DISPLAY MEANS FOR CARTONS, FOLDERS AND THE LIKE

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ABSTRACT OF THE DISCLOSURE

A carton, folder or the like having two or more connected panels, one of which is provided with a plurality of pictorial elements or cut-outs which are peripherally scored or weakened so that they can be pushed out or separated from the body of the panel. A second panel, and preferably formed integrally with the first panel, is arranged to form a substantially flat supporting base or platform for the pictorial cut-outs after they are detached from the first panel, the cut-outs being edgewise inserted in slits provided in the second panel so that such cut-outs will be vertically upstanding from the slitted panel when the latter panel is rested on a supporting surface.

This invention relates to cartons, folders and the like and more particularly to an article of this kind by which interesting and attractive pictorial effects can be secured by the utilization of certain parts of the carton or folder when such parts are interlaced in a certain relation to one another.

It is an object of the invention to provide an article of this character which can serve the useful purpose of a carton, folder or the like while also serving as a carrier of pictorial material which can be utilized to secure amusing, interesting and attractive effects.

In the accompanying drawing, wherein an illustrative embodiment of the invention is disclosed,

FIG. 1 is a face view of the carton made according to the invention, in its flattened condition;

FIG. 2 is a view of the opposites face of the carton, on a reduced scale;

FIG. 3 is a top plan view of the carton in its set-up condition and with the pictorial elements or cut-outs in position;

FIG. 4 is a longitudinal sectional view through the set-up display shown in FIG. 3;

FIG. 5 is a perspective view of a folder or greeting card, for example, embodying the invention; and

FIG. 6 is a detail view, showing how one of the panels is folded to form it into a supporting base or platform for the cut-outs.

Referring to the drawing, there is shown therein, and particularly in FIGS. 1 to 4 inclusive, a relatively flat or sheet cardboard box or carton, generally indicated at 10. The same is provided with a face panel 11, a second face panel 12 and side panels or walls 13 and 14. The ends of the carton are provided with closure flaps 15, 16. The elements of the carton thus far mentioned are of known construction.

The face panel 11 is provided with a plurality of removable pictorial elements referred to herein as “cut-outs,” those illustrated being indicated respectively at 17, 18, 19, 20 and 21. Each of these pictorial elements or cut-outs is peripherally formed with a weakened outline 22 so that the element can be readily detached or separated from the body of the panel by being forced out of the same on its weakened outline.

The pictorial elements disclosed are shown as being in the form of birds and domestic animals, but it will be apparent that the same may assume many other forms, such as for example, human beings, vehicles, trees, foliage and innumerable other articles according to the pictorial effect desired. Each of the pictorial elements or so-called “cut-outs” is provided at the bottom with a tab 23.

The carton body is preferably, but not necessarily of one-piece construction, and the same includes the second panel 12. Said panel 12 is formed with a plurality of spaced slits 24. These slits may be arranged in certain selected positions in order to secure desired pictorial effects. The panel 12 can also, if desired, be provided with a fold-up pictorial element 25 which can be partly separated from the body of the panel along the edge 26 and bent upwardly on a fold line 27 to assume an erect or vertical position, as shown in FIGS. 3 and 4.

From the foregoing, the uses and advantages of the described carton will be apparent. The carton can be used to contain articles of merchandise to be handled and sold in any conventional manner. The pictorial material borne by the facial panels 11 and 12 may, if desired, be in the form of advertising matter, or can otherwise relate to the goods contained in the carton, or it may relate to wholly disassociated subject matter and be provided solely for the interest and amusement of the consumer of the goods, particularly for children.

When the carton is emptied of its contents, it may then be used as a display device by separating the pictorial elements or cut-outs from the panel 11 and inserting them edgewise into the slits 24 in the panel 12. The tabs 23 on the cut-outs are inserted through the slits 24 and the pictorial elements or cut-outs will then assume a vertical or upstanding position, locating them at substantially right angles to the panel 12 in which they are inserted. To secure certain pictorial effects, the slits intended for the reception or certain cut-outs may be identified by numerals or other identifying indicia. The cut-outs may be similarly identified by numerals borne by the tabs 23.

The carton can be rested on a table or other supporting surface with the panel 12 disposed uppermost and such panel will then surface as a base or platform for the panoplies provided on the top of the carton by the arrangement of the upstanding cut-outs in the then uppermost panel 12.

The upwardly-bent element 25, if used, can provide a background scenery for the inserted cut-outs and can cooperate therewith in producing a panorama effect. The arrangement and disposition of the cut-outs in the slits may be varied according to the desires of the individual.

While I have thus far suggested the article as being in the form of a complete carton, it can also be in the form of a carton sleeve or other carton covering.

As shown in FIGS. 5 and 6, the invention can also be employed as shown at 30 to a folder, greeting card or the like. Therein, one of the panels or leaves indicated at 31, is provided with cut-outs 32, as hereforefore described, while the second panel or leaf 33 has slits 34 for the reception of the cut-outs 32 after they are separated from the panel 31, which panel can then be detached from the panel 33 along a severance line 35.

The panel 33 can then be formed into a supporting base or platform by being folded on the dotted lines 36, 37 and the tabs 38 engaged with the downfolded strip portions 39. Tongues 40 on the tabs 38 engage the slits 41 to secure a locking effect to hold the panel in the form of a supporting base and from which the inserted cut-outs rise vertically in a manner similar to that disclosed in FIGS. 3 and 4.

The arrangement disclosed is such that many interesting and amusing displays can be provided in a manner which utilizes parts of the carton or folder and which does not in any way interfere with or hamper the carton's use as a container for goods, nor does it prevent a folder, in
which the invention is incorporated, from being enclosed in an envelope and mailed flatly.

The subject matter to be employed in an article of this kind is almost endless and it can provide hours of amusement, particularly for children. The integral formation of the cut-outs and the supporting base or platform therefore enables the entire panoramic structure to be incorporated over a one-piece element. No tools are required for the separation of the cut-outs, and the assemblage of the device merely requires the pushing out of the cut-outs from the panel in which they are formed and their insertion edgewise in the slits provided in the companion panel.

Having thus described embodiments of the invention, it is obvious that the same is not to be restricted thereto, but is broad enough to cover all structures coming within the scope of the annexed claims.

What I claim is:

1. A pictorial display means for cartons, folders and the like comprising, a unitary blank including a pair of hingedly connected face panels, which are foldable and have sufficient rigidity to form a self-supporting structure, one of the panels being provided with a plurality of pictorial elements including support tabs outlined in it and peripherally weakened to enable the elements to be forced out of the body of the panel and completely separated therefrom, the other panel being provided with a plurality of slits in which the detached picture elements can be edgewise inserted so that said pictorial elements will be vertically inserted from the last-mentioned panel when the latter panel is supported on a base.

2. A pictorial display means according to claim 1, wherein the panels are hingedly connected together in the form of a folder, the slitted panel having panels for interengagement to thereby form the said panel into a raised base or platform for the reception of the pictorial elements in its slits.

3. A pictorial display means according to claim 1, wherein the panels are hingedly connected on a line of separation, the slitted panel having strip portions at its edges, said strip portions being foldable to extend them at right angles to the body of the panel to form supporting feet for the panel and to rest on a surface to hold said panel horizontally with the cut-outs upwardly disposed from it.

4. A pictorial display means comprising, a unitary blank for a carton body having upper and lower panels, side panels connecting the same and end closure flaps, one of the panels being provided with picture elements, said elements having support tabs and being separable by peripheral weakening from the body of the panel in which they are formed, the other panel having a plurality of slits into which the picture elements are edgewise inserted to maintain them in a vertical upstanding position in relation to the slitted panel when the carton is rested on a supporting surface with apertured panel facing downwardly and the slitted panel disposed upwardly.

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