Aug. 13, 1963 D. GOLDSTEIN 3,100,642

MULTI-PURPOSE CARTON AND GAME

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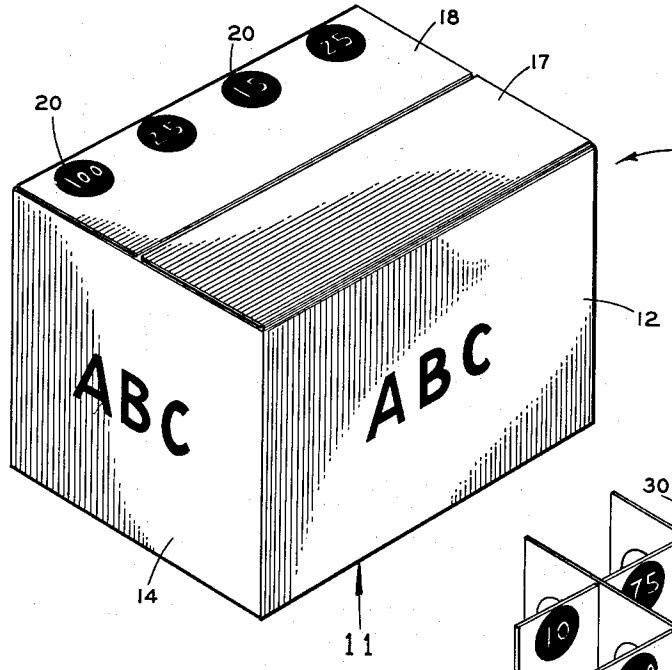


FIG. 1

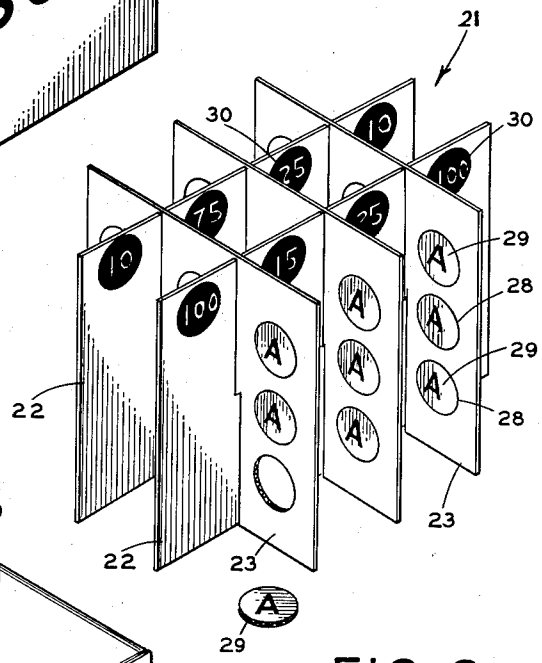


FIG. 2

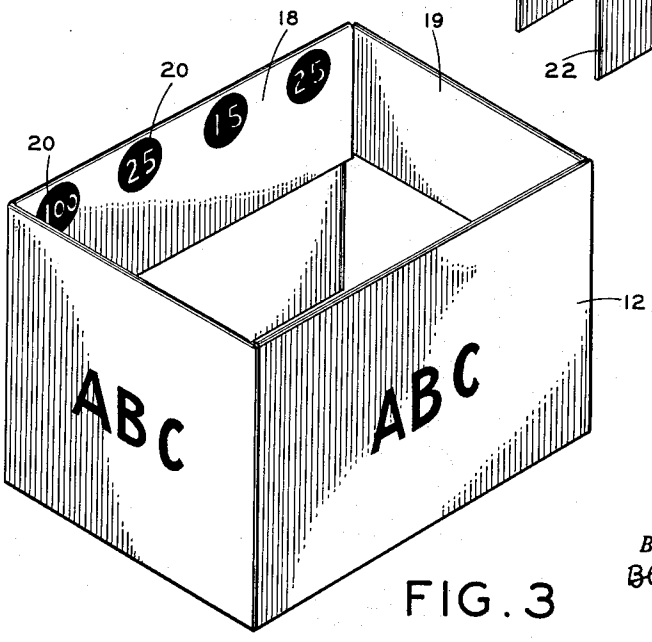


FIG. 3

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MULTI-PURPOSE CARTON AND GAME

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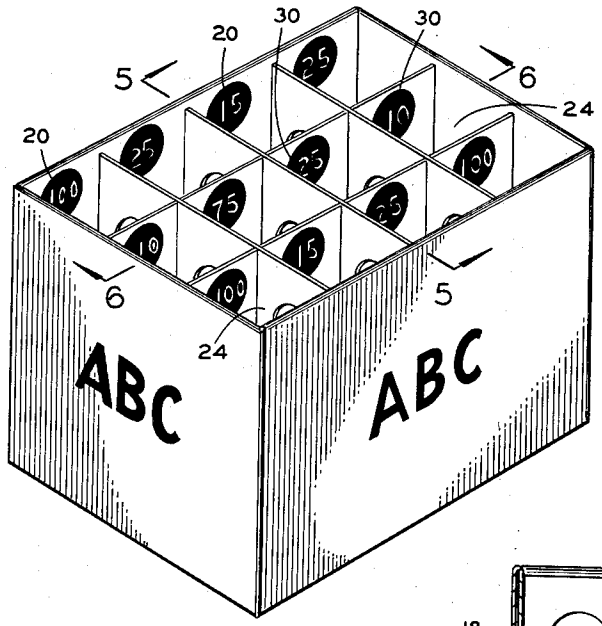


FIG. 4

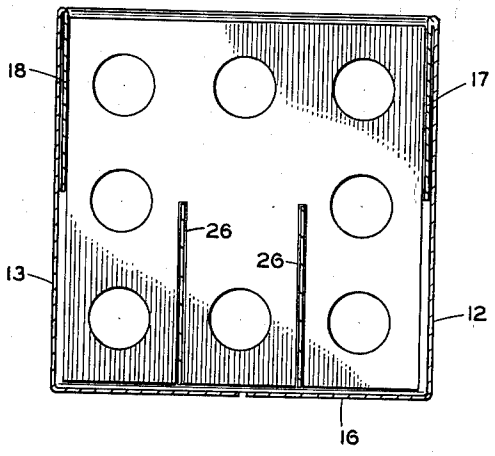


FIG. 5

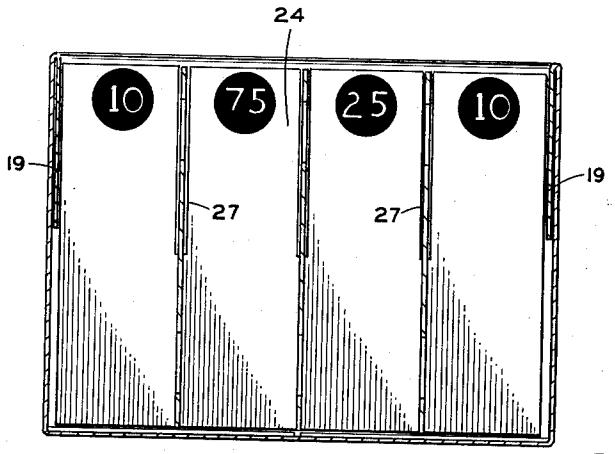


FIG. 6

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Aug. 13, 1963 D. GOLDSTEIN 3,100,642

MULTI-PURPOSE CARTON AND GAME

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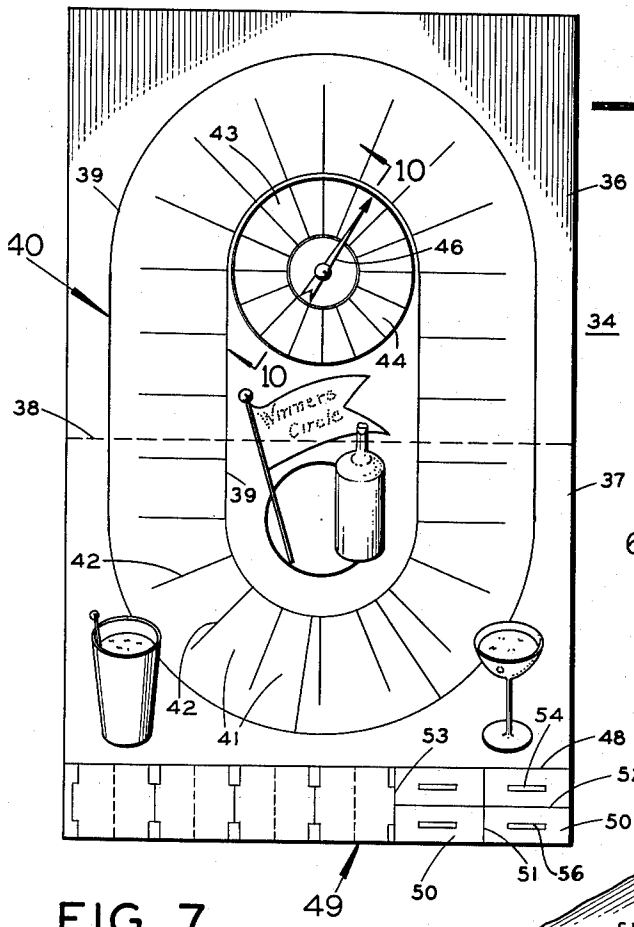


FIG. 7

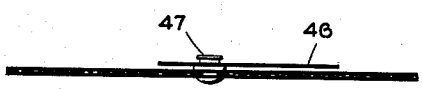


FIG. 10

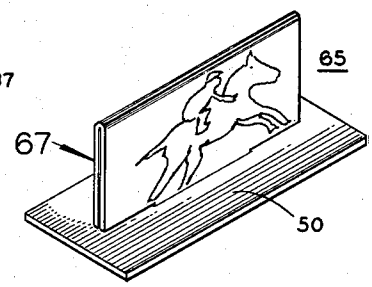


FIG. 9

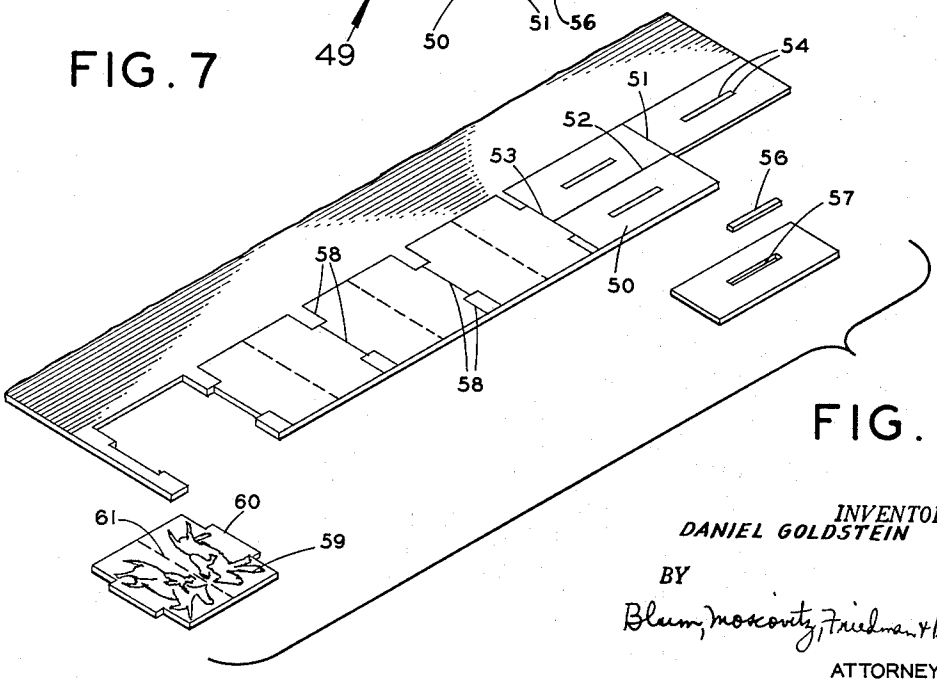


FIG. 8

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Aug. 13, 1963 D. GOLDSTEIN 3,100,642

MULTI-PURPOSE CARTON AND GAME

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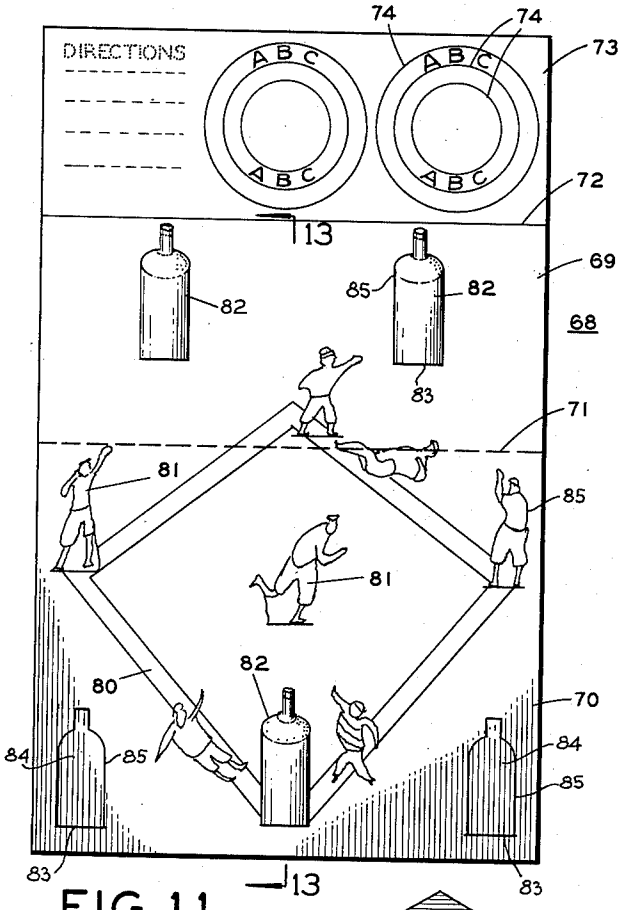


FIG. 11

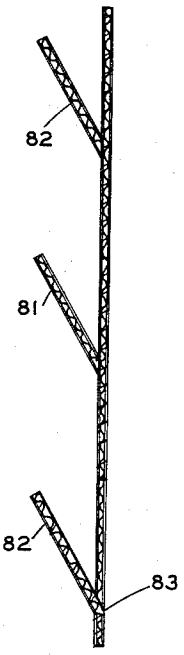


FIG. 13

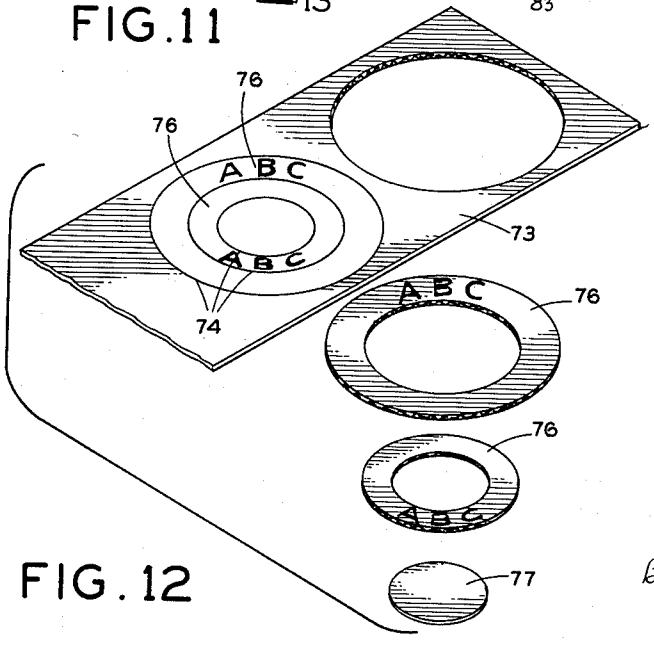


FIG. 12

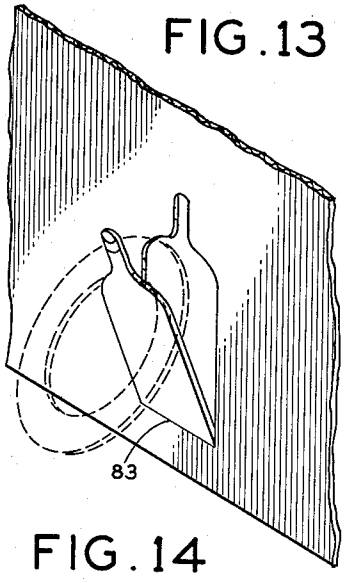


FIG. 14

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Aug. 13, 1963 D. GOLDSTEIN 3,100,642

MULTI-PURPOSE CARTON AND GAME

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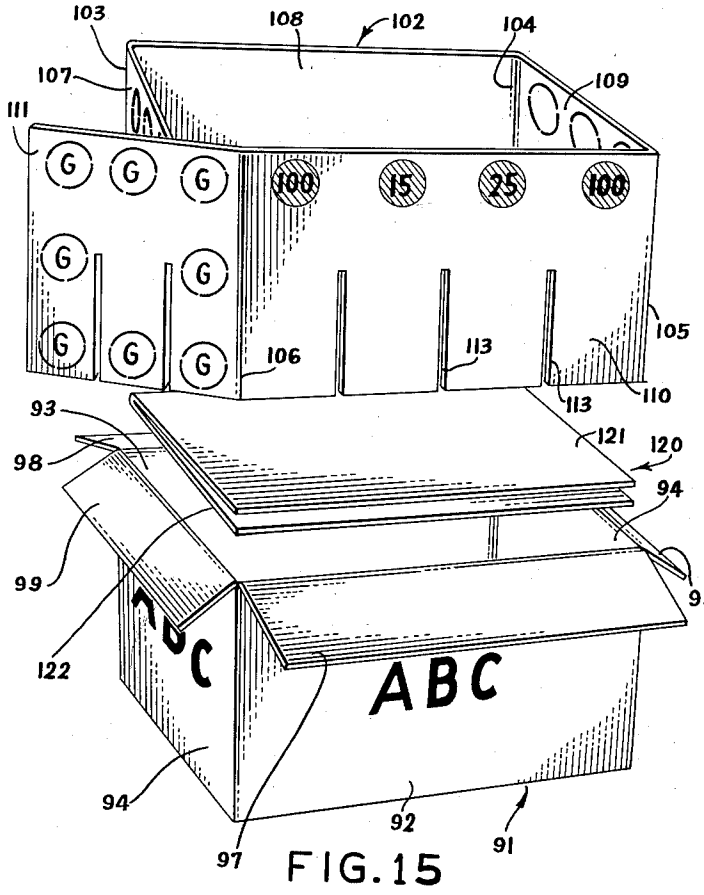


FIG. 15

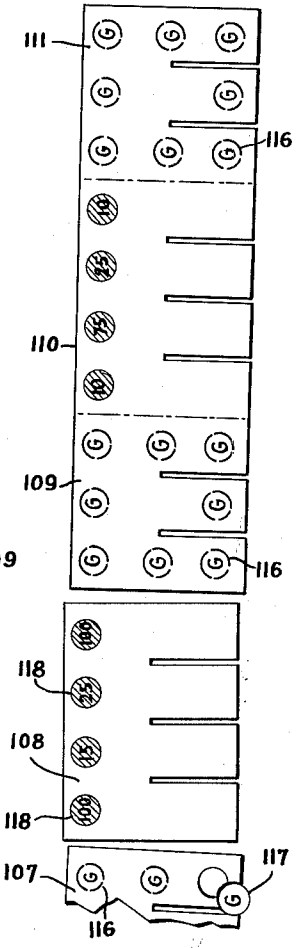
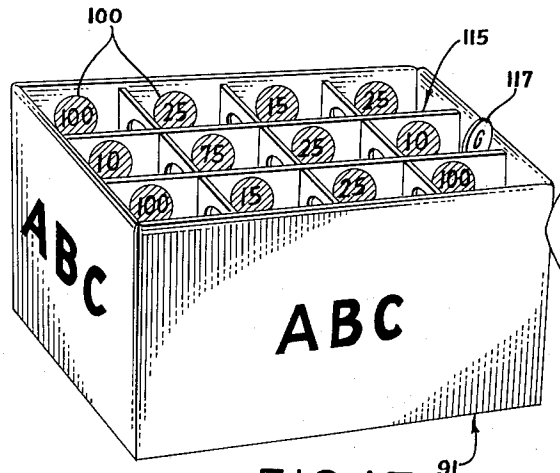


FIG. 16



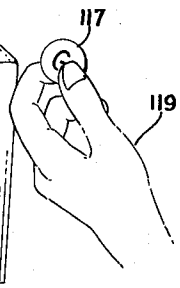


FIG. 17

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Aug. 13, 1963 D. GOLDSTEIN 3,100,642

MULTI-PURPOSE CARTON AND GAME

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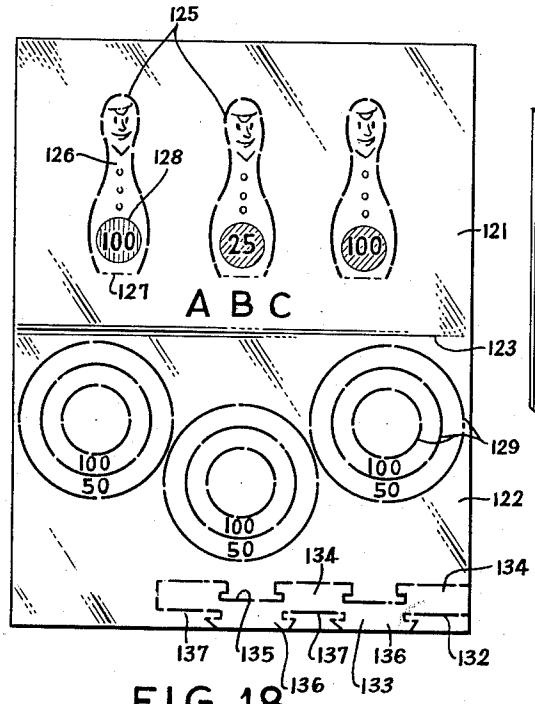


FIG. 18

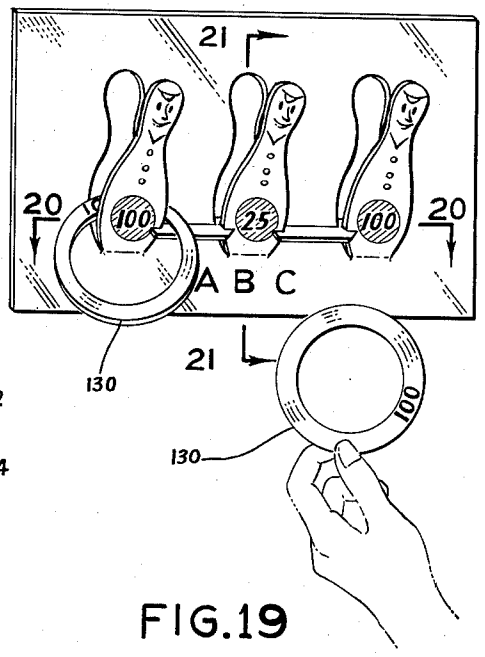


FIG. 19

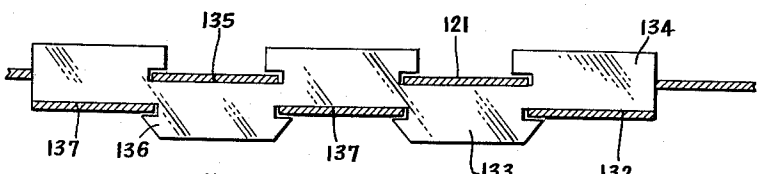


FIG. 20

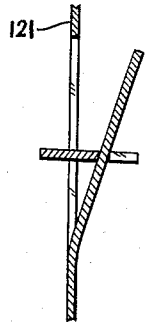


FIG. 21

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United States Patent Office 3,100,642 Patented Aug. 13, 1963

3,100,642

MULTI-PURPOSE CARTON AND GAME

Daniel Goldstein, New York, N.Y., assignor to Schenley Industries, Inc., New York, N.Y., a corporation of Delaware

Filed Feb. 1, 1960, Ser. No. 5,680
15 Claims. (Cl. 273—105)

The present invention relates generally to an improved receptacle, package or the like and it relates more particularly to an improved multi-purpose shipping carton which serves alternatively as a game or amusement and advertising device.

It is the general practice to package bottled goods such as liquors or the like and other merchandise in cartons formed of corrugated cardboard. These cartons include an outer casing having closure flaps and optionally one or more of a removable partition grid which divides the interior of the casing into a plurality of cells, a bottom pad (either single or double), a top pad and liner. In the case of soft goods, where a large packing area is required instead of small cellular compartments, then the carton may include a single or double bottom pad, a top pad and optionally a liner, without a partition grid. The cartons, after they have served their original purpose, are discarded. Since such cartons are relatively expensive, the above practice is both wasteful and expensive.

It is therefore a principal object of the present invention to provide an improved receptacle, package or the like.

Another object of the present invention is to provide an improved multi-purpose package.

Still another object of the present invention is to provide an improved carton or the like which serves alternatively as a game or amusement device, and which provides a medium of continuous advertising.

A further object of the present invention is to provide shipping carton for bottles or other goods which may be readily converted to one or more games upon removal of the bottles or other merchandise therefrom.

Still a further object of the present invention is to provide an improved carton of the above nature which is characterized by its simplicity and low cost. It is further characterized by the fact that it requires no skill to convert the carton into a game or amusement device.

The above and other objects of the present invention will become apparent from a reading of the following description taken in conjunction with the accompanying drawing wherein:

FIG. 1 is a front perspective view of an improved dual-purpose carton and game embodying the present invention and illustrated in closed condition;

FIG. 2 is a perspective view of the partition assembly, a projectile disc having been separated therefrom;

FIG. 3 is a perspective view of an emptied carton with the flaps thereon being pushed inwardly, preparatory to conversion to a game device;

FIG. 4 is a perspective view of the finished game device;

FIG. 5 is a sectional view taken along line 5—5 in FIG. 4;

FIG. 6 is a sectional view taken along line 6—6 in FIG. 4;

Fig. 7 is a top plan view of a form of pad or cushion member embodying the present invention and which may be employed with the carton illustrated in FIGURES 1 to 6;

FIG. 8 is a partial enlarged perspective view of the cushion member border, certain elements being shown separated from the cushion member;

FIG. 9 is a perspective view of a pawn assembled from the separated elements of FIG. 8;

FIG. 10 is a sectional view taken along line 10—10 in FIG. 7;

FIG. 11 is a top plan view of another form of pad or cushion member embodying the present invention;

FIG. 12 is a fragmentary enlarged exploded perspective view of the throwing ring cushion member border of FIG. 11;

FIG. 13 is a partial sectional view taken along line 13—13 in FIG. 11, with parts of the pad swung to position for use as a game;

FIG. 14 is a fragmentary perspective view of a portion of the erected game with a ring shown in phantom;

FIG. 15 is an exploded perspective view showing another slightly modified embodiment of the dual-purpose carton and game constructed in accordance with the present invention;

FIG. 16 is a partial plan view of a liner for the carton of FIG. 15 being converted for use as game apparatus;

FIG. 17 is a perspective view showing the structure of FIGURES 15 and 16 in condition as a game;

FIG. 18 is a plan view showing a cushioning pad for the carton of FIG. 15 in its open, unfolded condition;

FIG. 19 is a front view showing the pad of FIG. 18 in operative condition as game apparatus;

FIG. 20 is a partial sectional view taken substantially along the line 20—20 of FIG. 19; and

FIG. 21 is a sectional view taken substantially along the line 21—21 of FIG. 19.

In a sense, one embodiment of the present invention contemplates the provision of an improved multipurpose shipping carton and game device comprising an outer casing having a top opening formed therein and an assembly of substantially vertical partitions removably located in said casing and dividing said casing into a plurality of open topped compartments, said partitions having lines of weakness formed therein delineating projectiles separable from said partition.

Another feature of the present invention resides in the provision of a pad or cushion member which is located above or below the partitions and has material imprinted thereon to form a game board and has also formed therein die-cuts, scores, fold lines and lines of weakness, delineating cutouts which define removable pawns, projectiles and other elements, as desired.

In accordance with a preferred embodiment of the present inventon, the outer casing is provided with hinged closure flaps along the edges thereof which are foldable into the carton into facing abutment with the corresponding carton walls. One of the flaps carries score designating indicia along its outer hinged edge which are forwardly visible upon the inward folding of the flaps. The partition or divider assembly includes a plurality of longitudinally and transversely extending criss-crossing partition members, the transversely extending partitions having disc delineating lines of weakness formed therein and the longitudinally extending partition members carrying forwardly directed indicia along their upper borders, registering with the compartments or cells defined by the partitions or separator members.

Optionally, one or more pads or cushion members are provided, each of which comprises a rectangular blank having a medially extending transverse fold line dividing the blank into a pair of similarly shaped panels having dimensions corresponding to the inner dimensions of the carton, the panels being folded into mutual superposition. If desired, a single or unfolded pad may be utilized instead of a double folded pad. In accordance with one form of the present arrangement one of the panels has a transverse score line formed therein to delineate an outer separable border. The outer border, in turn, has lines of weakness formed therein delineating several sets of concentric annuli which may be separated from the

border and employed as throwing rings, quoits, or projectiles. The blank, less the separated border has imprinted thereon a baseball diamond and field and the baseball players in their usual position. The outline of each of the players, and other figures if desired, except for a straight line along their respective bases, are slit or scored so that each figure may be folded forwardly and serve as targets or pins for the throwing rings or quoits. In accordance with an alternative form of the game the separable border is provided with lines of weakness dividing it into pawn bases and figures which may be separated and assembled and there is imprinted on the blank a race track subdivided into successive sections. A spinner face is also imprinted on the blank and carries an associated spinning arm.

Viewed otherwise, the multi-purpose shipping carton and game of the present invention may be considered as including an outer casing or top-opening box, and optionally a liner extending about the interior side walls of the box and/or one or more pads for protective interposition between the goods and the casing, either or both beneath and above the goods. If desired, the liner may be severable to form a plurality of panels, and provided with interfitting recesses or slots for interengagement of the separated panels to define thereof a cellular structure. Also, either or both of the liner and protective pad may be weakened to define removable portions, and provided with indicia and markings cooperable with the removable portions for service as game apparatus.

Referring now to the drawing and more particularly to FIGURES 1 to 6 thereof, which illustrates a preferred embodiment of the present invention, the numeral **10** generally designates a carton of substantially conventional structure including a casing **11** having front and rear longitudinally extending rectangular walls **12** and **13** respectively, rectangular side or end walls **14** and a rectangular bottom wall **16**. The bottom wall **16** is formed in the usual manner, of overlying flaps hinged to the bottom edges of the casing side, front and rear walls and suitably secured to each other.

Extending from the casing front and rear walls **12** and **13** and hinged to the upper edges thereof, are front and rear closure flaps **17** and **18** each being of about half of the width of the side walls **15**. Side flaps **19** of about the same width as the closure flaps **17** and **18** extend from and are hinged to the upper edges of the side walls **14**. When the carton **10** is in packaged closed position the side flaps **19** extend horizontally and are secured to the underfaces of the closure flaps **17** and **18** by an adhesive or other suitable fastening means, as indicated in FIG. 1 of the drawing. Imprinted along the rear border of the rear closure flap **18** are a plurality of regularly longitudinally spaced score designating indicia **20**.

Separably located in the carton **10** is a cell or compartment defining partition assembly or separator member **21** including a plurality of parallel transversely spaced longitudinally extending vertical partitions **22** which crisscross a plurality of parallel regularly longitudinally spaced transversely extending vertical partitions **23**. The crisscrossing partitions **22** and **23**, with the casing walls **12**, **13** and **14** define similarly shaped open topped vertical compartments or cells **24** which are normally adapted to receive the packaged articles such as bottles or the like.

Each of the transversely extending partitions **23** is of rectangular configuration and preferably formed of corrugated cardboard. A pair of narrow vertical recesses **26** are formed in the bottom portions of the partitions **23** and are equally spaced from each other and the front and rear edges of the respective portions and extend for approximately one-half the height of the partition **23**. Similarly, the longitudinal partitions **23** are of rectangular configuration and formed of corrugated cardboard. A plurality of narrow slots **27** are formed in the upper portion of each of the partitions **22** and are equally spaced from each other and from the partition and edges a distance substantially equal to that between the recesses **26**. The partitions **22** and **23** are mutually perpendicularly arranged, the recesses **26** engaging the partitions **22** and the recesses **27** engaging the partitions **23** to form the cell defining grid-like assembly. Of course, there may be more or less partitions **22** and **23** than illustrated, to form more or less cells or compartments **24**, as desired.

A plurality of disc defining circular lines of weakness **28** are formed in the partitions **23** and delineate separable projectiles or discs **29**. The lines of weakness **28** may be score lines, complete slits, interrupted slits or the like. Moreover, the lines of weakness **28** need not be circular but may delineate projectiles of other than disc shape. Each of the partitions **22** has imprinted along its upper border forwardly directed score designating indicia **30** which register with the respective compartments or cells **24**.

In employing the improved shipping carton and game device described above, the articles, such as bottles, are packaged therein in the usual manner, a bottle being inserted in each of the compartments **24**, the conventional padding being optionally provided, and the side flaps **19** and closure flaps **17** and **18** sealed in the usual manner. When access to the carton contents is desired the closure and side flaps are separated from each other and opened. The bottles are then removed for use and the divider **21** and the other contents of the carton **10** are likewise removed. The projectile discs **29** are pressed and separated from the partitions **23**. Thereafter the carton side flaps **19** are folded inwardly into overlying abutment with the inner faces of the side walls **14** and the closure flaps **17** and **18** are likewise folded inwardly into overlying abutment with the inner faces of the carton walls **12** and **13**. The divider **21** is then reinserted into the casing **11**, with the indicia **30**, like the indicia **20** being forwardly directed and registering with corresponding compartments **24**. The indicia areas as well as the projectile discs may be colored or otherwise decorated as desired.

The game is now ready for use and may be played by flipping the projectiles **29** into the compartments **24** and scoring accordingly. Advertising on the front panel of the case, as well as on the discs, is thus always in view.

Referring now to FIGURES 7 through 10 of the drawings, which illustrate a combined cushion member or pad and in this instance a horse race simulating type of game. Of course, any type of game may be employed using the same principles. The reference numeral **34** designates a rectangular, preferably corrugated cardboard blank divided into similar upper and lower sections **36** and **37** by a medially transversely extending fold line **38**. In employing the blank **34** as a cushion, the sections **36** and **37** are folded into superposition along the line **38** and placed in the casing **11** either above or below the separator member **21**, each of the sections **36** and **37** being of approximately the inner horizontal dimensions of the casing **11**. Imprinted on the blank **34** are a pair of concentric ovals **39** which define a race track **40** subdivided into successive sections or spaces **41** by transverse lines **42**. Within the circumference of the race track **40** there is imprinted a circular suitably marked spinner dial **43** subdivided into sections **44**. A spinner member **46** of conventional configuration is rotatably affixed to the center of the dial **43** by a grommet or pivot member **47**. The blank **34** in addition to the above material may contain any desirable instructions, legends or other decorative and advertising matter.

A line of weakness **48** extends transversely across the lower panel **37** above the lower edge thereof to delineate a separable bottom border **49**. A side section of the border **49** is subdivided into four rectangular separable base members **50** by crossing longitudinally and transversely extending lines of weakness **51** and **52** and an end longitudinal line of weakness **53**. Each of the base members **50** has formed therein parallel lines of weakness **54** delineating a separable narrow strip **56** and a resulting

medially located base slot 57. The remaining section of the border 49 is subdivided by correspondingly shaped lines of weakness 58 into four separable pawn figure blanks 59. Each of the pawn figure blanks 59 is of substantially rectangular configuration and is provided with a pair of opposite laterally projecting ears or tabs 60 and a medially located longitudinal fold line 61. The blanks 59 may be suitably decorated such as with the figures of horses in different colors. Such figures might also be football players, skaters, hikers or any other figure.

As set forth above, the blank 34 is initially employed as a carton pad or cushion by folding it along the line 38 so that the sections 36 and 37 are in superposition and locating it at an end of the divider 21. If desired, a single pad or cushion may be employed instead of a double pad or cushion. For example, a single pad of one-half size could be provided with similar indicia and score lines of reduced dimensions. In converting the blank 34 to use as a game it is removed from the carton 10 and extended for its full length. The border 49 is then separated from the lower section 37 along the line of weakness 48 and is thereafter subdivided into the separate base members 50 and pawn figure blanks 59 along the lines of weakness 50, 51, 52 and 53. The strips 56 are detached from the bases 50 to leave the slots 57. The blanks 59 are then each folded along the lines 61 to bring the opposite symmetric panels and ears 60 into superposition, the abutting ears then being inserted into the slot 57 of a corresponding base 50 to complete the assembled pawn 65, including the supporting base 50 and the upright figure 67. The game may now be employed in the usual fashion by using the pawns 65 as horses and advancing them along the track 40 as determined by the spinner device. Various moves may be indicated on the spinner dial and on the track sections 41 in any desired manner and the rules of the game may be carried on the blank 34.

In FIGURES 11 through 14 of the drawings, there is illustrated another form of cushion member for a shipping container provided with structure for transformation into a game which is of the baseball type. As in the last described embodiment, the cushion member of the instant modification is defined by a rectangular blank 68 divided into upper and lower sections 69 and 70 by a fold line 71 and is employed as a cushion in the manner previously described. A transversely extending line of weakness 72 extends across the upper section 69 below the top edge thereof to delineate a separable border panel 73. Formed in the border panel 73 are a plurality of sets of concentric circular lines of weakness 74 which delineate separable quoits or throwing rings 76 of different sizes and a central disc 77. The quoits 76 may, if desired, be variously colored, and the rules of the game may be imprinted on the unstamped section of the border panel 73.

The lower section of the panel 69 and the panel 70 have imprinted thereon, a baseball field 80, a plurality of baseball players 81 in various positions and additional figures 82 which may be of any elongated shape, such as the bottle shapes illustrated. The baseball players 81 and the figures 82 are distributed throughout the panels 69 and 70. The outer perimeters or outlines of each of the figures 81 and 82 or selected figures thereof are scored or partially or fully slit to form lines of weakness extending about the upper portions and sides of the figures 81 and 82 to the respective bases thereof. The bases of each of the scored figures is provided with a linear preferably horizontal scored fold line 83 to which the scored lines of weakness extend.

In employing the blank 68 as a game it is removed from its cushion position in the carton 10, unfolded, and the border panel 73 separated therefrom along the line of weakness 72. The quoits or throwing rings 76 are then separated from the border panel 73 along the lines of weakness 74, figures 81 and 82 are pressed forwardly along their upper portions to separate these upper portions from the panels 69 and 70 along their delineating score lines and are pushed forwardly to assume upwardly forwardly inclined positions from the respective fold lines 83 as illustrated in FIGURES 13 and 14 of the drawing. The extended panels 69 and 70 are suitably supported in an erect position and the game is played by throwing the quoits 76 onto the peg or target defining angularly projecting figures 81 and 82. The outstanding element 82 on panel 70 may serve to hold a supply of quoits, and one of the panels may be imprinted with rules of the game, or other material. The scoring in play of the game may be effected in any desired manner and may be described in the rules of the game imprinted on the border panel. Blank 68 may be formed if desired out of portions of the liner.

In FIGURES 15–21 are shown still another embodiment of the present invention, wherein the numeral 91 generally designates a casing having front and rear longitudinally extending rectangular walls 92 and 93, respectively, rectangular side or end walls 94, and a rectangular bottom wall (not seen). The casing 91 may be substantially identical to the casing 11 described hereinbefore, and includes front and rear closure flaps 97 and 98 respectively extending from and hinged to the upper edges of the front and rear walls 92 and 93. Side flaps 99 extend from and are hinged to the upper edges of the side walls 94.

Imprinted along the rear border of the rear closure flap 98 are a plurality of regularly longitudinally spaced score-designating indicia 100.

Separably located in the carton 91 is a liner, generally designated 102, which may be formed of an elongate, integral piece of corrugated cardboard subdivided by a plurality of spaced, transversely extending severable hinge connections 103, 104, 105, and 106. Thus, the liner 102 is subdivided by the transverse, severable hinge connections into a plurality of articulate panels 107, 108, 109, 110, and 111. While the illustrated liner 102 may include five hingedly connected panels, it is appreciated that this number may be greater or less, as desired. The hinge connections 103, 104, 105, and 106 may be any suitable lines of weakening, say interrupted cuts, or otherwise. In the illustrated embodiment, the end panels 107 and 111 of the liner 102 are swingable into facing abutment, so that the liner defines a generally open, rectangular configuration for conforming reception in the carton 91, extending closely about the interior surfaces of the walls thereof.

In each of the liner panels 107, 108, 109, 110, and 111 there is formed a plurality of narrow recesses or slots 113 extending upward from the lower panel edge approximately one-half the height of the panels, the slots of each panel being equally spaced from each other and from the ends or hinged connections of the respective panel. By this construction, the panels of the liner 102 are separable along their hinged connections and adapted to be arranged in interfitting, criss-cross relation to define a cellular assembly of partitions or separators.

In their interfitting relation, the panels 107, 108, 109, 110, and 111 combine to define a partition assembly, as at 115 in FIGURE 17, removably insertable into the carton 91 and combining therewith to define a plurality of open-topped compartments or cells.

In FIG. 16 separation of the panels of liner 102 has been partially accomplished, the panels 107 and 108 having been separated from each other and the remaining panels. It may there be seen that certain of the panels are formed with a plurality of circular lines of weakness 116, each defining a disc or projectile 117 separable from the respective panel. Of course, the panels, when separated, define partitions or separated in the condition of assembly 115 in FIG. 17. In particular, the panels or partitions 107, 109, and 111 are each formed with a plurality of circular lines of weakness defining the pro-

jectiles or discs, which may each be provided with any desired indicia, such as the illustrated letter "G,"

In the partition assembly **115**, the partitions **107**, **109**, and **111** define transverse, or forwardly and rearwardly extending partitions, while the partitions **108** and **110** define longitudinally extending partitions. It will be observed that the longitudinally extending partitions **108** and **110** are provided along their upper edges with a plurality of scoring indicia, as at **118**, each located in alignment with the space between an adjacent pair of slots **113**, or a slot **113** and the adjacent end of a panel. Thus, the scoring indicia **118** are adapted to be located in respective cells of the partition assembly **115**, as are the scoring indicia **100** of the carton flap **98**. This condition is shown in FIG. 17, wherein the scoring indicia are all visible for use in play of a game.

The play of the game is shown in FIG. 17, wherein the player's hand **119** is shown throwing a disc **117**; and, an additional disc **117** is shown just entering one of the cells or compartments of the carton and partition **115**.

In addition to the liner **102**, the carton **91** may be provided with a protective bottom pad **120**, which, for purposes of illustration is shown as including a pair of panels **121** and **122** hingedly connected together along a weakness line **123** for swinging movement into and out of facing engagement with each other. Thus, in the carton **91**, the protective pad **120** may be of double thickness, having its panels **121**, **122** swung into facing engagement with each other. The panels are shown in FIG. 18 as being opened or swung away from each other.

It will be seen that one of the panels, say **121**, may be provided with a plurality of interrupted cuts or weakness lines **125**, as well as advertising, instructive or decorative indicia of any desired type. Each of the weakness lines **125** defines therewithin a generally vertically elongate portion **126**, the respective weakness line extending along the upper end and sides of its included portion **126**, and a score or fold line **127** extending along the lower end of each portion **126**. Thus, the portions **126** are severable along their upper ends and sides, and swingable forwardly out of the plane of the panel **121** about the fold lines **127**, the condition shown in FIGURE 19. Each of the portions **126** may be decorated to simulate a person, as illustrated, or any other suitable decoration applied, and preferably including scoring indicia, such as at **128**.

The panel **122** is separable from the panel **121** along the hinged connection **123**. Also, the panel **122** is provided with groups of concentric, circular weakness lines **129**, severable to produce a plurality of annular quoits or rings **130** from the material of panel **122**.

The panel **122** is further provided with a severable line or weakness line **132** which delineates a holding member **133** formed from the material of panel **122** within the line **132** and edges of the panel. The line **132** is configured such that the holding member **133** includes a plurality of laterally spaced, rearwardly extending tabs **134**, separated by rearwardly opening dovetail cutouts **135**, each located between an adjacent pair of tabs **134**. Similarly, the holding member **133** is provided with a plurality of forwardly extending tabs **136**, laterally spaced from each other, and each in forward and rearward alignment with a respective cutout **135**. Located between the forwardly extending tabs **136**, and in forward and rearward alignment with each tab **134** is a forwardly opening dovetail cutout **137**.

Upon removal of the holding member **133** from the panel **122**, it is adapted to be arranged between the panel **121** and its forwardly swung portions **126** to retain the latter in their desired outwardly swung relation with respect to the panel **121**. Specifically, the undercut regions of the dovetail cutouts **135** receive the regions of panel **121** adjacent to the openings therein defined upon outward swinging of the portions **126**; and, the undercut regions of the tabs **136** receive the adjacent edges of the outwardly swung portions **126**.

In this fully set-up condition, as shown in FIG. 19, the game is played by attempting to throw rings **130** over the outwardly swung portions **126**, as shown in FIG. 19. Of course, at the finish of a game, the holding member **133** is removable to return the several parts into generally flat relation for economy of space and storage, and protection against damage.

While there has been described and illustrated preferred embodiments of the present invention it is apparent that numerous alterations, omissions and additions may be made without departing from the spirit thereof. By way of example, and without limiting intent, a top or bottom pad of single thickness may be employed with or without a liner or partition assembly; and, a partition assembly may be used having more or less than the illustrated number of partitions, if desired.

What is claimed is:

1. An improved dual purpose carton and game comprising an outer casing having a top opening formed therein, a plurality of substantially vertical longitudinally and transversely extending partitions removably located in said casing and dividing said casing into a plurality of open topped longitudinally and transversely spaced compartments, at least one of said transversely extending partitions having lines of weakness formed therein delineating game-forming disc shaped projectiles separable from said partition and sized for entry through the open tops of said compartments, and score designating indicia located on at least one of said longitudinally extending partitions, said score designating indicia being in registry with at least one of said longitudinally spaced compartments.

2. An improved dual-purpose carton and game in accordance with claim 1 including a closure flap hinged to an upper edge of said casing and swingable into said carton into superimposed relationship with a wall of said casing, and a plurality of longitudinally spaced score designating indicia located on the outer face of said flap adjacent to the hinged edge thereof, one of said plurality of longitudinally spaced score designating indicia being in registry with a respective one of said longitudinally spaced compartments.

3. An improved dual-purpose carton and game comprising an outer casing having a top opening formed therein, a plurality of substantially vertical longitudinally and transversely extending partitions removably located in said casing and dividing said casing into a plurality of open topped longitudinally and transversely spaced compartments, at least one of said partitions having lines of weakness formed therein delineating game-forming disc shaped projectiles separable from said partition, and sized for entry through the open tops of said compartments, and score designating indicia being in registry with at least one of said longitudinally and transversely spaced compartments.

4. An improved dual-purpose carton and game in accordance with claim 3, further including a substantially flat dual-purpose cardboard cushion member disposed in said carton along the open ends of said compartments and having imprinted thereon game defining indicia and having formed therein lines of weakness delineating separable members for use with said game.

5. An improved dual-purpose carton and game in accordance with claim 3, further including a substantially flat dual-purpose cardboard cushion and game member disposed in said carton along the open ends of said compartments, said member having imprinted thereon game-forming indicia defining a racetrack subdivided into successive sections and having formed therein lines of weakness defining a plurality of slot provided base members and a plurality of figures having tongues adapted to register with said base member slots.

6. An improved dual-purpose carton and game in accordance with claim 3, further including a substantially flat cardboard cushion and game member disposed in said carton along the open ends of said compartments and hav-

ing imprinted thereon indicia defining a baseball field and distributed figures and having formed therein lines of weakness along the top and sides of said figures permitting their outward inclination from said cushion member and lines of weakness delineating separable annuli defining throwing rings.

7. An improved dual-purpose carton and game in accordance with claim 3, further including a game-forming panel removably disposed in said casing for protecting the contents of said casing during shipment, said panel having portions marked and weakened to define separable panel portions providing movable game play pieces, and said panel being marked with game indicia cooperable with said play pieces in the play of a game.

8. An improved dual-purpose carton and game in accordance with claim 7, in which said panel comprises a cushioning pad in combination with a second panel hingedly connected thereto for swinging movement into facing engagement to define a double-thickness pad, said second protective panel being weakened to define a target portion swingable out of the plane of said second panel, and said play pieces being of annular configuration for engagement over the outwardly swung target portion of said second panel in play of a game.

9. An improved device in accordance with claim 5 wherein said cushion and game member has a spinner dial imprinted thereon and includes a spinner member rotatably mounted on said cushion and game member concentric with said dial.

10. An improved device in accordance with claim 5 wherein said cushion and game member is formed of a rectangular corrugated blank divided by a medial fold line into a pair of panels which are folded into coinciding superposition, one of said panels having a transversely extending line of weakness formed therein to define a separable outer border, said base and figure defining lines of weakness being located in said outer border.

11. An improved device in accordance with claim 6 wherein said cushion and game member is formed of a rectangular blank divided into a pair of panels which are folded into coinciding superposition, one of said panels having a transversely extending line of weakness formed therein to define a separable outer border, said annuli defining lines of weakness being disposed in said border in concentric sets.

12. An improved multi-purpose carton and game according to claim 7, said panel comprising a liner.

13. An improved multi-purpose carton and game according to claim 12, in combination with a plurality of additional game-forming panels hingedly connected in end-to-end relation with each other and said first-mentioned panel for extending completely about the interior of said casing.

14. An improved multi-purpose carton and game according to claim 13, said first-mentioned and additional panels being weakened for separation along their hinged connections and being formed with recesses for intersectional engagement with each other to define compartments in said casing.

15. An improved multi-purpose carton and game according to claim 8, one of said panels being weakened to define an additional separable portion engageable between said second panel and its outwardly swung target portion to retain the latter in its outwardly swung relation.

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