April 10, 1928. 1,665,620

H. AMATEL

SHIPPING AND DISPLAY CARTON

Filed Dec. 30, 1922

FIG. 1.

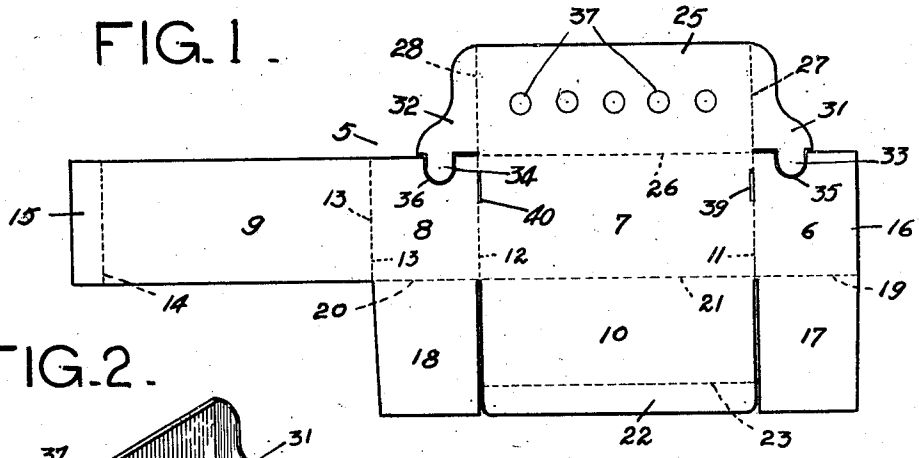


FIG. 2.

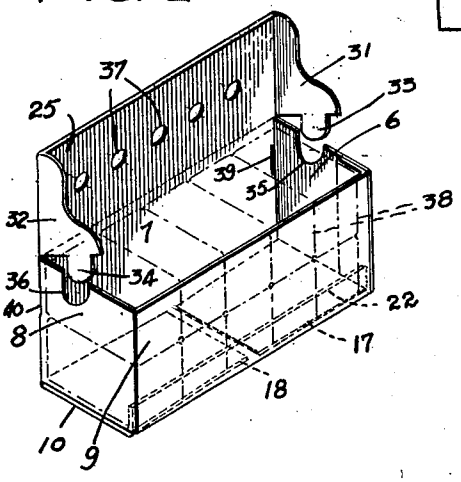


FIG. 3.

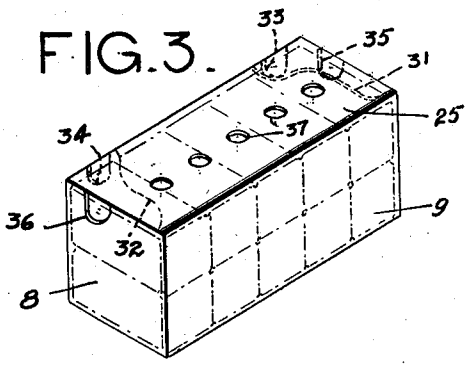


FIG. 4.

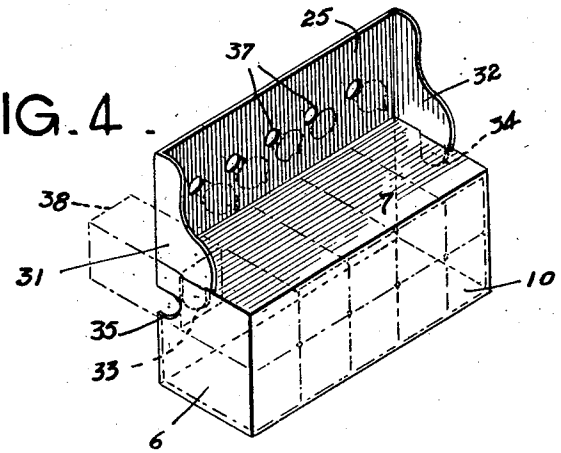
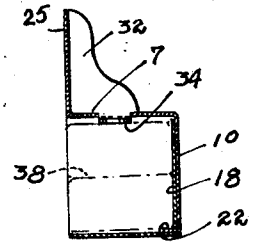


FIG. 5.



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UNITED STATES PATENT OFFICE.

HAROLD AMATEL, OF EAST ORANGE, NEW JERSEY, ASSIGNOR TO WESTINGHOUSE LAMP COMPANY, A CORPORATION OF PENNSYLVANIA.

SHIPPING AND DISPLAY CARTON.

Application filed December 30, 1922. Serial No. 609,824.

This invention relates to cartons for incandescent electric lamps and more particularly to a carton adapted to alternately serve as a shipping container and as a display rack.

An object of the invention is the provision of a carton which may serve as an attractive display device and as a container for a stock of merchandise.

Another object of the invention is the provision of a carton having a mechandise display rack arranged in convenient view of a purchaser and a stock compartment removed from the view of a purchaser and conveniently accessible to a salesman.

A further object of the invention is to provide a carton having a cover or flap which may be closed for retaining a plurality of merchandise containers therein during shipment, the cover being convertible into a display rack for the exhibition of merchandise for sales purposes.

A still further object of the invention is to provide a simple and compact carton for the transportation of articles which may be quickly and conveniently modified to constitute a display device as well as a receptacle for storing a stock of merchandise.

A still further object is to provide a carton having a display rack facing a purchaser and an outlet for the removal of merchandise in such position as to be inconvenient for the removal therefrom by a person facing the display rack.

Other objects of the invention will be apparent from the following description.

It will be evident that a carton, as contemplated by the present invention, may be employed for shipping and exhibiting a variety of objects. The present embodiment of the invention is, however, particularly adapted for the transportation and exhibition of electric incandescent lamps of the miniature style. The carton is preferably made of a size in which may be shipped a plurality of containers in each of which are disposed a plurality of lamps. The containers may be of a standard size and be provided with suitable packing or racks in which a plurality of lamps of a given type or a variety or types may be disposed.

Lamps of the type for which my carton is specially adapted are usually sold in lots of one hundred, each comprising five assorted types and sizes. These one hundred pieces may be packed ten in a box and it is, therefore evident that ten boxes will be required for the shipment of one hundred articles. The present carton, therefore, may be of such dimensions as to accommodate ten such containers.

When a merchant receives a carton containing the ten containers or one hundred lamps, it is desirable that he be able to exhibit at least one of each type so that a prospective purchaser may be able to select a lamp of the type desired without the necessity of having the salesman open the several or more containers.

The present invention, therefore, provides a carton in which ten containers may be shipped, the cover of the carton being of such outline and so arranged that, when a carton is received by the merchant, the cover of the carton may be readily converted into a rack for the display of a plurality of lamps of different types. Furthermore, the cover is so arranged that, when disposed in position to serve as a rack, the lamps exhibited thereon may be viewed by a purchaser and the containers in which the stock of lamps is retained are conveniently accessible to the salesman but are out of the view of the purchaser. This particular arrangement of the rack and the stock containers is of advantage, inasmuch as the comparatively remote position of the stock outlet tends to reduce the danger of pilfering.

If a carton contains one hundred lamps consisting of say five different types, the rack may be provided with five apertures in which a lamp of each type may be disposed. The containers which remain in the carton may be provided with suitable markings indicating the type and size of lamps they contain and, when a purchaser has, by an inspection of the display lamps, selected and indicated the type of lamp desired, the salesman may readily remove one of the standard containers and supply the demands of the purchaser.

By reason of the peculiar arrangement of the display rack with respect to the stock-removal aperture of the carton, a desirable result is obtained in that a compact and attractive stock and display unit is provided. The rack upon which the lamps are exhibited may be of any suitable configuration that will have a pleasing effect upon the eye and an attractive, as well as a useful, dis-

play stand and case may be provided. Considerable surface area is also provided on the rack for advertising and descriptive matter. At the same time, an economy of material is obtained.

The present invention, therefore, provides a carton which not only serves as a useful vending device but which may constitute an excellent advertising means. In construction, the carton may be made from a single blank having a small number of folds. One flap or pasting strip of the blank may be permanently secured to another portion to produce a tubular body from which a carton may be provided by tucking in certain flaps. One side of the carton may be left open and have a cover associated therewith. The cover may be provided with integral brackets or wings adapted to be folded over when the cover is closed but which may be opened up to serve as struts to secure the cover in an upright position to form a display rack when the carton is used for merchandising purposes.

The invention will be more fully understood by reference to the accompanying drawings, in which,

Fig. 1 is a plan view of a blank from which the present carton may be formed;

Fig. 2 is a perspective view of the carton when folded and ready to have the cover closed;

Fig. 3 is a perspective view showing the carton with the cover closed ready for shipment;

Fig. 4 is a perspective view of the carton when arranged to display merchandise and to contain a stock of merchandise in containers, one container being shown, in dotted lines, as partly removed from the rear of the carton; and,

Fig. 5 is a transverse sectional view of the carton when set up as a display rack, showing a modified arrangement of one of the parts.

A carton embodying the present invention may be formed from a blank 5 comprising a single piece of material such as cardboard having folding creases which are indicated by dotted lines. This blank may be creased to provide sections or walls 6, 7, 8, 9 and 10, the sections 6, 7, 8 and 9 being creased along the lines 11, 12, 13 and 14. The section 9 may be provided with a pasting strip 15 which may be permanently secured, as by gluing, to the edge 16 of the section 6. When the several sections have been properly folded, they comprise a tubular body and flaps 17 and 18 integral therewith that may then be bent inwardly along the creases 19 and 20, respectively, after which the section 10 may be creased along the line 21 to overlap the flaps 17 and 18 and provide the bottom portion of the carton when it is used as a shipping container. The section 10 is provided with a tucking flap 22 which may be made by creasing a portion of the section 10 along the line 23. Thus, when the section 10 is in position, the tucking flap may be slipped in between the edges of the flaps 17 and 18 and the section 9 and thus secured.

The cover portion of the carton may comprise a section 25 which may be creased along the line 26 and along the lines 27 and 28. Ends 31 and 32 integral with the section 25 may be of a curved or ornamental configuration and may constitute bracket members having projections or lips 33 and 34 integral therewith. The lips 33 and 34 are blanked out from the sections 6 and 8 respectively, depressions or recesses 35 and 36 being thus formed in the said sections 6 and 8. The depressions or recesses serve as finger holds, whereby merchandise may be readily removed from the carton.

The cover or section 25 may be provided with any suitable means for securing merchandise when converted to provide a rack. When the carton is used for the display of miniature incandescent electric lamps, it has been found desirable to provide the cover with a plurality of apertures 37 at any suitable position. Several types of lamps may be secured in the apertures 37, and an inscription may be provided indicating the type of lamp exhibited therein.

As shown in dot-dash lines in the several figures, the carton may contain ten smaller containers 38 which may be of standard dimensions. Each container may have therein a plurality of lamps and thus a considerable number of lamps may be positioned in the carton for shipment, the cover or section 25 being closed as shown in Fig. 3. The carton may, if desirable, be placed in another outer container or may be wrapped in any suitable manner.

When the carton, as a shipping receptacle, has been received by a merchant who desires to place it on the counter for display, the cover may be swung about until it is disposed perpendicular to the section 7, which constitutes the top of the carton when the same is used to exhibit merchandise. The brackets 31 and 32 positioned to act as struts the projections 33 and 34 being inserted into slots 39 and 40 provided between the sections 6 and 7 and 7 and 8. The cover is thus securely held in place and the carton may be positioned upon its side or section 9 which then, as is evident, constitutes the bottom of the carton. A lamp of each of the types desired for exhibition may be removed from the cartons and disposed in the apertures of the rack 25.

It will be seen that, by the proper adjustment of the cover 25, it has been converted into a rack and the carton, when placed upon the side, constitutes a display device as well as a holder for a stock of merchan-

dise contained in the several containers 38.

Although the bracket members 31 and 32 may be effectively retained in place by inserting projections 33 and 34 into the slots 39 and 40, respectively, in parallel relation to the sides of the carton, they also may be made to serve as locking members. It will be noted that the carton is proportioned to receive a plurality of containers of standard dimensions. The projections, after being passed through the slots, may be bent at right angles to the bracket members as shown in Fig. 5. Thus, when the containers 38 are positioned in the carton, the upper portions of the containers adjacent the brackets will make contact with the projections and lock the brackets to secure the section 25 in place for use as a rack.

It will be appreciated that, with the present construction, considerable surface is provided for the disposition of advertising matter and that the customer may view, at leisure, the exhibited lamps, but will not have ready access to the stock. On the other hand, the merchant positioned behind the rack may readily remove such of the merchandise as he desires without obstructing the customer's view of the exhibited lamps.

The side of the display device upon which lamps are exhibited may be termed the front while the back or rear may be that side from which the merchandise is removed, and reference hereinafter to the front or rear is to be so construed.

The present shipping and display device provides a simple and desirable receptacle for use on counters, show cases, or the like and one wherein merchandise may be contained, thus avoiding the necessity of a salesman referring to stock upon shelves or in other inconvenient places.

Although I have described the preferred form of my invention, it is obvious that many changes and details may be made without departing from the spirit and scope of the appended claims.

What is claimed is:

1. A shipping and display carton for incandescent electric lamps, comprising a container having a top, bottom and three side walls, a display rack associated with said top wall, means associated with said rack for holding lamps and means for holding said rack at right angles to said top, said rack being movable to serve as a cover for said carton during shipment, said holding means being adjustable for disposal within the carton when the rack is positioned to serve as a cover.

2. A shipping and display carton comprising a container to store merchandise having one side open, the said carton being so positioned when the carton is on display that the open side is at the rear thereof, a display rack disposed along an edge of said open side whereby articles may be displayed without exposing the merchandise through the open side of the carton from the point of inspection of said exhibited article, said display rack being foldable to cover said open side of the carton when the same is used for shipping purposes.

3. A shipping and display carton comprising a top, side walls and cover formed from a continuous strip of material, said carton being adapted for disposition with its open side at the rear thereof when used for display purposes, said cover having foldable sections integral therewith for supporting the cover in position for use as a display rack, projections integral with said sections, the top of said carton having slots to receive said projections to hold the rack in position.

4. A shipping and display carton comprising a top, side walls and cover formed from a continuous strip of material, end walls integral with said strip, the rear side of said carton being open when the carton is in display position, said cover adapted to be positioned substantially at right angles to said top wall and adjacent to said open side to provide a rack for the exhibition of articles whereby articles may be displayed from the front of the carton and other articles in said compartment behind said rack may be removed from within the carton and from the rear side thereof.

In testimony whereof, I have hereunto subscribed my name this 28th day of December, 1922.

HAROLD AMATEL.