

W. A. V. PORTER.
 COMBINED SHIPPING AND DISPLAY CARTON.
 APPLICATION FILED DEC. 29, 1911.

1,055,651.

Patented Mar. 11, 1913.

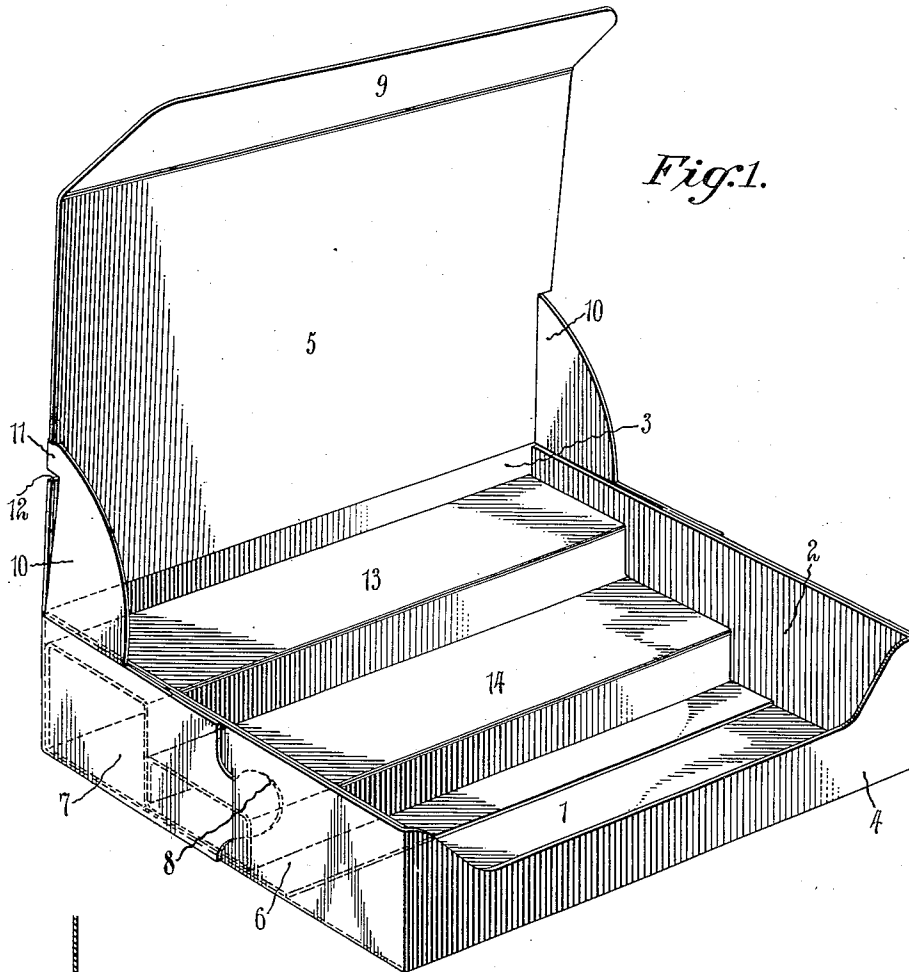


Fig. 1.

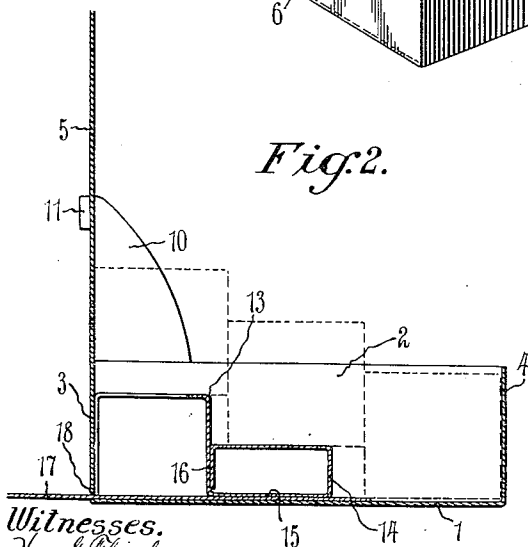


Fig. 2.

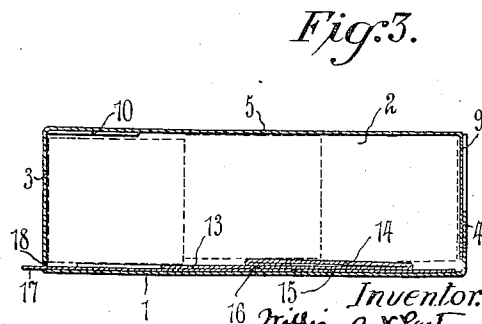


Fig. 3.

Witnesses.
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UNITED STATES PATENT OFFICE

WILLIAM A. V. PORTER, OF NEW YORK, N. Y.

COMBINED SHIPPING AND DISPLAY CARTON.

1,055,651.

Specification of Letters Patent.

Patented Mar. 11, 1913.

Application filed December 29, 1911. Serial No. 668,445.

To all whom it may concern:

Be it known that I, WILLIAM A. V. PORTER, a citizen of the United States, and resident of the borough of Manhattan, in the city and State of New York, have invented a new and useful Combined Shipping and Display Carton, of which the following is a specification.

This invention relates to a combined shipping and display carton with the general object of providing an article of this character including a device for holding the contents in attractive display relation, which device is so constructed as not to limit to any appreciable extent the capacity of the article as a shipping carton.

Another object is to provide articles of this character which are very cheap to produce, being stamped from blanks, and which may be made very light and yet adequately strong.

Other objects are to provide certain improvements in the form, construction and arrangement of the several parts, whereby the above-mentioned objects may be effectively carried out.

A practical embodiment of my invention is represented in the accompanying drawings, in which—

Figure 1 represents a perspective view of the whole assembly in its open display position, Fig. 2 represents a vertical central section, the parts being in the position shown in Fig. 1, and Fig. 3 represents the whole assembly in its closed form adapted for shipping.

The article comprises in general an exterior box, of any convenient or desired shape, it being, in the present instance, shown as rectangular in plan view and relatively flat or low. This box may conveniently be constructed by stamping it from a blank of pasteboard, or other similar material, and then folding it and securing it in shape by interlocking flaps. This box comprises a bottom 1, sides 2, back 3, front 4, and top 5. The box is held in shape by means of the flaps 6, 7, extending from the front 4 to the back 3 along each end 2 of the box and interlocking by means of a tongue and slit engagement, as clearly shown at 8.

The front 4 may be cut away for the purpose of aiding in the display of the contents when used for that purpose, and the top 5 may be provided with a depend-

ing panel 9 adapted to extend down over the front 4 when the box is closed and thus securely close that portion of the whole when used as a shipping assembly.

The flap 7 is provided at each end of the box with braces 10 adapted to be folded inwardly when the box is closed, and to be folded outwardly when the box is opened so that their noses 11 may engage the notches 12 in the top 5 for holding the latter in its open position.

In addition to the box hereinabove described, the invention also comprises, as another general part, a tray. This tray may be conveniently stamped from some suitable material, such, for instance, as pasteboard, and then folded over upon itself to form a pair of hollow blocks of approximately the same length and width, but one being about twice as high as the other. This form is clearly shown in Fig. 2; the larger block-like portion of the tray being indicated by 13 and the smaller block-like portion by 14. After the tray has been folded into the form shown in Fig. 2, in which it is folded upwardly from about the central portion of the blank to form the back of the larger block, then forwardly to form the top of said block, then downwardly to form the front of said block, then forwardly along the other portion of the blank to form the bottom of the smaller block, then upwardly to form the front of this block, then rearwardly to form the top of this block, and finally downwardly in engagement with the front of the larger block, the portion forming the bottom of the smaller block 14 may be glued to the remainder of the blank which it engages, indicated at 15, and the portion forming the rear wall of the block 14 may be glued to the front of the block 13 where it engages it as shown at 16. Any other convenient form for fastening the parts at these points may be used, but gluing is found to be efficient and readily done.

The top and back of the larger block 13 may be struck out about midway between their ends to form a tongue 17 adapted to extend rearwardly through a slit 18 in the back 3 of the box. This tongue 17 is for the manipulation of the tray, as will be hereinafter described.

When it is desired to use the article as a shipping carton, the tray as a whole may be collapsed by sliding it forwardly in the box a distance equal to the height of the block

13 and then flattening down the said block by pushing the upper front corner of each toward the lower rear corner of the same, thus causing the tray to assume a substantially flat position within the box, as indicated in Fig. 3, with the tongue 17 projecting to a very slight extent through the slit 18 in the back of the box. Contents suitable in size and number to the capacity of the box may be placed upon the tray as thus collapsed, it being adapted, in the form shown in the drawings, to hold three rows of articles which are not substantially greater in dimension from front to back than the same dimension of the blocks 13 and 14.

The braces 10 may be folded inwardly and the top 5 closed down with its panel 9 reinforcing the front of the box. The assembly is then adapted for wrapping or tying and shipment.

When received by the retailer, the top 5 of the box may be opened and braced in its open position by the parts 10. The operator may then take hold of the end of the tongue 17 and pull it rearwardly. This force will bring the folded end of the block 13 against the back 3 of the box, and when continued will cause the tray to gradually expand into the position shown in Fig. 2 with the contents resting in three rows, in stepped display, one row on top of the block 13, another row on top of the block 14 and a third row in front of the block 14 and on the bottom of the box, all as clearly shown in dotted lines in Fig. 2, thus providing an attractive arrangement for displaying the goods to customers.

Various parts of the box may be provided with any desired form of ornamentation or advertising matter, the inside of the top 5 being particularly adapted for this purpose.

It will be seen, from the above description and reference to the drawings, that I have provided a device which is extremely simple, and which may, without any difficulty, be instantly transformed from a shipping assembly to a display assembly and vice versa; without in any way changing its form or injuring its capacity for performing both functions.

It will be understood that various changes may be made in the form, construction and arrangement of the several parts without departing from the spirit and scope of my

invention; hence I do not wish to limit myself strictly to the structure herein set forth, but

What I claim is:—

1. An article of the character described comprising a box and a collapsible tray therefor, creased, folded and secured in the form of a rectangular block adapted in its expanded position to fit in the box with its back against the back of the box and act as a display support for the contents, and also adapted to be collapsed to lie flat with its back on the bottom of the box so as not to limit the capacity of the latter as a shipping assembly, the said tray being so constructed that when slid rearwardly within the box it will engage the back of the box and be automatically expanded into display position.

2. An article of the character described comprising a box, a collapsible tray therefor, creased, folded and secured in the form of a rectangular block adapted in its expanded position to fit in the box with its back against the back of the box and act as a display support for the contents, and also adapted to be collapsed to lie flat with its back on the bottom of the box so as not to limit the capacity of the latter as a shipping assembly, and means extending without the box for expanding the tray into display position.

3. An article of the character described comprising a box, a collapsible tray therefor, creased, folded and secured in the form of a rectangular block adapted in its expanded position to fit in the box with its back against the back of the box and act as a display support for the contents, and also adapted to be collapsed to lie flat with its back on the bottom of the box so as not to limit the capacity of the latter as a shipping assembly, and a tongue secured to the tray and passing through a slit in the rear of the box for manually expanding the tray into display position.

In testimony, that I claim the foregoing as my invention I have signed my name in presence of two witnesses, this twenty third day of December 1911.

WILLIAM A. V. PORTER.

Witnesses:

F. GEORGE BARRY,
HENRY C. THIEME.