Nov. 21, 1961 S. J. LEONE 3,009,565

SHIPPING AND DISPLAY CARTONS

Filed Sept. 13, 1960 2 Sheets-Sheet 1

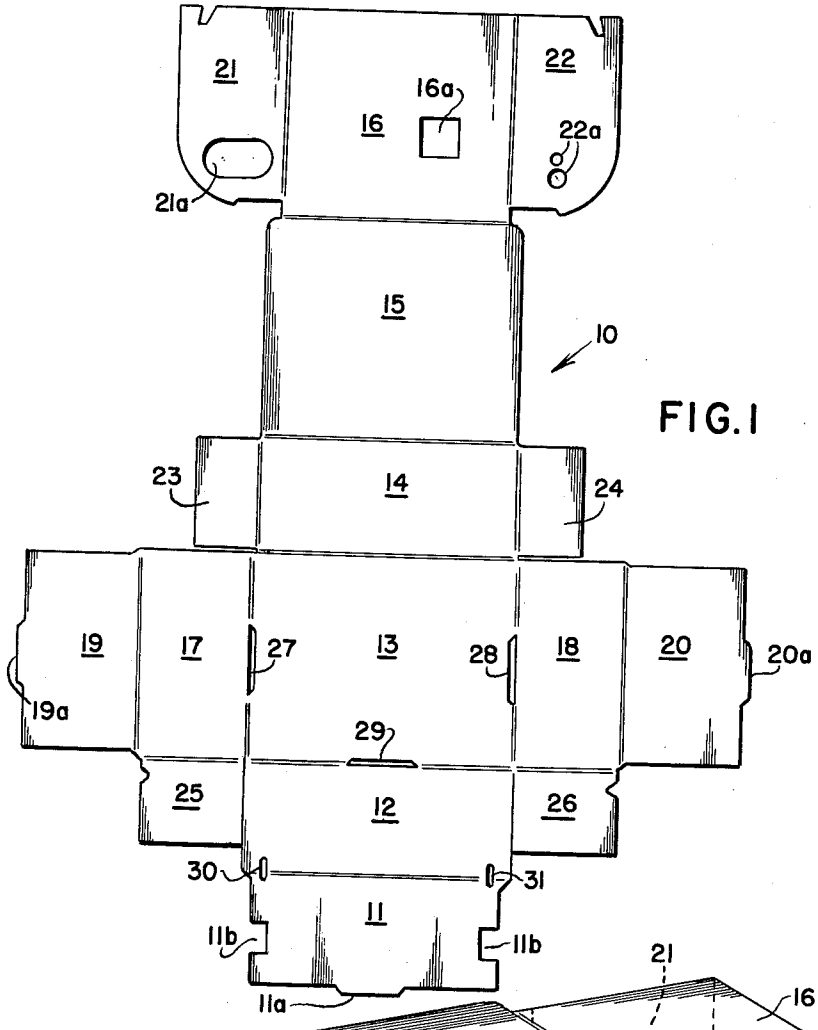


FIG. 1

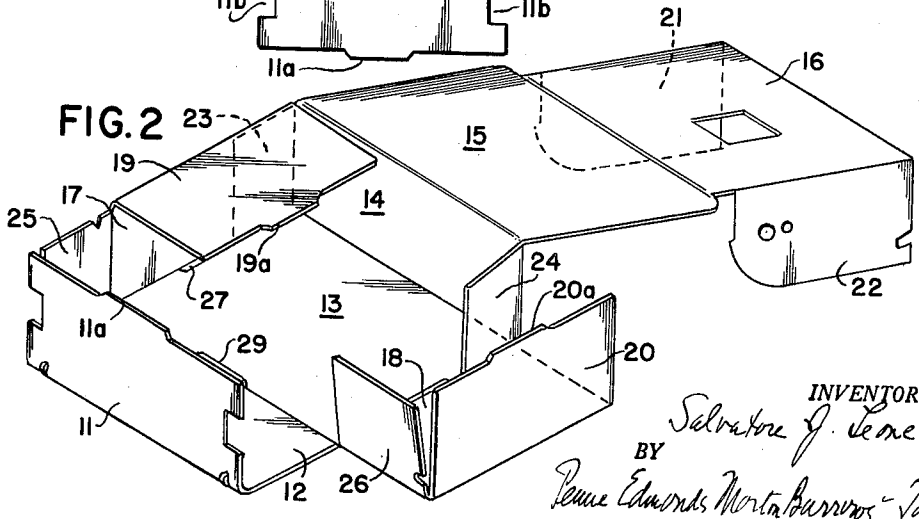


FIG. 2

INVENTOR.
Salvatore J. Leone
BY
Pennie Edmonds, Morton, Barrows & Taylor
attys

Nov. 21, 1961 S. J. LEONE 3,009,565

SHIPPING AND DISPLAY CARTONS

Filed Sept. 13, 1960 2 Sheets-Sheet 2

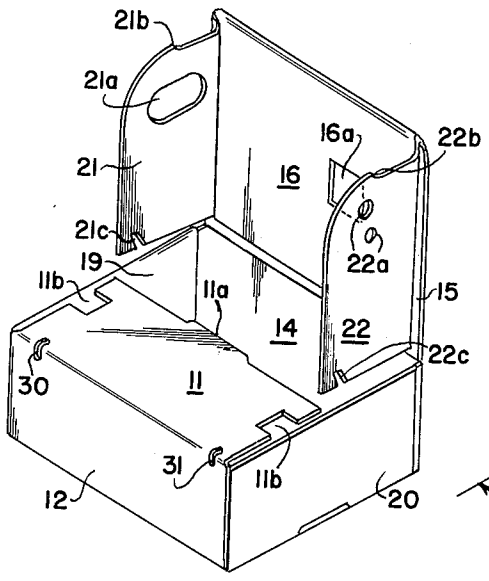


FIG. 3

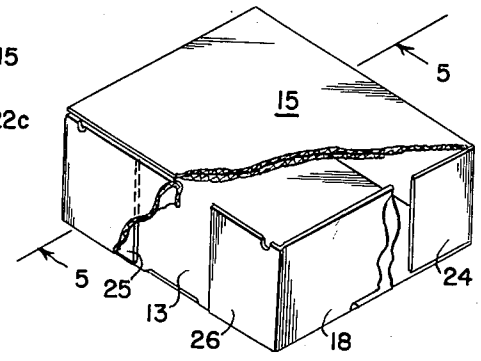


FIG. 4

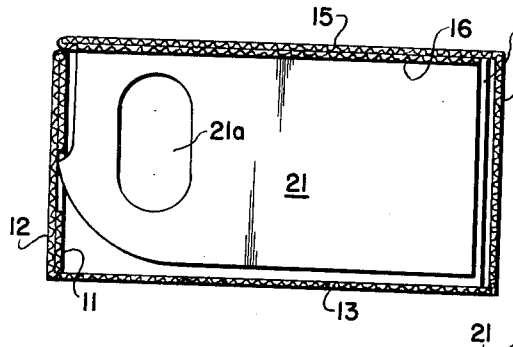


FIG. 5

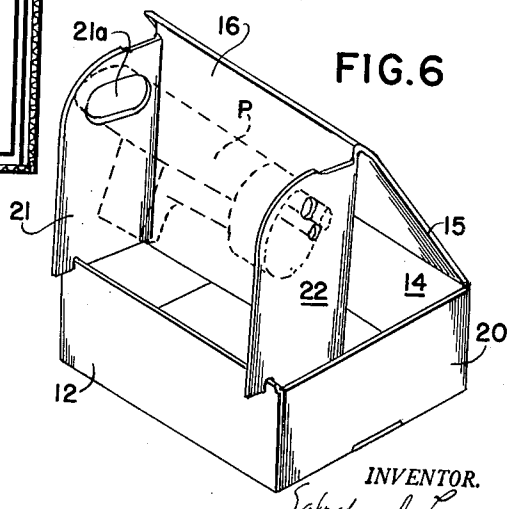


FIG. 6

INVENTOR.
Salvatore J. Leone
BY
Bruce Edwards Wurtz Barron, Taylor
Attys

United States Patent Office 3,009,565 Patented Nov. 21, 1961

3,009,565

SHIPPING AND DISPLAY CARTONS

Salvatore J. Leone, Wallingford, Conn., assignor to The New Haven Board & Carton Company, New Haven, Conn., a corporation of Connecticut

Filed Sept. 13, 1960, Ser. No. 55,792
3 Claims. (Cl. 206—45.14)

This invention relates to cartons used for the shipping of articles of merchandise and capable of being opened and adjusted to serve as display stands for their contents in retail stores. More particularly, the invention is concerned with a novel carton, in which one or more articles of irregular shape can be securely mounted and protected against damage in shipping, the carton being so constructed that it can be readily converted into a display stand. In the stand, the articles are in full view and can be easily removed from their mountings for inspection and then replaced. While the new carton can be employed for articles of various kinds, it is especially satisfactory for the distribution of toy automatic pistols and a form of the carton for such use will be illustrated and described in detail for purposes of explanation.

One form of toy pistol now popular bears a general resemblance to a conventional automatic pistol but has a magazine of drum form disposed in front of the trigger guard with its axis parallel to and below that of the barrel. As the magazine projects outwardly at both sides beyond the barrel and grip, the toy pistol is of irregular shape and it is difficult to pack it securely in a carton in such manner that it will be protected from injury during transportation and will be fully visible when the carton is set up for display.

The carton of the invention provides support and protection during shipment for an article of irregular shape, such as the toy pistol described, and can be quickly changed into a stand, on which the article is displayed. The carton comprises a body formed of connected front, rear, and end walls and a bottom, and a cover hinged to the upper edge of the rear wall and foldable forwardly to close the top of the body. A display panel hinged to the front edge of the cover can be folded back against the under surface of the cover and it may carry appropriate printed matter on its lower face. A pair of wing panels are connected to respective end edges of the display panel and, when folded to lie at a right angle to the infolded display panel, the wing panels may be inserted into the body to lie opposed to the inner faces of the end walls. The wing panels have openings for receiving parts of the pistol, such as the ends of the barrel and the breech bolt, and the display panel may have an opening to receive the rim of the magazine. When the pistol is mounted in the openings with the display panel infolded and the wing panels within the body, the pistol is well supported and protected. By raising the cover and swinging the display panel forwardly, the rear edges of the wing panels may be placed upon the top edge of the front wall. The display and wing panels are then in full view as is the pistol and the latter may easily be removed from its mounting in the panels for inspection and quickly put back.

For a better understanding of the invention, reference may be made to the accompanying drawings, in which

FIG. 1 is a plan view of a blank suitable for conversion into a carton for a toy automatic pistol;

FIG. 2 is a view in perspective showing one stage in the conversion of the blank into a carton;

FIG. 3 is a view in perspective showing the completed carton with the cover open;

FIG. 4 is a view in perspective of the closed carton with parts broken away;

FIG. 5 is a vertical sectional view on the line 5—5 of FIG. 4; and

FIG. 6 is a view in perspective of the carton arranged to form a display stand.

The blank **10** illustrated is for conversion into a carton for a single toy pistol and it may be made of various materials such as paperboard, corrugated board, etc. The blank shown is made of corrugated board and includes an inner front wall panel **11**, an outer front wall panel **12**, a bottom **13**, a rear wall panel **14**, a cover **15**, and a display panel **16**, the panels being hinged together along crease lines to lie in a row. A pair of outer end wall panels **17**, **18** are hinged to respective end edges of the bottom **13** and a pair of inner end wall panels **19**, **20** are hinged to the edges of respective panels **17**, **18**, which lie remote from the bottom **13**. A pair of wing panels **21**, **22** are hinged to the opposite end edges of the display panel **16** and a pair of flaps **23**, **24** are hinged to opposite end edges of the rear wall panel **14**. Similar flaps **25**, **26** are hinged to respective edges of the panels **17**, **18** to lie at opposite ends of the outer front wall panel **12**.

In converting the blank into a carton, the blank is laid on a flat surface and the flaps **23**, **24** are folded to vertical position, after which the rear wall **14** is to be swung upwardly. The inner end wall panels **19**, **20** are folded in over their related outer end wall panels **17**, **18** and panels **17**, **18** are swung toward the vertical. As panels **17**, **18** are thus being moved, the rear wall **14** is being moved upwardly and the flaps **23**, **24** are inserted between the related end wall panels **17**, **19** and **18**, **20**, respectively. The inner end wall panels **19**, **20** have respective projections **19***a*, **20***a* on their free lower edges, which are receivable in openings **27**, **28** at the opposite ends of the bottom **13**. When the outer end wall panels **17**, **18** are erect, their related inner end wall panels **19**, **20** extend down over flaps **23**, **24** and the projections **19***a*, **20***a* on the inner end wall panels are inserted into respective openings **27**, **28**. The flaps **23**, **24** lying between the related inner and outer end wall panels and the engagement of the projections **19***a*, **20***a* in the openings **27**, **28** hold the rear and end walls erect.

The flaps **25**, **26** on the outer end wall panels **17**, **18** are next folded toward each other and the outer front wall panel **12** is folded to vertical position against the outer faces of the flaps **25**, **26**. The inner front wall panel **11** is turned down to lie against the inner faces of the flaps **25**, **26** and a projection **11***a* on panel **11** is inserted into opening **29** at the forward edge of the bottom.

To mount the toy pistol in position in the carton, the display panel **16** is folded to lie against the inner face of the cover **15** and the wing panels **21**, **22** are folded to lie parallel to each other and to extend away from the cover panel. The wing panel **21** is formed with an opening **20***a* of a size to receive the rear end of the breech bolt of the pistol and the panel **22** has a pair of openings **22***a* to receive the forward end of the barrel and a spring housing beneath it. Before the wing panels are brought into parallelism, the pistol shown at P in dotted lines in FIG. 6, is placed between the panels so that, as the panels move to parallel position, the parts of the pistol referred to will enter the openings in the panels. At the same time, the rim of the drum of the pistol will enter an opening **16***a* in the display panel **16**.

When the pistol has been mounted in the wing panel openings, the cover can be swung down so that the wing panels pass into the carton along the inner faces of the inner end wall panels **19**, **20**. The wing panels have projections **21***b*, **22***b* on their forward edges adapted to enter cutouts **11***b* in the end edges of the inner front wall panel **11**. As the cover is swung down to lower the wing panels into the carton, the projections on the wing panels ultimately enter the cutouts and accidental raising of the cover is then prevented. When the cover has been

closed as described, the pistol is secured in position so that it cannot shift during transportation of the carton.

When it is desired to use the carton for display purposes, the cover **15** is raised to withdraw the wing panels **21**, **22** from the carton. When the cover is almost in vertical position, the display panel **16** is swung forwardly so that the lower edges of the wing panels overlie the upper edge of the front wall. In order that the cover and display and wing panels may be held firmly in the position stated, the inner and outer front wall panels are formed with openings **30**, **31** which form slots extending across the fold line, along which the panels are connected. The wing panels are provided with notches **21***c*, **22***c* in their lower edges and the lower edges of the panels may be inserted in the slots **30**, **31** with the edges of the notches engaging the inner and outer front walls.

When the carton has been set up for display purposes, the pistol is fully visible and can be slipped out of the wing panels for inspection. Return of the pistol to its mounting in the panels is easy and the carton can then be quickly closed by freeing the wing panels from the slots in the upper edge of the front wall, moving the display panel back against the inner face of the cover, and lowering the cover and wing panels into the carton. As the cover moves down to the horizontal, the projections **21***b*, **22***b* on the panels again enter the openings **11***b* on the inner front wall and lock the cover in place.

I claim:

1. A shipping and display carton which comprises a body formed of connected front, rear, and end walls and a bottom, the front wall having recesses adjacent its ends, a cover hinged to the top edge of the rear wall and of a size to close the top of the body, a display panel hinged to the front edge of the cover and foldable against the under side of the cover and receivable within the body, a pair of wing panels hinged to the end edges of the display panel and receivable within the body when folded at an angle to the display panel, the wing panels having openings for receiving parts of an article, and projections at the front ends of the wing panels receivable in respective recesses in the front wall.

2. The carton of claim 1, in which the front wall is formed of an outer panel hinged to the front edge of the bottom and an inner panel hinged to the top edge of the outer panel and lying opposed to the inner face thereof and the recesses are formed in the inner panel only.

3. The carton of claim 1, in which the upper edge of the front wall and the rear edges of the wing panels have interengageable parts for holding the wing panels erect and at an angle to the front wall.

References Cited in the file of this patent

UNITED STATES PATENTS

291,604	Knowles	Jan. 8, 1884
1,411,678	Walker	Apr. 4, 1922
1,563,148	Bartol	Nov. 24, 1925
2,960,149	Throssel	Nov. 15, 1960

FOREIGN PATENTS

110,027	Great Britain	Oct. 5, 1917