No. 866,211. PATENTED SEPT. 17, 1907.

W. S. MORRISON.

DISPLAY CARTON.

APPLICATION FILED OCT. 29, 1906.

Fig. 1.

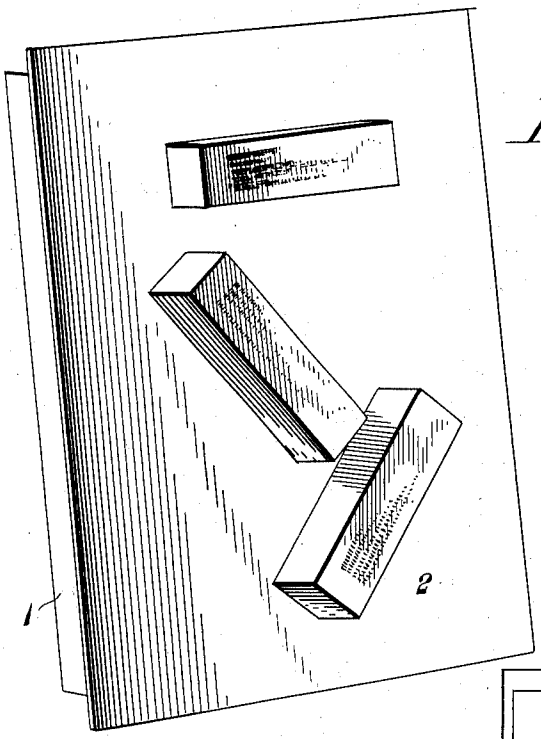


Fig. 2.

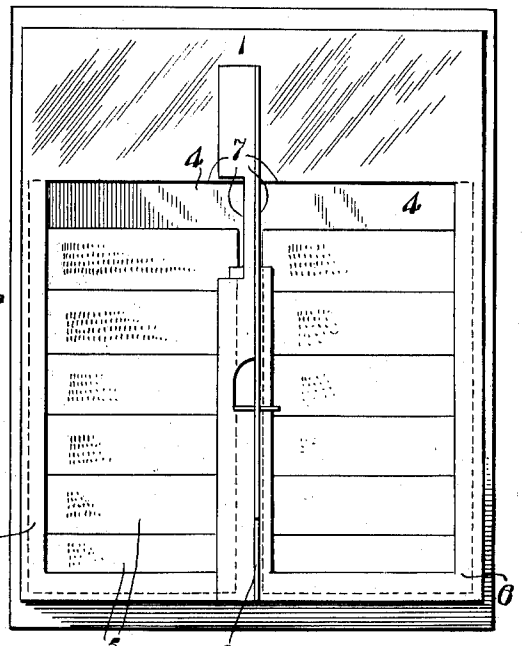
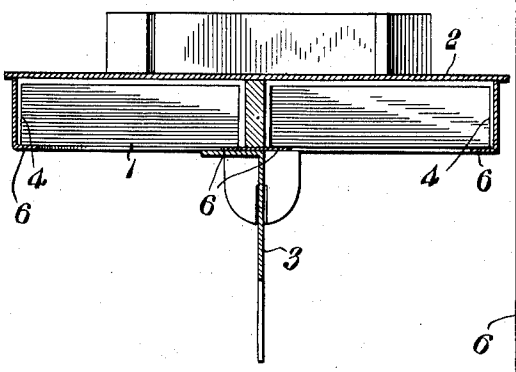


Fig. 3.



WITNESSES:

E. J. Stewart

C. Bradway.

Winfield S. Morrison,

INVENTOR.

By C. A. Snow & Co.

ATTORNEYS

UNITED STATES PATENT OFFICE.

WINFIELD S. MORRISON, OF SAN FRANCISCO, CALIFORNIA.

DISPLAY-CARTON.

No. 866,211. Specification of Letters Patent. Patented Sept. 17, 1907.

Application filed October 29, 1906. Serial No. 341,152.

To all whom it may concern:

Be it known that I, WINFIELD S. MORRISON, a citizen of the United States, residing at San Francisco, in the county of San Francisco and State of California, have invented a new and useful Display-Carton, of which the following is a specification.

This invention has relation to display cartons and it consists in the novel construction and arrangement of its parts as hereinafter shown and described.

The object of the invention is to provide a carton adapted to be supported by an easel in inclined position and having an extensive display surface upon which may be arranged advertising matter or symbols and devices calculated to attract the attention. Dummy packages may be securely fixed upon this surface for exhibition purposes.

The interior of the carton is provided with one or more inclined channels which are adapted to receive and hold original packages. The said channels open in the back or under side of the carton and the packages are adapted to lie horizontally in the said channels and they are held within the channels by means of inwardly extending flanges that bound the sides of the channels. The flanges at the upper ends of the channel at one or at opposite sides of the same are cut away in order that means may be afforded for the insertion and removal of the original packages while the carton is in set up or display position. By this means the original packages of goods are retained in obscurity and are protected from flying dust and insects and consequently remain in salable condition, while the display portion of the carton is subjected to dust and insects but as it is not intended to remove the packages from the display portion of the carton they may be so securely fixed upon the display surface as not to interfere with subjecting the said surface to vigorous cleaning.

In the accompanying drawing:—Figure 1 is a perspective view of the display carton. Fig. 2 is a rear view of the same; and Fig. 3 is a horizontal sectional view of the same.

The carton 1 is provided upon its outer side with the display surface 2 upon which may be arranged suitable advertising matter, emblems, or dummy packages. The back of the carton is provided with an easel which is adapted to support the carton on end with the display surface thereof in inclined position. The back of the carton is provided with the vertically disposed channels 4. The carton may have one or more channels as desired. The original packages 5 are arranged to lie horizontally in the channels 4 and are held therein by means of the inwardly extending flanges 6 which bound the edges of the channels 4. At the upper end of each channel one of the flanges 6 or opposite flanges 6 are cut away as at 7 flush with the side or opposite side of the channels thereby affording a means for ready insertion and removal of the packages 5. It will thus be seen that a carton is provided which protects the original packages and preserves the same in salable condition while at the same time ample display surface is afforded for the purpose of advertising the goods.

Having described my invention which I claim as new and desire to secure by Letters-Patent is:—

A carton comprising a receptacle having a side with a front display surface and a rear sheltered surface, channels located at the rear surface and being separated from each other by a partition, a sheet located at the back of a carton and having an opening, the lower and side edges of which extend within the lower and side edges of the said channels, and a tongue projecting into said opening and extending along said partition and terminating short of the upper end thereof, said tongue having its opposite side edges extending beyond the side edges of the partition, and a supporting easel attached to the tongue and sheet and bridging space between the end of the tongue and the body of the sheet.

In testimony that I claim the foregoing as my own, I have hereto affixed my signature in the presence of two witnesses.

WINFIELD S. MORRISON.

Witnesses:
PURCELL ROWE.
D. B. RICHARDS.