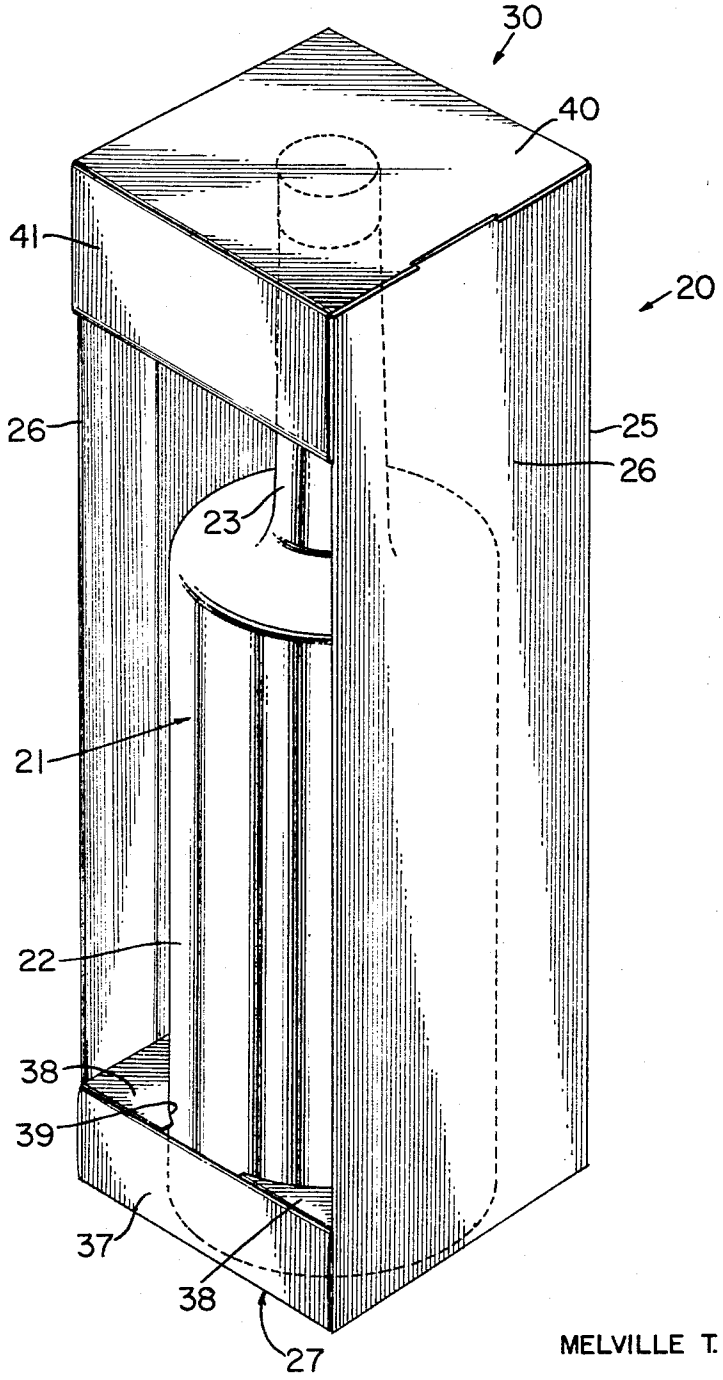
Aug. 20, 1968 M. T. FARQUHAR 3,397,772

DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

Filed Feb. 9, 1967 6 Sheets-Sheet 1

Fig 1.



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DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

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Fig 2.

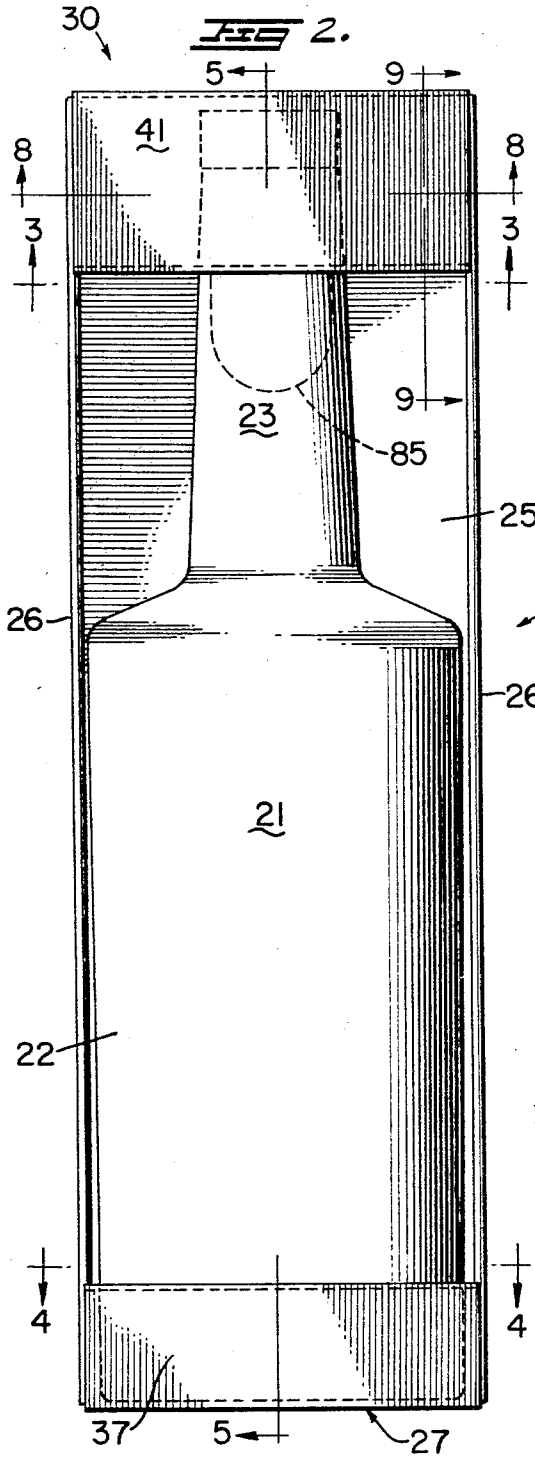


Fig 3.

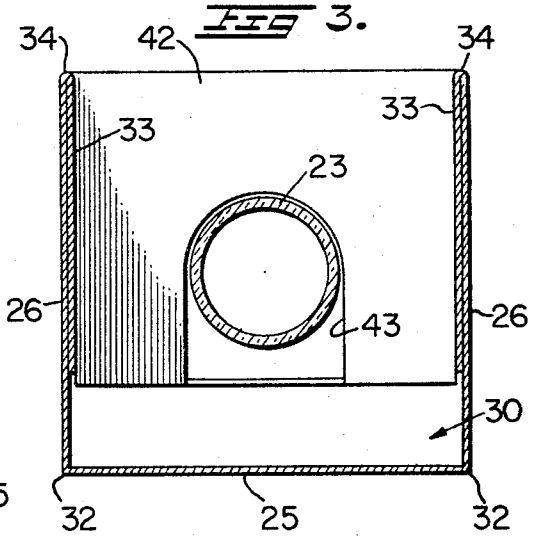
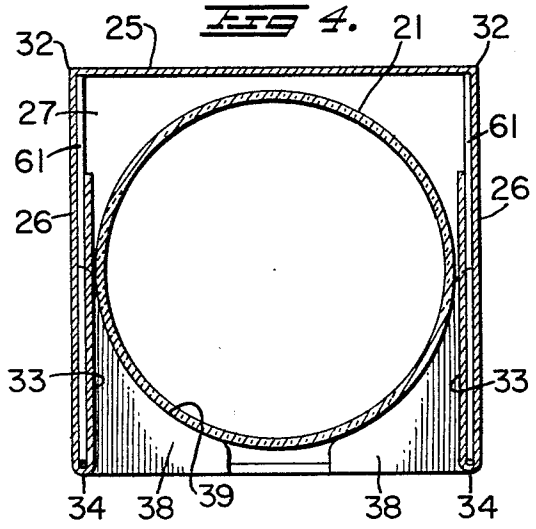


Fig 4.



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DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

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Fig 5.

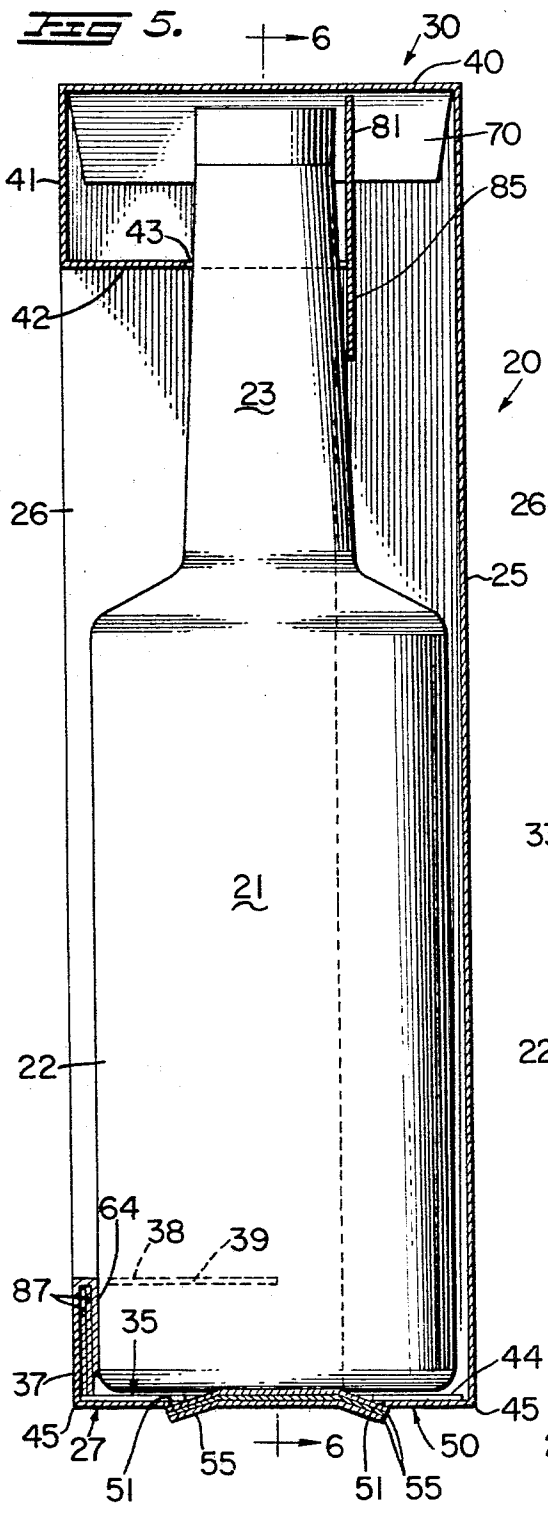
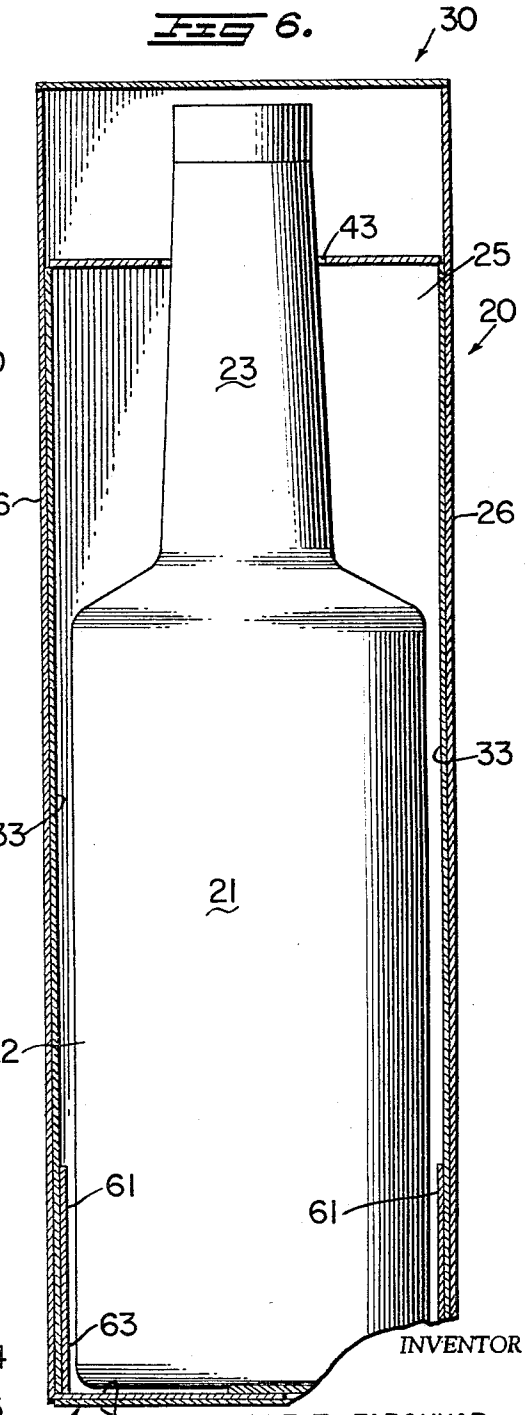


Fig 6.



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DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

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Fig 7.

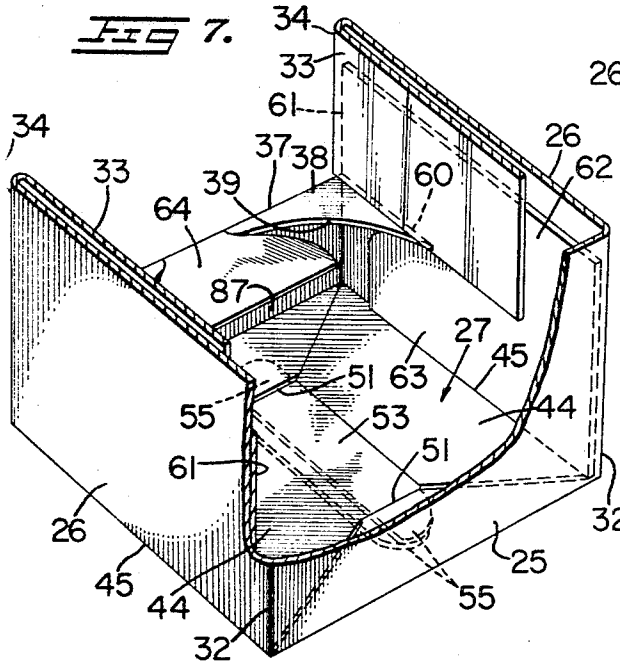


Fig 8.

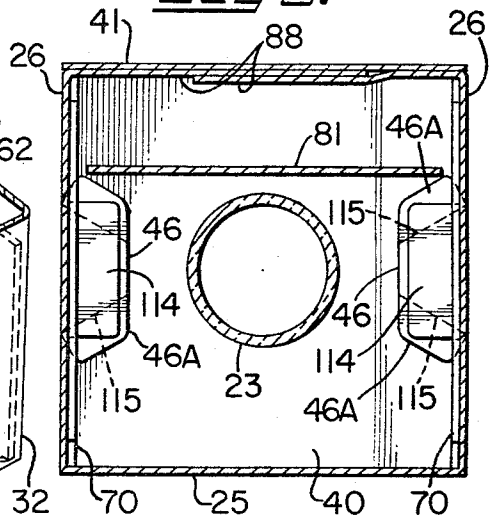


Fig 9.

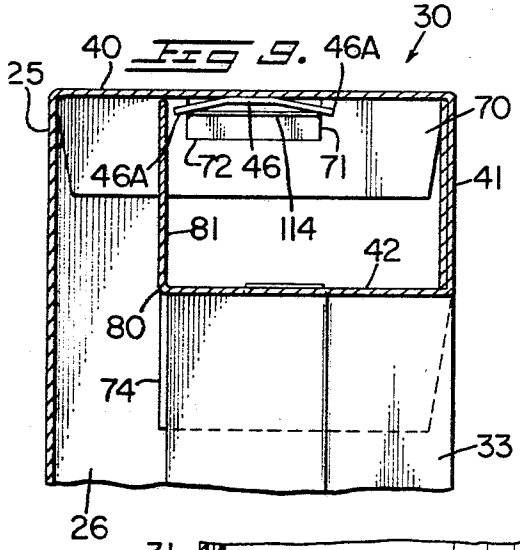
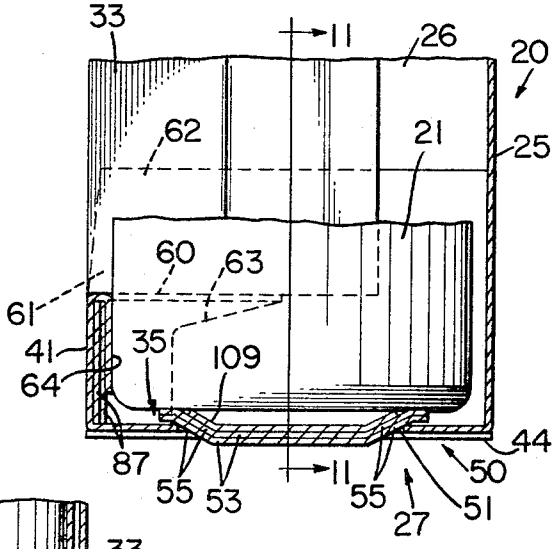


Fig 10.



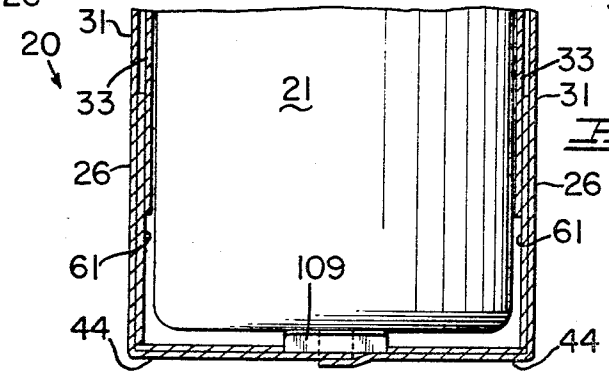


Fig 11.

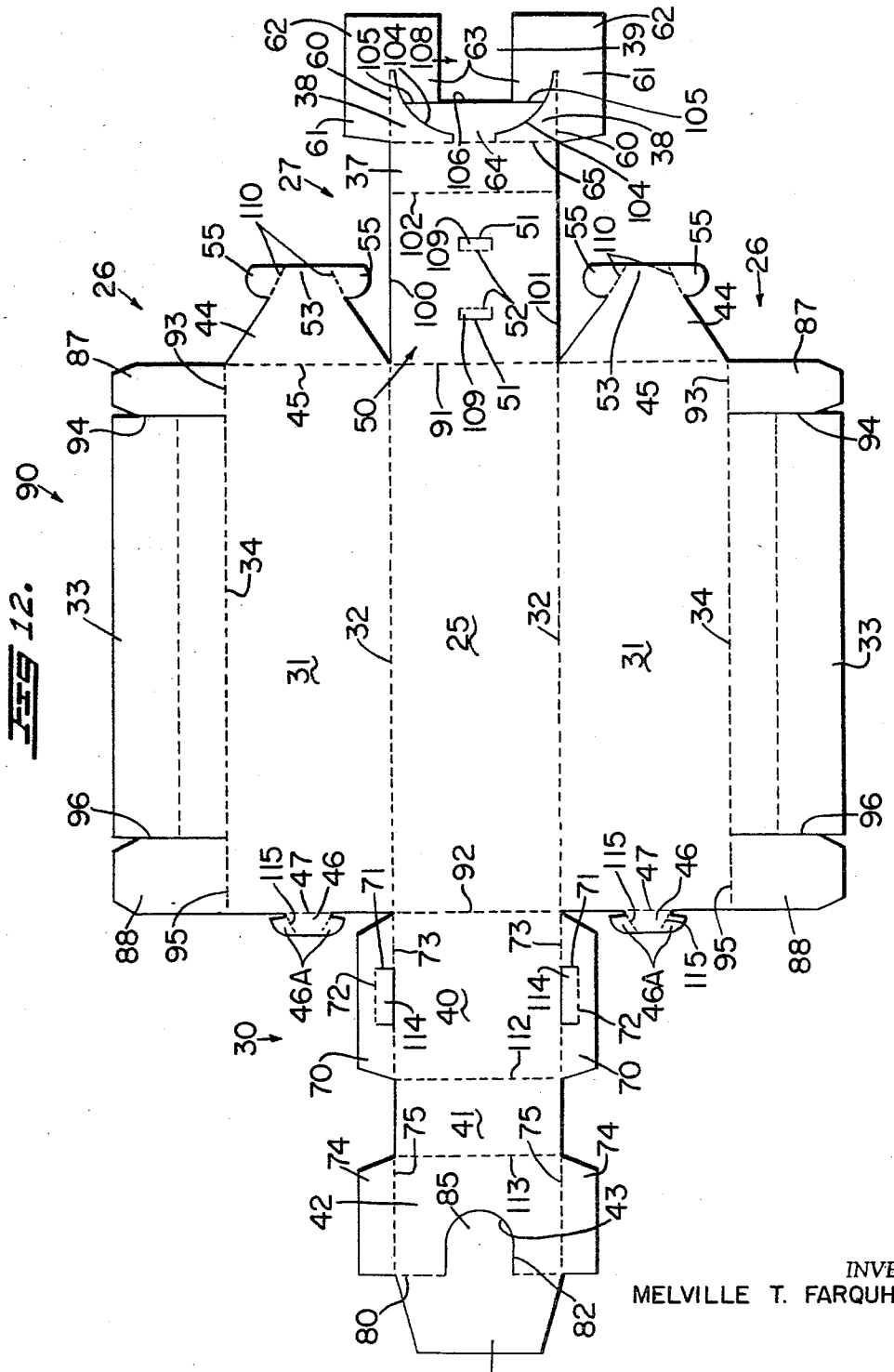
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DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

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FIG 12.



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DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

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Fig 13.

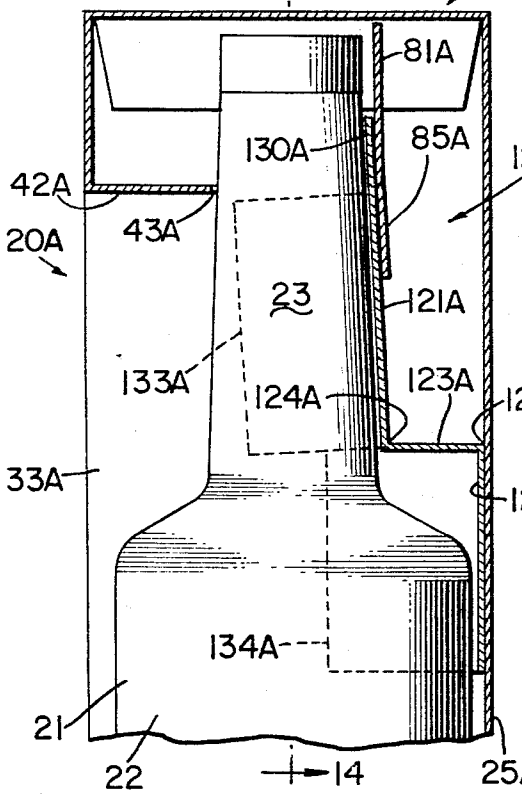


Fig 14.

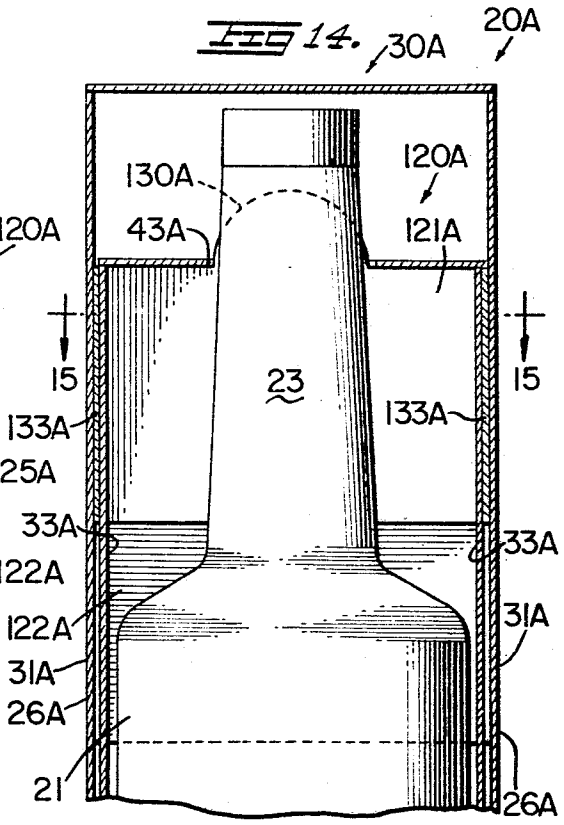


Fig 15.

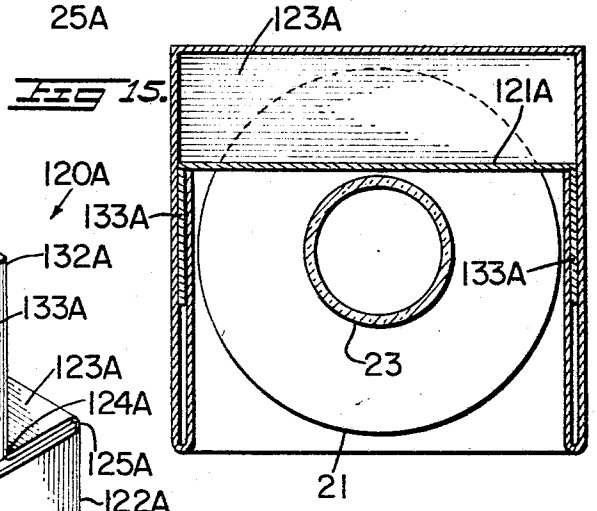
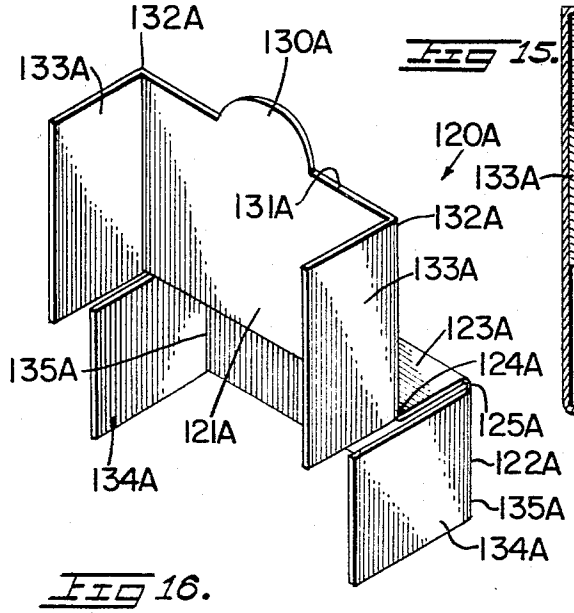


Fig 16.



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United States Patent Office 3,397,772 Patented Aug. 20, 1968

3,397,772

DISPLAY CARTON FOR A BOTTLE-LIKE CONTAINER AND BLANKS FOR MAKING SAME

Melville T. Farquhar, Bon Air, Va., assignor to Reynolds Metals Company, Richmond, Va., a corporation of Delaware

Filed Feb. 9, 1967, Ser. No. 614,902
12 Claims. (Cl. 206—45.14)

ABSTRACT OF THE DISCLOSURE

This disclosure relates to a high strength display carton for a bottle-like container which is constructed without requiring additional fastening means, is easily erected by hand, and which defines an attractive shadow box for such container; further, this disclosure relates to improved blanks for making such a display carton.

This invention relates to container means and more particularly to an improved display carton for a bottle-like container and to blanks for making same.

Many products such as bottles of premixed cocktails, for example, are preferably packaged and sold in attractive display cartons to help increase sales thereof. It is especially desirable to provide an inexpensively produced display carton which can be readily set up and fastened together manually in a retail establishment, for example, without requiring additional fastening means such as adhesive means, or the like.

Therefore, it is a feature of this invention to provide a display carton which forms a decorative shadow box for container means carried therewithin and which is of simple and economical construction.

Another feature of this invention is to provide such a carton which is held together in a unique manner by integral fastening flap means.

Another feature of this invention is to provide such a carton which can be easily assembled by hand without requiring additional fastening means.

Another feature of this invention is to provide an attractive high strength display carton of the character mentioned particularly adapted to be used to display a bottle having a long slender neck and which firmly holds such bottle therewithin without impairing the decorative appearance of such carton.

Therefore, it is an object of this invention to provide an improved carton having one or more of the novel features of this invention as set forth above or hereinafter shown or described.

Another object of this invention is to provide improved carton blanks for making such a carton, or the like.

Other objects, uses, and advantages of this invention are apparent from a reading of this description which proceeds with reference to the accompanying drawings forming a part thereof and wherein:

FIGURE 1 is a perspective view illustrating an exemplary carton of this invention with a bottle-like container or bottle supported therewithin.

FIGURE 2 is a front view of the carton and bottle of FIGURE 1.

FIGURE 3 is a sectional view on the line **3—3** of FIGURE 2 primarily illustrating outer structural wall means.

FIGURE 4 is a sectional view on the line **4—4** of FIGURE 2 again primarily illustrating outer structural wall means.

FIGURE 5 is a sectional view on the line **5—5** of FIGURE 2 in which the upper portion of such sectional view shows main structural wall means.

FIGURE 6 is a sectional view on the line **6—6** of FIGURE 5 primarily showing main outer wall means.

FIGURE 7 is a detailed fragmentary perspective view of the lower end portion of the carton of FIGURE 1.

FIGURE 8 is a detailed sectional view on the line **8—8** of FIGURE 2.

FIGURE 9 is a detailed sectional view on the line **9—9** of FIGURE 2.

FIGURE 10 is a detailed fragmentary sectional view illustrating another way of assemblying the bottom wall means of the carton of FIGURE 1.

FIGURE 11 is a sectional view on the line **11—11** of FIGURE 10.

FIGURE 12 is a plan view of the blank used to make the carton of FIGURE 1.

FIGURE 13 is a fragmentary sectional view similar to the upper end portion of the illustration of FIGURE 5 and showing another embodiment of this invention which utilizes background surface means behind the neck portion of such bottle to provide a more decorative appearance.

FIGURE 14 is a sectional view on the line **14—14** of FIGURE 13.

FIGURE 15 is a sectional view on the line **15—15** of FIGURE 13.

FIGURE 16 is a perspective view illustrating the background surface means utilized in the embodiment of FIGURE 13.

While the various features of this invention are hereinafter illustrated and described as being particularly adaptable for providing an improved display carton which is simply and readily assembled without requiring additional or independent fastening means such as glue, or the like, and which is particularly adapted for carrying a bottle containing premixed cocktails and having a long slender neck, it is to be understood that the various features of this invention can be utilized singly or in any combination to provide an improved carton for other products and for other uses as desired.

Therefore, this invention is not to be limited to only the embodiments illustrated in the drawings because the drawings are merely utilized to illustrate one of the wide variety of uses of this invention.

In the exemplary embodiment of this invention illustrated in FIGURES 1–12 an improved carton **20** is illustrated, as well as an improved blank, shown in FIGURE 12, for making such carton. Carton **20** is particularly adapted for carrying a bottle-like container shown in this example as a bottle **21** containing premixed cocktails, or the like. Bottle **21** has a substantially cylindrical main lower portion **22** which extends substantially across the full width of carton **20** and a long slender neck designated by the numeral **23**.

The exemplary display carton **20** comprises a rear wall **25**, a pair of parallel spaced apart side wall means or side walls each designated by the numeral **26**, bottom wall means indicated generally by the numeral **27**, and top wall means indicated generally by the numeral **30**.

As seen particularly in the drawings, side walls **26** are arranged in parallel relation and fastened to opposite side edges of rear wall **25** and each side wall **26** comprises an extension flap portion **31** extending beyond an associated side edge designated by the numeral **32** of rear wall **25**. Each side wall **26** also has a flap portion **33** extending beyond an associated score line **34** defining the terminal outer edge of side wall portion **31**. Portion **33** is adapted to be folded substantially coplanar with portion **31** so that each score line **34** defines the front edge of an associated side wall **26**.

Bottom wall means **27** has bottom supporting means comprised substantially of two layers with one layer extending from the bottom edge of rear wall **25** and another layer being defined by cooperating extension flap means extending from side walls **26**. Bottom wall means

27 also has a substantially vertically arranged bottom framing surface designated by the numeral 37 which in this example of the invention extends upwardly from the bottom supporting means and is arranged substantially perpendicular thereto.

In addition, bottom wall means 27 further comprises bottom transverse surface means or a bottom transverse surface designated by the numeral 38 which extends substantially horizontally inwardly and adjoins the top edge of bottom framing surface 37. Transverse surface 38 has bottom opening means shown as a bottom opening 39 which corresponds in peripheral outline to the peripheral outline of lower portion 22 of bottle 21.

Top wall means 30 is fastened to rear wall 25 and side walls 26 and has a top surface 40 and a vertically arranged top framing surface 41 extending downwardly from top surface 40. In this example of the invention framing surfaces 37 and 40 lie substantially in the same plane together with the terminal front edges of side walls 26 and cooperate with such front edges to define display carton 20 which when viewed from the front has the appearance of an attractive shadow box, or the like.

In a similar manner as described in connection with bottom wall means 27, top wall means 30 has top transverse surface means 42 extending inwardly of and adjoining bottom edge means of top framing surface 41. Top transverse surface means 42 has top opening means shown as an opening 43 which corresponds in peripheral outline to the outline of the neck portion 23 of bottle 21.

As seen in the drawings, a part of lower portion 22 of bottle 21 extends through associated opening 39 defined in transverse surface 38. In a similar manner a part of neck 23 of bottle 21 extends through associated opening 43 in transverse surface 42 and such transverse surfaces hold bottle 21 securely within carton 20.

Each side wall 26 has fastening flap means each designated by the numeral 44 extending beyond its associated bottom edge means defined by a score line designated by the numeral 45. Each fastening flap means or fastening flap 44 is folded perpendicular to its associated side wall 26 and fastened in position in a manner as will be subsequently described to define surface means comprising bottom supporting means 35.

Each side wall 26 also has fastening flap or tab means shown as a fastening flap 46 extending beyond a centrally arranged score line 47 along its top edge. Each fastening tab 46 has a pair of ears or side tabs 46A extending from its opposite side edges and tabs 46 with ears 46A are adapted to engage portions of top wall means 30 and hold the upper portion of each side wall 26 in position in a substantially vertical manner.

Thus, it is seen that each side wall 26 is foldably connected along its rear edge means to rear wall 25 and each side wall 26 also has fastening flap means 44 at its lower end and fastening tab means 46 at its upper end which are adapted to hold carton 20 together without requiring additional or separate fastening means, such as adhesive means, or the like.

The main portion of bottom wall means 27 is preferably foldably fastened to rear wall 25 and in the illustration of FIGURE 5 comprises an outer planar surface layer 50 which defines the configuration of bottom wall means 27. Layer 50 has spaced apart slit means provided therein which in this example of the invention are shown as facing U-shaped slits each designated by the numeral 51. Each U-shaped slit 51 has a rectilinear score line 52 extending between the terminal ends of its parallel leg portions.

Each fastening flap 44 extending from each portion 31 of each side wall 26 has a terminal end portion designated by the numeral 53 and each portion 53 has locking tab means shown as a pair of locking tabs each designated by the numeral 55 extending from opposite side edges of terminal end portion 53. Upon assembly carton 20 planar surface layer 50 is folded perpendicular to rear wall 25 and defines one layer of bottom support 35 while each flap 44 is folded substantially coplanar therewith and the terminal portions 53 are placed in overlapped relation to enable inserting each locking tab 55 in an associated U-shaped slit 51 and thereby hold the bottom portion of carton 20 together in a firm manner.

As seen particularly in FIGURES 5 and 7 of the drawings, transverse surface 38 provided in bottom wall means 27 has a pair of oppositely arranged side edge means shown as a pair of side edges each designated by the numeral 60. Extension flap means shown as a wing flap 61 is foldably connected to each side edge 60.

Each extension flap 61 has an upwardly extending portion 62 which extends above an associated edge 60 which is adapted to be engaged by a portion of side wall 26 as will be subsequently described. Each flap 61 also has a spacing portion designated by the numeral 63 which extends below edge 60 and holds transverse surface 38 above bottom surface means 35 in substantially parallel relation.

Bottom wall means 27 also has a front flap designated by the numeral 64 which is adapted to be folded substantially vertically and engages the front lower surface of bottle 21. Flap 64 is folded about a score line 65 which provides a smooth top edge for the central portion of vertically arranged bottom framing surface 37.

As seen particularly in FIGURES 2, 8, and 9 of the drawings, top wall means 30 has a top surface 40 as previously mentioned which is preferably foldably connected to rear wall 25 and top framing surface 41 is arranged substantially coplanar and vertically above vertical framing surface 37 in spaced apart relation.

Top surface 40 is of substantially rectangular outline and has a pair of backup flaps each designated by the numeral 70 extending from its opposite side edges defined by a pair of parallel score means 73. Each flap 70 has substantially U-shaped cut means or a U-shaped cut 71 provided therein with a score line 72 extending between the terminal ends of the parallel leg portions of each U-shaped cut 71.

Upon folding top wall means 30 in position, it will be seen that flaps 70 are arranged along an associated side wall 26 and fastening tabs 46A of each fastening flap 46 are inserted in an associated U-shaped cut to hold the associated side wall 26 in position. Each extension flap 70 provides backup support for the upper portion of an associated side wall 26.

Top transverse surface 42 of top wall means 30 has extension flap means shown as a pair of extension flaps each designated by the numeral 74 extending from its opposite side edges defined by a pair of parallel spaced apart score lines 75. Each flap 74 is folded downwardly along an adjoining side wall 26 and is held flatly thereagainst by flap portion 33 of side wall 26.

Top transverse surface 42 has rear edge means shown as a score line 80 with a third extension flap designated by the numeral 81 extending therebeyond. Extension flap 81 is substantially trapezoidal and is folded perpendicular to top surface 40 to hold top transverse surface 42 substantially parallel to top surface 40.

Top opening means 43 defined in top transverse surface 42 is preferably formed by substantially U-shaped cut means or cut 82. U-shaped cut 82 has its substantially parallel leg portions arranged perpendicular to rear edge 80 of flap 81 and the area bounded by such U-shaped cut defines supporting tab means designated by the numeral 85.

As extension flap 81 is folded perpendicular to top surface 40 it will be seen that tab 85, in effect, forms a downward extension of flap 81 which extends beneath top transverse surface 42 thereby defining opening 43. Upon inserting the upper portion of neck 23 of bottle 21 through opening 43, tab 85 engages neck 23 and assures that flap 81 remains substantially vertically and thus holds transverse surface 42 substantially parallel to top surface 40.

Each side wall **26** of exemplary carton **20** has its main portion **31** foldably connected to an associated side edge **32** of rear wall **25** as previously mentioned and a centrally arranged extension flap **33** extends from the outer edge **34** of each main portion **31**. Each central flap **33** is folded to lie between bottom transverse surface means **38** and top transverse surface means **42**.

Each side wall **26** also has a pair of comparatively narrow extension flaps at its lower and upper opposite end portions designated by the numerals **87** and **88** respectively. As seen in FIGURE 7 of the drawings, each extension flap **87** is folded substantially coplanar with the inside surface of lower framing surface **37** and with each flap **87** thus folded in position flap **64** is folded thereagainst so that upon inserting bottle **21** in position against the opposite side of flap **64** flaps **87** provide added support and rigidity for display carton **20**.

Each extension flap **88** is folded behind the inside surface of top framing surface **41** and thus serves, in effect, as a backup flap for such top framing surface which also provides improved strength for top wall means **30**.

As previously described, each flap **61** comprising bottom wall means **27** has an upwardly extending portion **62** which extends above an associated side edge **60** of bottom transverse surface **38**. Upper portion **62** is folded substantially coplanar with and against the inside surface of portion **31** of side wall **26**. In a similar manner, extension flap **70** is folded substantially along the inside surface of portion **31** of side wall **26**. With flaps **70** and the upper portion **62** of flap **61** thus arranged, central extension flap **33** of side wall **26** is folded thereagainst to sandwich flaps **70** and portions **62** against the associated inside surface of side wall portion **31**. This arrangement, of course, provides added strength and rigidity for carton **20**.

The width of carton **20** is preferably dimensioned so the lower portion **22** of associated bottle **21** fits closely therewithin and central flap portions **33** lie immediately adjacent such main portion. Thus, the bottle itself is used to help strengthen the carton and, of course, with neck portion **23** of bottle **21** inserted in its opening **43** and the lower portion **22** of bottle **21** inserted in its associated opening **39** the bottle is firmly held in position.

An alternate manner of folding and defining bottom wall means **27** is illustrated in FIGURES 10 and 11 of the drawings wherein planar surface layer **50** is folded to define the inside surface of bottom support **35** while extension flaps **44** are folded therebelow against the outside surface of layer portion **50** to provide a smoother exposed bottom surface for carton **20**. With this arrangement fastening tabs **55** extend to a protected position within carton **20** and bottle **21** helps hold them in position by resting thereon.

Irrespective of whether carton **20** is assembled with its flaps defining bottom wall means **27** in the manner as illustrated in FIGURES 5 and 7 or in the manner illustrated in FIGURES 10 and 11, the improved carton thus defined has bottom wall means **27** which is of optimum strength and rigidity and yet provides the smooth lines and improved decorative shadow box appeal defined by carton **20** of this invention.

Carton **20** may be formed in any suitable manner and made from any suitable foldable material. It is preferably formed from the blank **90** illustrated in FIGURE 12 of the drawings. Blank **90** is made of cardboard, or the like, having a side such as the exposed surface thereof laminated with metallic foil, such as aluminum-containing metallic foil, or the like, suitably colored, embossed, imprinted, or remaining plain as desired.

Blank **90** is suitably cut and scored and includes a pair of parallel rectilinear score or fold lines **91** and **92** defining the vertical height of the main central portion of blank **90** and, of course, such height establishes the vertical height of assembled carton **20**.

The central portion of blank **90** defines rear wall **25**

which has its bottom and top defined by score lines **91** and **92** respectively and its side edges defined by a pair of parallel score lines **32**.

The main portion **31** of each side wall **26** is defined in blank **90** between a pair of score lines **32** and **34** and each score line **34** is arranged parallel to score line **32** and perpendicular to score lines **91** and **92**.

Each side wall portion **31** has score line **34** extending along its full height and has extension flaps **33**, **87**, and **88** extending beyond score line **34**. Extension flap **87** is provided adjoining the lower side edge of side wall portion **31** and is defined by a portion of score line **34** designated by the numeral **93**, cut means **94** extending perpendicular to score line **93**, and the associated corner of blank **90**. Extension flap **88** is defined by a portion of score line **34** designated by the numeral **95**, cut **96** similar to cut **94**, and an associated corner of blank **90**.

Bottom wall means **30** provided by the unique display carton of this invention is comprised of component portions of blank **90** practically all of which are arranged outwardly of score line **91**. In a similar manner, top wall means **30** of carton **20** is arranged by portions of blank **90** practically all of which are arranged outwardly of score line **92**.

The main portion **50** of bottom wall means **27** extends from the central portion of score line **91** and has a pair of parallel edges **100** and **101** defining its side edges and its rear and front edges (in the assembled carton) are defined by score lines **91** and a score line **102** respectively. Bottom framing surface **37** is defined by score line **102** and score line **65** extending between edges **100** and **101** and the remainder of the main portion of bottom wall means **27** extends outwardly beyond score line **65**.

The previously mentioned bottom transverse surface **38** is comprised of a pair of substantially triangular portions each also being designated by the same numeral **38** and each being defined by terminal end portion of score line **65** along one side, score line **60** defining the other side edge thereof, and substantially arcuate cut **104** extending between the terminal end of score line **60** at one end and engaging center portion of score line **65** at the opposite end. Each arcuate cut **104**, in effect, comprises the hypotenuse portion of each triangular portion **38**.

Bottom transverse surface **38** has its front flap **64** which has an outline similar to a part of a circular disc and has its substantially arcuate edge portion defined by a central portion of score line **65** and a portion of arcuate cuts **104**. The terminal outer edge of flap **64** is substantially straight and defined by a pair of aligned cuts **105** arranged on opposite ends of and aligned with an edge of blank **90** designated by the numeral **106**.

Transverse surface **38** has oppositely arranged wing flaps **61** and each wing flap **61** has a portion **62** which is adapted to be rotated ninety degrees away from the plan of blank **90** to extend vertically above score line **60** in the assembled carton **20**. Simultaneously each portion **63** of wing flap **61** is rotated in the assembled carton so that it extends below score line **60**. As seen in FIGURE 12 each flap has a substantially rectangular peripheral outline and the space shown at **108** between adjacent inner side edges of such rectangular flaps together with space provided upon moving portions **63** and flap **64** vertically in the assembled carton **20** completely delnes bottom opening means **39**.

Bottom wall means **27** also comprises a substantially trapezoidal extension flap **44** which extends beyond an outer portion of score line **91** designated by the numeral **45**. Each trapezoidal extension flap **44** has a terminal end portion designated by the numeral **53** and a pair of fastening tabs each designated by the numeral **55** and each extending beyond an associated score line **110** which lies substantially in line with an associated nonparallel side edge of trapezoidal extension flap **44**.

Portion **50** of the bottom wall means **27** has a pair of spaced apart substantially U-shaped cuts **51** provided

therein and arranged so that the open parallel legs thereof extend toward each other. Each U-shaped cut **51** has rectilinear score means designated by the nuremal **52** extending between the terminal ends of its parallel leg portions to enable folding each tab portion **109** defined by each cut **51** and score line **52** about such score line to lock an associated fastening tab **55** in position.

Top wall means **30** of carton **20** is formed in blank **90** so that it extends outwardly of score line **92** provided therein. Thus, top wall means **30** has parallel spaced apart rectilinear score lines **92**, **112**, **113**, and **80** defining respectively the lateral extent of flap portion **40** of top wall means **30** between score lines **92** and **112**, vertical framing surface **41** between score lines **112** and **113**, top transverse surface **42** arranged between score lines **113** and **80**, and extension flap **81** extending beyond score line **80**.

A pair of oppositely arranged extension flaps **70** are provided extending beyond opposite side edges of main flap **40** of top wall means **30**. Each flap **70** extends beyond a portion **73** of score line **32** and is essentially trapezoidal in outline. Each extension flap **70** has a U-shaped cut **71** defined therein with a score line **72** arranged between the terminal ends of the parallel leg portions of U-shaped cut **71** so as to define rectangular tab **114** which is foldable about score line **72**.

Fastening flap means **46** provided in each side wall portion **31** extending from score means **47** which is arranged substantially in line with the top edge of portion **31** and each fastening flap **46** has a pair of oppositely arranged fastening tabs **46A** each extending beyond an associated score line **115** in flap **46**. Upon assemblying blank **90** to define carton **20**, fastening flaps **46** are inserted so that their fastening tab portions or ears **46A** are inserted along an associated side of U-shaped cut **71** and sandwiched between an associated rectangular tab **114** and adjoining wall means to provide a firm fastening action at top of carton **20**.

Top transverse surface **42** of top wall means **30** has U-shaped cut **82** provided therein and arranged so that its parallel legs extend perpendicular to score line **80** and the area bounded by U-shaped cut **82** defines tab **85**, as previously explained. Flap **81** is folded in a perpendicular manner toward top surface **40** in assembled carton **20** causing tab **85** to move downwardly beneath transverse surface **42** to define top opening **43**.

Thus, it is seen that the blank **90** is formed having a main central portion which primarily defines the vertical walls of assembled carton **20** and the oppositely arranged bottom and top wall means are defined by extension flap means extending from such vertical walls.

Another exemplary embodiment of this invention is illustrated in FIGURES 13–16 of the drawings. The improved carton illustrated in FIGURES 13–16 is practically identical to the carton **20**; therefore, such carton will be designated generally by the numeral **20A** and parts thereof which are identical to corresponding parts of carton **20** will be designated by the same numeral as carton **20** also followed by the letter designation A and not described again. Only those component parts which are different from corresponding parts in carton **20** will be designated by a new numeral also followed by the letter designation A and described in detail.

The only difference between carton **20A** and carton **20** lies in the fact that a preferably separate decorative background surface means is provided therefor and adapted to provide a background surface immediately adjacent the rear vertical surface of neck portion **23** of bottle **21**. The decorative background surface means is shown in perspective view FIGURE 16 of the drawings and the description will proceed making reference to the perspective view of FIGURE 16 and the illustration of FIGURES 13–15 concurrently and a separate showing in plan view of the blank used to form the decorative background surface in FIGURE 16 will not be presented.

The decorative background surface means comprises surface means designated generally by the numeral **120A** which has a main portion which is adapted to extend substantially the full height of the neck **23** of bottle **21** and such main portion is designated by the numeral **121A**. Background surface **120A** also has an offset portion designated by the numeral **122A** which is sandwiched between the main portion **22** of bottle **21** and rear wall **25A**. An interconnecting portion designated by the numeral **123A** interconnects the main portion **121A** with the offset portion **122A**.

Decorative background surface **120A** is made from a single sheet of foldable material as will be apparent from FIGURE 16 and its interconnecting portion **123A** is foldably connected along a score line **134A** to the lower edge of main portion **121A**. Offset portion **122A** extends beyond and downwardly below interconnecting portion **123A** and is foldably connected thereto along a score line **125A**.

Although background surface **120A** may be formed as an integral part of top wall means **30A**, in this example of the invention such background surface is formed as a separate piece and is held in position in a manner as will be presently described. Main portion **121A** has an upwardly extending tab designated by the numeral **130A** which extends above the top edge **131A** of main portion **121A**. Tab **130A** is inserted through top opening **43A** of transverse surface **42A** and is supported against flap **81A** to hold main portion **121A** immediately behind neck **23**. Tab **121A** also serves to locate background surface **120A** in its desired position.

Tab **130A** of this example is shown as being semicircular in configuration; however, it will be appreciated that such tab may be of any desired configuration, for example, tab **130A** may have parallel or tapered side edges.

Main portion **121A** has a pair of oppositely arranged side edges defined by a pair of score lines each designated by the numeral **132A** and a pair of extension flaps **133A** which are rectangular in peripheral outline extending beyond side edges **132A**. Similarly, offset portion **122A** has a pair of rectangular extension flaps each designated by the numeral **134A** which extend beyond its opposite side edges defined by a pair of score lines **135A**.

With tab **130A** supported against flap **81A**, i.e., sandwiched between neck **23** and flap **81A** and its lower extension **85A**, flaps **133A** and **134A** are each adapted to lie substantially coplanar with an adjoining portion of an associated side wall portion **31A** of side wall means **26A**. The outer extension flap portion **33A** of each side wall **26A** is then folded against associated extension flaps **133A** and **134A**.

Thus, it is seen that the top portion of surface means **120A** is held in position by sandwiching tab **130A** between flap **81A** and the top portion of bottle neck **23**. The lower portion of surface means **120A** is held in position by sandwiching offset portion **122A** between the lower portion **22** of bottle **21** and rear wall **25A**. Thus, background surface **120A** is firmly held in position and provides an even more appealing display of bottle **21** carried within carton **20A**.

Terms such as "upwardly," "downwardly," "sides," "side wall," "bottom," "bottom wall," "top," "top wall," "front," "rear," etc., have been used in this disclosure of the invention merely for ease of description and to correspond to the arrangement of components as illustrated in the drawings and such terms should not be considered as limiting the scope of this invention in any way.

Thus, it is seen that an improved shadow box display carton has been provided by this invention which provides optimum aesthetic appeal and which can be readily assembled by hand without requiring additional fastening means such as glue, or the like.

Further, this invention provides improved blanks for making such carton, or the like.

While the form of the invention now preferred has been

disclosed as required by statute, other forms may be used, all coming within the scope of the claimed subject matter which follows.

What is claimed is:

1. A framing display carton for a bottle-like container comprising, a rear wall, parallel spaced apart side wall means fastened along opposite side edges of said rear wall and extending forwardly therefrom, each of said side wall means comprising bottom edge means, a pair of fastening flap means each extending beyond bottom edge means of an associated side wall means, each of said fastening flap means being folded perpendicular to its associated side wall means and each having a terminal portion provided with locking tab means extending from opposite side edge means thereof, bottom wall means fastened to said rear wall and side wall means, said bottom wall means comprising bottom supporting means having a main portion defined by a planar surface layer which is foldably fastened to said rear wall and defines the configuration of said bottom wall means, spaced apart slit means in said planar surface, and a vertically arranged bottom framing surface extending upwardly from said bottom supporting means, and top wall means fastened to said rear wall and side wall means, said top wall means comprising a top surface and a vertically arranged top framing surface extending downwardly from said top surface, said framing surfaces lying substantially coplanar and cooperating with front edge means of said side wall means to define said display carton having the appearance of an attractive shadow box, and said carton being held together independently of additional fastening means at its bottom end portion by folding said fastening flap means substantially coplanar with said planar surface layer and with said terminal portions in overlapped relation and locking said locking tab means in said slit means and at its top end portion by said fastening tab means holding said side wall means against said top wall means.

2. The carton as set forth in claim 1 in which, said bottom wall means further comprises bottom transverse surface means extending inwardly of and adjoining top edge means of said bottom framing surface and having bottom opening means therein corresponding in peripheral outline to the lower peripheral outline of said container, and said top wall means further comprises top transverse surface means extending inwardly of and adjoining bottom edge means of said top framing surface and having top opening means therein corresponding in peripheral outline to the upper peripheral outline of said container, whereby a portion of said container extends below and above said bottom and top transverse surface means respectively and is held within said carton thereby.

3. The carton as set forth in claim 2 in which said bottom transverse surface means comprises oppositely arranged first side edge means and first flap means adjoining each of said first side edge means, said first flap means having an extension portion extending above said first side edge means and a spacing portion extending therebelow holding said bottom transverse surface means above said bottom supporting means in substantially parallel relation.

4. The carton as set forth in claim 3 in which said spacing portion of said first flap means is defined by a portion of carton material which is rotated approximately ninety degrees away from its original position to define a portion of said bottom opening means.

5. The carton as set forth in claim 2 in which said top transverse surface means comprises oppositely arranged second side edge means and second flap means extending beyond each of said second side edge means, each of said second flap means being folded downwardly along an adjoining side wall means and held thereagainst by wedging flap means extending from said adjoining side wall means.

6. A framing display carton for a bottle-like container comprising; a rear wall; parallel spaced apart side wall means fastened along opposite side edges of said rear wall and extending forwardly therefrom; each of said side wall means comprising, bottom edge means, a pair of fastening flap means each extending beyond bottom edge means of an associated side wall means, and each of said fastening flap means being folded perpendicular to its associated side wall means and having a terminal portion provided with locking tab means extending from opposite side edge means thereof; bottom wall means fastened to said rear wall and side wall means; said bottom wall means comprising, bottom supporting means having a main portion defined by a planar surface layer which is foldably fastened to said rear wall and defines the configuration of said bottom wall means, spaced apart slit means in said planar surface, a vertically arranged bottom framing surface extending upwardly from said bottom supporting means, bottom transverse surface means extending inwardly of and adjoining top edge means of said bottom framing surface and having bottom opening means therein corresponding in peripheral outline to the lower peripheral outline of said container; and top wall means fastened to said rear wall and side wall means; said top wall means comprising, a top surface, a vertically arranged top framing surface extending downwardly from said top surface, and top transverse surface means extending inwardly of and adjoining bottom edge means of said top framing surface, said top transverse surface means has top opening means provided therein corresponding in peripheral outline to the upper peripheral outline of said container and also comprises, rear edge means having third flap means extending therebeyond and folded perpendicular to said top surface to hold said top transverse surface means substantially parallel to said top surface, and said top opening means is defined by substantially U-shaped cut means in said transverse surface means with said U-shaped cut means having its substantially parallel leg portions arranged perpendicular to said rear edge means, said U-shaped cut means defining supporting tab means comprising a downward extension of said third flap means which extends beneath said top transverse surface means and assures said top transverse surface means is held parallel to said top surface upon inserting the neck of said bottle-like container through said top opening means; whereby said carton is held together independently of additional fastening means at its bottom end portion by folding said fastening flap means substantially coplanar with said planar surface layer with said terminal portions in overlapped relation and locking said locking tab means in said slit means and at its top end portion by said fastening tab means holding said side wall means against said top wall means and a portion of said container extends below and above said bottom and top transverse surface means respectively and is held within said carton thereby.

7. The carton as set forth in claim 6 adapted to carry said bottle-like container having a comparatively narrow neck defining its upper portion and further comprising decorative background surface means comprising, a main portion extending substantially the full height of said neck immediately adjacent the rear surface thereof, an offset portion which is sandwiched between a main portion of said bottle and said rear wall, and in interconnecting portion interconnecting said main portion and said offset portion, whereby said sandwiched offset portion helps hold said background surface means in position behind said neck.

8. The carton as set forth in claim 7 in which said background surface means is defined as a separate member and said main portion comprises, oppositely arranged fourth side edge means and fourth flap means extending beyond each of said fourth side edge means, each of said fourth flap means being folded substantially perpendicular to said main portion to lie substantially

coplanar with an associated side wall means, and supported tab means extending upwardly from top edge means of said main portion, said supported tab means being adapted to be supported against said third flap means, whereby said supported tab means and fourth flap means help in holding and locating said main portion of said background surface means immediately adjacent the rear surface of said narrow neck to provide an even more appealing display of said bottle-like container.

9. A blank for forming a framing display carton for a bottle-like container; said blank being cut and scored to define a rear wall; parallel spaced apart side wall means fastened along opposite side edges of said rear wall and being adapted to extend forwardly therefrom when said carton is assembled from said blank; each of said side wall means comprising, bottom edge means, a pair of fastening flap means each extending beyond bottom edge means of an associated side wall means, and each of said fastening flap means being adapted to be folded perpendicular to its associated side wall means in said assembled carton and each having a terminal portion provided with locking tab means extending from opposite side edge means thereof; bottom wall means fastened to said rear wall and side wall means; said bottom wall means comprising, bottom supporting means having a main portion defined by a planar surface layer which is foldably fastened to said rear wall and defines the configuration of said bottom wall means, spaced apart slit means in said planar surface layer, a bottom framing surface being adapted to extend vertically upwardly from said bottom supporting means in said assembled carton, and bottom transverse surface means being adapted to extend inwardly of and adjoining top edge means of said bottom framing surface in said assembled carton and having bottom opening means therein adapted to correspond in peripheral outline in said assembled carton to the lower peripheral outline of said container; and top wall means being adapted to be fastened to said rear wall and side wall means in said assembled carton; said top wall means comprising, a top surface, a top framing surface being adapted to extend vertically downwardly from said top surface in said assembled carton, and top transverse surface means being adapted to extend inwardly of and adjoining bottom edge means of said top framing surface in said assembled carton and having top opening means therein adapted to correspond in peripheral outline in said assembled carton to the upper peripheral outline of said container; whereby said assembled carton is held together independently of additional fastening means at its bottom end portion by folding said fastening flap means substantially coplanar with said planar surface layer with said terminal portions in overlapped relation and locking said locking tab means in said slit means and at its top end portion by said fastening tab means holding the top portion of said side wall means against said top wall means, said framing surfaces being adapted to be folded substantially coplanar with front edge means of said side wall means in said assembled display carton, and in said assembled carton a portion of said container extends below and above said bottom and top transverse surface means respectively and is held within said carton thereby.

10. The blank as set forth in claim **9** in which said bottom transverse surface means comprises oppositely arranged first side edge means and first flap means adjoining each of said first side edge means, said first flap means having an extension portion adapted to extend above said first side edge means and a spacing portion adapted to extend below said first side edge means in said assembled carton and hold said bottom transverse means above said bottom supporting means in substantially parallel relation.

11. The blank as set forth in claim **10** in which said top transverse surface means comprises oppositely arranged second side edge means and second flap means extending beyond each of said second side edge means, each of said second flap means being adapted to be folded along an adjoining side wall means in said assembled carton and held thereagainst by wedging flap means extending from said adjoining side wall means.

12. The blank as set forth in claim **11** in which said top transverse surface means further comprises, rear edge means having third flap means extending therebeyond, and said top opening means is defined by substantially U-shaped cut means in said top transverse surface means with said U-shaped cut means having its substantially parallel leg portions arranged perpendicular to said rear edge means, whereby in said assembled carton said U-shaped cut means defines supporting tab means comprising a downward extension of said third flap means which extends substantially vertically beneath said top transverse surface means and assures said top transverse surface means is held parallel to said top surface upon inserting the top portion of said container through said top opening means.

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