

June 27, 1933.

W. O. FREYMAN

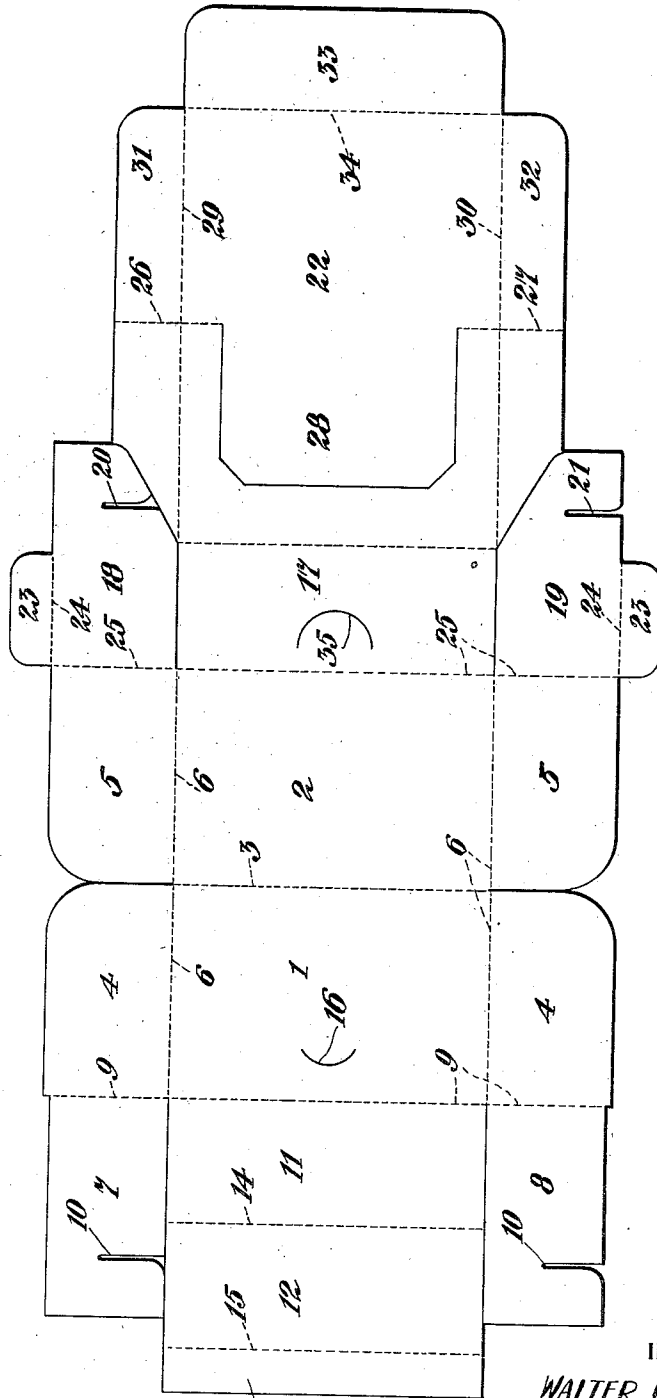
1,916,045

SHIPPING AND DISPLAY CARTON

Filed Feb. 17, 1931

3 Sheets-Sheet 1

FIG. 1



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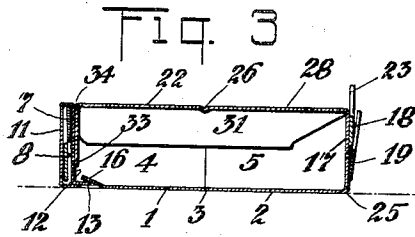


Fig. 2

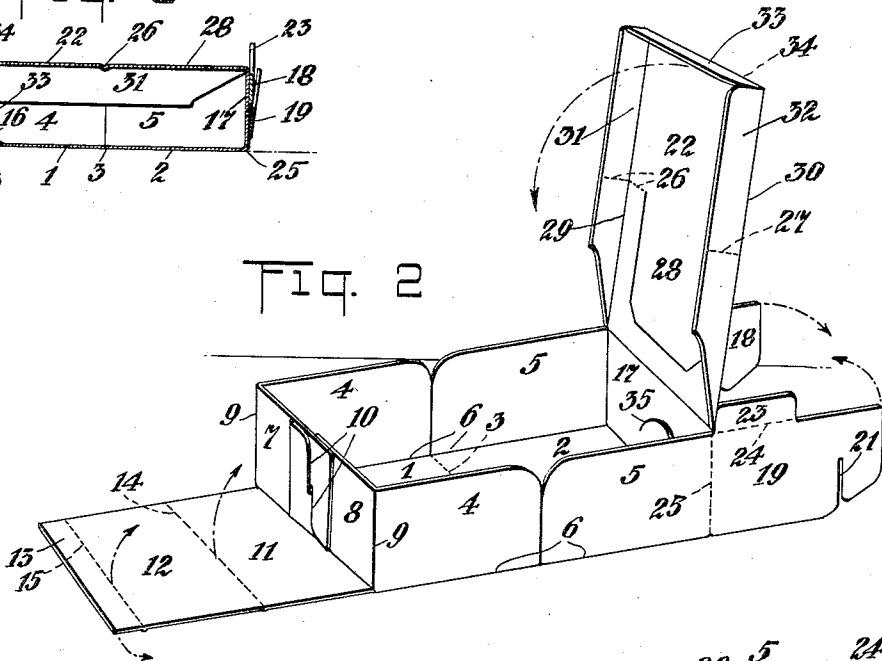


Fig. 5

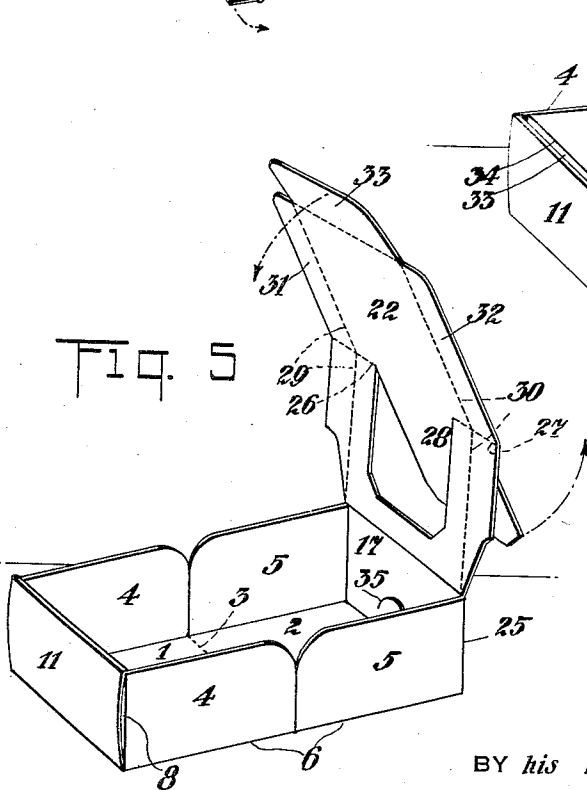


Fig. 4

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FIG. 6

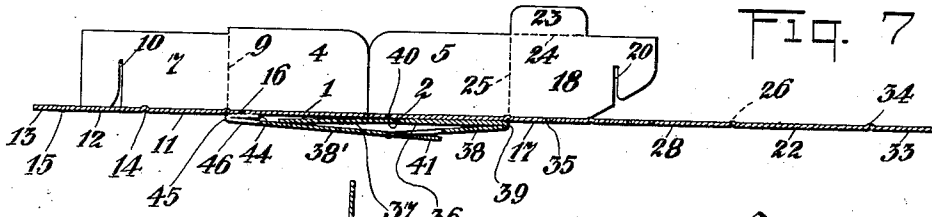
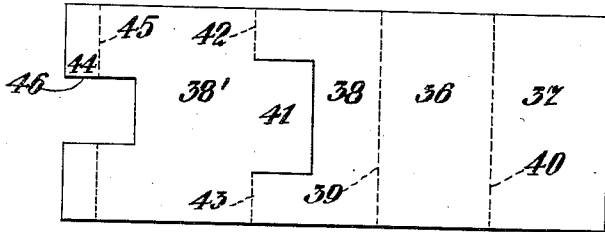


FIG. 8

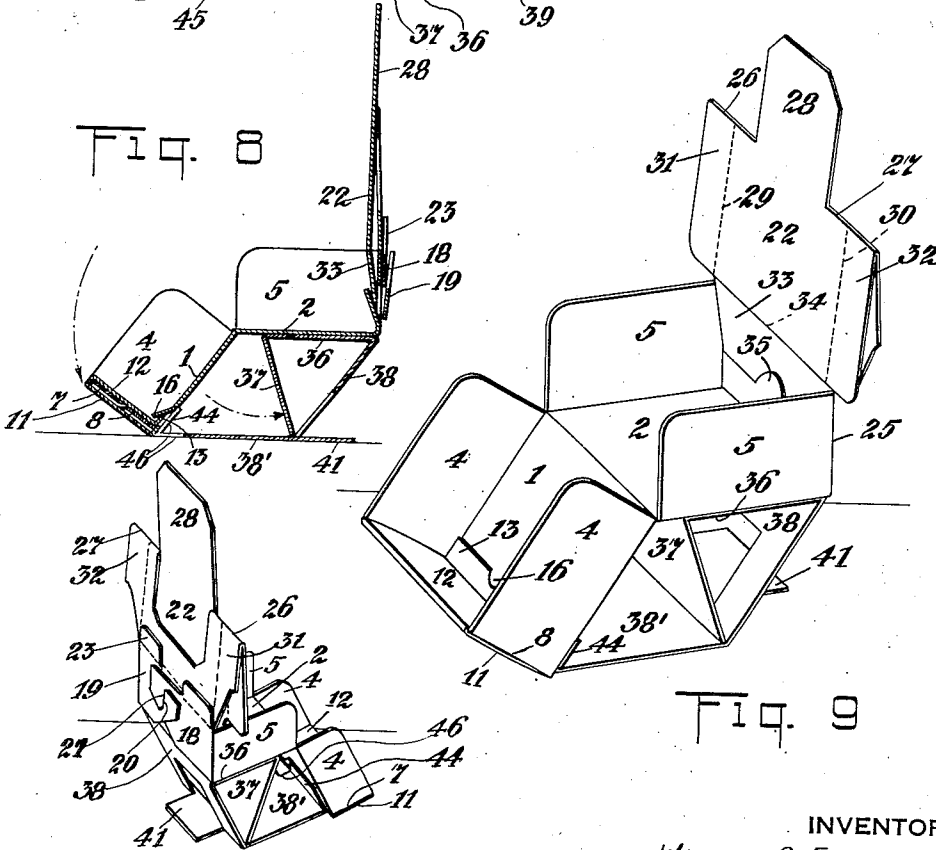


FIG. 9

FIG. 10

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SHIPPING AND DISPLAY CARTON

Application filed February 17, 1931. Serial No. 516,413.

This invention relates to improvements in knock-down boxes or cartons especially designed for display purposes, and has more particular relation to such boxes or containers as are used to display the goods contained therein at different angles or levels for giving a view of different sides of the goods or boxes.

The object of the invention is to construct out of a single blank a container in which the goods may be shipped, which container subsequently becomes a display receptacle for the goods for displaying them in different planes, so view may be had of the goods from different angles.

Another object of the invention is to construct a container in two sections and provide a cover that holds the container rigid for shipping, but permits the container to be flexed when the cover is open to provide display sections for displaying the goods at different angles.

A further object of the invention is to provide a shipping and display container which is held rigid during shipment, but may be set up as a display container with different sections in different planes with means for holding the sections in the display planes.

Still another object of the invention is to provide a combined container and display carton with a cover for the container which may be doubled upon itself, but at the same time retain the majority of its exposed surface for advertising of the goods in the container.

The invention also has other objects, all of which will be hereinafter more particularly set forth and claimed.

In the accompanying drawings, forming part of this specification,

Figure 1 represents a plan view of the completed blank, from which the container and display carton is formed.

Figure 2 represents a perspective view of the container set up with the cover raised, the interlocking rear ends extended; the interlocking front ends secured, and the protecting front end extended.

Figure 3 represents a vertical transverse

section through the set-up container on the line 3, 3 of Figure 4.

Figure 4 represents a perspective view of the container completely set up.

Figure 5 represents a perspective view of the container set up with the lid raised, and in the position in which it is about to be doubled upon itself.

Figure 6 represents a top plan view of the attached collapsible support.

Figure 7 represents a longitudinal vertical section partly in elevation of the container partly set up with the interlocking ends and the top extended.

Figure 8 represents a vertical longitudinal section through the container when it is set up for display purposes.

Figure 9 represents a perspective view of the container set up for display, taken from the front, and

Figure 10 represents a similar view of the container set up for display, taken from the rear.

Described in general terms, the present invention contemplates providing a rigid carton or container for shipping small articles that are, in turn, enclosed in smaller cartons or containers, such as cigarettes, cigars, candies, crackers and any articles which are ordinarily enclosed in decorated individual containers or wrappers.

As well as providing a shipping container, the present invention utilizes this container as a display rack for display support for the goods, when received, not simply as an open box top, but as a container so constructed that it may be set up with the goods therein to display these goods in different positions, so that the prospective customer will have a chance to view the goods from different angles and read or inspect the advertising on the goods, or the goods themselves, without touching them.

To accomplish this result, the container when received is set up so as to bring different sections of the same into different display planes, and hold them rigidly in these planes in such manner that the goods will still be retained in the sections, but will be

most completely exposed for the inspection of the customer.

At the same time that the container holds the goods in this exposed position, the lid of the container is so doubled and adjusted as to give an extended display surface which is held rigidly in a vertical position at the back of the container so that any suitable advertising matter or instructions may be imprinted thereon.

The set up of the container as it elevates the sections away from the base upon which they are resting, is provided with suitable collapsible supports which are doubled against the container when shipping, and are "set up" or extended to support the sections of the container properly when being utilized as a display rack.

The applicant further wishes, as is essential in all devices of this character, to save operations in producing the finished articles, to provide for mass production, and for this reason the main portion and all the auxiliary portions, excepting the collapsible support, are struck by suitable dies from a single piece of material, such as strawboard or the like. This main stamped portion, which constitutes practically all of the container, except the collapsible support, is best shown in Fig. 1. The collapsible support, itself, which is glued or otherwise secured to the main blank as hereinafter described, is best shown in Fig. 6.

Referring to Fig. 1 the portions of the blank 1 and 2 constitute the bottom of the receptacle. This bottom is scored laterally as at 3, so that when the device is set up as a display, the carton may be readily bent along this line.

Each side of the box is formed in two sections 4 and 5 which are attached to the ends of the sections 1 and 2, suitable scoring 6 being located at the intersecting line, so that they may be doubled at right-angles to the parts 1 and 2.

The front end of the receptacle is formed by two sections 7 and 8, forming part of the sections 4, 4 and scored as at 9, to allow doubling at this point.

Each of the sections 7 and 8, is provided with a slot 10. These slots are arranged to receive the companion end portion when the box is set up, as best shown in Fig. 2, and in the manner well known in the art.

The section 1 is extended to form a protecting front end having three sections, 11, 12 and 13.

By reference to Fig. 1 it will be seen that these sections are separated by scoring 14 and 15. When the box is set up as in Fig. 5, this protecting front end is doubled over the interlocking ends 7 and 8, passed down within the receptacle and the section 13 is sprung under a lip 16 stamped out of the section 1, as best shown in Figures 1 and 9. This cov-

ers up the interlocking sections of the front end and provides a smooth exterior.

Extending from the section 2 is a rear end section, 17, interlocking rear end sections 18 and 19 having slots 20 and 21 corresponding to the slots 10—10, and a cover section 22. Each of the end sections 18 and 19 is also provided with a supporting lip 23, score lines 24 and 25 being formed between the lips and the rear ends and between the rear ends and the sides.

The top 22 is scored as at 26 and 27 to meet the ends of a cut-out tongue section 28. Scoring 29 and 30 is also formed in the lid section so that flaps 31 and 32 may be bent at right-angles to the lid to provide auxiliary side sections, which, when the receptacle is assembled, as shown in Fig. 4, pass inside of the side sections 4 and 5 to prevent the flexing of the lid when closed. When the lid is open, the flaps 31 and 32 are bent back into the same plane with the top and may thus be easily flexed. The top section 22 is also formed with a flap section 33 scored as at 34, so that it may be doubled down inside of the receptacle when closed for shipping, as shown in Fig. 4.

Lips 23, as best shown in Fig. 4, are scored on the inside so that they may be doubled down upon the top when the receptacle is to be shipped, but when they are raised, as they do not readily flex towards the rear, they form a support from the back for holding the lid 22 in its vertical position when the receptacle is set up for display purposes, the whole being secured in this position by the flap 33 being sprung behind a cover-supporting tongue 35 formed in the section 17, as best shown in Figs. 1 and 9.

When the top is bent into the position shown in Fig. 9 upon the lines 26 and 27, the tongue 28 is brought around into an elevated position and thus provides the necessary extended spaces for advertising matter or instructions, and brings such matter into plane view of the customer.

In order to hold the receptacle in its display position, as shown in Figs. 8, 9 and 10, I provide the collapsible support shown in Fig. 6. This collapsible support comprises section 36 which is secured by gluing to the bottom of the section 2. To one side of section 36 is a section 37 and to the other side a section 38, separated by score lines 39 and 40.

The section 38 has a tongue 41 stamped therein and score lines 42 and 43 so that the blank may be bent at this point to cause the tongue to project to the rear and form a base support to prevent the display toppling over backwards. The section 38, as best shown in Fig. 9, passes downward and forward at the back and then forward to form the main supporting base 38'. A section 44 projecting from the section 38' and scoring as at 45, permits this section to be secured to the bottom

of the bottom section 1. The sections 44 and 38 are cut-out as at 46 so that when the device is assembled, the finger may be passed through this cut-out section to push the lip 16 5 outwards so that the section 13 may be snapped under the same.

By reference to Fig. 9 it will be seen that when the section 37 is pulled down into position to rest in the clutch at the juncture between the sections 38 and 38', that the entire device is supported not only on the base 38', but on the extended tongue 41, as well.

When it is desired to again collapse the support, the section 37 is pulled forward at its lower free edge and this permits the whole receptacle to resume its normal shipping position.

It will be seen by reference to Figs. 8 and 9 that when the section 37 is pulled into position, the whole receptacle is bent along the scored line 3, so that the two halves of the receptacle assume positions, one an inclined position in front, and the other section a horizontal position above and to the rear of the first position. This enables the entire contents of both sections of the receptacle to be seen from the front, whereas the cover, which has become an extended surface for advertising, is held rigidly in a vertical position at the rear edge of the horizontal section and above the contents of the same, so that it also may be fully viewed from the front.

By reference to Fig. 8, it will be seen that the receptacle, when set up for display purposes, is supported on a base and that all of the weight of the rear section, as well as most of the weight of the forward section, is well within the center of gravity of this base, and the receptacle, for this reason, has no tendency to topple or tip, but is held firmly in position by the weight of the contents. At the same time, if a customer desires to purchase the entire contents of a carton, the same may be instantly collapsed into its shipping form and wrapped up and delivered to the customer.

When the cover 22 is raised into its elevated position, and then doubled back upon itself, the section 33 slips easily under the tongue 34, as best shown in Fig. 8. When the lid is so raised, it will be understood that the lips 23 are extending vertically back of the cover as shown in Figs. 3 and 4, and thus prevent the cover from tipping backwards too far; these lips giving slightly to permit the weight of the cover to pass slightly to the rear of the center of gravity.

It will be seen from the foregoing that

only two blanking operations are necessary in the formation of this receptacle—one for the main blank shown in Fig. 1, and one for the blank shown in Fig. 6.

It will be seen that when the receptacle is in the position shown in Fig. 2 with the lid raised, that the two sections of the receptacle may be easily flexed along the line 3, but when the cover 22 is down in position with the sections 31 and 32 extending down in the receptacle, as shown in Fig. 4, the whole receptacle is held rigidly by these side sections 31 and 32, which of course cannot flex edgewise after they are bent at right-angles to the top section 22.

Having thus described my invention, what I claim is new and desire to secure by Letters Patent is:

1. A shipping and display container having two merchandise containing and display sections flexibly joined together at their bottom edges and independent collapsible means for supporting the rear section in a horizontal elevated display plane and the companion section in a forward lower inclined display plane.

2. A shipping and display container formed from a single blank of paper board and having two merchandise containing and display sections flexibly joined together at their bottoms only, and an independent collapsible means for supporting the rear section in an elevated horizontal position from below and connected to the forward section to hold it supported in an inclined display plane.

3. A shipping and display container formed from a single blank of paper board and having two merchandise container sections flexibly joined together at their bottoms only, and an independent collapsible means for supporting the rear section in an elevated horizontal position from below and connected to the forward section to hold it supported in an inclined display plane, and an extension supporting base-forming part of the collapsible means.

4. A shipping and display container having two merchandise-containing sections flexibly connected together whereby they may be flexed into different display planes, a cover for the two sections having a horizontal flexible display top and rigid unbroken vertical side walls that extend over the joint between the two bottom sections for preventing flexing of the two sections when the cover is closed to seal the sections.

In testimony whereof I affix my signature.

WALTER O. FREYMANN.