Aug. 11, 1959 R. C. DREIER 2,899,048

DISPLAY CARTON

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Fig. 1.

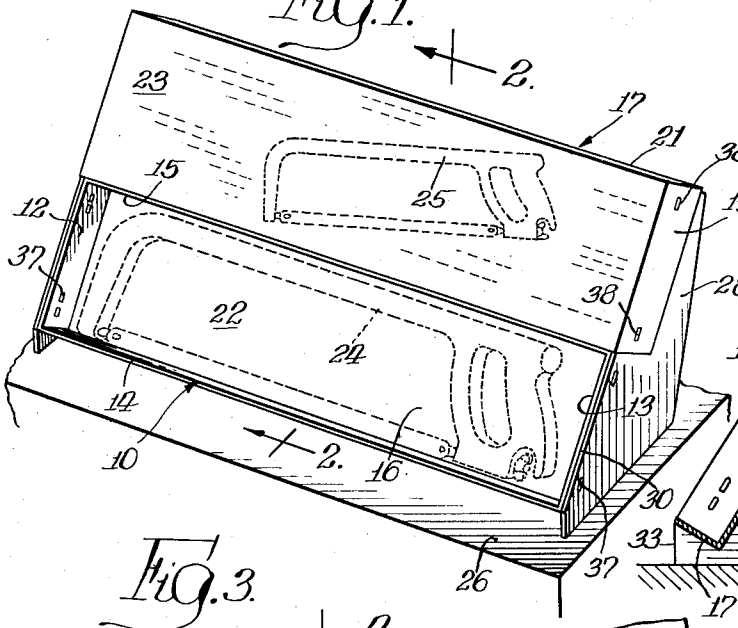


Fig. 2.

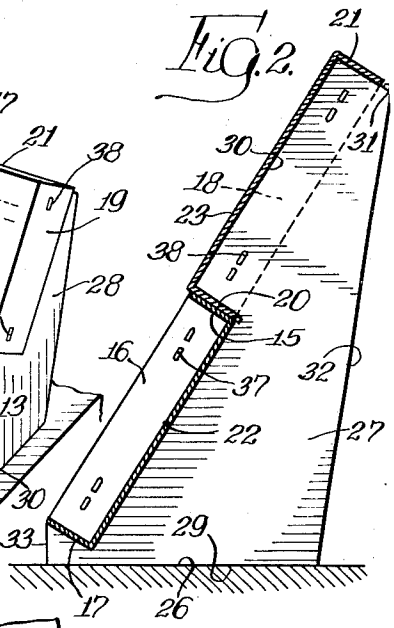


Fig. 3.

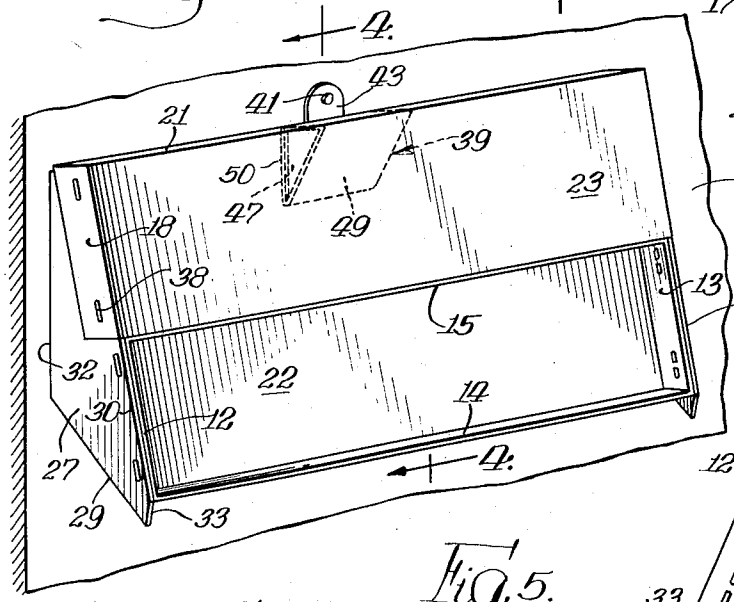


Fig. 4.

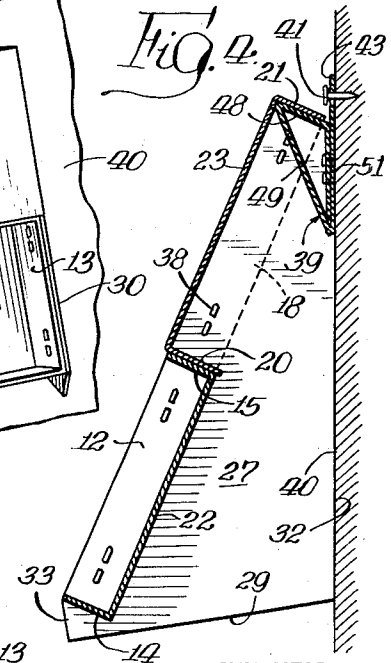
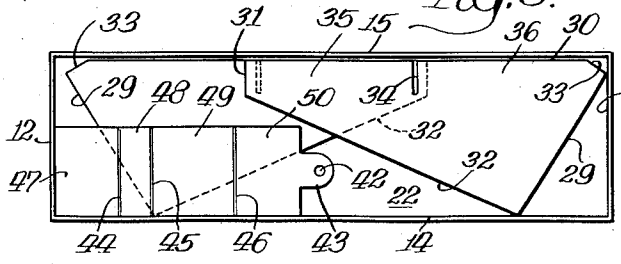


Fig. 5.



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DISPLAY CARTON

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6 Claims. (Cl. 206—45.24)

This invention relates to a display carton, and more particularly to a combination shipping, storage and display carton wherein an article of manufacture packaged in the carton for shipment and storage can be displayed therein by rearrangement of the carton components.

An object of the invention is to provide an improved carton of the type described characterized by its versatility, the ease of its rearrangement for display purposes, and by the simplicity of its design which affords such facility in the rearrangement thereof. Another object of the invention is that of providing a carton adapted to be supported upon a table or other generally horizontal surface or, alternatively, to be hung on a vertical wall—each for the display of articles packaged therein—and wherein the components that enable the carton to be so used are ordinarily contained within the interior of the carton itself without affecting the placement of the article or articles packaged therein.

Still another object is that of providing a carton having a bottom and cover defining, when telescoped together, a closed compartment adapted to receive an article such as a hack saw therein, and in which generally planar support legs or walls freely carried within the carton during shipment and storage thereof are adapted to be arranged with the open bottom and cover for supporting the same upon a horizontal surface in a manner such that the article is readily visible, and with the outer surface of the cover facing forwardly, whereby advertising material and other explanatory matter and illustrations thereon are displayed with the saw.

A further object is to provide in a carton structure of the character described, support walls constructed and arranged for securance to the bottom and cover of the carton in a novel manner that affords ready rearrangement of the carton components for display purposes. Still a further object of the invention is to provide a hanger for supporting the carton on a vertical wall while the bottom and cover thereof are secured to the support legs, and wherein the hanger, in cooperation with the support legs in their arrangement with the bottom and cover, freely carries that assembly firmly and positively but without being mechanically anchored thereto. Additional objects and advantages will become apparent as the specification develops.

An embodiment of the invention is illustrated in the accompanying drawing, in which—

Figure 1 is a perspective view of a carton structure embodying the invention, arranged for display purposes on a table or platform, and in which the article positioned within the bottom of the carton is a hack saw and is illustrated in broken lines; Figure 2 is a generally vertical sectional view of the structure taken along the line 2—2 of Figure 1; Figure 3 is a perspective view of the carton structure supported for display purposes on a vertical wall; Figure 4 is a generally vertical sectional view taken along the line 4—4 of Figure 3; and Figure 5 is a top plan view of the bottom section of the carton with the end walls or legs of the hanger shown therein.

The carton structure comprises a bottom section 10 having end walls 12 and 13 and side walls 14 and 15 defining a compartment 16 adapted to be closed by a cover or top 17 having end walls 18 and 19 and side walls 20 and 21 adapted to telescopically receive the end and side walls of the bottom section 10 therein. Essentially then, the carton is a generally rectangular box having a removable top, and it may be made of a number of materials such as cardboard or pasteboard.

The section 10 has a bottom wall 22 defining the bottom closure for the carton, and the top or cover 17 has a top wall 23 that defines the upper closure wall of the carton. In the specific illustration, the carton is dimensioned to receive a hack saw 24 therein, but it will be apparent that other articles might be received within the compartment or that the dimensions of the carton might be varied to accommodate articles of different size. The outer surface of the top closure wall 23, as is customary, may have printed thereon various word legends describing the features of the article 24 and, as shown in Figure 1, may have a picture 25 of the article contained within the carton (in this case, a hack saw). Word legends printed on the wall 23 are indicated by the broken lines extending longitudinally thereacross.

In Figures 1 and 2, the carton structure is shown supported upon a table top or counter or other appropriate generally horizontal surface 26. This support is provided by the generally planar end walls or legs 27 and 28 which are identical, as is most apparent from Figure 5. Each of these support walls has a straight lower edge 29 for extension along and seating upon the surface 26, and an upwardly and rearwardly inclined forward edge 30 that terminates at its upper end in an edge 31 extending rearwardly therefrom and which is substantially normal thereto. The rear edge 32 of each leg extends downwardly and forwardly, but the angle of slope thereof is somewhat greater than that of the inclined forward edge. The edge 30 at its lower end terminates a spaced distance from the lower edge 29, and is connected thereto by a forward edge portion 33 oriented at substantially right angles to the lower edge 29.

Intermediate its ends, the forward edge 30 is provided with a slot 34 that extends inwardly therefrom in parallel relation with the upper edge 31 and, therefore, at substantially right angles to the inclined forward edge. The slot 34 is dimensioned in width to slidably receive the longitudinal wall 20 of the top 17 therein, and has a length or depth sufficient therefor. The slot 34 divides the forward edge portion of each of the support walls or legs 27 and 28 into upper and lower flaps 35 and 36, respectively. The length of the upper flap 35 is no greater than the inner width of the top 17, and is adapted to be inserted thereinto, as is apparent from Figures 1 through 4. The length of the lower flap 36 along the inclined forward edge 30 is substantially equal to that of the outer width of the bottom section 10. With this dimensional relationship, the longitudinal walls 15 and 20 of the bottom section and cover are oriented in adjacent, substantially contiguous relation when the upper flaps 35 of the support walls are inserted into the cover 17 and the bottom section 10 is secured to the lower flaps 36. As shown in Figure 2, the lowermost corner of the bottom section 10 is then spaced slightly above the lower edge 29 of the support walls, and therefore spaced above the surface 26.

In securing the bottom section 10 to the support walls, the compartment 16 opens outwardly; and such securance may be accomplished by staples 37. The cover 17, since it slides over the flaps 35, is positioned reversely with respect to the bottom section 10 so that the outer

surface of the top wall **23** faces forwardly. Preferably, staples **38** are used to secure the end walls of the cover to the flaps **35**. However, this is not essential.

If it is desired to support the carton structure for display by hanging it on an upright wall rather than upon a flat support surface **26**, this can be accomplished by using the hanger **39**. Such an arrangement is illustrated in Figures 3 and 4, and for identification the upright wall is designated with the numeral **40**. The hanger **39** is secured to the wall by means of a tack or nail **41**, and of course any other similar device such as a screw, extensible through the opening **42** in the tab **43** of the hanger could be used.

The hanger **39** has a triangular configuration in cross section formed by folding a generally rectangular die-cut strip (Figure 5) along the score lines **44**, **45** and **46**. These score lines divide the strip into segments **47**, **48**, **49** and **50**. When the hanger is formed by folding the strip along the score lines thereof and it is secured to the wall **40**, it is seen that the segment **50** lies along the surface of the wall, the segment **49** extends angularly upwardly and outwardly from the wall, the segment **48** extends downwardly slightly and inwardly toward the wall and the segment **50** for receiving the longitudinal wall **21** of the cover thereon, and the segment **47** projects downwardly therefrom in parallel, abutting relation with the wall segment **50**. The contiguous segments **47** and **50** of the hanger are secured together by one or more staples **51**. However, the wall **21** of the cover need not be mechanically secured to the hanger, but is freely supported thereon with the hanger located approximately equidistant between the ends of the cover so that the carton structure is balanced thereon—assuming that the loading of the compartment **16** is symmetrical about the center thereof.

In a specific embodiment of the structure, the support walls **27** and **28** and hanger **39**, as well as the bottom section and cover, are of paper or pasteboard construction. However, other materials affording the constructional characteristics described could well be substituted therefor. Similarly, clips or brads or other like fastening arrangements could be substituted for the staples **37** and **38**.

In use of the carton for shipment and storage, the support walls **27** and **28** which are flat or planar and the hanger **39** which is flat when elongated, are placed in the compartment **16**, and since flat occupy very little space therein. Therefore, the article **24** may be placed on top of these components without interference therefrom. It should be noted, as is most clear from Figure 5, that the support walls **27** and **28** are dimensioned so as to be readily received within the compartment. The top **17** can then be placed in covering relation over the compartment **16** with the article **24**, support walls **27** and **28**, and hanger **39** therein.

To use the carton structure for display purposes, the end walls **12** and **13** are secured to the respective flaps **36** with the edges thereof in substantial alignment with the outer edge **30** of the support legs. Proper positioning of the bottom section along the support legs is readily accomplished because the length of the inclined edge **30** along the flaps **36** is coextensive with the width of the bottom section. The cover **17** then is positioned for telescopically receiving the flaps **35** therein, and the ends **18** and **19** of the cover may or may not be secured to the flaps **35**, as desired. A display carton is now provided which is firmly supported on the surface **26** by the relatively long, straight edges **29** of the support walls. Since the articles being displayed are contained within the compartment **16**, the resultant downward force is normal to the edges **29** and is oriented forwardly of the midpoint thereof. Therefore, the structure has substantial stability and there is little danger of it being inadvertently overturned.

If the structure is hung on an upright wall **40**, the rear edges **32** of the support walls are in abutment with such wall, and it should be noted (see Figure 2) that the top edge **31** of each of the support walls is greater in length than the depth of the cover **17** whereby the cover does not come into engagement with the wall **40**. Thus, the horizontal weight component which is normal to the wall **40** and is directed theretoward, is carried directly by the support walls **27** and **28**. The vertical component of the weight is carried by the hanger **39** and is transmitted thereto through the longitudinal wall **21** of the cover. Since that wall of the cover and the segment **48** of the hanger are inclined upwardly and outwardly from the plane of the wall **40**, there is no tendency for the cover to be displaced from the hanger for within the strength limitations of the materials employed, the greater the magnitude of the vertical weight component, the more secure is the coupling beween the cover and hanger.

While in the foregoing specification an embodiment of the invention has been described in considerable detail for purposes of illustration, it will be readily apparent to those skilled in the art that these details may be varied widely without departing from the spirit and principles of the invention.

I claim:

1. A display carton package comprising a carton having telescoping bottom and cover sections each equipped with side and end walls, a pair of generally planar support legs within said carton each provided with a straight bottom edge and an inclined forward edge having intermediate the ends thereof an inwardly extending slot for receiving a side wall of said cover section therein when said sections have been separated, the distance between each of said slots along said inclined edge and the upper end of the respective legs being no greater than the inner width of said cover section for insertion of that edge portion of the legs thereinto, the distance between each of said slots along said inclined edge and the lower edge of the respective legs being slightly greater than the width of said bottom section for securance of that edge portion of the legs to the end walls of the bottom section, with corresponding side walls of the cover and bottom sections in parallel adjacency along each slot.

2. In combination with a carton having bottom and cover sections each equipped with side and end walls, the side and end walls of the bottom section being telescopically receivable within those of the cover section, a pair of support legs dimensioned to be received within said bottom section, each of said legs having a straight, relatively long bottom edge adapted to be received upon a support surface and a forward edge extending upwardly and rearwardly with respect thereto, each of said legs being secured to the end walls of said bottom section along the lower portion of the inclined forward edges and with the open bottom section facing outwardly, and each of said legs having intermediate the ends of said inclined forward edge a slot extending inwardly therefrom and receiving a side wall of said cover section therein, the upper portions of the inclined forward edges of said legs between each slot and the upper end of the respective legs being no greater in length than the inner width of said cover section and being received thereinto.

3. The combination of claim 2 in which each of said slots and the upper edge of the respective legs are in parallel alignment and are generally normal to the inclined forward edge.

4. The combination of claim 3 in which a hanger is provided having means for securing the same to an upright wall, said hanger being equipped with a shelf segment extending outwardly from such wall when the hanger is secured thereto and receiving the uppermost side wall of the cover section thereon.

5. In a display assembly, an elongated strip folded upon itself to define a hanger providing means for securing it to an upright wall, said hanger having a shelf segment ex-

tending outwardly and upwardly from such wall when the hanger is secured thereto, a pair of support legs each having a relatively straight rear edge adapted to abut along its length such an upright wall, each of said support legs having an upper edge extending upwardly and forwardly from the rear edge thereof at substantially the same angle as said shelf segment when the rear edge of the support legs are in abutment with such upright wall, and each of said legs having also a downwardly and outwardly inclined forward edge substantially normal to the upper edge of its support leg and being provided intermediate the ends thereof with a slot extending inwardly therefrom in parallel alignment with said upper edge, the forward edge portion of each leg between the slot and upper edge thereof being inserted into the cover section of a carton with a side wall of that carton received in the slot, each of said legs along the outer edge thereof below the slot being secured to the end wall of the bottom section of such carton, the upper side wall of the cover section of said carton being supported on said shelf segment of said hanger to support said carton sections and said legs in position to display said cover section and the interior of said bottom section of the carton.

6. The structure of claim 5 in which the length of said shelf segment is greater than that of each of said slots whereby the carton and support leg assembly carried by said hanger has the carton sections spaced from the upright wall when the rear edges of the support legs are in abutment therewith.

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