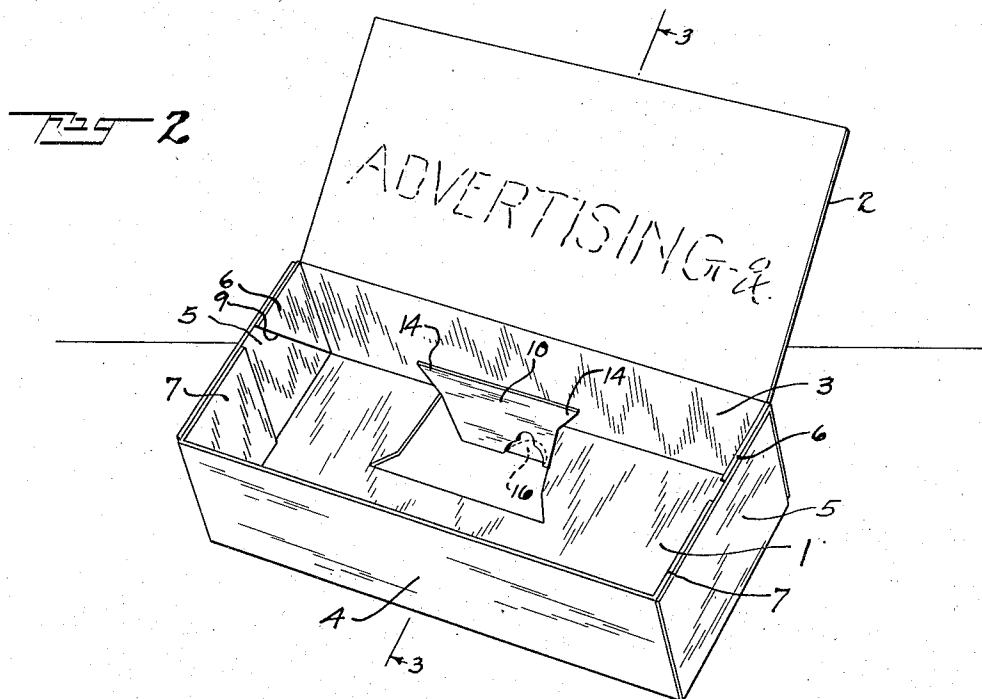
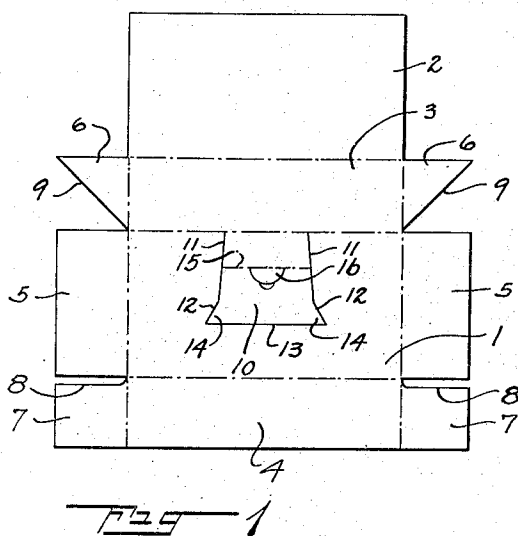
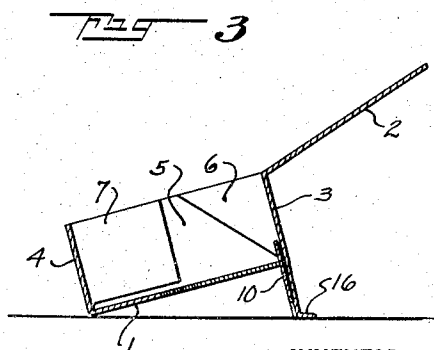
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DISPLAY CARTON

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UNITED STATES PATENT OFFICE

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DISPLAY CARTON

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The invention relates to a display carton formed from cardboard or like material, and to a blank from which such carton is formed.

The invention particularly relates to a container for displaying the contents thereof, which will have incorporated with it means by which the container may be supported in an upraised position for more effectually exhibiting the goods, and to provide such supporting means in the form of a simple, inexpensive auxiliary which will not interfere with the handling of the container; which will be out of the way when not in use; which can be easily made operative for use; and which will be strong, secure and capable of supporting relatively heavy contents.

In the drawings:

Fig. 1 is a plan view of the developed blank from which the carton is formed;

Fig. 2 is a perspective view of the carton in display position; and

Fig. 3 is a section on the line 3—3 of Fig. 2.

In the following description and in the claims parts will be identified by specific names for convenience, but they are intended to be as generic in their application to similar parts as the art will permit.

In Fig. 1 is shown a development of a blank from which the carton of the preferred embodiment of my invention is formed. In this figure the bottom member 1 is connected to the cover member 2 by a back portion 3. Along the longitudinal edge of bottom member 1 opposite the back portion 3 is formed the front portion 4. The bottom member 1, back portion 3 and front portion 4 are preferably of the same length. The bottom member 1 has end portions 5 to form the ends of the carton, while the back portion 3 has flaps 6 and the front portion 4 has flaps 7 to be folded into the carton to hold the respective end portions in position. The front portion may have its flaps cut away on their sides adjacent the end portions to form clearance spaces 8 to aid the folding of the flaps into the carton, and also the back portion may have its flaps cut away into triangular shape as at 9 to facilitate assembly of the carton.

A tongue 10 is cut from the bottom member 1 to form a sloping easel for the carton.

This tongue may be of any size and shape. From the edge of the bottom member adjacent the back portion spaced cuts 11 extend toward but terminate short of the opposite edge of the bottom member. For the major portion of their length the cuts may be slightly divergent and then diverge sharply as at 12 for a short distance to be connected by a transverse cut 13 forming locking flanges 14 for the tongue 10 when positioned as an easel. Approximately midway of its length the tongue is provided with a transverse scoring 15, while an arcuate or angular tab 16 may be cut out of the tongue adjacent the scoring.

As shown in Fig. 2 the carton has a bottom member 1, cover member 2, back portion 3, front portion 4 and end members 5. The carton is supported in display position by means of an easel 10 integral with the bottom member. This easel is formed by cutting a tongue from the bottom of the carton of such shape as to permit its being slid into the position shown in Fig. 2. This tongue 10 is provided with a scoring 15 substantially midway of its length and running in a transverse direction. Flange or ear portions 14 are provided which ride along the inner edges 11 of the cut-out portion to guide the easel while being slid into operative position. The ears 14 also tend to hold the easel 10 in desired vertical position. A tab 16 may be formed by cutting an arcuate or angular tongue which may be bent out adjacent the transverse scoring 15 of the tongue to furnish additional support for the easel back.

By my construction a display carton is provided having an easel integral with the carton bottom permitting ready and secure positioning so as to support the carton in display position. With my arrangement an easel is provided which can be easily manipulated and adjusted and does not interfere with the contents of the carton.

While I have shown and described and have pointed out in the annexed claims certain novel features of the invention, it will be understood that various omissions, substitutions and changes in the forms and details of the device illustrated and in its oper-

ation may be made by those skilled in the art without departing from the spirit of the invention.

Having thus described my invention, I claim:

1. A display container having a single bottom member, and a member having slightly diverging sides formed from said bottom member having portions doubled back to form an easel for supporting the container in display position.

2. A display container comprising a bottom, side and end walls, a member formed from said bottom having portions providing an easel for supporting said container in display position, one of said portions having a flange within said container engaging said bottom, and a tab cut from the mid portion of said member and adapted to engage a supporting surface to support said easel.

3. In a display container having cover, bottom, front, back and end members, an easel for supporting said container in display position, said easel being formed from said bottom by slightly diverging cuts, diagonal cuts and a transverse cut, said diverging cuts extending from the rear edge of said bottom a substantial distance across said bottom but terminating short of the front edge of said bottom to form body portions of said easel, said diagonal cuts extending a short distance from the outer ends of said diverging cuts, and said transverse cut connecting the outer ends of said diagonal cuts to form a flange portion at the end of said easel, a transverse scoring between said body portions substantially midway the length of said diverging cuts, an arcuate tab formed from said easel adjacent said scoring, said easel when being moved into operative position having its body portions bent on said transverse scoring and projecting below said bottom, said flange portion positioned above said bottom and in contact with the bottom edges formed by said diverging cuts to guide said easel into supporting position with the body portions doubled back upon themselves in substantially vertical position, the flange portion being pressed back to engage the back of said container, and the scoring and arcuate tab engaging the surface on which the container is supported.

4. A one piece blank of cardboard for a display container comprising a bottom, top and sides, a member formed from said bottom having portions providing an easel for supporting said container in display position, one of said portions having a flange adapted to be positioned within said container engaging said bottom, and a tab cut from a mid portion of said member and adapted to contact with a supporting surface to support said easel back.

5. In a one piece blank of cardboard for a display container having cover, bottom, front,

back and end members, an easel for supporting said container in display position, said easel being formed from said bottom by slightly diverging cuts, diagonal cuts and a transverse cut, said diverging cuts extending from the rear edge of said bottom a substantial distance across said bottom but terminating short of the front edge of said bottom to form body portions of said easel, said diagonal cuts extending a short distance from the outer ends of said diverging cuts, and said transverse cut connecting the outer ends of said diagonal cuts to form a flange portion at the end of said easel, a transverse scoring between said body portions substantially midway the length of said diverging cuts, an arcuate tab formed from said easel adjacent said scoring, said easel when being moved into operative position having its body portions bent on said transverse scoring and projecting below said bottom, said flange portions positioned above said bottom and in contact with the bottom edges formed by said diverging cuts to guide said easel into supporting position with the body portions doubled back upon themselves in substantially vertical position, the flange portion being pressed back to engage the back of said container, and the scoring and arcuate tab engaging the surface on which the container is supported.

6. In a display container having cover, bottom, front, back and end members, an easel cut from said bottom for supporting said container in display position, said easel having diverging sides and laterally extending flange members, said flange members being adapted to lie inside said container against the back thereof when in display position, said easel being adapted to be bent intermediate its ends for forming a support for said container.

In testimony whereof I have hereunto set my hand.

FERDINAND REICHEL.