

June 21, 1949.

K. T. BUTTERY

2,473,635

DISPLAY CARTON WITH SUPPORT

Filed Oct. 8, 1945

3 Sheets-Sheet 1

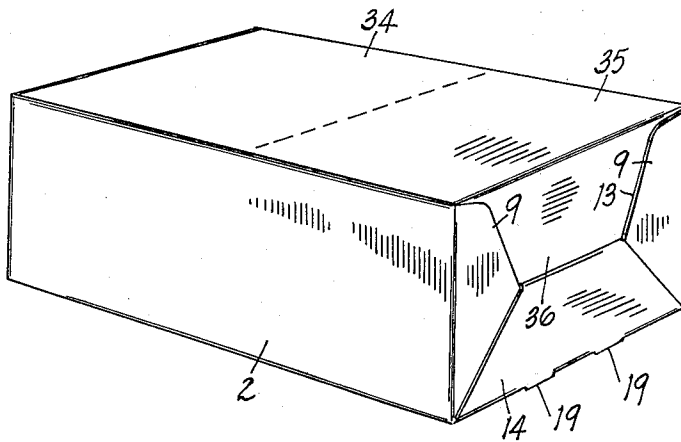


Fig. 1.

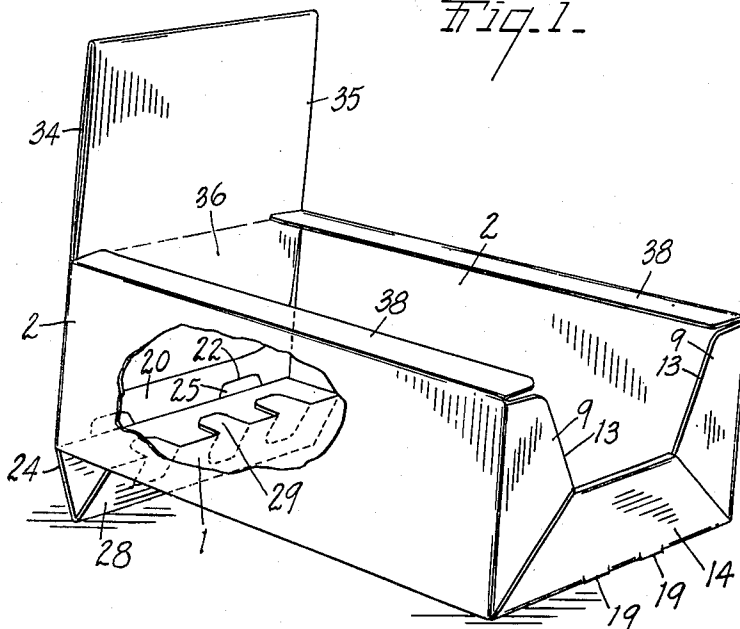


Fig. 2.

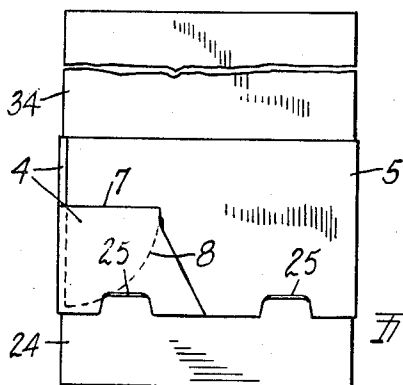


Fig. 3.

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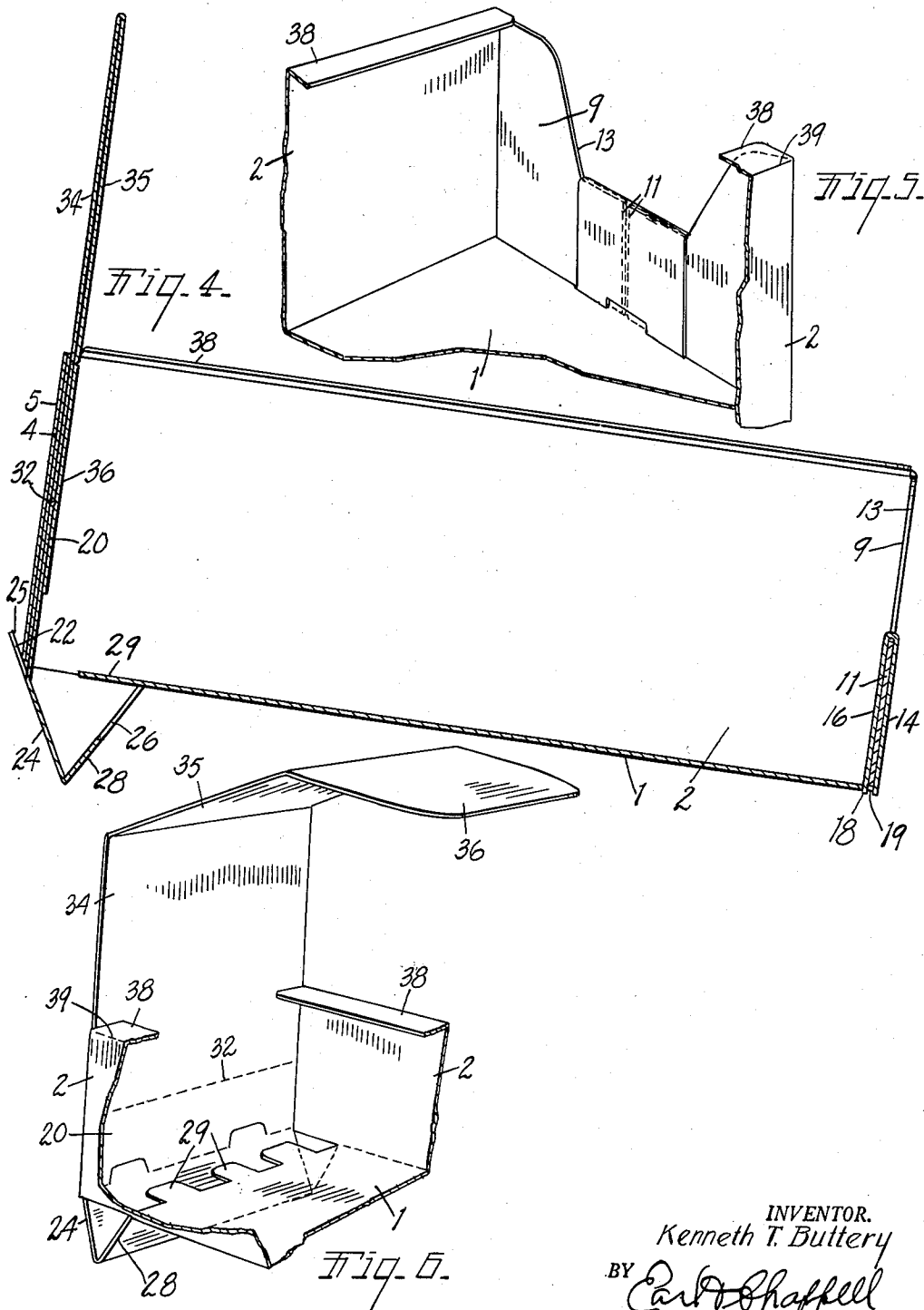
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3 Sheets-Sheet 2



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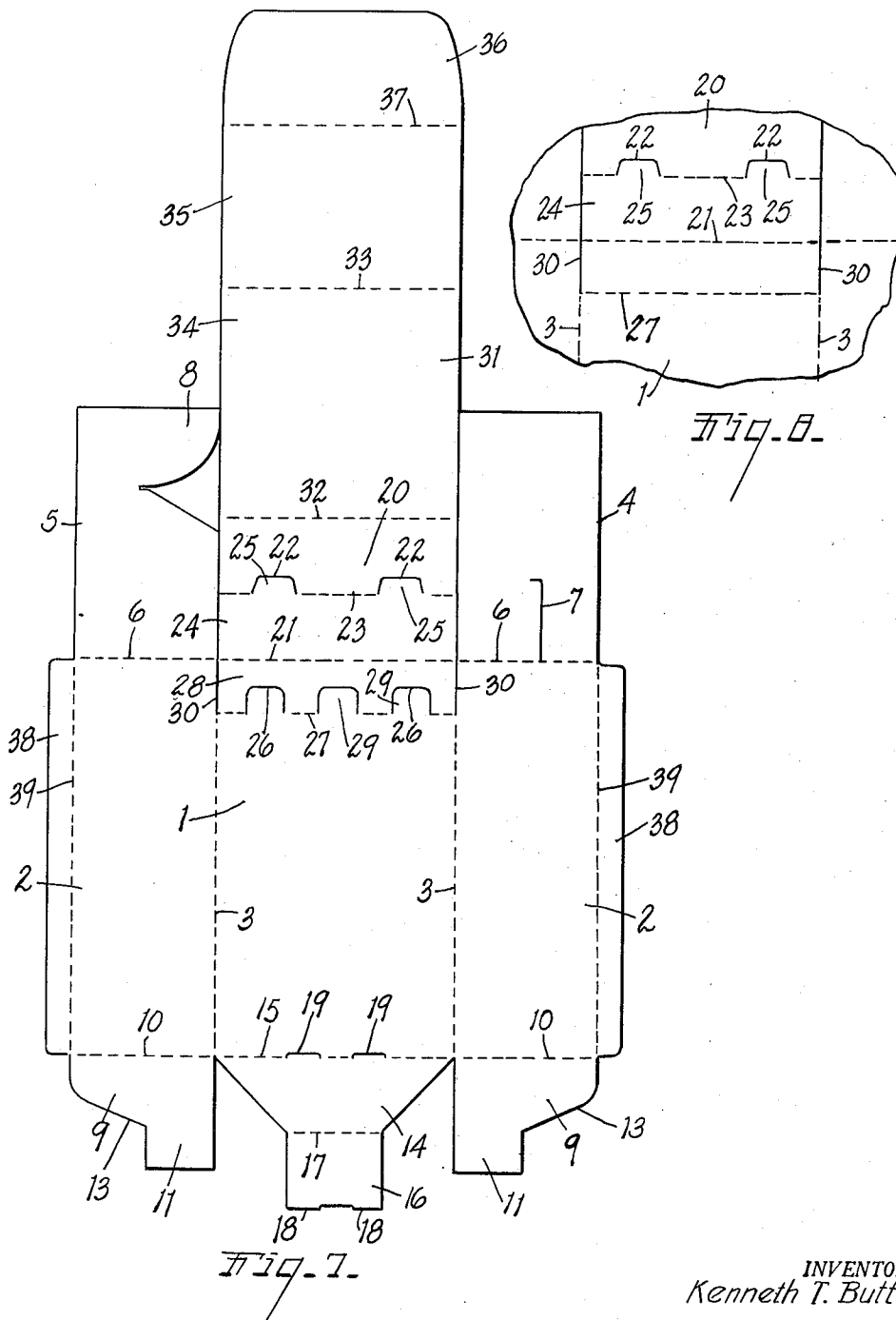
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DISPLAY CARTON WITH SUPPORT

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3 Sheets-Sheet 3



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DISPLAY CARTON WITH SUPPORT

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7 Claims. (Cl. 206—45.26)

1

2

The main objects of this invention are:

First, to provide a carton for the display of merchandise in which the merchandise may be effectively displayed and at the same time effectively encloses the contents when the carton is closed.

Second, to provide a carton having an easel incorporated therein which may be quickly adjusted to erect the easel for supporting the carton in a forwardly inclined position; also one in which the cover may be adjusted to an erected position for displaying advertising or other indicia thereon.

Third, to provide a carton having these advantages which is economical to produce.

Objects relating to details and economies of the invention will definitely appear from the description to follow. The invention is defined in the claims.

A carton which embodies the features of the invention is clearly illustrated in the accompanying drawing, in which:

Fig. 1 is a perspective view of the display carton of my invention completely closed.

Fig. 2 is a perspective view of the carton with parts broken away and with the carton adjusted to display position.

Fig. 3 is a fragmentary rear elevation.

Fig. 4 is an enlarged longitudinal section with the carton adjusted to display position.

Fig. 5 is a fragmentary perspective view from the inside of the front end of the carton.

Fig. 6 is a fragmentary perspective view illustrating certain of the steps in adjustment of the carton to display position.

Fig. 7 is a plan view of the blank from which the carton is formed, in the flat.

Fig. 8 is a fragmentary plan view of a slightly modified form of the invention.

The embodiment of the invention illustrated is formed from an integral blank and comprises a bottom 1, side walls 2, 2 hingedly connected at 3 to the longitudinal edges of the bottom, and outer rear wall members 4 and 5 which extend from the rear ends of the side walls 2 and are hingedly connected thereto at 6. The wall 4 is provided with a slit 7 adapted to receive the tongue 8 of the wall 5 when the walls are swung to erected position, the walls being supported in interlocking overlapping relation. The side walls are provided with front wall extensions 9 at their front ends hingedly connected to the side walls at 10. These inner wall members 9 have reduced end portions 11, the edges 13 of the end walls being preferably inclined. The outer front wall 14 is hingedly

connected to the front end of the bottom at 15 and is provided with a flap 16 hinged thereto at 17 and adapted to fold over the reduced end portions 11 of the inner front wall members 9 as clearly shown in Fig. 5. The retaining flap 16 is provided with tongues 18 which engage in slits 19 in the bottom, thereby locking the front wall members in erected position.

The inner rear wall member 20 is hingedly connected to the rear end of the bottom 1 by the hinge connection 21. This inner rear wall is supported in its erected position by the outer wall members. The inner wall member 20 is provided with inverted U-shaped slits 22, laterally spaced and with scoring 23 to provide a hinge connection for the upper and lower portions of the inner rear wall, the lower portion or the portion below the hinge constituting a rear easel member 24. The slits 22 form tongues 25 on the upper edge of the easel member 24. The bottom is provided with laterally spaced U-shaped slits 26 adjacent its rear end and with scoring joining the U-shaped slits which provides a hinge 27. A portion of the bottom at the rear of this hinge constitutes a front easel member 28 which is joined to the rear easel member 24 by the hinge 21. The tongues 29 resulting from the U-shaped slits 26 close a substantial portion of the opening resulting from the formation of the front easel member 28 from the bottom.

Slits are provided at 30 between the ends of the front easel member and the side walls in alignment with the hinge members 3, either completely severing the front easel member from the side walls or providing a readily fracturable connection, the latter being preferred.

The cover 31 is hingedly joined to the inner rear wall at 32 and is transversely scored at 33 to provide sections 34 and 35 which may be folded together along the hinge line 33 as shown in Fig. 4. The flap 36 is connected to the front section 35 at 37, this flap constituting a closure for the recess in the upper edge of the front wall. The side walls are provided with cover supporting flaps 38 which are hingedly connected to the upper edge of the cover at 39, the cover folding down upon these flaps and being supported thereby. The flaps serve not only to support the cover but to close the joint at the edges of the cover. The cover flap 36 is tucked between the front wall members 9 and the front ends of the flaps 38.

When the structure is adjusted as a display carton the cover is folded along the hinge 33 and swung to an upright position, the end of the flap 36 being inserted behind the side flaps 38. The

3

downward push on the cover results in the easel being swung to erected position, being pushed downwardly far enough that the ends of the tongues 25 pass below the rear wall members 4 and 5. A slight upward pull engages these tongues with the bottom edges of the rear wall members, thus supporting the easel in erected position. As stated, there is either a complete severing at 30 or a partial severing.

With the parts in the position shown in Fig. 4 the cover is supported to display advertising or other indicia.

The tongues 29 substantially close the opening resulting from the forming of the front easel member from the bottom and effectively retain the contents.

In the modification shown in Fig. 8 the tongues are omitted. The structure is otherwise the same as that described.

I have illustrated and described my invention in an embodiment which is highly practical from the manufacturing standpoint and also from the standpoint of practicability in use. I have not attempted to illustrate or describe other embodiments which I contemplate as it is believed this disclosure will enable the adaptation of my invention as may be desired.

Having thus described my invention what I claim as new and desire to secure by Letters Patent is:

1. A display carton formed of an integral blank and comprising a bottom, side walls hingedly joined to the side edges of the bottom and provided with intumed cover supporting flaps at their upper edges, outer rear wall members on the rear ends of said side walls having overlapping interlocking engagement, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall members and supported thereby and having laterally spaced inverted U-shaped slits and a transverse score line joining the slits at the lower ends thereof providing a rear easel member with tongues at the upper edge thereof, the bottom having slits extending forwardly from adjacent the rear corners thereof and having a plurality of laterally spaced forwardly facing U-shaped slits adjacent its rear end and a transverse score joining all the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space across the plane of the bottom, said forwardly facing U-shaped slits providing supporting tongues disposed in the plane of the bottom and extending rearwardly over the open space resulting from the erection of the easel, the said tongues on the rear easel member being engaged with the bottom edges of the outer rear wall members when the easel is erected, and a cover hingedly joined to the upper edge of said inner rear wall member, said cover closure flap being disposed in forward parallel relation to said outer rear wall members when said cover is in said upright position and said easel is in erected position.

2. A display carton formed of an integral blank and comprising a bottom, side walls hingedly joined to the side edges of the bottom and provided with intumed cover supporting flaps at their upper edges, outer rear wall members on the rear ends of said side walls, a front wall at the front ends of said side walls and bottom, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall members and supported thereby

4

and having a transverse score line providing a rear easel member, said rear easel member having a tongue at the upper edge thereof, the bottom having slits extending forwardly from adjacent the rear corners thereof and having a plurality of laterally spaced forwardly facing U shaped slits adjacent its rear end and a transverse score joining all the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space across the plane of the bottom, said forwardly facing U-shaped slits providing supporting tongues disposed in the plane of the bottom and extending rearwardly over the open space resulting from the erection of the easel, the said tongue on the rear easel member being engaged with the outer rear wall when the easel is erected, and a cover hingedly joined to the upper edge of said inner rear wall member.

3. A display carton formed of an integral blank and comprising a bottom, side walls hingedly joined to the side edges of the bottom and provided with intumed cover supporting flaps at their upper edges, outer rear wall members on the rear ends of said side walls, a front wall, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall members and supported thereby and having a transverse score line providing a rear easel member, said rear easel member having a tongue at the upper edge thereof, the bottom having slits coinciding with the side edges thereof and extending forwardly from the rear ends of said side edges having a transverse score joining the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space across the plane of the bottom, said bottom having tongues extending rearwardly over the open space resulting from the erection of said easel, the said tongue on the rear easel member being engaged with the outer rear wall when the easel is erected, and a cover hingedly joined to the upper edge of said inner rear wall member.

4. A display carton formed of an integral blank and comprising a bottom, side walls hingedly joined to the side edges of the bottom, outer rear wall members on the rear ends of said side walls, coacting front wall members on the front ends of said side walls and bottom, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall members and supported thereby and having a transverse score line providing a rear easel member, said rear easel member having a tongue at the upper edge thereof, the bottom having slits extending forwardly from adjacent the rear corners thereof and having a plurality of laterally spaced forwardly facing U-shaped slits adjacent its rear end and a transverse score joining all the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space across the plane of the bottom, said forwardly facing U-shaped slits providing supporting tongues disposed in the plane of the bottom and extending rearwardly over the open space resulting from the erection of the easel, the said tongue on the rear easel member being engaged with the outer rear wall when the easel is erected, and a cover hingedly joined to the upper edge of said inner rear wall member.

5. A display carton formed of an integral blank and comprising a bottom, side walls hingedly

5

joined to the side edges of the bottom, outer rear wall members on the rear ends of said side walls, coacting front wall members on the front ends of said side walls and bottom, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall members and supported thereby and having a transverse score line providing a rear easel member, said rear easel member having a tongue at the upper edge thereof, the bottom having slits coinciding with the side edges thereof and extending forwardly from the rear ends of said side edges having a transverse score joining the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space across the plane of the bottom, said bottom having tongues extending rearwardly over the open space resulting from the erection of said easel, the said tongue on the rear easel member being engaged with the outer rear wall when the easel is erected.

6. A display carton formed of an integral blank and comprising a bottom, side walls hingedly joined to the side edges of the bottom, outer rear wall members on the rear ends of said side walls, a front wall, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall members and supported thereby and having a transverse score line providing a rear easel member, the bottom having slits extending forwardly from adjacent the rear corners thereof and having a plurality of laterally spaced forwardly facing U-shaped slits adjacent its rear end and a transverse score joining all the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space across the plane of the

6

bottom, said forwardly facing U-shaped slits providing supporting tongues disposed in the plane of the bottom and extending rearwardly over the open space resulting from the erection of the easel.

7. A display carton comprising a bottom, side walls hingedly joined to the side edges of the bottom, an outer rear wall, a front wall, an inner rear wall hingedly connected to the rear end of the bottom and disposed on the inner side of the outer rear wall and supported thereby and having a transverse score line providing a rear easel member, the bottom having slits coinciding with the side edges thereof and extending forwardly from the rear ends of said side edges having a transverse score joining the slits at the forward ends thereof providing a front easel member hingedly joined to the rear easel member, the erection of the easel resulting in an open space extending across the plane of the bottom, said bottom having a tongue extending rearwardly across the open space resulting from the erection of said easel.

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