

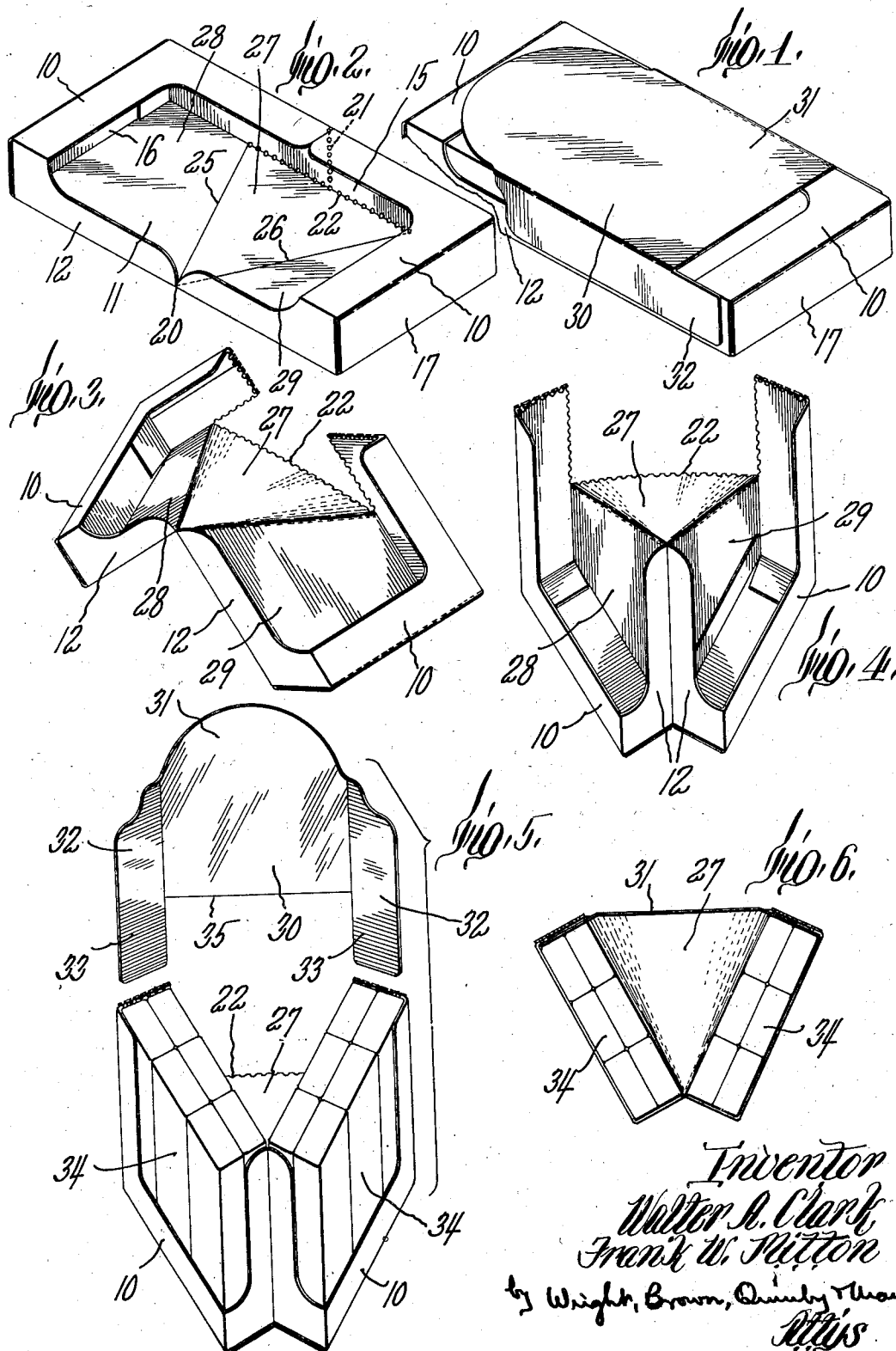
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DISPLAY CARTON

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DISPLAY CARTON

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6 Claims. (Cl. 206—44)

This invention relates to a carton which is of ordinary rectangular shape for shipment but which can readily be broken down into a novel and attractive display unit. It is an object of the invention to provide a carton which is easy to make, which is easy to operate, and which provides a novel and arresting appearance when set up for display purposes.

For a more complete understanding of the invention, reference may be had to the disclosure of an embodiment thereof in the following description, and to the drawing of which

Figure 1 is a perspective view of a carton and a cooperating display member in position for shipment.

Figure 2 is a perspective view of the carton alone.

Figure 3 is a perspective view of the carton partly broken down.

Figure 4 is a perspective front view of the carton in position for display purposes.

Figure 5 is a perspective front view of the carton and the display member.

Figure 6 is a plan view of the carton as shown in Figure 5.

The carton illustrated as an embodiment of the invention may consist of a pasteboard box of compact rectangular shape and of suitable size to contain the desired number of articles to be shipped and displayed therein. For convenience of reference, the parts of the carton will be referred to as they appear in Figure 2, the carton consisting of a top 10, a bottom 11, a front wall 12, a rear wall 15, and end walls 16 and 17. As is customary in pasteboard boxes, the end walls 16 and 17 may be crease-hinged extensions of the bottom or top of the carton so that the box can be opened at one end or both ends for the insertion or removal of articles. The top, front and rear walls of the carton are either severed or weakened on their transverse median lines to permit the portions of the carton on opposite sides of the transverse median plane to swing away from each other as hereinafter described. As shown in Figure 2, a considerable portion of the top 10 and the front wall 12 is cut away so as to expose in part the articles packed within the box. The cut-away portion of the front wall 12 extends down to the bottom of this wall at the midpoint 20 thereof. The rear wall 15 is scored or perforated transversely as at 21 at its midpoint so that the rear wall can be broken in two, permitting the halves of the carton to be swung away from each other until the ends 16 and 17 are in a common plane. Instead of the ends being disposed side by side in

such plane, the halves of the carton are swung back in such a manner, as indicated in Figures 3 and 4, that the ends 16 and 17 are disposed at an angle to each other when they are in a common plane. To this end the line of intersection between the bottom 11 and the rear wall 15 is scored or perforated as at 22, this line of scoring or perforations being bisected by the line 21 and being of a length equal to the width of the carton itself. From the ends of the line of scoring 22 to the point 20, crease lines 25 and 26 are provided in the bottom 11 of the carton, dividing the bottom into three sections, namely, a central triangular section 27 and a pair of quadrilateral end sections 28 and 29. When the rear wall 15 is broken along the lines 21 and 22, the halves of the carton may be bent away from each other, the three sections of the bottom swinging relatively to each other on the crease lines 25 and 26 as hinges until the end walls 16 and 17 are in a common plane. These end walls may then be used as the bases on which the carton stands. In this position it is ready to be set up for display purposes. To complete the display and to hold the carton in such position, a display member 30 25 is provided. This member may consist of a sheet of cardboard having a central panel of substantially the same width as the carton, and a pair of side panels 32. The side panels have a width slightly less than the height of the carton, and so project as at 33 beyond the end of the center panel 31 to which they are attached, as indicated in Figure 5. These projecting end portions 33 are adapted to slip down inside the halves of the rear wall 15 and are supported between the rear wall 35 and the articles 34 in the carton when the carton is set up for exhibition. The length of the projecting portions of the side panels is preferably such that the ends just reach the ends of the carton when the edge 35 of the center panel engages the edge portion 22 of the central section 27 of the original bottom of the carton. The outer surfaces of the carton and the exposed surfaces of the display member 30 are preferably printed or decorated with advertising matter for display 45 purposes. The cut-away portions of the top and front wall of the carton serve to exhibit the contents 34 of the carton as shown in Figure 5.

It is evident that various modifications and changes may be made in the details of structure 50 shown and described without departing from the spirit or scope of the invention as defined in the following claims.

We claim:—

1. A rectangular carton having a bottom scored 55

- to be bent along two non-parallel lines until the ends of the carton occupy a common plane, said carton having the intersection line between the bottom and the rear wall weakened for a limited distance on both sides of the midpoint of said line, and the rear wall being weakened on its mid transverse line to facilitate swinging the end portions of the carton away from each other about the lines of bend in the bottom.
2. A shipping and display carton capable of assuming a rectangular shape with top, bottom, front, rear and end walls, the top, front and rear walls being bisected to permit the end walls to be swung into a common plane, said carton being split along the line of intersection of the bottom and rear walls from the midpoint thereof a limited distance toward each end whereby the end walls of the carton may be at an angle with each other when occupying a common plane, and means for retaining said end walls in said relative position.
3. A shipping and display carton of rectangular shape having a portion of its top and front wall cut away to display the contents of the carton, the portions of said top and front walls on one side of their transverse medians being entirely severed from the portions on the other side of said medians, the rear wall of said carton having weakened lines on its transverse median and along a portion of its bottom edge.
4. A shipping and display carton of rectangular

shape having a pair of crease lines in the bottom thereof extending from the midpoint of the front to spaced points of the rear edge of said bottom, a weakened line along said rear edge between said points thereof, the portions of the top, front and rear walls on one side of their transverse medians being readily separable respectively from the portions of said walls on the other side of said medians.

5. A display device comprising a pair of upright containers of generally rectangular shape arranged at an angle to each other with their front edges adjacent and their rear edges substantially separated, and means for maintaining said containers in their relative position, said means including a triangular web having two of its sides attached to respective containers and a bridging member removably engaging in said containers at the points of maximum separation.

6. In a display device, the combination of a display carton formed from a carton having an original rectangular shape, and having its original side walls transversely split and its bottom wall scored for bending along diagonal lines, the ends of the carton when in display position being in a common plane and disposed at an angle to each other, and a display member engaging the carton across the open end of said angle.

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