

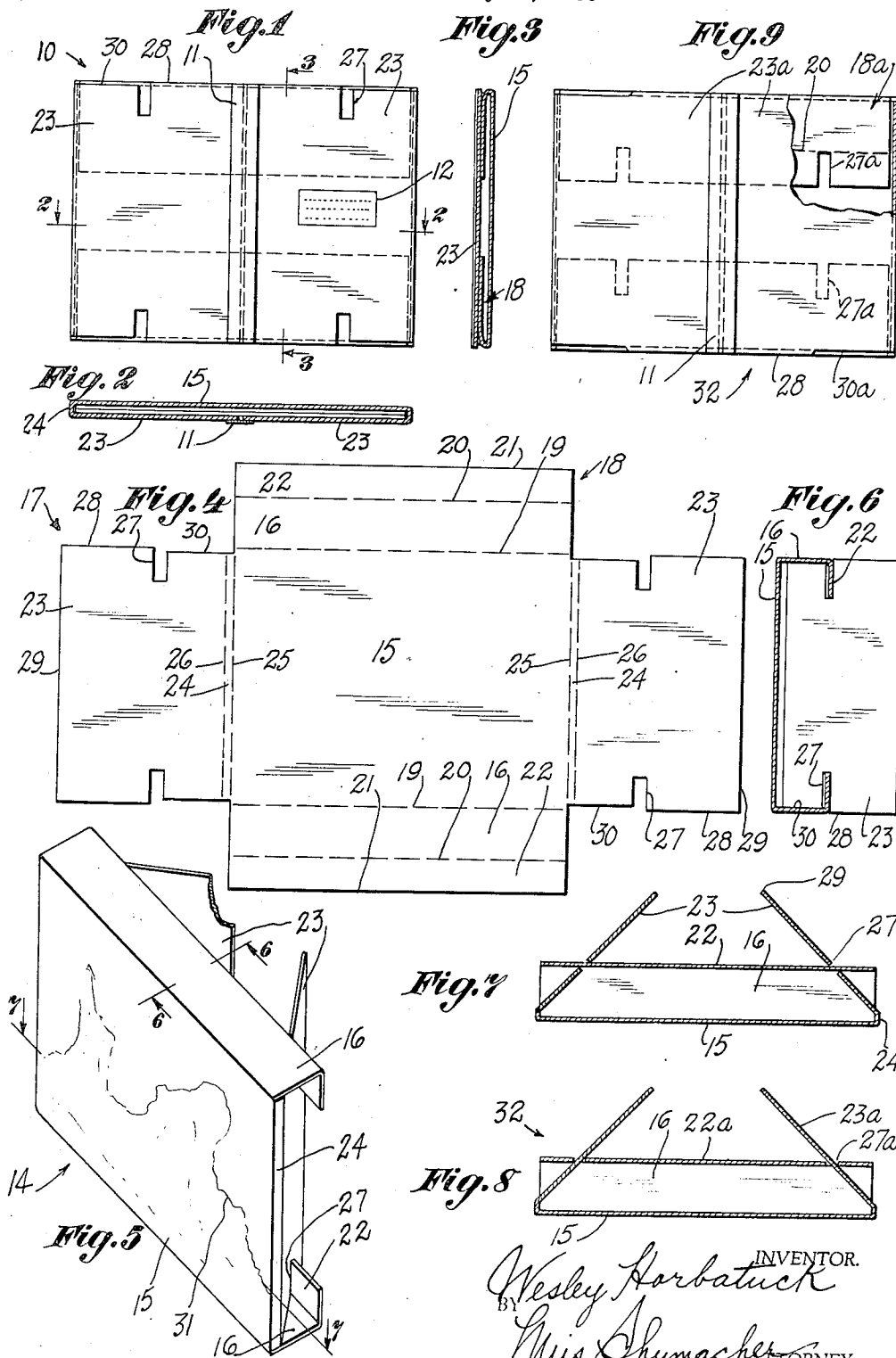
Aug. 10, 1937.

W. HORBATUCK

2,089,797

INTERCHANGEABLE CARTON AND DISPLAY DEVICE

Filed May 26, 1936



INVENTOR.
Wesley Horbatuck
BY Miss Schumacher
ATTORNEY.

UNITED STATES PATENT OFFICE

2,089,797

INTERCHANGEABLE CARTON AND DISPLAY
DEVICE

Wesley Horbatuck, Forest Hills, N. Y.

Application May 26, 1936, Serial No. 81,801

2 Claims. (Cl. 206—44)

This invention relates to shipping and display devices.

One object of the invention is to provide a device of the character described including improved means adapted for interchangeable use as a shipping or direct mail carton and as a display device.

Heretofore display devices, with or without merchandise, have had to be wrapped up in wrapping paper, or the like, for shipment. Frequently a manufacturer or jobber individually mails large numbers of such display devices or as advertising for his goods, with the object of procuring orders for his goods, or to place his products with small retailers. Hence the cost of the wrapping paper and of the labor involved in making up the individual packages has been a serious drawback.

An object of the invention is the elimination of these expenses and the provision of a simple, inexpensive, conveniently manipulated structure, having improved interconnecting means, and which is rugged and reliable, and which can be manipulated without any particular instructions to provide a self contained merchandise container that can be directly closed or sealed and which is adapted to be opened up or reversed to afford a merchandise display having ample stability in use.

Other objects and advantages of the invention will become apparent as the specification proceeds.

With the aforesaid objects in view, the invention consists in the novel combinations and arrangements of parts hereinafter described in their preferred embodiments, pointed out in the subjoined claims, and illustrated in the annexed drawing, wherein like parts are designated by the same reference characters throughout the several views.

In the drawing:

Figure 1 is a plan view in closed position of a device embodying the invention.

Figs. 2 and 3 are sectional views taken on the respective lines 2—2 and 3—3 thereof.

Fig. 4 is a plan view of the blank for the device.

Fig. 5 is a perspective isometric view of the device in upright display position.

Fig. 6 is a vertical sectional view taken on the line 6—6 thereof.

Fig. 7 is a horizontal sectional view taken on the line 7—7 of Fig. 5.

Fig. 8 is a similar view of a modified connecting means for the display position.

Fig. 9 is a plan view of the closed device ac-

cording to said modified connecting means, a part being removed.

The advantages of the invention as here outlined are best realized when all of its features and instrumentalities are combined in one and the same structure, but, useful devices may be produced embodying less than the whole.

It will be obvious to those skilled in the art to which the invention appertains, that the same may be incorporated in several different constructions. The accompanying drawing, therefore, is submitted merely as showing the preferred exemplification of the invention.

Referring in detail to the drawing, 10 denotes a device embodying the invention, and showing the same closed for direct mailing, as by an adhesive strip of paper 11 or in any other suitable manner. The mailing address may be placed at 12 or upon the other side of the carton. To open the carton, the adhesive strip 11 may be broken, whereupon the merchandise therein can be removed and the device set up in display position.

The device as a display is illustrated at 14, in which condition the carton has been reversely folded and parts thereof interlocked as will be described in detail hereinafter. Generally speaking, the display device 14 includes a front wall or panel 15 which may carry merchandise or a suitable design. It also includes top and bottom horizontal walls 16, one of which may form part of a base and the other a top shelf for supporting articles or merchandise thereon.

The invention will be more clearly understood by first referring to the blank 17 from which the interchangeable carton and display is formed. This blank includes the generally central oblong panel or wall 15. Extending from opposite sides thereof are flap-like members 18, defined as by score lines 19, and each having a score line 20 parallel to its line 19. Each line 20 may be relatively nearer to the free edge 21 than to the score line 19 of the members 18, to thus provide the wall portions 16 and companion tab or locking elements 21.

The other sides of the central panel 15 may have extensions or side walls that may be integrally united to the panel 15 as by narrow edge walls 24 defined by parallel score lines 25, 26, with the walls 24 formed on or as parts of the extensions 23. The latter may also have slots 27 extending from the side edges 28 in parallelism with the score lines 26, but positioned remotely therefrom and in relative proximity to the end edges 29 of the side walls 23. Intermediate of

the slots 27 and the score lines 26, the edges 28 may be undercut as shown at 30.

To form the blank 17 into the carton 10, the extensions 18 are first folded downward over the merchandise that may be placed on the panel 15. Then the side walls 23 are folded down over the extensions 18 to completely house the merchandise. Finally the adhesive strip 11 may be applied to the walls 23 along the edges 29. The extensions 18 tend to lie snug against the walls 23 to reliably retain the merchandise.

After the carton 10 has been opened and the merchandise removed, the carton is opened up flat in the manner of the blank 17. Now the side walls 23 are swung in opposite directions with the edge walls 24 moving therewith so that these portions appear relatively at an opposite side of the central panel. Likewise the flap extensions 18 are similarly swung toward the same relatively reverse side of the panel, with the tongue portions 22 being bent into a vertical plane and inserted into the slots 27 of the side walls 23 to interlock with the latter. The arrangement is as shown in Figs. 5, 6 and 7 with the side walls 23 converging rearward toward each other. The design 31 of the panel 15 which formerly was protected within the carton 10 now appears in the face of the display. The score lines 20 may be such as to permit only the folding for the display locking position. The other score lines may be such as to readily permit the reverse folding.

If it be desired to eliminate the slots 27 on the face of the carton 10, the same may be formed in like relative position in the tongues 22a of the flaps 18a of the device 32 as shown at 27a, so as to extend from the edges 21 to the score lines 20. The side walls 23a may have the undercuts 30a.

The cut outs 30 and 30a are important to allow for the thickness of the wall portions 16 in the display position of the device, so that the edges 28 will rest on the supporting plane. In the construction 17, the slots 27 afford a limiting and removal point in forming the undercut 30.

It will be appreciated that various changes and modifications may be made in the device as shown in the drawing, and that the same is submitted in an illustrative and not in a limiting sense, the scope of the invention being defined in the following claims.

I claim:

1. A display device including a one piece blank of relatively stiff material, the blank having a central wall section and opposite top, bottom and end flaps defined by score lines that adapt the flaps to be hingedly folded at will to positions at

the front or rear of the central wall section, the central wall section having its front face constituting a display front, the said flaps in frontward folded position forming a cover overlying the display front of the central wall section and coacting with the latter to provide a relatively flat shipping carton, the top and bottom flaps underlying the end flaps in the carton forming position, the flaps, in rearward folded position, extending outward of the central wall section to form a support with the latter to maintain the display upright, the top and bottom flaps being horizontal and having flap portions extending continuously from end to end thereof along their edges and being downwardly folded along hinge lines parallel to the central wall section in the display position mentioned, the end flaps having vertical slots open at their upper and lower edges for receiving the said flap portions, with the end flaps rearwardly converging toward each other, the end flaps having undercut portions having end abutment with the top and bottom flaps and disposed therebetween.

2. An easel-like display device including a blank having a wall, top, bottom and end flap-like elements, hinge means so connecting said elements with said wall that said elements are swingable to different positions at one or an opposite face of the wall, a display on the front face of said wall, said elements in one position thereof extending laterally of said wall at the opposite face thereof to form a support with said wall upright to hold the display front in display position, said elements in the other position thereof forming a cover overlying and housing the display means with the display device constituting a relatively flat shipping carton, said elements being disposed at the top and bottom and at the ends of the said wall in the display position of the device, with the end elements being between the top and bottom elements to afford a flat horizontal base and a flat horizontal top shelf for the device in the display position, the top and bottom elements respectively having downwardly and upwardly folded marginal portions and the end elements having slots open ended at the top and bottom edges thereof for receiving the downwardly and upwardly folded marginal portions in interlocking relation therewith, said slots being spaced from the hinge connections of the end elements, and the latter having their upper and lower edges undercut from their hinge lines to their slots, and said end elements rearwardly converging toward each other.

WESLEY HORBATUCK.