

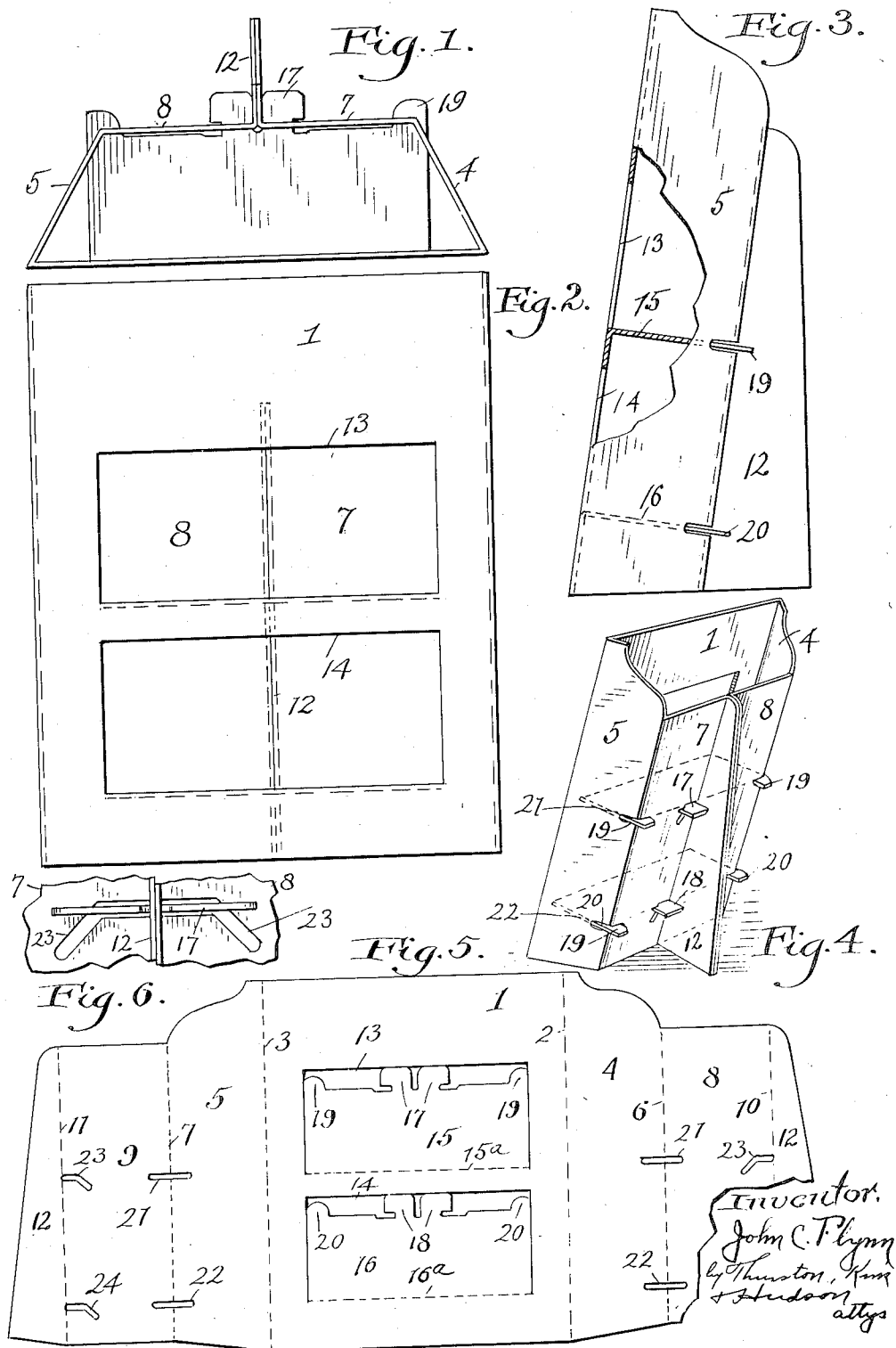
April 22, 1924.

1,491,091

J. C. FLYNN

DISPLAY CARTON

Filed June 11, 1920



UNITED STATES PATENT OFFICE.

JOHN C. FLYNN, OF MOUNT VERNON, NEW YORK, ASSIGNOR TO THE INTERNATIONAL DISPLAYS COMPANY, OF CLEVELAND, OHIO, A CORPORATION OF OHIO.

DISPLAY CARTON.

Application filed June 11, 1920. Serial No. 388,091.

To all whom it may concern:

Be it known that I, JOHN C. FLYNN, a citizen of the United States, residing at Mount Vernon, in the county of Westchester and State of New York, have invented a certain new and useful Improvement in a Display Carton, of which the following is a full, clear, and exact description.

This invention relates to a display carton or container which is designed to be placed upon a counter for the purpose of displaying goods for retail trade.

One of the objects of the invention is to provide a container which prominently displays the articles to be sold, with the front surface or face of the container being so arranged as to prominently display advertising matter concerning the articles contained therein.

Another object of the invention is to provide a carton of the character described which may be cut from a single blank and folded into its proper shape, and providing as a part of the blank, an easel member which when the blank is folded into position is held in position by tabs extending through slots formed in that portion of the carton adjacent to the easel member.

A further object is to provide slots for the reception of such tabs which are of such configuration that when the tab is inserted and passed through the slot the tab is locked against displacement.

Other objects of the invention will appear more at large as the description proceeds.

Reference should be had to the accompanying drawings forming a part of this specification in which Fig. 1 is a top plan view; Fig. 2 is a front elevation; Fig. 3 is a side elevation with portions in section; Fig. 4 is a rear perspective view; Fig. 5 is a plan view showing the blank in unfolded condition; Fig. 6 is an elevation showing a detail of construction.

Referring to the drawings, and more particularly to Fig. 5, 1 indicates what may be termed the face of the carton and the blank is scored along lines indicated at 2 and 3 so that the blank may be bent along these lines thereby forming side members 4 and 5. The limit of each of the side members 4 and 5 is indicated by a score 6 and 7 and beyond the score 6 and 7 are what may be termed the back members 8 and 9. The limit of the

back members is defined by scores 10 and 11 and the portions of the blank which lie beyond these scores 10 and 11 comprise the easel member 12 when the blank is in folded condition.

The front of the blank has openings 13 and 14 which are formed by cutting on three sides the portions indicated at 15 and 16. These portions 15 and 16 are left attached along their bottom edge as indicated at 15^a and 16^a so that they may be bent inwardly as later described.

The unattached edge of the members 15 and 16 are each cut so as to form a pair of spaced tabs 17 and 18.

At the extreme ends of the members 15 and 16 there are extending tabs 19 and 20.

The blank is folded along the scores 2 and 3, the scores 6 and 7 and the scores 10 and 11, thus forming respectively the front portion, side members and back members of the display carton.

The easel members 12 come together when the carton is folded as before stated and extend substantially at right angles with respect to the back members 8 and 9. The partially severed portions 15 and 16 are bent at right angles to the face portion 1 and the tabs 19 and 20 extend through slots 21 and 22, which are formed partially in the side members 4 and 5 and the back members 8 and 9, thus in part forming supports for the members 15 and 16.

The back members 8 and 9 adjacent the scores 10 and 11 are formed with slots such as indicated at 23 and 24, which slots are made up of two portions that extend at an angle with respect to each other. The tabs 17 and 18 are positioned to extend through these slots 23 and 24 and in order to insert them through the slots the tabs are slightly deformed so that they may pass through the angular slots 23 and 24 and after they are passed through the slots the tabs are straightened out. Each pair of tabs 17 and 18 extend upon opposite sides of the easel member 12 when folded, thus preventing spreading of the easel member and also serving to lock and hold the members 15 and 16 forming additional support for these said members.

The whole formation is such that it forms a rigid self-contained displaying device and the members 15 and 16 form shelves or supports upon which merchandise may be placed

and prominently displayed through the open portions 13 and 14 in the front face of the carton.

The carton being so rigidly constructed, 5 may be made of very light material, such as cardboard, although metal may be used if such is desired.

Having described my invention, I claim—

1. A display carton having a face, side 10 members and rear members which meet at their adjacent edge, an easel member secured to one of the rear members and extending outwardly therefrom, shelf members within the carton and extending from the face 15 member toward the rear members, said shelf members being provided with tabs which extend through slots formed in the rear members, certain said tabs engaging from the easel member and holding it in position.

2. A display carton having a face portion, 20 side portions and rear portions which meet at their adjacent edges, each of said rear portions having an extension, the said extensions lying in contact and parallel, 25 thereby forming an easel, shelf members within the carton and extending from the face to the rear members, said shelves having tabs which extend through slots formed in the rear members, certain of said tabs en- 30 gaging upon opposite sides of the said easel and holding the parts thereof together and in position.

3. A display carton having a face portion, side portions and rear portions which

meet at their adjacent edges, each of said 35 rear portions having an extension, which extensions engage each other and extend outwardly from the rear member thereby forming an easel, shelf members within the carton and extending from the face to the rear 40 portions, each of said shelf members being formed with a pair of spaced tabs, the rear members being formed with slots through which the said tabs extend, each pair of spaced tabs engaging upon opposite sides 45 of the said easel members to hold them together and in proper position.

4. A display carton made from a single blank and having a face portion, side portions and rear portions, the said rear portions having extensions at their edges, said extensions engaging each other in parallel relationship when the carton is folded, said extensions forming an easel, shelf members 50 formed by severing a portion of the face of the carton and bending the same inwardly toward the rear portion, each shelf portion having a pair of extending tabs, which tabs are slightly spaced apart, said tabs extending through slots formed in the rear mem- 55 bers and extend upon opposite sides of the easel, thereby holding the carton in folded position and the easel in proper position with respect to the rear members.

In testimony whereof, I hereunto affix my 60 signature.

JOHN C. FLYNN.