May 22, 1928. 1,670,498

M. M. EINSON

SHIPPING AND DISPLAY CARTON

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FIG. 1

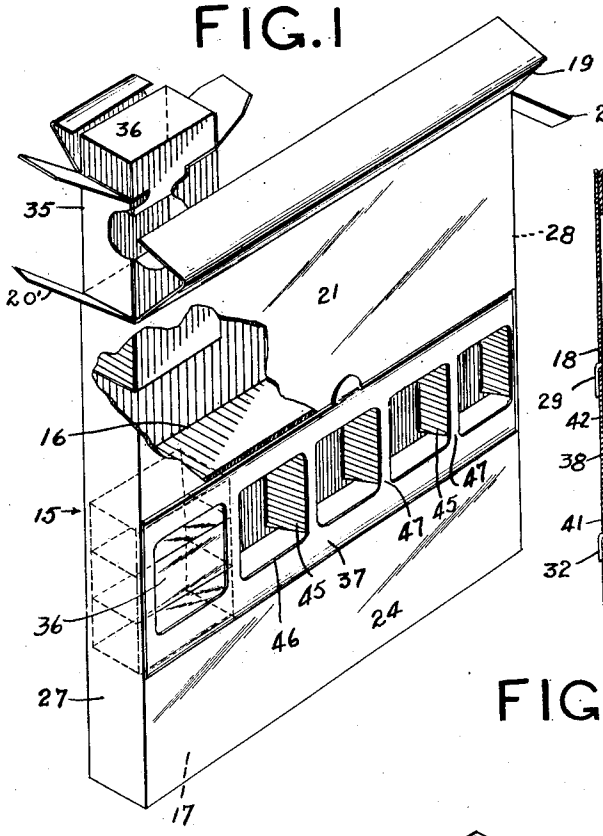


FIG. 3

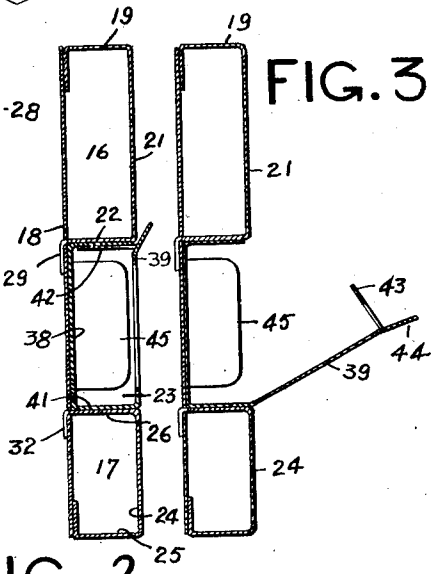


FIG. 2

FIG. 4

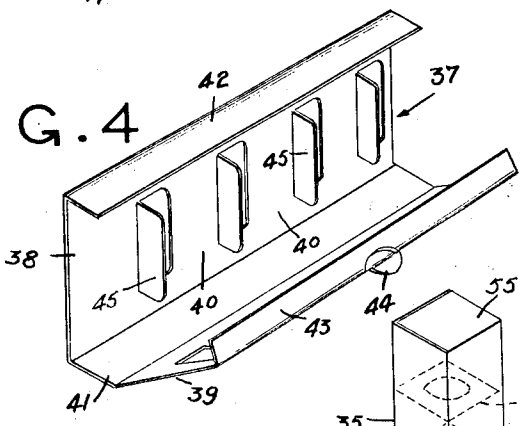


FIG. 5

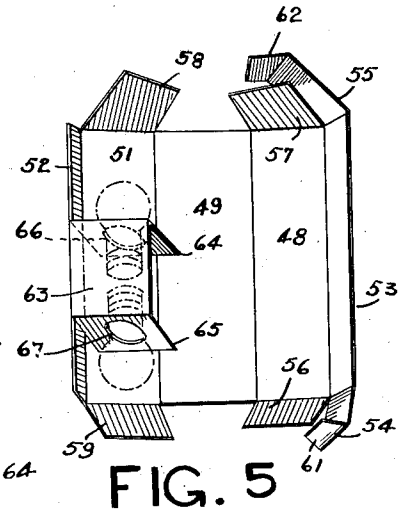
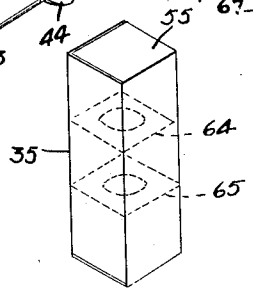


FIG. 6



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FIG. 7

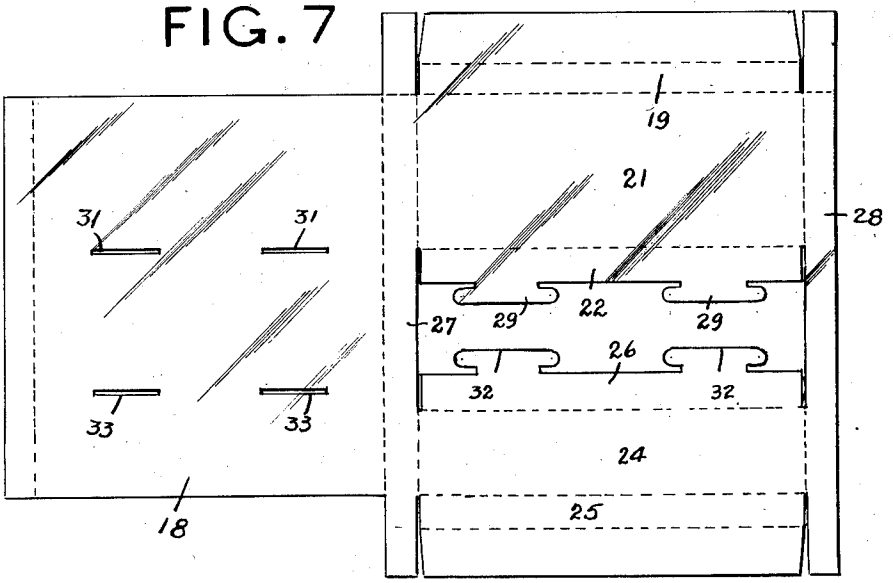


FIG. 8

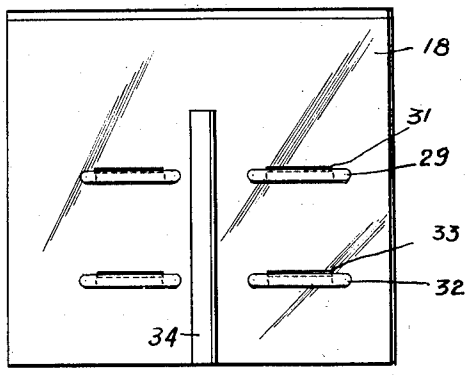
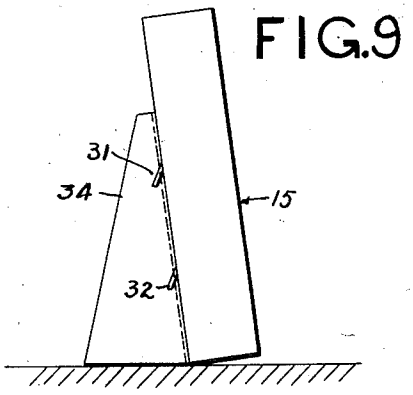


FIG. 9



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Patented May 22, 1928. 1,670,498

UNITED STATES PATENT OFFICE.

MORRIS M. EINSON, OF YONKERS, NEW YORK, ASSIGNOR TO WESTINGHOUSE LAMP COMPANY, A CORPORATION OF PENNSYLVANIA.

SHIPPING AND DISPLAY CARTON.

Application filed December 1, 1925. Serial No. 72,440.

This invention relates to cartons for electric incandescent lamps and more particularly to a carton adapted to ultimately serve as a shipping container and a vending or display rack.

An object of the invention is the provision of a carton which may serve as an attractive vending device and as a container for a stock of merchandise.

Another object of the invention is the provision of a carton embodying a display rack arranged for holding wrapped articles and for exhibiting markings upon the wrappers.

A still further object of the invention is to provide a carton having a removable and refillable magazine adapted to receive a plurality of wrapped articles, the magazine being adapted, when in position, to support and display the articles in a convenient and accessible manner.

A still further object of the invention is to provide a vending and shipping carton having a compartment for the storage of articles and a rack for placing articles convenient for inspection by purchaser.

Other objects of the invention will be apparent from the following description.

It will be evident that a carton as contemplated by the present invention may be employed for shipping and exhibiting a variety of objects of general merchandise. The present embodiment of the invention is, however, particularly adapted for the transportation and exhibition of electric incandescent lamps of the miniature type. The carton may be of any suitable size as found convenient and desirable for use on the counters of stores or salesrooms.

Heretofore various types of containers have been provided for holding and displaying miniature lamps, certain devices being constructed to display the lamps uncovered, subjecting them to dust and other foreign substances which accumulate thereon making it necessary to often replace the lamps with new ones before the same had been sold.

The present invention may be employed for the shipment and display of lamps in containers of any suitable type but is particularly adapted for receiving and holding containers each of which enclose two lamps, such containers being shown and described in copending application, Serial Number 72,463, filed December 1, 1925, and assigned to the same assignee as is the present invention. These miniature containers may be marked with the necessary legends, such as the voltage and wattage of the lamps contained therein. The present vending device is so constructed as to provide a plurality of compartments in which groups of containers having lamps of a given rating may be disposed. The vending device further provides a removable magazine in which the several compartments are embodied and which is provided with a door having windows or apertures through which the several groups of miniature containers may be viewed. The door is so arranged that the several containers, although clearly exhibited, are held from accidental displacement but are readily removable when the door is opened.

The present vending device, in addition to the several compartments for supporting the minature containers, also provides a storage compartment in which a quantity of lamps and containers may be disposed.

The present shipping and vending carton is provided with a folding easel or rack and when filled with lamps may be wrapped and shipped with safety inasmuch as the novel means employed for supporting the lamps in the miniature containers prevents breakage by reason of shocks or jars during careless handling or general transportation. The invention will be more fully understood by reference to the accompanying drawing in which:

Fig. 1 shows a perspective view of a container embodying the features of the present invention, portions thereof being partially broken away to show the interior of a storage compartment and also showing an intermediate container having a miniature container positioned in the mouth thereof, the last mentioned container being shown as entering the intermediate container and the intermediate container being in position for disposal in the storage compartment of the carton.

Fig. 2 is a vertical transverse sectional view of the carton.

Fig. 3 is a view similar to that shown in Fig. 2 but with the magazine door shown open.

Fig. 4 is a perspective view of a foldable

member or tray constituting a magazine.

Fig. 5 is an enlarged view of a wrapper or container for enclosing two miniature lamps and is shown in an open position.

Fig. 6 is a perspective view of the miniature container or wrapper closed.

Fig. 7 shows the blank from which the carton shown in Fig. 1 is formed.

Fig. 8 is a rear view of the carton showing the locking means for the storage compartments and

Fig. 9 is an edge view of the carton shown in Fig. 8.

The present invention comprises a container or carton 15 including an upper compartment 16 and a lower compartment 17 having a common wall 18 which constitutes the rear wall of the carton 15. The compartment 16 includes an upper wall 19, a front wall 21 and a lower wall 22. The compartment 16 is separated from the compartment 17 by a recess or pocket 23 and said compartment 17 includes a front wall 24, a lower wall 25 and an upper wall 26. The compartments 16 and 17, as well as the pocket 23, are provided with side or end walls 27 and 28. The carton is so constructed that each of the last mentioned end walls serves as a continuous side wall for the carton. The wall 22 of the compartment 16 is provided with locking members 29 (see Fig. 8) which extend through apertures 31 in the wall 18 of the carton and the wall 26 of the compartment 17 is provided with locking members 32 which extend through apertures 33 in the wall 18 of the compartment. The walls of the compartments 16 and 17 are thus held rigidly in their proper relation. An easel 34 is provided and may be secured to the rear wall 18 of the carton for supporting the same when in position on a counter. The walls 19 and 25 of the compartments 16 and 17 respectively may be in the form of foldable flaps so as to permit the insertion of articles or of merchandise; additional flaps as 20 and 20′ shown in Fig. 1 may be provided in the usual manner.

As shown in Fig. 1, the merchandise may be contained in intermediate containers 35 of any suitable form to receive a plurality of miniature lamp wrappers 36′; construction of the latter will be presently described. For the purpose of supporting a plurality of miniature lamp containers, or wrappers, with portions exposed to view, a magazine or tray 37 is provided. This magazine may be in the form of a foldable member made from a sheet of suitable material having a rear wall 38 and a front wall or door 39. Side or edge walls 41 and 42 may be provided and the door may have a flap 43 so that when closed it will be frictionally retained in position. A tab 44 may be punched from the flap 43 to facilitate opening of the door. The magazine may be divided into compartments or enclosures 40 by partitions 45 spaced a suitable distance apart to accommodate the miniature lamp containers when positioned therein as shown in Fig. 1. The partitions 45 may be punched from the material of the wall 38, as shown, or they may be individual pieces pasted or otherwise secured in place. If desirable, the recess or pocket 23 may be divided into compartments or enclosures by punching portions from the wall 18 of the carton and a cover could be pierced to an edge of the pocket, thus a magazine would be provided to hold articles conveniently accessible to the salesman and purchaser, without departing from the present inventive idea.

For the purpose of exposing portions of the lamp containers the door is provided with apertures 46 corresponding in number to the several compartments and so arranged that when the door is closed the lamp containers will be partially exposed. Strips 47 are, however, provided to divide the apertures and are so proportioned as to hold the lamp containers in place, the same being removable only when the door is open. By this arrangement it will be evident that the miniature lamp containers, which enclose lamps of a given voltage, may be disposed in a particular compartment and lamps of another voltage or rating in another compartment. When so arranged the exhibition of various types of lamps is greatly facilitated and a customer may readily select the type of lamp desired and the salesman may conveniently remove the same from the carton and, if desirable, may immediately fill the space with a miniature lamp container, taken from a storage compartment of the carton.

It is obvious that the miniature containers 36 may be of any desired form but, as disclosed in the above mentioned copending application, are constructed from a single sheet of material comprising side walls 48, 49, 51 and 52. Continuous with the wall 48 is provided a flap 53 having portions 54 and 55 which, when the container is closed, constitute the end walls. The wall 48 is also provided with flaps 56 and 57 and the wall 51 is provided with flaps 58 and 59. The flaps serve to add rigidity to the ends of the container when the portions 54 and 55 are closed, said portions having tucking flaps 61 and 62 respectively to hold the portions 54 and 55 in place. For the purpose of supporting the lamps within the container, the wall 52 is provided with an extended portion 63 having foldable platforms 64 and 65. These platforms are equal in area to the interior transverse cross-section of the container when closed and are thus firmly supported against lateral movement. Suitable apertures 66 and 67 are pro-

vided in the platforms 64 and 65 respectively to receive the base portions of lamps as indicated in dotted lines in Fig. 5.

Lamps may be quickly inserted into the platforms 64 and 65 and the several walls wrapped around the lamps and locked in position. Containers having lamps therein may then be disposed in the magazine 37 and the magazine positioned in the carton which is then ready for shipment and subsequent display on the sales counter.

If desirable, miniature lamp containers, such as shown in Figs. 5 and 6, having lamps therein, may be stored in compartments 16 and 17 of the carton. It has, however, been found desirable to employ the intermediate containers 35, as shown in Fig. 1, in which a number of the miniature lamp containers 36 are inserted and the carton may be marked in accordance with the type or rating of lamp therein. Several of these containers, therefore, may be stored in the said compartments of the carton.

It will be appreciated that by reason of the present invention a desirable shipping and bending carton is produced and that by the novel arrangement lamps may be presented for sale in a pleasing and convenient manner.

Although a preferred embodiment of the invention is shown and described herein, it is to be understood that modifications may be made therein without departing from the spirit and scope of the appended claims.

What is claimed is:

1. A merchandise vending carton comprising a box like structure having a pocket in one wall thereof, a magazine formed from a sheet of material folded to fit said pocket and a cover on said magazine adapted to retain a plurality of articles therein, one wall of said magazine having a plurality of partitions to provide compartments when the cover is closed.

2. A merchandise vending carton comprising a box like structure having a pocket in one wall thereof, a magazine formed from a sheet of material folded to provide three walls and a cover, said magazine being adapted to fit said pocket so as to dispose opposite walls of the container to constitute closures for opposite ends of said magazine, said magazine having partitions to divide the magazine into a plurality of compartments when the cover is closed.

3. A merchandise vending carton comprising a box like structure having a pocket in one wall thereof, a magazine formed from a sheet of material folded to fit said pocket, a cover on said magazine adapted to retain a plurality of containers therein, a plurality of partitions in said magazine to divide the same into a plurality of compartments to hold said containers and a compartment in said carton for storing a surplus supply of containers.

4. A merchandise vending carton comprising a box like structure having a pocket in one wall thereof and intermediate its ends a magazine formed from a sheet of material folded to fit said pocket, a cover on said magazine adapted to retain a plurality of containers therein, a plurality of partitions in said magazine to provide compartments for said containers and compartments in said container at opposite sides of said magazine for the disposition of a surplus supply of articles.

5. A merchandise vending carton comprising a container having a pocket in one wall thereof, a magazine formed from a sheet of material folded to fit said pocket, a cover on said magazine having a plurality of apertures for the display of articles in said magazine, said magazine having a plurality of partitions arranged to provide a compartment opposite to each of said apertures.

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