July 5, 1932. J. E. HINES 1,866,211

DISPLAY CARTON

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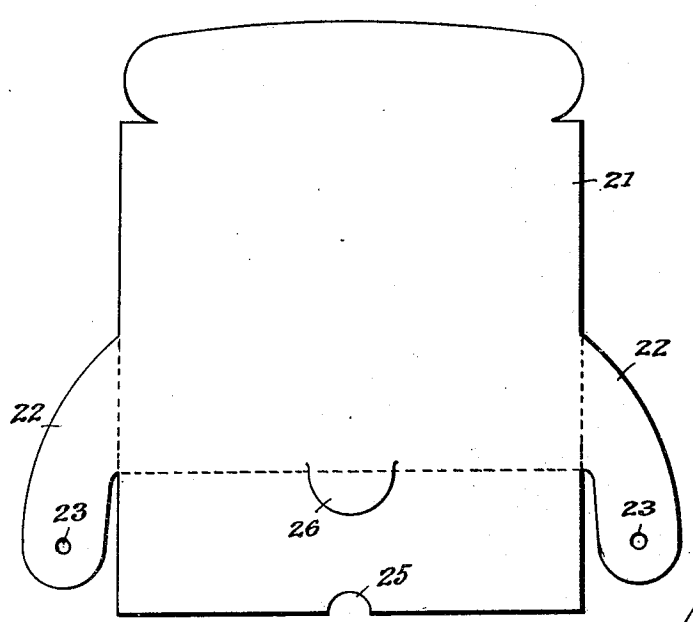


FIG. 4.

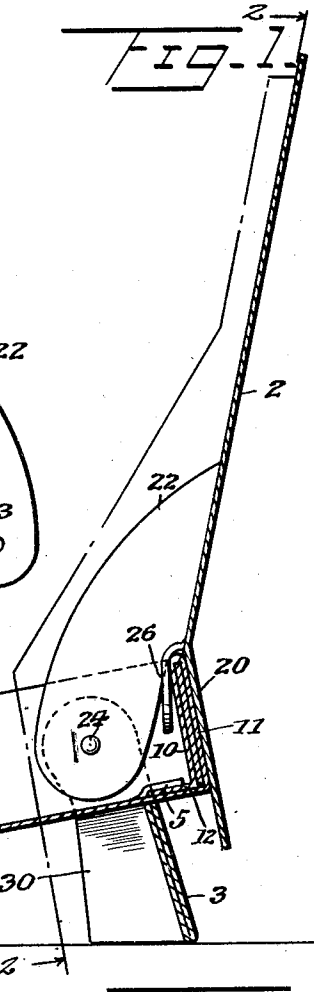


FIG. 1.

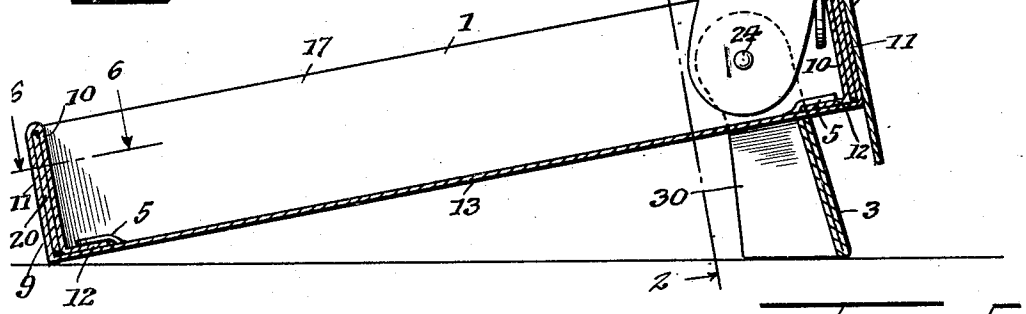


FIG. 5.

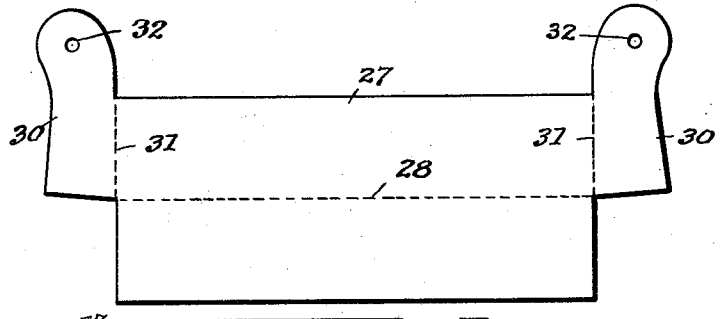


FIG. 6.

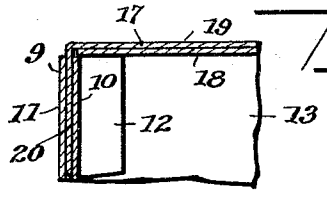


FIG. 7.

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Fig. 2.

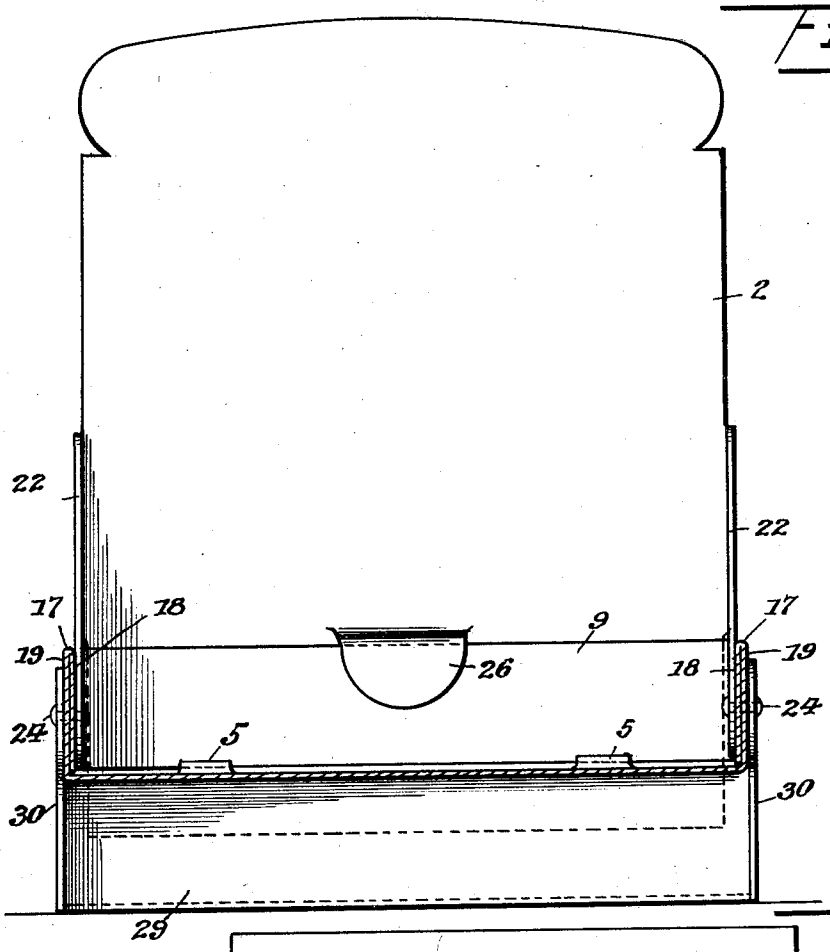
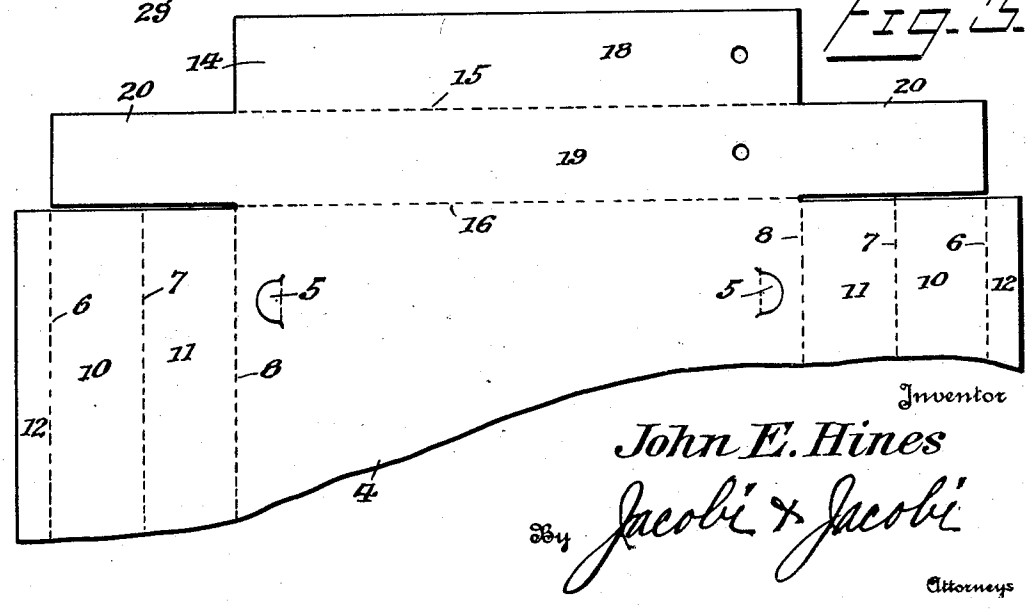


Fig. 3.



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UNITED STATES PATENT OFFICE

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DISPLAY CARTON

Application filed August 23, 1930. Serial No. 477,401.

This invention relates to paper receptacles and more particularly to a carton or receptacle in which articles may be packed for shipment and may also be employed as a receptacle in which the articles may be displayed when placed on sale.

One object of the invention is to provide a receptacle of this character consisting of elements which may be stamped from cardboard and supplied to the user in a knocked down condition.

Another object of the invention is to so form the elements of the receptacle that they may be very easily assembled and when assembled, form a carton having a very strong and durable construction.

Another object of the invention is to eliminate the use of paste when assembling the elements from which the carton is formed, thereby allowing the elements to be very easily and quickly assembled and the carton immediately used, after assemblage of its elements.

Another object of the invention is to provide a device of this character including a receptacle or body portion together with a cover movable from a lowered position in shielding relation to the open top of the receptacle, to a raised position above the rear end thereof, where it may serve as a backing for the receptacle and also as means for displaying advertising matter.

Another object of the invention is to provide the receptacle with a top movable from a folded position flat against the under face of the receptacle bottom to an operative position in which it extends downwardly from adjacent the rear end of the receptacle where it may serve to support the receptacle in an inclined position and thereby allow the contents of the receptacle to be very easily seen, when the receptacle is placed upon a counter in a store.

Another object of the invention is to so form the cover and top that arms forming portions thereof may be disposed in overlapped relation to each other and pivotally connected with the side walls of the receptacle.

Other objects and advantages of the invention will became apparent from the following description when taken in connection with the accompanying drawings.

In the accompanying drawings, wherein like reference characters designate corresponding parts throughout the several views:

Figure 1 is a longitudinal sectional view through the improved display carton, with the cover raised and the top in an operative position;

Figure 2 is a sectional view taken transversely through the display receptacle along the line 2—2 of Figure 1;

Figure 3 is a fragmentary view of the blank from which the receptacle or body portion of the carton is formed;

Figure 4 is a view of the blank from which the cover is formed;

Figure 5 is a view of the blank from which the top is formed;

Figure 6 is a fragmentary sectional view taken along the line 6—6 of Figure 1.

This improved display carton consists briefly of a receptacle or body portion 1, a cover 2 serving as an advertising medium when in an elevated position, and a top 3 movable from a folded position flat against the under face of the bottom of the receptacle to a depending position in which it will support the receptacle at an incline as shown in Figure 1. The receptacle is formed from a blank, a portion of which is illustrated in Figure 3, the cover 2 from a blank shown in Figure 4, and the top is formed from a blank shown in Figure 5. It will thus be seen that all of the elements from which the carton is formed may be stamped from cardboard or stiff paper and when folded along dotted lines shown in these figures, assembled to form the complete carton. By this arrangement, the blank may be supplied to the user in a flat condition and very easily and quickly assembled without the use of paste. Therefore, small storage space is necessary prior to using the cartons, and when the blanks are folded and assembled, the cartons may be immediately used.

The blank 4 from which the receptacle or body 1 is formed, consists of a sheet of cardboard or of stiff paper of sufficient length and width to form a receptacle of the desired

dimension. Tongues 5 are struck from the sheet of material with their free ends facing the ends of the sheet and between these tongues and the ends the sheet is scored transversely along the dotted lines 6, 7 and 8, and from an inspection of Figure 1, it will be seen that when the end portions of the blank are folded along these lines, end walls 9 will be formed having inner and outer plies or layers 10 and 11 and a lip 12 rests flat against the bottom 13 of the receptacle. The tongues 5 engage over this lip and firmly hold the end walls in an elevated position. At each side of the blank is formed a side extension 14 which is folded along the dotted lines 15 and 16 to form side walls 17 having inner and outer plies or layers 18 and 19. Tongues 20 projecting from opposite ends of each side extension are folded inwardly and engage between the inner and outer layers of the end wall. It will be understood that the side extensions will be folded to form the side walls and their tongues bent inwardly before the end portions of the blank are bent to form the end walls. Since the tongues 20 are engaged between layers of the end walls and the lip 12 of the end walls engage beneath the tongues 5, the walls will remain in an upright position and a very strong receptacle or body portion formed.

This receptacle is open at its top and, therefore, articles to be shipped may be placed in the box in the usual manner.

The cover 2 is formed from the blank illustrated in Figure 4 and by referring to this figure, it will be seen that the blank 21 consists of a sheet of cardboard or thick paper from opposite side edges of which project arms 22. These arms are curved as shown in Figure 4 so that they extend longitudinally of the sheet and adjacent their ends are formed with openings 23 adapted to register with openings formed through the side walls thereby allowing fasteners 24 to pivotally connect the arms with the receptacle and allow the cover to be swung from a lowered position in which it extends horizontally in facing relation to the open top of the receptacle to a raised position in which it extends upwardly from the rear wall of the receptacle. A notch 25 is formed in the rear or lower ends of the cover in order that the cover may be easily grasped when it is to be swung upwardly and in spaced relation to this end of the cover the sheet is cut to form a tongue 26 extending in facing relation to the said end of the sheet and adapted to straddle and grip the rear wall of the receptacle when the cover is swung to a raised position. By this arrangement, the cover may be disposed horizontally in position to cover the open upper end of the receptacle and serve as a shield for cakes or other articles placed in the receptacle, but when the articles are to be placed on sale the cover may be swung upwardly to the raised position and serve as a backing for the receptacle. Advertising matter may be printed or otherwise provided upon the faces of the cover constituting its front face when raised.

It will be obvious that when articles are placed in the receptacle and the cover in the lowered position, the inner cover having depending walls may be placed in position to close the upper end of the receptacle. This cover may be constructed in the same manner as the receptacle itself and has telescoping engagement with the receptacle. Instead of using a second cover, a wrapper formed of transparent waterproof paper or similar material may be employed in order to exclude air and dampness from the receptacle and prevent cakes or other material placed in the receptacle from becoming damaged.

The top by means of which the receptacle is to be supported in an inclined position when articles packed therein are to be displayed for sale is formed from the blank shown in Figure 5 and indicated in general by the numeral 27. This blank is also formed of cardboard or stiff paper and is folded along the dotted lines 28 to form a strip 29 of double thickness. Extension 30 at the ends or sides of the blank are bent along dotted lines 31 to form side flanges or arms, the free end portions of which overlap the side walls of the receptacle and are formed with openings 32 to receive the fasteners 24. By this arrangement, the same fasteners are employed to movably mount the cover and top. The fasteners may be of the paper fastener type having prongs to be bent apart after being passed through the aligned openings of the cover, top and side walls of the receptacle or they may be fasteners of the type intended to be passed through the opening and then formed with heads at their ends. When the receptacle is originally assembled and is to be filled with cakes or other articles, the top is folded to a position in which the strip 29 extends across the bottom in flat contacting engagement with the under face thereof thereby allowing the receptacle to rest flat upon a work bench and also allowing a number of cartons to be placed one upon the other and tied in a bundle.

When the carton is received by a merchant and is to be placed upon a counter for display of its contents, the top is swung downwardly and rearwardly from the folded position to an operative position in which the strip extends downwardly from the bottom of the box or receptacle with its upper edge bearing against the under face of the bottom. The inner ends of the tongues which form the arms are cut at such an angle that when the top is swung to the operative position shown in Figure 1, the lower ends of the arms will rest flat upon the counter and cause the receptacle to be well supported with its rear end

at a higher level than its forward end. Therefore, the receptacle will be disposed at an incline and contents of the receptacle may be easily seen by prospective purchasers. The cover is moved to the raised position after the top has been swung downwardly to its operative position and as previously explained, forms a backing for the receptacle and also may serve as a display surface for advertising matter.

From the foregoing description of the construction of my improved receptacle, it will be seen that I have provided a simple, inexpensive and efficient means for carrying out the objects of my invention and while I have particularly described the elements best adapted to perform the functions set forth, it is obvious that various changes in form, proportion and in the minor details of construction may be resorted to without departing from the spirit or sacrificing any of the principles of the invention.

Having thus described my invention, what I claim is:

1. A display container comprising a receptacle open at its top and having a bottom and side and end walls, a prop to support the receptacle in an inclined position consisting of a strip extending transversely beneath the receptacle and arms at its ends, a sheet having arms at its sides, the arms of the sheet and prop being bent to extend in overlapped relation to each other at opposite sides of the receptacle, and fasteners passed through the overlapped arms and side walls of the receptacle to pivotally mount the arms whereby the prop may be moved from a position flat against the bottom of the receptacle to a depending operative position with its upper edge bearing against the receptacle and the sheet moved from a lowered position to an elevated position.

2. A knocked down display receptacle comprising a body formed from a blank having side and end portions folded to form the body with a bottom and side and end walls, certain of said walls having tongues at their ends to interengage with the remaining walls and retain the walls in an upright position, a cover consisting of a sheet having arms extending from opposite sides, a prop consisting of a strip having arms at its end, the arms of the cover and the prop being disposed in overlapped relation to the side walls of the body, and fasteners passed through the arms and side walls of the body to mount the cover and prop whereby the prop may be swung from a position flat against the under face of the bottom of the body to a depending operative position and the cover swung from a lowered position in covering relation to the open top of the body to a raised position above the rear end wall thereof.

3. A display container comprising a receptacle open at its top and having side and end walls joined at corners of the receptacle, a prop having arms overlapping side walls of the receptacle, a cover having arms at opposite sides overlapping side walls of the receptacle, and fasteners passed through the side walls and arms of the cover and prop whereby the prop may be moved from a folded position flat against the under face of the bottom of the receptacle to an operative position in which it extends in a vertical plane to the receptacle and the cover swung from a lowered position in covering relation to the open top of the receptacle to a raised position above the rear end thereof.

4. A display container comprising a body open at its top and having a bottom and side end end walls, and a prop to support the body in an inclined position consisting of a flat strip extending transversely beneath the body and having arms projecting at a forward incline from its ends and having their upper portions extending upwardly from the strip in overlapping relation to the side walls of the body and pivoted thereto, whereby the prop may be swung downwardly and rearwardly from a folded position in which its strip is disposed flat against the under face of the bottom of the body to an operative position in which the strip is disposed in an upright position with its upper edge bearing against the under face of the bottom of the body and its lower edge terminates at the lower ends of the arms, the prop being held against further rearward swinging movement by contact of the upper edge of the strip with the under face of the bottom.

In testimony whereof I affix my signature.

JOHN E. HINES.