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W. C. CARLSON

KNOCKDOWN CARTON

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Fig. 2.

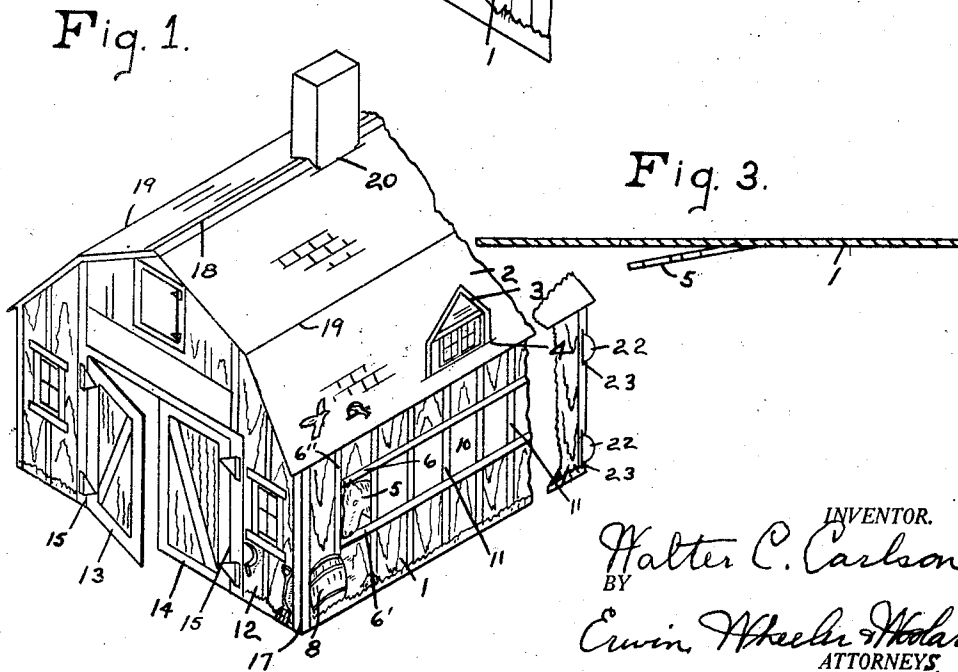


Fig. 1.

Fig. 3.

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KNOCKDOWN CARTON.

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To all whom it may concern:

Be it known that I, WALTER C. CARLSON, a citizen of the United States, residing at Milwaukee, county of Milwaukee and State of Wisconsin, have invented new and useful Improvements in Knockdown Cartons, of which the following is a specification.

This invention relates to improvements in knockdown cartons.

The object of my invention is to provide a display carton which can be shipped in knockdown form and which when set up for use, will produce a realistic representation of a barn or stable partly by reason of matter printed thereon and partly by reason of projecting pictorial cutouts partially severed from the wall of the enclosure and swung to an oblique position with reference to such wall.

In the drawings:

Fig. 1 is a perspective view of a stable constructed in accordance with my invention.

Fig. 2 is a detail view of a portion of one wall, enlarged and showing one of the cutouts adjusted obliquely to give the effect of relief.

Fig. 3 is a sectional view drawn on line 3—3 of Figure 2.

Like parts are identified by the same reference characters throughout the several views.

As shown in Figure 1 the display carton comprises a structure having vertical walls 1 and a sloping roof 2. A portion 3 of one of the side walls 1 projects upwardly through a slit 4 in the roof and is provided with a pictorial representation of a pair of windows indicative of a dormer-window structure. The side wall is provided with a pictorial representation 5 of the head of a horse and of a window frame composed of bars 6, 6' and 6''. The outline of the horse's head and a portion of the neck substantially occupies the window space, i. e. the space between the frame bars, the nose extending downwardly across the frame bars 6' and 6'' by cutting or slitting the cardboard composing the wall 1 along the outline of the horse's head and neck leaving this portion of the wall connected with the remainder along the representation of the vertical frame bar 6. It is thus possible to bend outwardly the resulting flap containing the representation of the horse's head, whereby it is indicated in relief as clearly shown in Figure 2, thereby

producing a realistic impression upon the eye, of a horse's head projected through the window of a stable.

This realistic impression may be extended by providing the wall 1 with pictorial representations of other objects, such for example as the representation 8 of a barrel.

In Figure 1 the representation of a window frame is extended to indicate a series of windows 10 separated by vertical frame bars 11. The front wall 12 of the structure is provided with a representation of doors 13 and 14 and these may be similar partially cut away except along those vertical sides, which contain the representation of hinges 15. These sides are creased or weakened to form folding lines, whereby the doors may be swung, apparently on hinges.

The side walls 1 and end walls 12 may be formed integrally from a single piece of cardboard, creased or otherwise weakened to form folding lines at the corner 17. The roof comprises a separate piece of cardboard similarly creased to form a folding line 18 at the ridge and other folding lines 19 in accordance with the design of the roof. Another piece of cardboard may be folded in rectangular form and provided with projections 20 which pass through slits in the roof on each side of the ridge and constitute an imitation chimney.

The ends of the cardboard sheet which forms the side and end walls may be connected in a well known manner by interlocking flaps 22, one of the end walls being provided with these flaps and the other wall having slits 23 in which said flaps may be interlocked.

Owing to the relief representation of the head of a horse or other animal associated with a pictorial representation of the window in the manner above described, realistic effects are obtained which are radically different from those which are obtained where ordinary pictorial representation is relied upon. These realistic effects are accentuated by combining a relief representation with others not in relief and by providing partially open doors which allow a view of the interior of the structure. In the construction shown the side wall has but two side wall projections:—one indicates the head of the horse and the other indicates a dormer-window. But it will be, of course, understood that the number of these relief projections is not material.

I claim:

In a device of the character described, the combination with a wall structure adapted to be assembled in the form of a building
5 and provided pictorially with the representation of a window frame, of an animal's head formed integrally with said wall and having its outline partially severed therefrom, said head terminating at one margin

of said window frame and the severed out- 10
line thereof extending from said margin in major portion within the area enclosed by said frame and in minor part extending
across the line of said frame, whereby, when
said head is pressed outwardly it will simu- 15
late the appearance of an animal looking
through said window.

WALTER C. CARLSON.