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 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 invention, 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 longitudinal 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 remaining figures of desired, except one 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 known 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 made 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 compatible 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 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 packed 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 FIGURES 1 to 6. Extending across the 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 cross a plurality of parallel regularly longitudinally spaced transversely extending vertical partitions 23. The cross-cutting 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 walls. Vertically spaced from the partitions 23 are 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 projectibles or discs 29. The lines of weakness 28 may be between known 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.

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 packing being optionally provided, and the side flaps 19 and the panels of partitions 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 compatible with the removable portions for service as game apparatus.

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 game. Of course, any type of game may be employed using the same principles. The reference numeral 30 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 employment, the blank 34 is adapted along the flaps 34 as a base member 35 is 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 inner member 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 separate 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 letters or 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 folded along the lines 50 to bring the opposite panels and 69 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 pawn 65 as bases and advancing them along the thác 69 that is 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 65 dividing into upper and lower sections 69 and 70 by a fold line 72 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 grooves 74 which define lines of weakness 76 of various sizes and are pressed forwardly along their upper portions to separate these upper portions from the panels or partitions 107, 199, and 11 along their delineating score lines and are pushed forwardly to assume upwardly defined 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 83 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 65 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, thus that the liner defines a generally 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 defined 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, cross-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 and 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 115 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 quints or rings 130 from the material of panel 122.

The panel 122 is further provided with a removable 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 portions 126 and 128 so that the rearwardly swinging portions 126 are supported by the forwardly swinging portions 128, similarly to the condition of FIG. 18, and are adapted to provide the rearwardly swinging portions 126 with alignment with each other.

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 and, 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 lines of weakness, 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 delineated 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 cooparable 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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