

July 30, 1940.

J. B. MARTIN

2,209,657

DISPLAY CARTON

Filed Sept. 27, 1938

Fig. 1

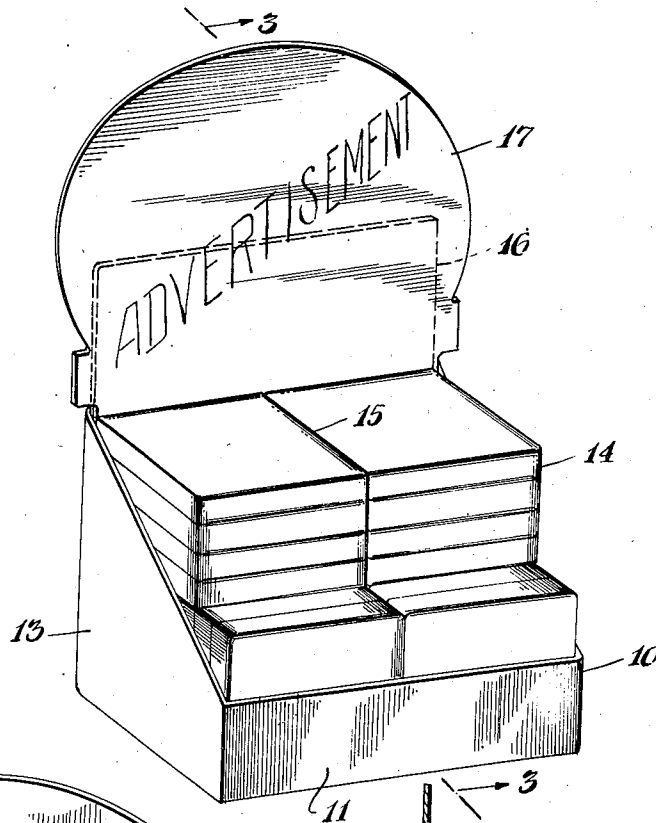


Fig. 2

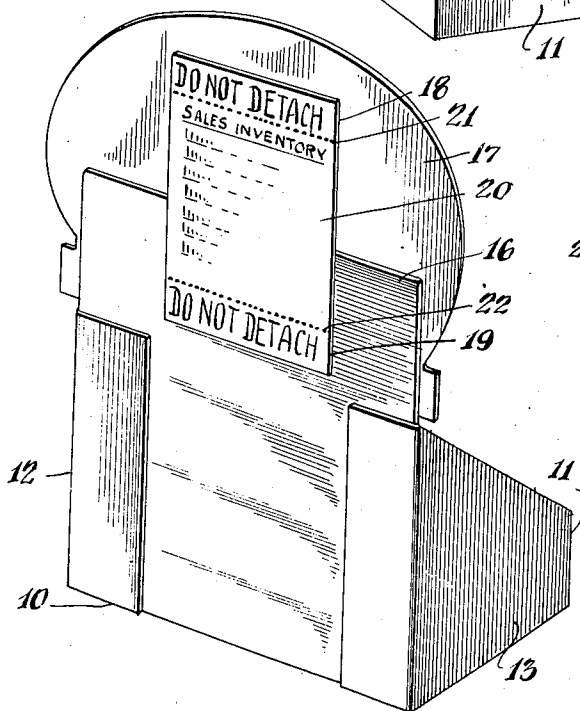
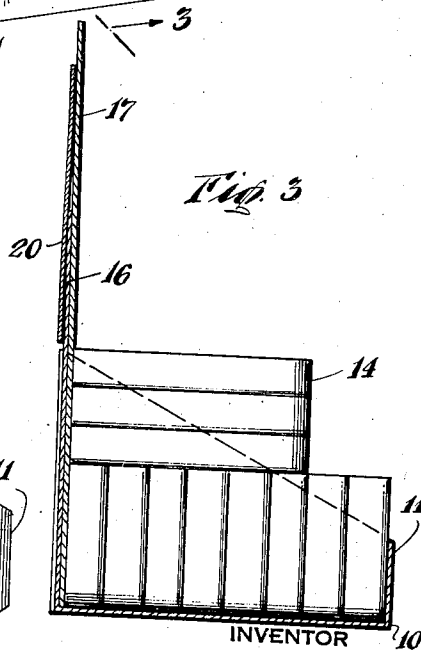


Fig. 3



INVENTOR
John B. Martin
BY
Byron C. Hennessey
ATTORNEY

UNITED STATES PATENT OFFICE

2,209,657

DISPLAY CARTON

John B. Martin, Glen Ridge, N. J.

Application September 27, 1938, Serial No. 231,858

1 Claim. (Cl. 40—7)

My invention relates to improvements in display cartons, particularly to a display merchandising carton which has an exchangeable back panel, and more particularly to a carton adaptable for use with all kinds of merchandise on counters, in aisles, or which may be used as a floor display on legs or other supports.

It is the principal object of my invention to provide such a carton made in various sizes and shapes and of any suitable material, the exchangeable back panel of which, made in any suitable size and configuration, is sealed to the back or rear part of the carton by means of a sales inventory form utilized for inventorying a dealer's stock of the particular merchandise as a check of his sales of this kind of merchandise.

Another object of my invention is the provision of a display carton allowing the arrangement of various articles of merchandise therein packaged in cartons, bottles, tubes, envelopes or the like, or even loose merchandise.

A further object of my invention is the provision of a display carton with exchangeable back panel made of any suitable material and dimensions, provided with printed or lithographed advertising matter relating to the particular class of merchandise displayed in the carton. The exchangeable back panel permitting the use of different selling appeals for the same class of merchandise, or, alternatively, to permit the use of the carton for different kinds of merchandise or different brands thereof, so that from time to time the back-panel advertising can be changed to conform to the change in merchandise or brand displayed in the carton. Such an arrangement will evidently permit the testing of different advertising slogans and appeals, as to their effectiveness in inducing people to purchase. Dealers would be given the cartons holding the particular merchandise, which would be displayed continuously for a certain time period on the dealer's counter. Periodical checks of sales from the display cartons in each dealer's store would be made to measure the selling effectiveness of various advertising appeals alternated on the back panels of the carton. Thus, the superiority of certain advertising appeals would be established at the point-of-sale, and the records compiled would furnish a reliable guide to effective advertising in publications, using the tested-and-proven appeals and headlines from the display carton tests.

A still further object of my invention is the provision of a display carton of the above character, the exchangeable back panel of which is sealed to

the rear wall of the carton by means of a strip of paper, the upper and lower portions of which are gummed to the rear of the back panel and the rear portion of the carton respectively, the upper and lower portion of the form being detachably secured to a loose middle portion of the form bearing suitable inscriptions allowing an accurate check of the sales, while the sealed portions insure against disturbance of the back panel by the dealer.

These and other objects and advantages of my invention will become more fully known as the description thereof proceeds and will then be specifically defined in the appended claim.

In the accompanying drawing forming a material part of this disclosure:

Fig. 1 is a perspective front elevation of a merchandise display carton constructed according to my invention and equipped with a sealed exchangeable back panel.

Fig. 2 is a rear view thereof.

Fig. 3 is a section on line 3—3 of Figure 1.

As illustrated, a carton 10 of any suitable material, size and shape having front, rear and side walls 11, 12 and 13 respectively provided with suitable advertising matter, is filled with merchandise 14 of any kind arranged to suit for allowing a customer to readily pick up and purchase any of the packages 14 arranged in rows or the like eventually divided by suitable partitions 15.

The rear wall of the carton 10 has an upper extension 16 also bearing at its front advertising matter referring to the goods displayed in the carton 10.

The back panel 17 of any suitable shape and material preferably as shown, is exchangeable and is sealed to the rear wall of the carton and its extension by means of the gummed strip 18 attached to the rear portion of the panel 17 and a gummed strip 19 attached to the rear wall extension 16 of the carton. The inner ends of the strips 18, 19 are connected to a median form 20 so that it can be detached from the strips along the perforated lines 21, 22.

The form 20 is loose or separated from the rear wall of the panel 17 and the rear wall of the carton, and carries suitable inscriptions as for instance a sales inventory, the name and address of the store in which the goods are to be displayed, the group of merchandise displayed, the time of such display and the panel corresponding to the goods displayed and bearing advertising matter relating to the goods in said carton. The inventory columns on said form al-

lowing the noting of the stock on hand a week ago, the amount of merchandise added to the original display, and giving at a glance the total number of the articles; furthermore, a column is for the entry of the amount of stock on hand at the day of inventory, the sales made during a week, and the name of the person making the inventory. Both the upper as well as the lower strips 18, 19 bear the inscription "Do not detach."

From the above the use and operation of my invention will be entirely clear by simultaneous reference to the drawing, and it will be clear that the feature of the exchangeable back panel sealed to the carton will permit the use of a variety of different selling appeals for goods displayed in the same carton, as simply a back panel bearing suitable advertising matter for one kind of goods may readily be exchanged for another back panel when the merchandise is changed in the carton.

It will be evident that the carton and back panels may be fabricated of cardboard, wood, metal, plastic or cellulose compounds, or any other suitable materials, and that both carton and back panels may be printed, lithographed, offset printed, executed by hand or stencil, or any other method of reproduction used, in one or more colors, and in quantities as desired.

It will also be clear that the form by means of which the exchangeable back panel is sealed to the carton may be changed to suit special purposes and to harmonize with the kind of merchandise and advertisement relating thereto in and on the carton.

It will be understood that I have described and shown the preferred form of my invention as one example only of the many possible ways to practically embody the same, and that I may make such changes in the general arrangement of the invention, and in the making of the minor details thereof, as come within the scope of the appended claim without departure from the spirit of my invention and the principles involved.

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

In an advertising display carton as described for the display of merchandise to be selected therefrom, a rear wall, an upper extension for said rear wall, and a panel on said rear wall projecting above said extension thereof, an inventory sheet having an upper detachable marginal strip secured to the rear of said panel, and a lower detachable marginal strip secured to the rear of said rear wall extension for securing said panel to the rear wall extension.

JOHN B. MARTIN.