June 28, 1932. H. WEINER 1,864,968

MERCHANDISING CARTON

Filed Oct. 13, 1930

Fig. 1.

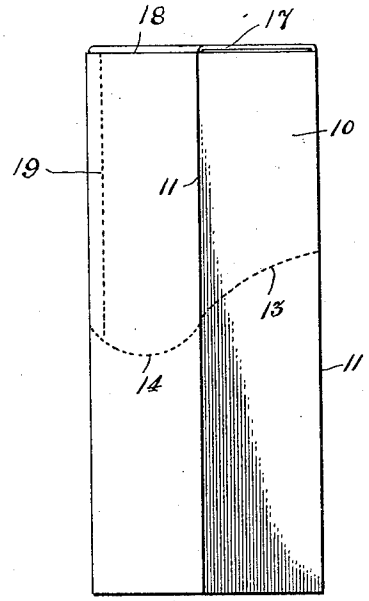


Fig. 2.

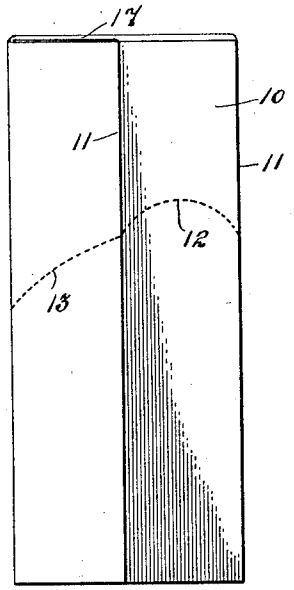


Fig. 3.

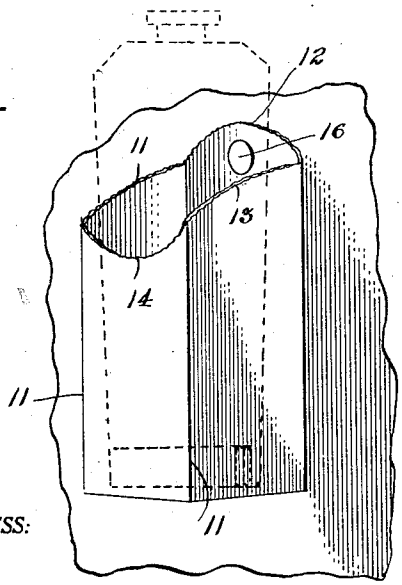
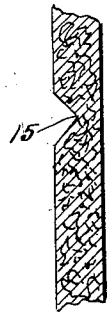


Fig. 4.



WITNESS:

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UNITED STATES PATENT OFFICE

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MERCHANDISING CARTON

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This invention relates to merchandising cartons, and has for an object to provide a carton in which a package of goods is ordinarily marketed, and embodying new and improved features of utility aside from the packaging function.

A further object of the invention is to provide a merchandising carton, having means for separating the carton into sections, one or more of which sections will serve as a container for the article after the carton has been thus severed.

In the merchandising of such articles as collapsible tubes, and their contents, as for instance, tooth paste, shaving creams, or the like, cartons are provided in which the tube of merchandise is vended, but when the tube of merchandise is removed from the carton, it is of no further use in its association with the tube.

The invention is, therefore, directed to such a carton as will serve its function of a merchandising package, and after being delivered to the ultimate user, can be severed to form from one end, a pocket which may be sustained, and into which, the tube may be inserted, as it is used to maintain it out of harm's way.

The invention further involves, the forming of the carton with some line providing for fracture, as for instance, a perforated line, or a scored line, or it may be simply a line directing that the carton be severed by the use of a knife along said line, and with means provided for sustaining said carton after severance.

The invention is directed to other objects and possesses other features of novelty and advantage, some of which, together with the foregoing, will be hereinafter more fully set forth.

In the drawing:—

Figure 1 is a view of the carton from one corner,

Figure 2 is a view of the carton from another corner,

Figure 3 is a perspective view of a fragment of the carton after it has been severed, and

Figure 4 is an enlarged detail view of the scoring line.

Like characters of reference indicate corresponding parts throughout the several views.

The carton 10, may be of any approved material, as for instance, cardboard, or the like, cardboard being the material ordinarily employed. It is folded to form the several corners 11, in the usual manner. About the carton, intermediate its ends, a line is formed for the severance of the carton into end sections. Such line, as at present considered, will be a line of perforations which will extend across the back in an upwardly curved line, as indicated at 12, down the sides in reverse curves 13, and across the front, with a downward curve 14. While this line, as stated, seems more desirable when formed as a row of perforations, scoring, as indicated at 15 in Figure 4, and well known in the art, will serve the purpose. By the use either of the perforations, or the scoring, the two sections of the carton may be disconnected without the use of any implements. However, the line may be simply printed along the carton and provided with directions for cutting along the line. When so severed, one end section of the carton as shown at Figure 3, will have an upwardly bowed back portion, and a downwardly curved front portion and reversely curved sides.

A thumb tack, or other fastening member 16, will be supplied with the carton with proper directions to insert it through the upwardly bowed back part, into any convenient body to act as a support and maintain the pocket in position.

The device, as above described, will make a complete and operative carton, but for convenience, the carton is preferably provided with a tuck-in end 17 which forms at the front, a single edge 18. From this single edge 18, a line 19 runs downwardly to the line of severance. This enables the user to rip the top section of the carton from the single edge 18, down the line 19, so that the top part, which is to be discarded, may be more easily removed from the lower section which is to form the pocket. Of course, this line 19 will correspond in all particulars to

the severance line hereinbefore described, and may be perforated, scored, or merely a line indicating a cutting.

Of course, the merchandising carton, herein illustrated, may be modified in various ways without departing from the invention herein set forth and hereinafter claimed.

The invention is hereby claimed as follows:—

A carton having intermediate its ends a weakened line arranged transversely of the carton so that when the carton is severed along said weakened line a pocket will be produced having its back higher than the sides and a front lower than either the sides or back, one of the sides being provided intermediate its marginal edges with a weakened line extending from one end to a junction with said first weakened line.

In testimony whereof I have signed my name to this specification.

HARRY WEINER.