May 24, 1932. M. M. EINSON 1,860,324

DISPLAY AND DISPENSING CARTON

Filed May 17, 1930

FIG. 1.

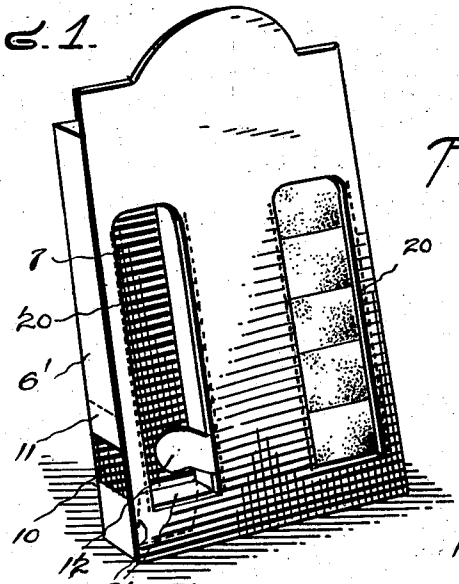


FIG. 2.

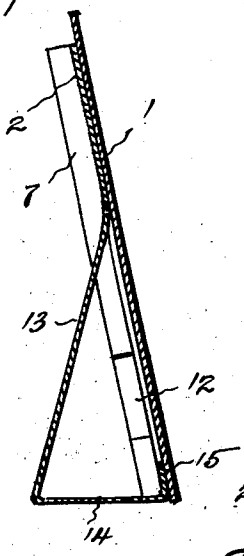


FIG. 3.

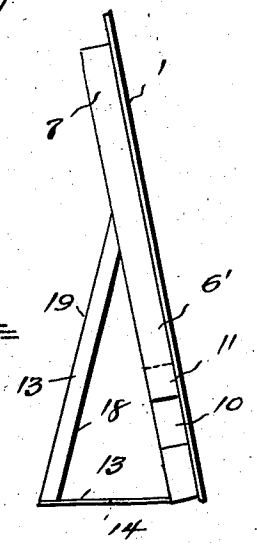


FIG. 4.

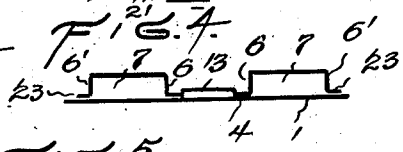


FIG. 5.

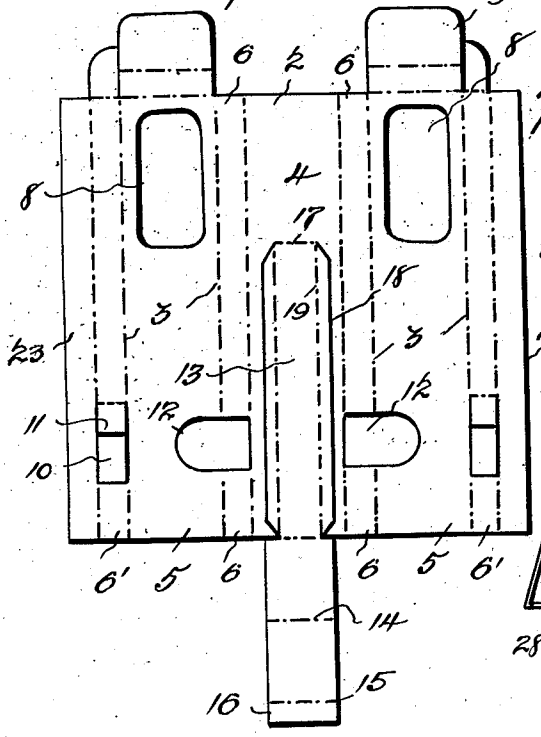


FIG. 6.

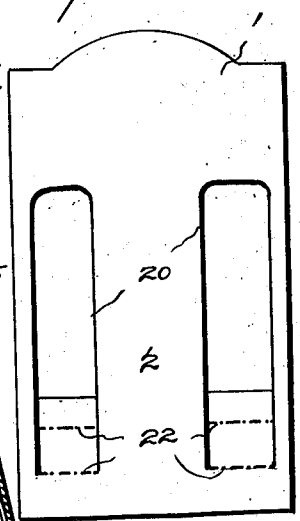
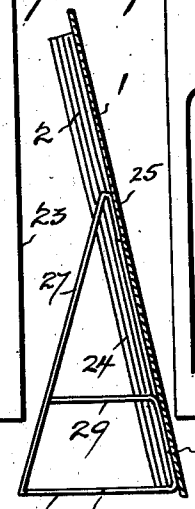


FIG. 7.



Inventor
Morris M. Einson
Attorney Arnold Kramer.

Patented May 24, 1932 1,860,324

UNITED STATES PATENT OFFICE

MORRIS M. EINSON, OF YONKERS, NEW YORK, ASSIGNOR TO EINSON-FREEMAN CO., INC., OF LONG ISLAND CITY, NEW YORK, A CORPORATION OF NEW YORK

DISPLAY AND DISPENSING CARTON

Application filed May 17, 1930. Serial No. 453,252.

The present invention relates to advertising or display devices for merchandise and the object of the invention is to provide an efficient packing container which may be employed with advantage as a dispensing medium for the merchandise. Another object of the invention is to provide means for supporting the advertising device in a required display position.

In one embodiment the invention is applied to a container having a compartment at one or both sides thereof and means are provided whereby the merchandise may be separately dispensed. The improved advertising device or container is composed of a front sheet and a backing sheet secured thereto and which backing sheet is folded so as to form said compartment or compartments. An easel device is provided and this latter device is in the form of a strip which is separate or integral with said backing sheet and which easel is so secured to the front sheet that it may be readily placed into both its collapsed and open positions. When in the open or operative position, means are provided to firmly hold the easel in this position.

The invention will be more fully described hereinafter with reference to the accompanying drawings, wherein—

Figure 1 is a perspective view showing the improved container in its set up or display position;

Figure 2 is a longitudinal sectional view of the container in its set up position;

Figure 3 is a side elevation of the device in the set up display position;

Figure 4 is a cross sectional view showing the container in its open position;

Figure 5 is a plan view of the blank forming the backing sheet of the device;

Figure 6 is a plan view of the blank which forms the front sheet of the device; and

Figure 7 is a sectional view showing a modified form of the improved container.

Referring to said drawings, herein the improved container is composed of two members or parts namely the front or display sheet 1 and the backing sheet 2. The blank for backing sheet 2 is shown in Figure 5 and said blank is divided into a number of parallel sections by creased or folding lines 3. The sections so formed consist of the central section 4 and sections 5 located at the sides of said central section. Intervening sections 6 form the the side walls of compartments 7 and the sections 5 form the back walls of said compartments. Openings 8 are provided in said back walls to facilitate filling of the compartments with merchandise. Tuck-in flaps 9 extend from and are hinged to the upper end of said sections 5 and these flaps are employed to close the open end of the compartments. The sections 6 have openings 10 therein and these openings are partly covered by hinged flap 11. Openings 12 are formed in sections 6 and which openings are extended into the sections 5. A strip 13 is cut from said central section 4 and this strip is extended down below the said central section 2 and is arranged to fold on the creased line 14 and also on line 15 so as to form the glue lap 16. The strip 13 is hinged on the line 17 and flaps 18 fold on lines 19 to provide side flanges on said strip to re-enforce the same. The front or display sheet 1 has the opening 20 which appears before the sections 5 when the device is assembled and which openings permit inspection of the contents of the container. Flaps 21 folding on the lines 22 are located at the bottom of said openings and these flaps serve to close the bottom of the compartments and also to provide a platform or rest for the merchandise contained in the said compartments.

In assembling the two blanks to form the container, central section 2 is preferably adhesively secured to the back of the front sheet 1 between said openings. The backing sheet 2 is then folded on the lines 3 to form the compartments 7 and in this operation the ends 23 of the blank 2 are adhesively secured adjacent to the side edges of the blank 1 and the glue laps 16 of the easel strip is adhesively secured to the bottom of the sheet 1. When the container is so assembled the compartments and the easel will be collapsed so as to fold into a flat condition.

In the operation of the device for packing merchandise the compartments are unfolded

and the bottom flap 21 is folded in to provide a bottom for the compartments and also to retain the compartment in its set up position. The merchandise is inserted into the compartments through the open tops which are subsequently closed and the container is then ready for shipment. When it is desired to set the container up for display the easel is opened and the merchandise arranged in a column allows of the removal of the articles or packages constituting said mechandise separately through the openings 10 in the side walls of the container and which operation of removing the articles is facilitated by inserting the finger into the opening 12 and pushing the article through said opening 10 which is partly covered by flap 11.

In Figure 7 a modification is shown and herein the backing sheet 2, as in the previous case, forms the back wall of the compartment or compartments 7 and the front sheet forms the front wall but instead of folding sections such as 6 and 6′ the side walls are built up by laminated sheets 24. In this example the easel is composed of a strip as before but the strip is a separate piece adhesively secured to the front sheet at the points 25 and 26. The downwardly extending portion 27 is hinged at the upper end to the glue piece 25 and at the lower end to cross piece 28 which latter folds upwardly on line 14 to permit collapsing of the easel. An additional cross piece or spreader 29 is hinged to the glue piece 26. In this form the easel will fold into the space between said laminated sheets 24.

Various modifications may be made in carrying out the constructional details of the invention hereinbefore described or in the application of the invention, wholly or partly, and it is to be understood that any modification coming fairly within the terms of the appended claims shall be covered thereby.

I claim:

1. An advertising device of the class described composed of a front sheet, a separate backing sheet foldable and secured to said front sheet forming a pair of compartments each having collapsible walls, a supporting easel for the device cut out from said backing sheet so as to form a hinged strip located between said compartments, said strip having a folding connection with said front sheet, and said strip along a portion of its length having re-enforcing flanges at the sides thereof.

2. A display device for merchandise comprising a front sheet, a backing sheet folded and secured to said front sheet to form compartments having collapsible side walls, said compartments being located at each side of said device, a central section of said front sheet lying between said compartments, a folding easel secured at the back of said section, said easel consisting of a strip carried by said central section of said front sheet, and said strip folding against the back of said front sheet in its collapsed position.

3. A container comprising a front or display sheet, an easel support therefor containing compartments located one at each side of said sheet, said compartments being formed by a separate backing sheet secured to said display sheet, each of said compartments having collapsible side walls and dispensing openings therein adjacent to the bottom thereof, said easel support being secured to the back of said display sheet between said compartments, and said easel support being formed by portion partly cut out from said backing sheet.

Signed at Yonkers, county of Westchester, State of New York, this 14th day of May, 1930.

MORRIS M. EINSON.