Jan. 20, 1942. W. C. CHRISTY 2,270,580

CARTON

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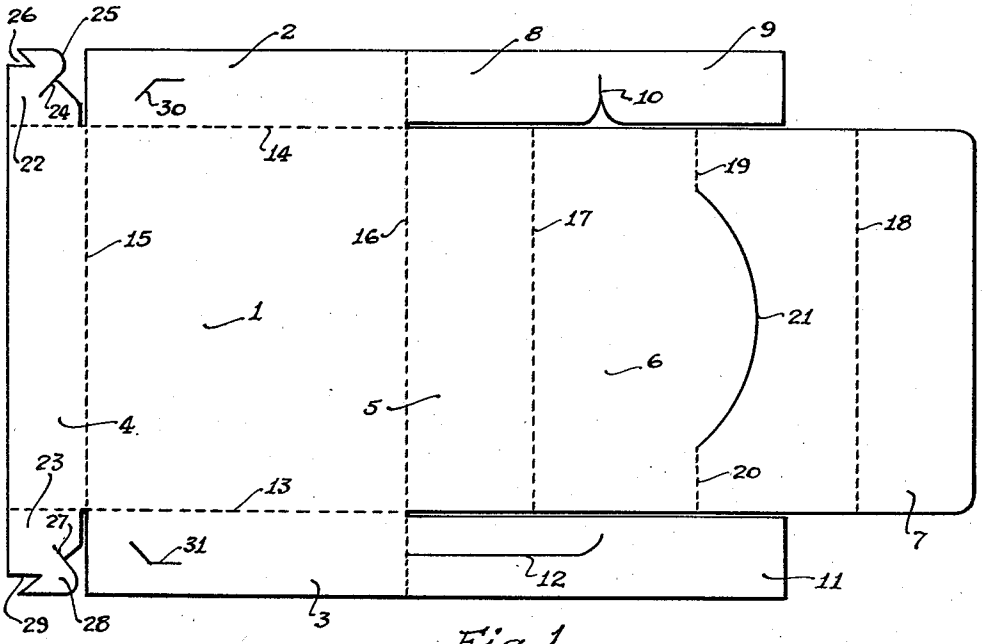


Fig. 1

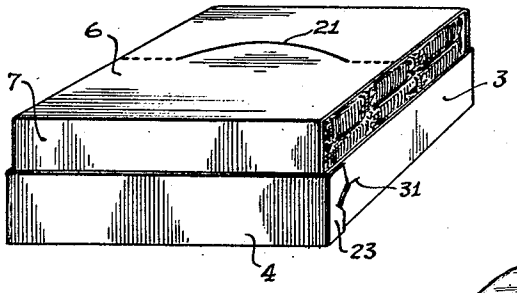


Fig. 2

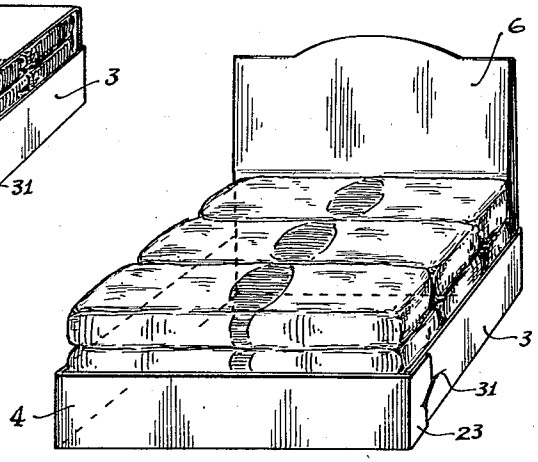


Fig. 3

ATTEST -
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CARTON

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1 Claim. (Cl. 206—44)

This invention relates to improvements in boxes or cartons formed from a single blank of cardboard or other suitable material in which flaps integral with the bottom and side walls thereof, are adapted to be folded and interlocked to form the side wall.

One of the objects of this invention is to provide a foldable display carton with a relatively high rear wall and relatively low end and front walls so that when the top is folded back in a display position the product contained in such carton is displayed above such walls.

Another object of this invention resides in the novel features of the plan which permits the cartons to be quickly assembled and securely held in shape.

Other objects of the invention will be apparent from the description and claims which follow.

Designations of position such as the term "front" and "rear" as used in this specification will be understood to denote portions of the respective parts as they appear in the formed carton shown in Figures 2 and 3, and will be clear from the contents.

Reference is had to the drawing in which similar characters are used to designate like elements.

Figure 1 of the drawing is a plan view of the blank from which the carton of the present invention may be formed.

Figure 2 is a perspective view of closed carton formed from one of the blanks shown in Figure 1.

Figure 3 is a perspective view of a carton formed from one of the blanks shown in Figure 1 with the top folded back in a display position.

The carton illustrated in Figure 1 is formed from a single blank of cardboard or other suitable material scored and cut as shown in Figure 1 and comprises a bottom 1, end walls 2 and 3, front wall 4, rear wall 5 and top 6 attached to which is front flap 7. Attached to the back of one end wall 2 is flap 8, the outer end of which is formed into tongue 9 by cut 10. Attached to the back of the other end wall 3 is flap 11 containing a slit 12 adapted to receive tongue 9 on flap 8. The blank is scored or creased to facilitate bending of the various elements in the formation of the carton, the bottom 1 and one end wall 3 being divided by score line 13 and the other end wall 2 and bottom 1 being divided by score line 14. Other score lines 15, 16, 17 and 18 mark the division between the front wall and the bottom, the bottom and the rear wall, the rear wall and the top and the top and the front flap, respectively. The top 6 may contain creases 19 and 20 and slit 21 in order to facilitate the folding of the top to display advertising material behind the product in the opened carton. Flaps 22 and 23 are integral with front wall 4 and are cut to form tongues on the outer edges thereof, as by cut 24, rounded corner 25 and notch 26 on flap 22, and cut 27, rounded corner 28 and notch 29 on flap 23. A slit 30 is placed in end wall 2 adapted to receive the tongue on flap 22 and another slit 31 is placed in end wall 3 adapted to receive the tongue on flap 23.

In the formation of the box, flaps 8 and 11 are interlocked by the insertion of tongue 9 in slit 12. Front wall 4 is folded to a vertical position and tongue 22 inserted in slit 30 and tongue 23 inserted in slit 31. The rear wall, top and front flaps are folded at creases 16, 17 and 18 respectively. After the carton has been packed with the product, top 6 is folded over and front flap 7 is tucked inside of front wall 4. When the carton is opened to set up in a display position, top 6 is folded upon itself at creases 19 and 20, and front flap 7 is tucked inside of rear wall 5. The top 6 may have printed thereon any suitable advertising material, and when folded in the above described display position, will display such advertising material behind the product.

It will be seen that the carton formed in accordance with the present invention has front and end walls substantially lower than the rear wall. When such carton is in the closed position the front flap operates as the front of the carton and permits the box to be packed with product to a height equal to the height of the rear wall. When the carton is opened it affords an excellent means of displaying the product contained therein as the front and end walls, being substantially lower than the product contained therein, do not interfere with the vision of buyers while such walls do afford some measure of protection to the display.

The term "cardboard" as herein used will be understood to include any flexible material adapted for the manufacture of containers such as strawboard, paperboard, pulpboard, and the like.

I claim:

A carton blank comprising a bottom, a front wall integral with said bottom and separated therefrom by a scoreline, a rear wall higher than said front wall, integral with and extending from the other side of said bottom and separated therefrom by a scoreline, a top integral with said rear wall and separated therefrom by

a scoreline, a front flap of a height equal to the height of the rear wall integral with said top and separated therefrom by a scoreline, sides of substantially the same height as the front, integral with said bottom at the sides thereof and provided with flaps integral therewith and extending along said rear wall and top, one of said flaps being provided with a slit and the other of said flaps being provided with a tongue adapted to interlock within said slit, slits in said side walls adjacent to the front wall of said blank and flaps extending from the ends of said front wall and cut away to form a tongue on the outer edge thereof and adapted to be inserted in the slit of the adjacent side wall.

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