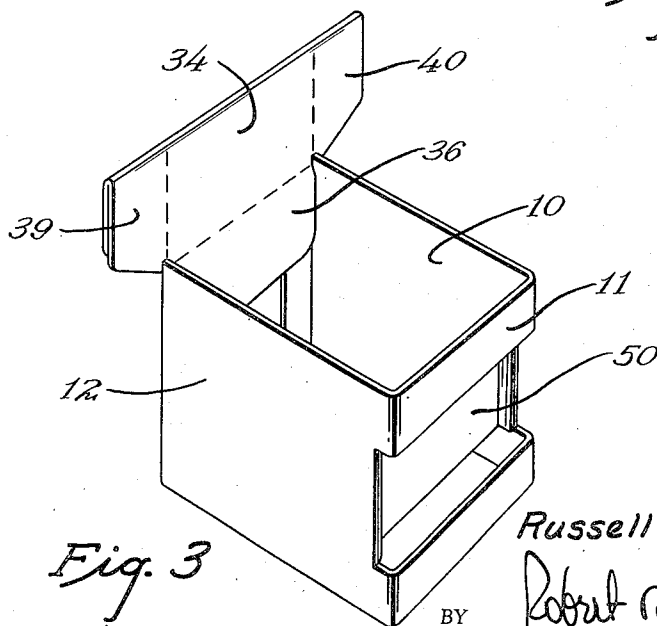
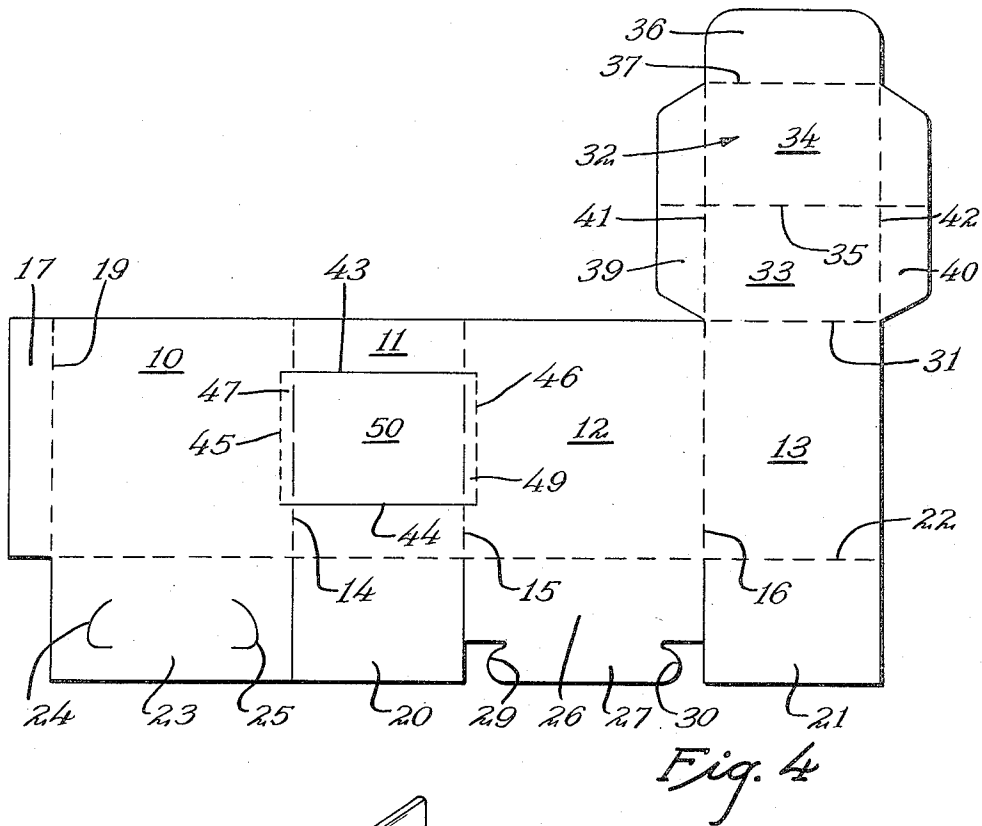


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DISPLAY CARTON

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1 Claim. (Cl. 206—44,11)

This invention relates to an improvement in display carton wherein it is desired to provide a carton capable of containing goods and in displaying the same for sale.

Articles manufactured for sale to the public are often displayed in cartons which act to contain the goods and also to display them to the purchasing public. In many instances, goods which are relatively flat in form are placed in shallow cartons in separate piles. However, considerable counter space is required for displaying the goods and if the articles are placed in a single pile the package does not form a good display after a portion of the goods has been dispensed. A purpose of the present invention resides in the provision of a simple carton in which the goods may be stored and shipped and which may support one of the articles on display as long as any of the articles remain. At the same time the carton requires but a small amount of counter space.

An object of the present invention resides in the provision of a display carton which is particularly useful in the display of articles which are relatively thin, but relatively large in the other two dimensions. For example in the sale of goods packaged in transparent bags, the bags are usually relatively wide and long and relatively thin. The present container is extremely desirable for displaying articles of this type, although not necessarily used for goods of this shape.

A feature of the present invention resides in the provision of a display carton having a pair of cut lines or weakened lines of separation extending across an end panel and into parts of the adjoining wall panels. The portion of the carton between the cut lines or weakened lines may be flexed out of the plane of the remainder of the wall across which the cut lines extend and may be folded inwardly to form a partition wall in spaced relation to the wall from which it is flexed. The space between the partition wall and the wall from which it is flexed forms a pocket for receiving an article to be displayed and the article is visible through the space or opening provided by the recessing of the partition wall.

A further feature of the present invention resides in the provision of a container having a display panel which is cut to provide spaced bands extending along opposite sides of the panel and an open space therebetween. The material ordinarily filling the open space is bent rearwardly into parallel relation to the spaced bands so as to form a pocket or recess into which an article to be displayed may be supported. The construction is such that most of the surface of the article to be displayed is visible as well as portions of opposite sides of the article.

These and other objects and novel features of my invention will be more clearly and fully set forth in the following specification and claim.

In the drawings forming a part of my specification:

Figure 1 is a perspective view of a display carton showing the same in display position.

Figure 2 is a view similar to Figure 1 showing the carton closed.

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Figure 3 is perspective view of the carton when empty.

Figure 4 is a plan view of the blank from which the carton is formed.

The display carton is constructed as best illustrated in Figure 4 of the drawings. In the particular form of construction illustrated the carton includes a side wall panel 10, a front wall panel 11, a side wall panel 12, and a rear wall panel 13, all of which are connected in series by parallel fold lines 14, 15 and 16. A glue flap 17 is foldably connected along a fold line 19 to one of the end panels of the series, which in the present instance comprises the panel 10.

Closing flaps are provided for the bottom of the carton. In the construction illustrated two flaps 20 and 21 are connected along a cut line of fold 22 to the panels 11 and 13 respectively. These flaps 20 and 21 may be bent into a common plane for closing the bottom end of the carton. The flap 10 is provided with a closing flap 23 connected thereto along the line of fold 22. Curved cuts 24 and 25 are provided in the panel 23. The panel 12 is connected along the line of fold 22 to a locking flap 26 having a projecting tab 27 provided with laterally extending ears 29 and 30 designed to fit into the cuts 25 and 24 respectively.

In other words, the carton is provided with a lock bottom in the particular instance illustrated. Other forms of construction could also be employed.

The rear panel 13 is connected at its upper edge along a fold line 31 to a cover 32 which includes a pair of cover panels 33 and 34 connected along a line of fold 35. A tuck flap 36 is foldably connected to the cover 32 along a fold line 37. Side flaps 39 and 40 are connected to opposite sides of the cover 32 along fold lines 41 and 42. The fold lines 41 and 42 are aligned with the fold line 16 and the opposite edge of the panel 13 as is indicated. The fold line 35 which divides the cover 32 into two panels extends across the flaps 39 and 40 so that the flaps form lateral extensions of the cover panels when the cover is open.

As indicated in Figure 2 of the drawings, the cover 32 may fold down onto the top of the carton with the tuck flap 36 folded inwardly of the front panel 11 and the side flaps 39 and 40 tucked within the side walls 12 and 10 respectively. When the carton is opened the side flaps 39 and 40 extend laterally from the cover panels 33 and 34 and the tuck flap 36 tucks into the carton adjacent the rear panel 13 as illustrated in Figure 3. The folded cover thus forms a display above the carton when the top of the carton is open.

The carton thus described is conventional in most respect and is not of unusual interest in the present invention. The main feature of the invention resides in a display opening and a display pocket which will now be described.

A pair of cut lines 43 and 44 extend across the panel 11 intersecting the fold lines 14 and 15 and extending into the adjoining panels 10 and 12 for a short distance. The ends of the cut lines 43 and 44 are connected by fold lines 45 and 46 which extend parallel to the fold lines 14 and 15. When the carton is used for storage purposes, the area outlined by the cut lines 43 and 44 and fold lines 45 and 46 remains in the plane of the various wall panels. However, when it is desired to display a portion of the contents of the carton, one of the units packed is removed from the carton and the panel is folded inwardly. In other words, the flap portion 47 between the fold lines 45 and 14 is folded to lie inwardly of the wall panel 10, while the flap 49 between the fold line 46 and the fold line 15 is folded to lie inwardly of the panel 12 and in surface contact therewith. The intermediate panel 50 which is defined by the cut lines 43

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and 44 and by the fold lines 14 and 15 extends between the wall panels 10 and 12 and forms a partition wall spaced inwardly from the wall 11.

It will be seen that the partition wall 50 forms a pocket into which one unit of the articles packed may be inserted. For instance if the carton is designed to hold a series of rectangular transparent envelopes, one envelope may be inserted between the partition wall 50 and the upper and lower strips above and below the opening formed by folding the panel 50 out of the plane of the wall 11. The top and bottom ends of the pack are concealed while the center portion is displayed through the opening as indicated in Figure 1 of the drawings. It will be seen that with this type of package, one article within the carton is always in view until all of the articles are sold. The articles rearwardly of the partition wall 50 are first removed until only the displayed article remains. When this last article is sold, the carton may be discarded or refilled.

In accordance with the patent statutes, I have described the principles of construction and operation of my display carton, and while I have endeavored to set forth the best embodiment thereof, I desire to have it understood that obvious changes may be made within the scope of the following claim without departing from the spirit of my invention.

I claim:

A display carton in combination with a series of articles to be displayed, the carton including a series of rectangularly arranged wall panels, one of which forms a front wall display panel and the two adjoining wall

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panels forming side walls, a pair of spaced cut lines extending across said display panel and into said side walls, a fold line connecting the adjacent ends of said cut lines, said articles to be displayed being of a size to fit between said side walls and substantially the full height of the display panel and substantially the full width thereof, several such like articles being arranged one behind the other between said display panel and the opposite wall panel, the strip defined by said cut lines and fold lines being folded inwardly into parallel relation to the display panel and spaced therefrom, the space between the strip and display panel being slightly greater than the thickness of one article, one article of the series being held upright closely adjacent to said display panel by said strip and visible through the opening in the display panel caused by folding the strip inwardly, said strip defined by said cut lines being of sufficient height to support said one article in upstanding position.

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