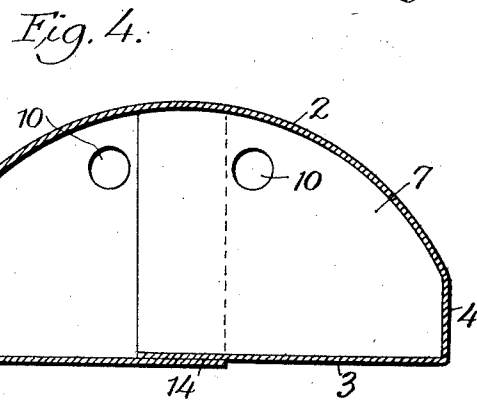
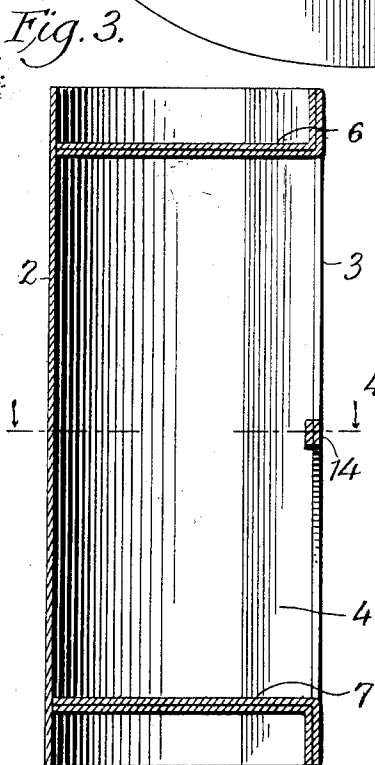
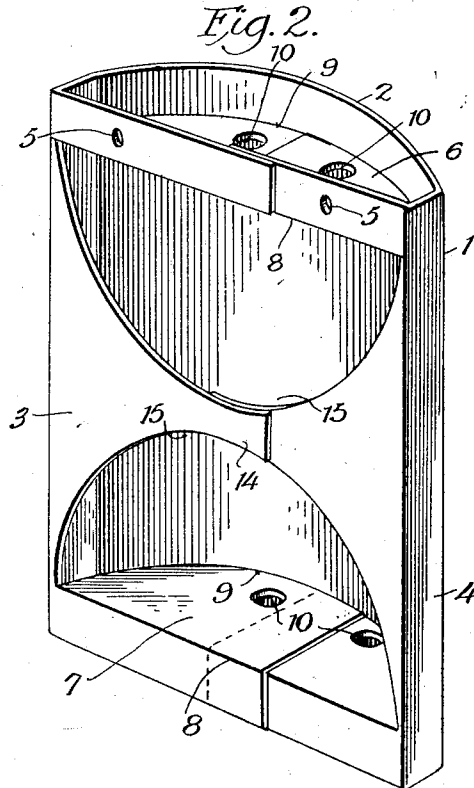
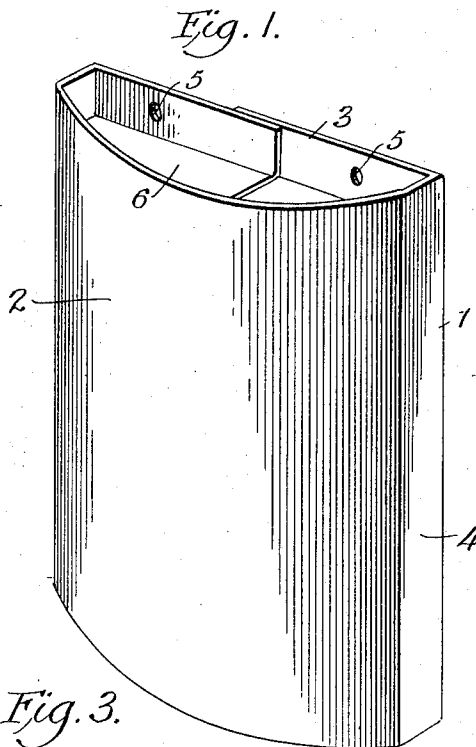


Jan. 17, 1928.

1,656,341

P. F. SMITH
ADVERTISING DEVICE
Filed Oct. 6. 1926

2 Sheets-Sheet 1



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1,656,341

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Fig. 5.

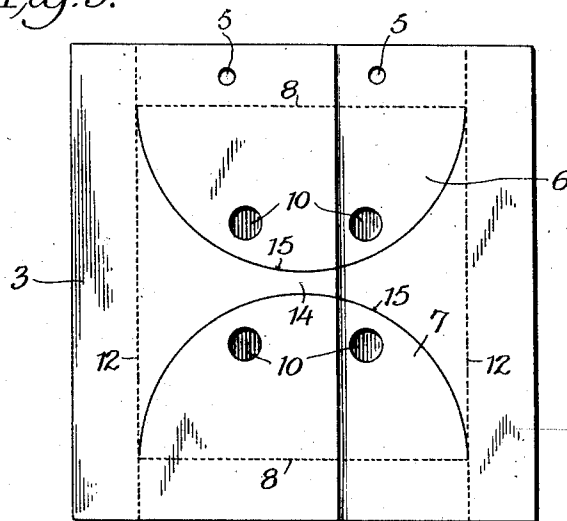
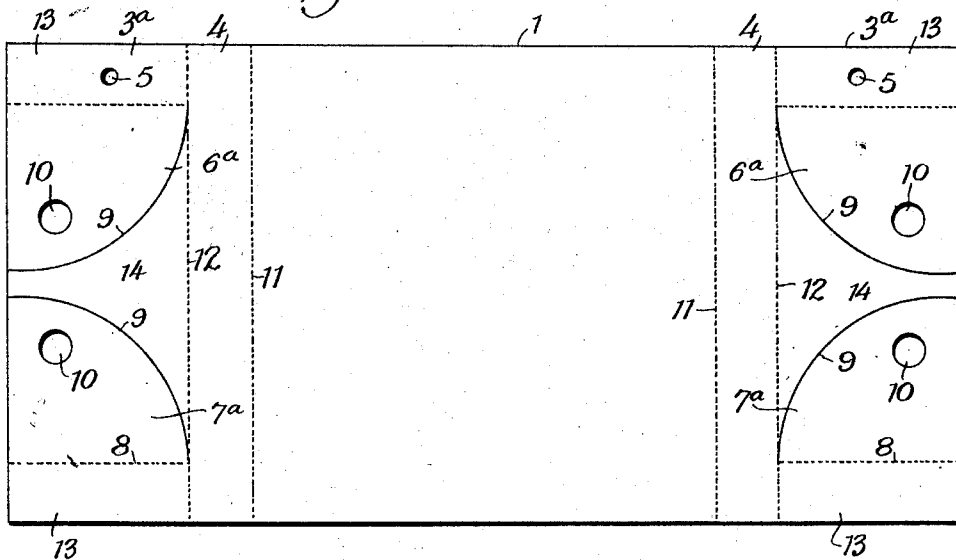


Fig. 6.



UNITED STATES PATENT OFFICE.

PETER F. SMITH, OF BROOKLYN, NEW YORK, ASSIGNOR TO ATLANTIC LITHOGRAPHIC AND PRINTING COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

ADVERTISING DEVICE.

Application filed October 6, 1926. Serial No. 139,881.

This invention relates to an advertising device, and particularly to an advertising device of carton type and of that character designed to give the appearance of a cylindrical can or other cylindrical body, although so formed that its front side or display surface constitutes only a half cylinder, its opposite or rear side being flat so as to adapt the device to be placed against a wall or other surface or hung up in such manner as to occupy less space than a carton of full cylindrical shape.

One object of the invention is to provide an advertising device or carton of this character which may be made and formed into complete shape from a single piece of material, thus securing both convenience and economy of construction.

Another object of the invention is to provide a carton which obviates the necessity of handling and gluing a number of separate parts, and which may be quickly and easily formed into shape for use from a cut out blank.

Still another object of the invention is to provide an advertising carton or device which may be packed flat for storage or shipment either in the form of initial blank or as made up into carton shape for use.

The invention consists of the features of construction, combination and arrangement of parts, hereinafter fully described and claimed, reference being had to the accompanying drawings, in which:—

Figure 1 is a front perspective view of the carton as set up for use.

Figure 2 is a rear perspective view thereof.

Figure 3 is a central front-to-rear section through the carton.

Figure 4 is a horizontal transverse section thereof.

Figure 5 is a plan view, looking toward the rear, of the carton in folded or collapsed position.

Figure 6 is a plan view of the blank from which the carton is made.

In carrying my invention into practice, I provide an advertising display carton 1 made from the blank shown in outspread condition in Figure 6. This carton, in its made up condition, comprises a front wall 2, a rear wall 3, and side walls 4. The face of the front wall 2 provides a display surface, and this wall is curved on an arc somewhat less than 180° and forms with the walls 4 a half

circle, while the rear wall 3 is flat or substantially so, so that the formed carton has the shape of a half cylinder. In practice, the wall 2, or the walls 2 and 4 are printed or otherwise provided with display matter, and constitute the surface or surfaces exposed to view to simulate the appearance of a cylindrical can or other cylindrical body. The flat wall 3 adapts the carton to be placed directly against a wall or other surface, and otherwise adapts the carton to occupy only one half the space it would occupy if made in the form of a complete cylinder. The carton is made of cardboard or other suitable material of sufficient weight to maintain its integrity on being set up for use, as herein-after described. It may be arranged to rest at its lower edge upon any suitable horizontal surface, or it may be provided at the top of its back wall 3 with one or more openings 5 to adapt it to be suspended in display position. In addition to the walls 2, 3 and 4, the carton is provided with top and bottom end walls 6 and 7, of like conformation, each being of semi-circular shape and free from connection with the rear wall except at its straight edge 8, the wall 3 being creased or scored along the line of the edges 8 of the walls 6 and 7 to adapt said walls to be bent inwardly and forwardly, so that their curved edges 9 will bear against the wall 2, or the walls 2 and 4 will hold the latter-named wall or walls distended into the semi-cylindrical shape described. When the walls 6 and 7 are bent inwardly to bear upon the wall 2 or walls 2 and 4, said walls 6 and 7 act as braces to maintain the carton in semi-cylindrical shape and form a carton which will be self-supporting and proof against casual collapse, but which may be collapsed when desired by simply swinging the walls 6 and 7 backwardly into the plane of the wall 3. When the walls 6 and 7 are thus swung backwardly, the side walls 4 will also swing inwardly, so that the walls 3 and 4 and 6 and 7 will lie in a common plane and against and parallel with the wall 2, the carton in this condition being flat and capable of being packed with other complete or fully formed cartons into a flat stack for convenience in storage and shipment. When fully formed cartons are thus supplied by a manufacturer to a user, the latter may erect the carton for display purposes by simply bending the walls 6 and 7 inwardly to brace

ing position, under which action the walls 2, 3 and 4 are automatically spread or distended. For greater convenience in manipulating the walls 6 and 7, these walls are preferably provided with finger receiving openings 10.

The blank shown in Figure 6 consists of an oblong rectangular sheet of the material, the intermediate portion of which forms the wall 2, the end portions the similar half sections 3^a of the wall 3, and the intermediate portions the walls 4. In the production of the blank by the action of suitable dies, crease lines 11 and 12 are preferably provided as margin indications between walls 1 and 4 and wall sections 3^a and walls 4, for convenience in enabling the blank to be folded with accuracy in making the collapsed carton. The wall sections 3^a respectively carry half sections 6^a and 7^a of the walls 6 and 7, the edges 9 of which are cut out from the material of the back wall sections 3^a so as to leave straight top and bottom flaps 13 and intermediate triangular flaps 14 conjointly forming, in the complete article, the back wall 3. In forming the carton from the blank, the portions 3^a and 4 are turned inwardly over upon the back of the wall 1 along the crease lines 11 and the free ends or outer edges of the flaps 13 and 14 arranged to overlap and are glued or pasted together, as are the meeting edges of the end wall forming sections 6^a and 7^a, thus completing the formation of the carton. The carton when completed will have a skeleton back wall consisting of top and bottom strips formed by the flaps 13 and an intermediate portion formed by the flaps 14, the spaces between the top and bottom strips and the intermediate strip forming segmental slots 15 to receive and accommodate the formed top and bottom wall sections 6 and 7 when the carton is collapsed or folded in flat condition.

As hereinbefore described the cartons may be formed complete by a manufacturer and shipped to a customer for use in flat stacks, or shipped in blank form, the operation of connecting the flaps and end wall sections to be completed by the customer, the construction in either case adapting the cartons to be shipped in very compact form. An advantage incident to my improved construction of carton is that the collapsibility of the complete carton adapts it, when used for advertising purposes for a determined period, to be collapsed and conveniently stored away for use again at some future period. Another and important advantage is that all the parts of the carton are formed as an integral structure, thus avoiding the necessity of the manufacturer handling separate parts, costing additional time and labor in assembling and gluing them together, and losses incidental to possible damage of parts

where many parts are to be handled. Economy of production is thus ensured, as the blanks may be folded and the meeting edges united in much less time and with much less labor than would be necessary in assembling and joining separate parts together. Furthermore the lapped and glued edges of parts 13 and 14 of section 3^a and parts 6^a and 7^a strengthen and reinforce the walls 3, 6 and 7, by reason of their double thickness and give these walls greater rigidity and stability as well as resistance to casual collapsing strains, so that a staunch and self-sustaining carton of comparatively thin material may be made.

Having thus fully described my invention, I claim:—

1. A carton of the character described comprising a one-piece front wall, top, bottom and intermediate flaps integral at their outer edges with the front wall and overlapped and secured together at their inner edges to form a skeleton back wall, the center of lap of said secured edges coinciding substantially with the vertical center of said back wall, said back wall having openings between the intermediate flap and the top and bottom flaps respectively, said openings extending through the vertical center of the back wall and to equal degrees on opposite sides thereof, and bracing members carried by the top and bottom flaps and normally occupying said openings and movable into engagement with the front wall to hold the front and back walls spaced apart.

2. A carton of the character described, comprising a curved front wall, a back wall section formed integral with each straight edge of said curved front wall, said sections having their adjacent edges arranged and secured in overlapping relation, setting up a longitudinally extending reinforcing portion of double thickness, and cut-out sections of said back wall extending across and to equal distances on opposite sides of the line of lap and constituting brace members arranged at right angles to the back wall abutting the front wall to maintain the same in shape.

3. A carton of the character described, comprising a curved front wall, a back wall section formed integral with each straight edge of said curved front wall, said sections having their adjacent edges arranged and secured in overlapping relation, setting up a longitudinally extending reinforcing portion of double thickness, and cut-out sections of said back wall constituting brace members arranged at right angles to the back wall abutting the front wall to maintain the same in shape, said cut-out sections each including transversely of its center, a section of said reinforcing portion.

4. A carton of the character described comprising a curved front wall, a relatively

flat back wall extending between the rear edges of the front wall, said back wall comprising vertically divided sections integral at their outer edges with the front wall and
5 lapped and secured together at their inner edges, said back wall sections being provided with registering pairs of cut outs forming segmental openings above and below the horizontal center of said wall and
10 extending across and to equal degrees on opposite sides of the lapped edges of said wall sections, the said wall sections also being provided with pairs of integral members formed by said cut outs, the members of each pair being lapped and united and
15 forming segmental braces conforming to the openings and adapted to normally occupy the same and to be swung forwardly therefrom and disposed between the back and front wall to brace the latter from the
20 former.

In testimony whereof I affix my signature.

PETER F. SMITH.