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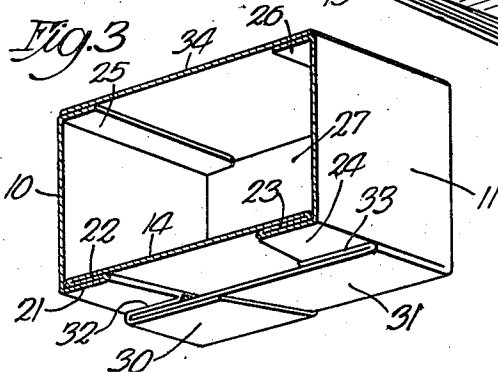
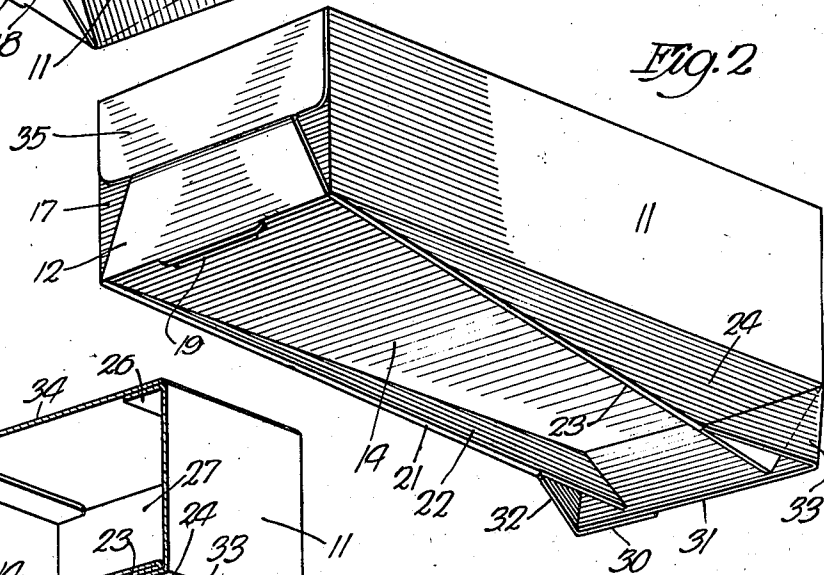
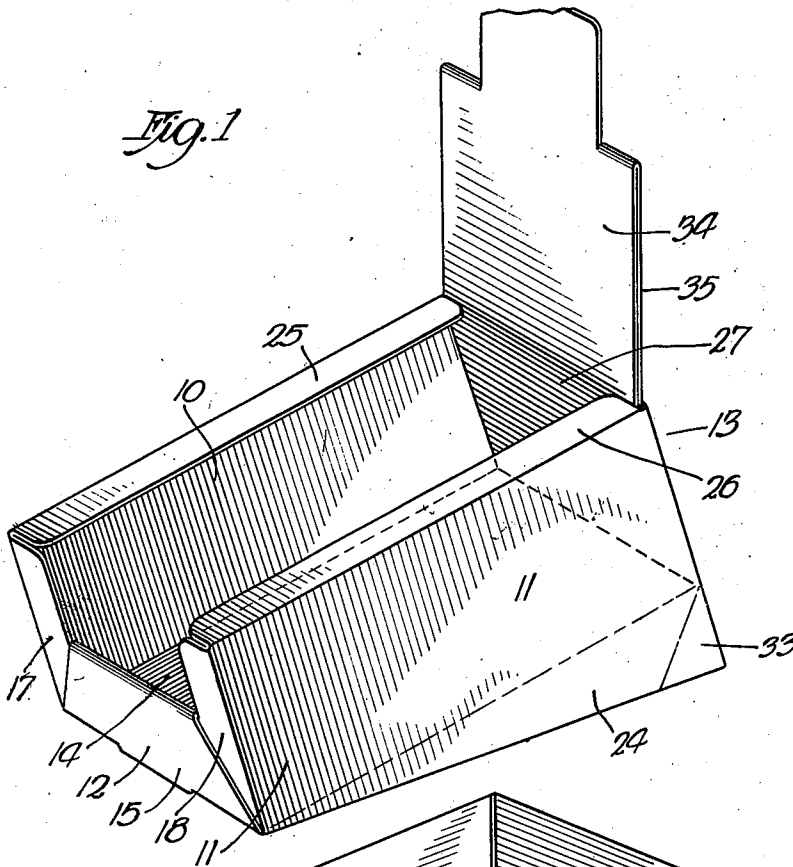
M. A. SMITH

2,312,595

DISPLAY CARTON

Filed Nov. 22, 1940

2 Sheets-Sheet 1



INVENTOR.
BY *Milton A. Smith*
Loans, Paid & Anderson
ATTYS

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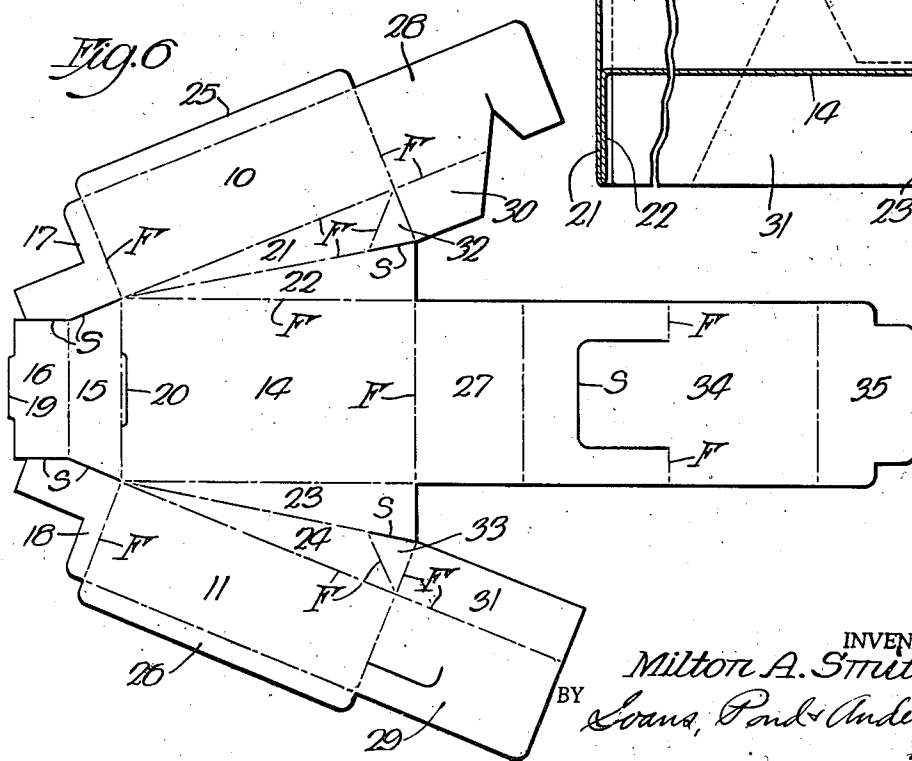
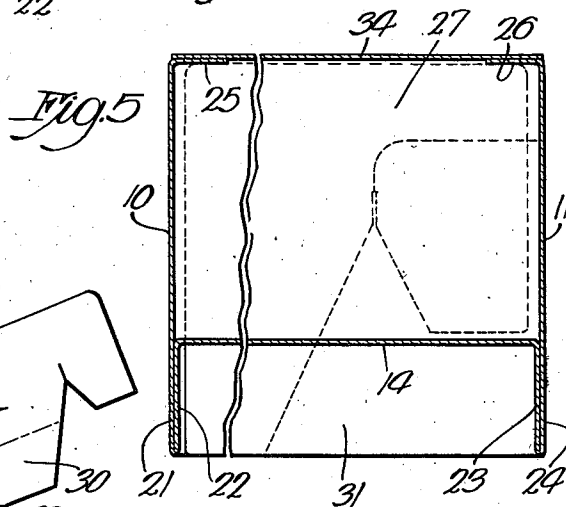
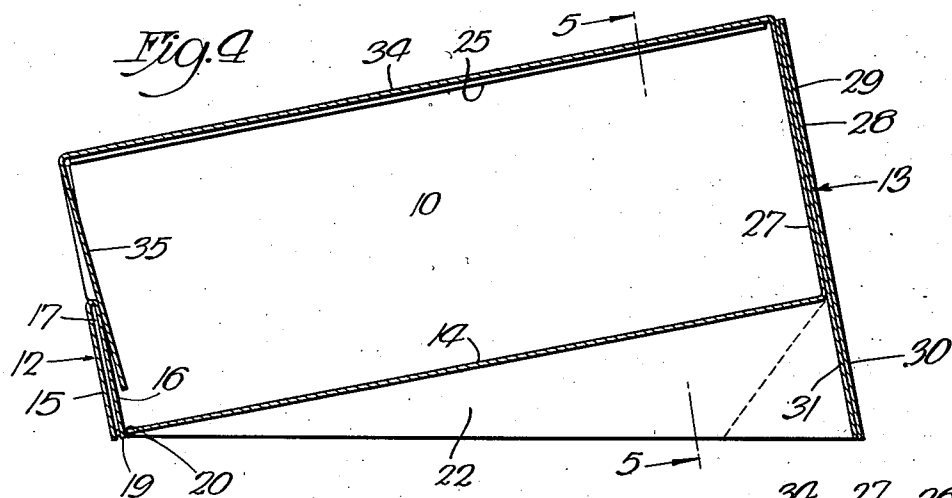
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2 Sheets-Sheet 2



UNITED STATES PATENT OFFICE

2,312,595

DISPLAY CARTON

Milton A. Smith, Chicago, Ill., assignor to Chicago Carton Company, Chicago, Ill., a corporation of Delaware

Application November 22, 1940, Serial No. 366,578

6 Claims. (Cl. 206—44)

This invention relates to improvements in display carton construction and it has particular reference to the formation of foldable paper board cartons with an easel for supporting the carton in an inclined position so as to more advantageously display the content of the carton.

The main objects of the invention are to provide a carton with an easel construction which may be easily set up when the box is set up and which easel construction will firmly support the carton in the desired inclined position for the purpose of displaying the content of the carton; to provide an easel construction of the character indicated which may be quickly and easily collapsed to flat condition to facilitate packaging and storing of the filled container; and in general it is the object of the invention to provide an improved display carton of the character indicated.

Other objects and advantages of the invention will be understood by reference to the following specification and accompanying drawings (two sheets) wherein there is disclosed a display carton embodying a selected form of the invention.

In the drawings:

Fig. 1 is a perspective illustrating the improved carton in display position;

Fig. 2 is a perspective bottom view of the carton showing its easel construction partially folded to flattened position;

Fig. 3 is a fragmentary perspective corresponding to a portion of Fig. 2 but showing the easel structure completely folded to flattened condition;

Fig. 4 is a longitudinal section through the improved carton with its easel extended as in Fig. 1 and the cover of the carton closed;

Fig. 5 is a section on the line 5—5 of Fig. 4; and

Fig. 6 is a plan of a blank employed in forming the carton.

The carton herein disclosed embodies a receptacle having side walls 10 and 11, front and back walls 12 and 13, respectively, and a bottom wall 14. The receptacle is formed from the blank structure shown in Figure 6; it is a one-piece blank of suitable paper board provided with suitable fold lines indicated at F and slits indicated at S, which serve to divide the blank into various panels to form the said walls of the receptacle. The side walls 10 and 11 and the bottom wall 14 constitute single panel sections of the blank but the front and back walls 12 and 13 comprise a plurality of panels or sections which are folded

into mutually overlapping relation to form the multi-ply front and back walls.

In folding the blank to form the receptacle, the side walls 10 and 11 are first folded to right-angular relation to the bottom wall 14. As shown in Figure 6, the side wall sections are connected to the bottom wall section through intervening, triangular panel sections 21, 22, 23 and 24, suitable fold lines serving to separate said triangular sections from each other and from the respective side wall and bottom panels.

In setting up the receptacle, the triangular sections 22 and 23 are first folded downwardly from the adjacent side edges of the bottom panel 14 and the triangular sections 21 and 24 are then folded upwardly, the side wall sections 10 and 11 remaining in their normal, co-planar relation to said sections 21 and 24. The arrangement is such that the bottom edges of the panel sections 10 and 11 will, when folded as explained, coincide with the respectively adjacent side edges of the bottom panel 14. The triangular sections 21 and 22 and the sections 23 and 24 are then disposed in face to face relation extending downwardly from the bottom wall 14 at substantially right angles thereto as best shown in Figure 5.

Top flanges 25 and 26 are also preferably provided at the upper edges of the side wall panels 10 and 11 and said flanges are adapted to be folded inwardly from the respective side walls substantially as shown in Figure 5 for the purpose of retaining merchandise packaged in the carton and to support a cover element as will presently appear.

The front wall 12 comprises panel sections 15 and 16 and end flaps 17 and 18. The end flaps 17 and 18 are separated by slitting from the adjacent ends of the sections 15 and 16 and they are foldable into mutually overlapping and right-angular relation to the respective side walls 10 and 11 and the sections 15 and 16 are foldable upwardly over the outside of the overlapping flaps 17 and 18 and then downwardly over the inside thereof. The section 16 is preferably provided with a tongue 19 which is adapted to enter a slit 20 provided in the bottom wall 14 to thereby lock the sections 15 and 16 in the described folded, front wall forming position. Said panel sections 15 and 16 embrace portions of the flaps 17 and 18 and thereby serve to maintain the same in folded, front wall forming position.

The back wall 13 of the container comprises a panel or section 27 extending from the rear end of the bottom wall section 14, and flaps or wings 28 and 29 which extend from the rear ends

of the side walls 10 and 11, respectively. The panel 27 is adapted to be folded upwardly to substantially right-angular relation to the bottom wall and the height of the back panel 27 preferably is substantially the same as the height of the side walls 10 and 11. The flaps or wings 28 and 29 are then folded inwardly from the respective side walls 10 and 11 into mutually overlapping relation and into overlapping relation to the back wall panel 27 on the outside thereof. The wings 28 and 29 may advantageously be provided with suitable interlocking means such as a hook and slit arrangement as illustrated.

The back wall forming wings 28 and 29 are provided with depending extensions 30 and 31, respectively, said extensions also constituting endwise extensions from the triangular sections 21 and 24, respectively. When the rear wall forming flaps 28 and 29 are folded and locked in said back wall forming position, the extensions 30 and 31 thereof constitute a rear section of the easel structure which embodies the triangular sections 21 and 22 at one side of the receptacle, the triangular sections 23 and 24 at the other side, and said extensions 30 and 31 at the rear.

As indicated in Figure 6, the rearward end portions of the easel forming sections 21 and 24 are separated from each other by a short slit line and the outer section 21 is provided with a diagonally extending slit line connecting the inner end of the slit S with the rear lower corner of the side wall section 10. Similarly, the outer triangular section 24 of the easel structure on the other side of the receptacle has its rearward portion separated from the rearward portion of the inner easel section 23 by a short slit line S and said outer section 24 is provided with a triangular slit line extending from the inner end of said slit line S to the lower rear corner of the side wall 11.

The short slit lines S separating the rearward portions of the easel forming sections and the diagonal fold lines just described serve to permit the easel structure to be collapsed into a flat, folded position on the bottom of the container substantially as shown in Figures 2 and 3. By reference to the said figures it will be observed that the rear ends of the inner easel sections 22 and 23 are free of connection with the adjacent rear section 31 of the easel structure, so that said easel sections 22 and 23 may readily be folded inwardly toward flat position on the bottom wall of the receptacle.

The outer sections 21 and 24, being integrally connected at their lower edges to said inner sections 22 and 23, will of course be caused to follow said inner sections inwardly and such folding of the outer sections is permitted by reason of the said diagonal fold lines which permit the triangular end portions 32 and 33, respectively, of said outer sections 21 and 24 to be folded into face to face, overlapping relation to the respectively adjacent portions of the easel sections 21 and 24. The rear sections 30 and 31 of the easel structure are mutually automatically folded into flat position on the bottom of the container substantially as shown in Figure 3.

The easel structure may thus be readily collapsed or folded to inoperative position for shipment and storage purposes and it may be quickly and easily set up to operative position merely by unfolding the rear portion comprising the sections 30 and 31. When such rear portion is unfolded, the side sections of the easel structure will be automatically unfolded because of the presence of the connecting portions 32 and 33 between the

ends of said rear portion of the easel structure and the respective side portions thereof.

The easel structure, being continuous around the sides and rear of the container, is quite rigid when set up and serves to very effectively support the container in an inclined display position. It will be observed that manipulation of the easel structure does not require the insertion of tongues or other parts of the easel structure into openings for locking purposes, nor careful manipulation to insure interengagement of any unconnected parts.

The receptacle may be provided with a cover structure comprising a panel or section 34 which extends from the upper edge of the rear wall section 27 and is adapted to be folded at said edge into substantially parallel relation to the bottom section 14. The panel 34 is of such size that it extends over the entire top of the container, overlying the in-turned top flanges 25 and 26 so as to be thereby supported.

The front of the container is recessed as shown in Figure 1 as the result of the illustrated formation of the front forming flaps 17 and 18. The front of the container may be closed by providing the cover section 34 with a flap extension 35. The flap extension 35 is adapted to be folded downwardly from the cover structure 34 as shown in Figure 4. Said front closing section 35 is preferably so shaped that its upper portion overlies the open upper portion of the front wall 12 of the container and its lower portion constitutes a tongue adapted to be inserted between the sides of the opening in the front wall to the inside of the front wall structure substantially as shown in Figure 4. Said cover structure may also be provided with slitting S and fold lines F which permit the cover to be folded upon itself to form a display panel adapted to extend upwardly from the back of the container as shown in Figure 1. When so positioned, the free end portion of the cover structure may be inserted in the rear of the container between the rear ends of the flanges 25 and 26 and the back wall 27 and between the back wall 27 and the content of the package to thereby retain the cover structure in folded, upwardly extending, display panel position.

Changes in the described structure may be made without departing from the spirit of the invention, the scope of which should be determined by reference to the following claims, the same being construed as broadly as possible, consistent with the state of the art.

I claim:

1. A display carton comprising a receptacle having bottom, side and rear wall portions and an easel structure depending from the sides and rear of the container for supporting the same in inclined display position, said rear wall comprising a pair of flaps respectively foldably connected to the rear ends of the respective side walls and folded into mutually overlapping, rear wall forming position, and said easel structure comprising a pair of triangular sections intervening between and integrally connecting the respective side walls and the bottom of the container, said triangular sections at each side of the container being foldable into face to face relation with the triangular sections adjacent the side edges of the bottom wall folded into downwardly extending position relative to the bottom wall, sections depending from the rear wall forming flaps, said sections being foldably connected to the lower edges of the respective flaps and be-

ing integrally foldably connected at their outer ends to the respectively adjacent ends of the triangular sections which are connected with said side walls.

2. A display carton comprising a receptacle having bottom, side and rear wall portions and an easel structure depending from the sides and rear of the container for supporting the same in inclined display position, said rear wall comprising a pair of flaps respectively foldably connected to the rear ends of the respective side walls and folded into mutually overlapping, rear wall forming position, and said easel structure comprising a pair of triangular sections intervening between the integrally connecting the respective side walls and the bottom of the container, said triangular sections at each side of the container being foldable into face to face relation with the triangular sections adjacent the side edges of the bottom wall folded into downwardly extending position relative to the bottom wall, sections depending from the rear wall forming flaps, said sections being foldably connected to the lower edges of the respective flaps and being integrally foldably connected at their outer ends to the respectively adjacent ends of the triangular sections which are connected with said side walls, said easel structure being provided with means permitting the same to be folded inwardly into collapsed, overlying relation to the bottom of the container.

3. A display carton comprising a receptacle having bottom, side and rear wall portions and an easel structure depending from the sides and rear of the container for supporting the same in inclined display position, said rear wall comprising a pair of flaps respectively foldably connected to the rear ends of the respective side walls and folded into mutually overlapping, rear wall forming position, and said easel structure comprising a pair of triangular sections intervening between and integrally connecting the respective side walls and the bottom of the container, said triangular sections at each side of the container being foldable into face to face relation with the triangular sections adjacent the side edges of the bottom wall folded into downwardly extending position relative to the bottom wall, sections depending from the rear wall forming flaps, said sections being foldably connected to the lower edges of the respective flaps and being integrally foldably connected at their outer ends to the respectively adjacent ends of the triangular sections which are connected with said side walls, the triangular sections at both sides of the container having their rear portions severed from each other by slitting in alignment with the foldable connection between said pairs of triangular sections, and the triangular sections which are connected with said side walls being provided with angularly disposed fold lines extending between the inner ends of said slits and the lower rear corners of the respective side walls, said slitting and an-

gularly disposed fold lines permitting folding of the easel structure into collapsed condition overlying the bottom of the container substantially as described.

4. A display carton comprising a receptacle having bottom, side and rear wall portions and an easel structure depending from the receptacle at its sides to support the same in inclined display position, said easel comprising side parts each embodying an inner wedge shaped gusset depending from and foldably connected to said bottom wall, an outer wedge shaped gusset depending from and foldably connected to the side wall and also foldably connected to said inner gusset, said gussets being disposed substantially in face to face relation to each other, and a back part depending from said rear wall portion and frictionally engaging rear end portions of said side parts to thereby support the easel structure against folding movement on its connections to said bottom and walls.

5. A display carton comprising a receptacle having bottom, side and rear wall portions and an easel structure depending from the receptacle at its sides to support the same in inclined display position, said easel comprising side parts each embodying an inner wedge shaped gusset depending from and foldably connected to said bottom wall, an outer wedge shaped gusset depending from and foldably connected to the side wall and also foldably connected to said inner gusset, said gussets being disposed substantially in face to face relation to each other, and a back part depending from and foldably connected to said rear wall portion and also at its ends to the rear ends of said outer gussets, rear end portions of said inner gussets having frictional engagement with said back part, whereby the easel structure is supported against folding movement on its foldable connections to said bottom, side and rear wall portions, said outer gussets being provided with diagonal fold lines and slitting in their rearward portions to permit outward refolding of corner portions thereof and folding of said easel structure inwardly over the bottom of the carton.

6. A display carton comprising a receptacle having bottom, side and rear wall portions and an easel structure depending from the receptacle at its sides to support the same in inclined display position, said easel comprising, at each side of the carton, an inner wedge-shaped gusset depending from and foldably connected to said bottom wall and an outer wedge-shaped gusset depending from and foldably connected to the side wall adjacent the bottom edge thereof, said gussets being disposed substantially in face-to-face relation to each other, and a back part depending from said rear wall portion and engaging adjacent portions of said gussets to support the same against folding movement on their foldable connections to said bottom and side walls.

MILTON A. SMITH.