Feb. 24, 1942. C. A. HOWELL 2,274,253

DISPLAY CARTON

Filed April 24, 1939 4 Sheets-Sheet 1

Fig. 1

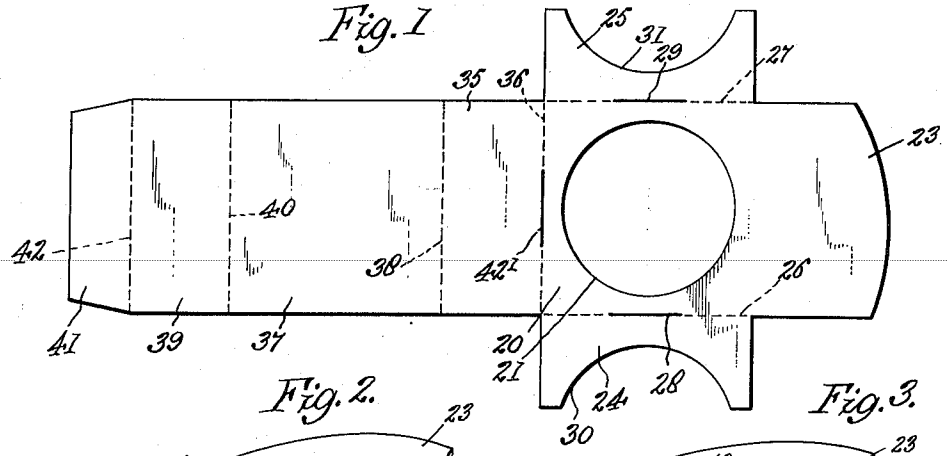


Fig. 2.

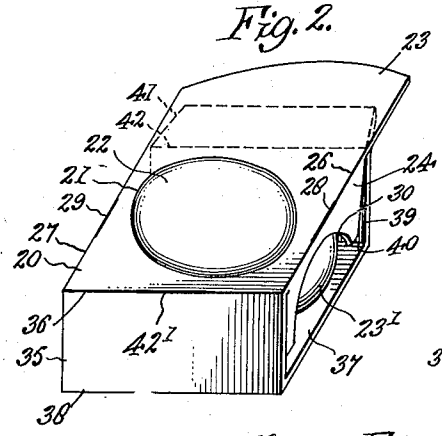


Fig. 3.

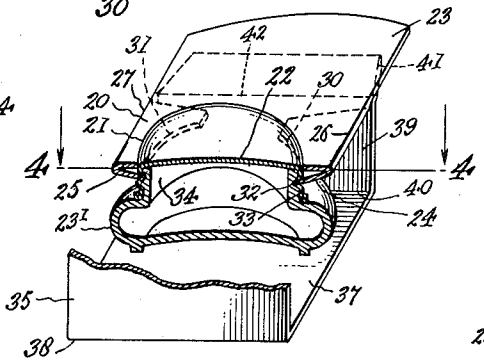


Fig. 4.

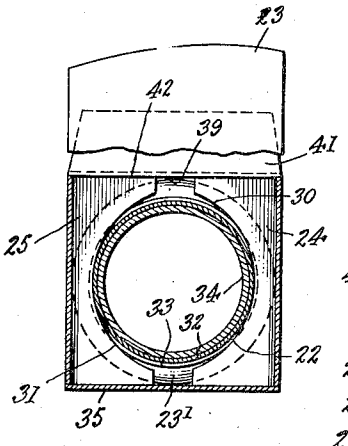


Fig. 5.

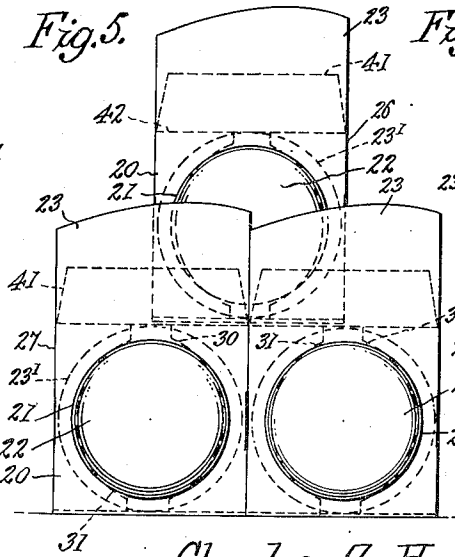
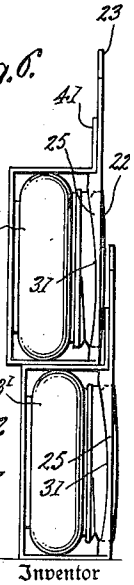


Fig. 6.



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Feb. 24, 1942. C. A. HOWELL 2,274,253

DISPLAY CARTON

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Fig. 7.

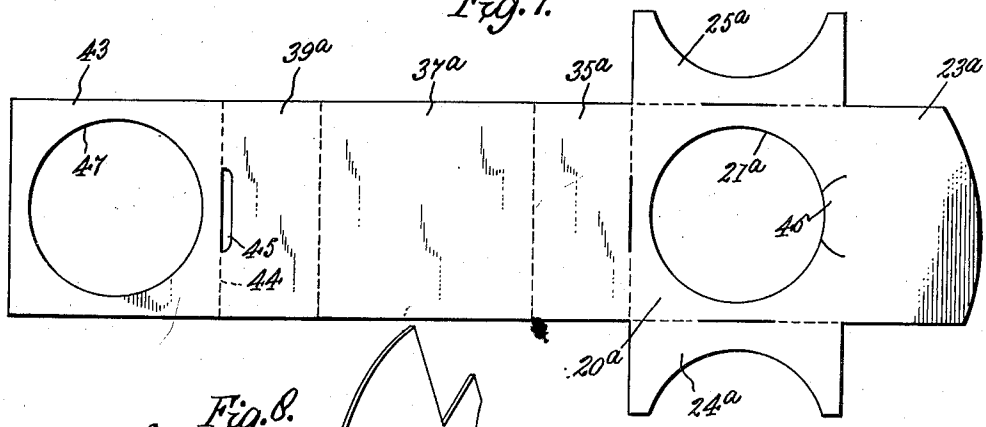


Fig. 8.

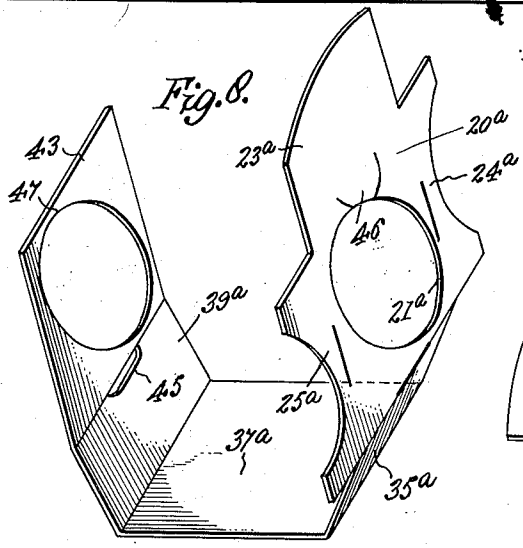


Fig. 9.

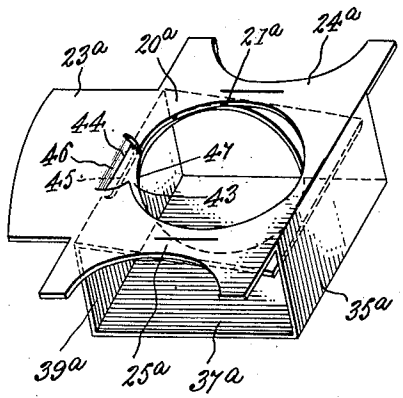


Fig. 10.

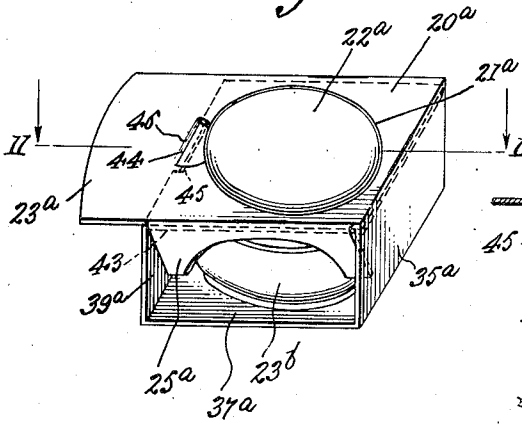
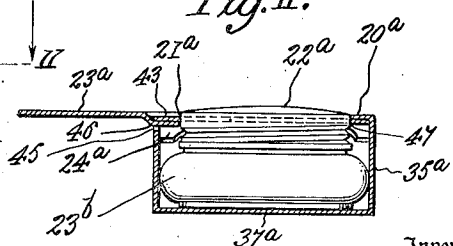


Fig. 11.



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DISPLAY CARTON

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Fig. 12.

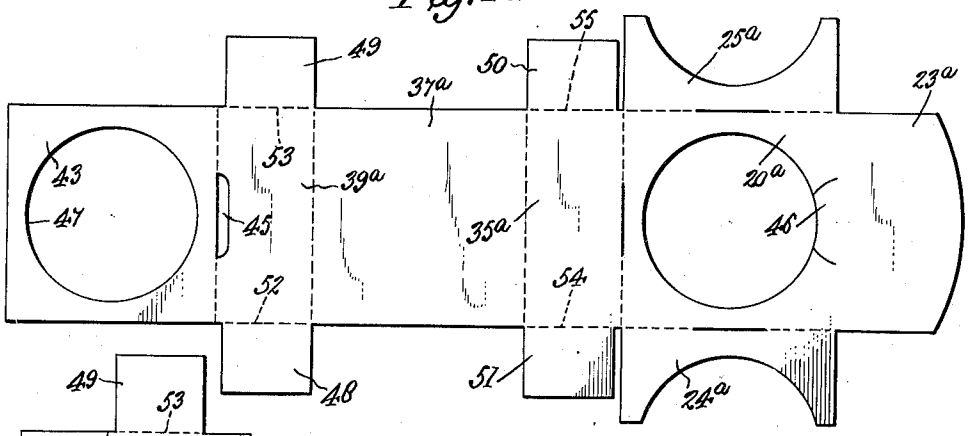


Fig. 13.

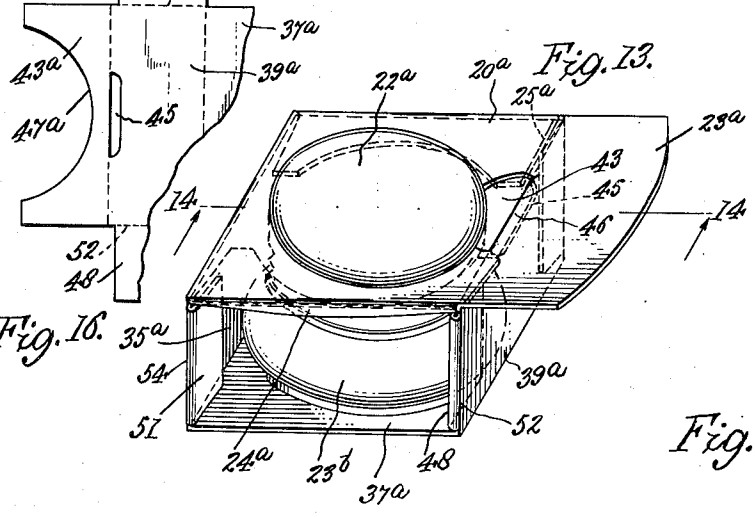


Fig. 16.

Fig. 14.

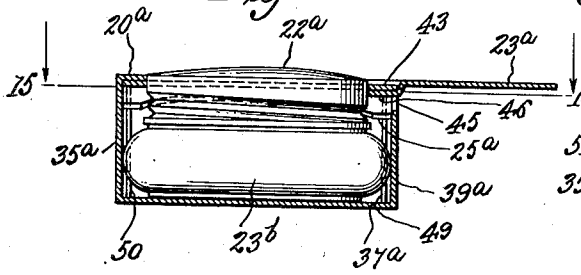
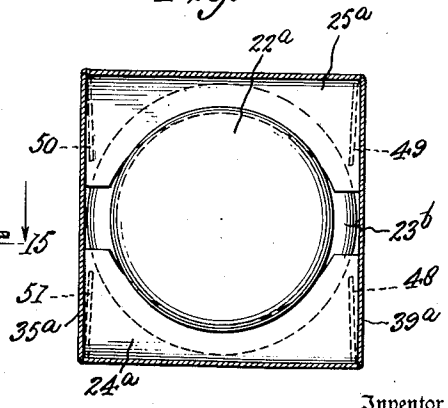


Fig. 15.



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DISPLAY CARTON

Filed April 24, 1939 4 Sheets-Sheet 4

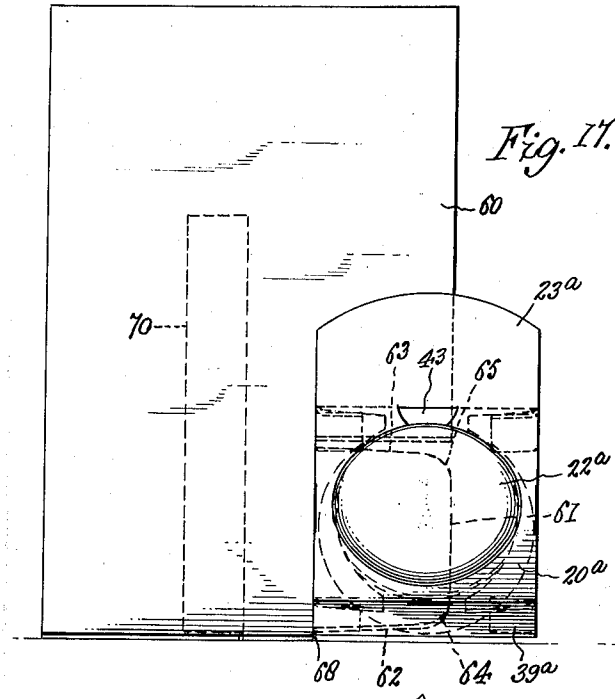

Fig. 17.

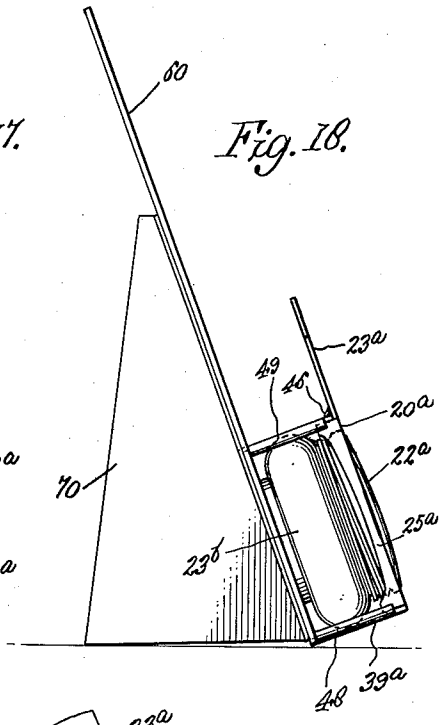

Fig. 18.

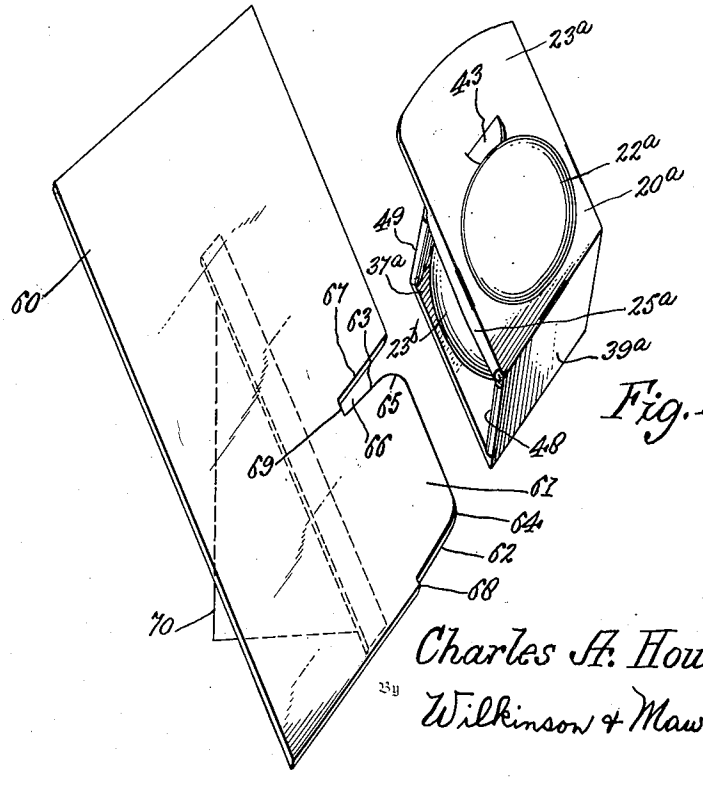

Fig. 19.

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UNITED STATES PATENT OFFICE

2,274,253

DISPLAY CARTON

Charles A. Howell, Chicago, Ill., assignor to The Pharma-Craft Corporation, Incorporated, Louisville, Ky., a corporation of Delaware

Application April 24, 1939, Serial No. 269,751

5 Claims. (Cl. 206—44)

The present invention relates to improvements in Display cartons, and has for an object to provide an improved carton which will both reveal the merchandise jar or container, preferably at both the sides and the top thereof, while also yielding considerable display surface on the carton itself for the message which the manufacturer intends to convey to the public.

It is another object of the present invention to provide an improved carton with superior display possibilities in that the container itself is revealed in two aspects, both from the front and from the side and in that the carton itself, besides forming a substantial vehicle for the transportation and packaging of the merchandise, also yields large areas for advertising display.

A further object of the invention resides in providing an improved carton capable of display arrangement in numbers of the carton units with the construction admitting of the nesting of the cartons on a counter in such form and arrangement that the display panels of one carton will not be obscured by the presence of the other cartons in the aggregate display arrangement.

A further object of the invention is to provide a carton and a contained jar of merchandise in which the carton will not only possess display features but will also so house and contain the jar as to render the contents substantially tamper-proof.

A further object of the invention is to provide an improved unit comprising a container of merchandise and an associated carton in which the construction of the carton is such as to provide a display space flush with the top of the cap of the merchandise jar and thereby permitting closer association between the sales story and the name of the product.

With the foregoing and other objects in view, the invention will be more fully described hereinafter, and will be more particularly pointed out in the claims appended hereto.

In the drawings, wherein like symbols refer to like or corresponding parts throughout the several views.

Figure 1 is a plan view of one form of blank constructed according to the present invention.

Figure 2 is a perspective view showing the blank folded to form the improved display carton with one of the wings partially folded into position.

Figure 3 is also a perspective view with parts broken away and parts shown in section with both wings in the finally infolded position.

Figure 4 is a longitudinal sectional view taken on the line 4—4 in Figure 3.

Figure 5 is a front elevation showing three of the cartons in one arrangement of display position in actual use.

Figure 6 is an end view looking from the left end of Figure 5.

Figure 7 is a plan view of another form of blank constructed according to the present invention.

Figure 8 is a perspective view showing this blank in partly folded position.

Figure 9 is a similar view showing the further folded position of the blank into the carton display form.

Figure 10 is also a perspective view showing a further phase in the folding of the blank to form the completed carton.

Figure 11 is a section taken on the line 11—11 of Figure 10 with the parts in the finally infolded position.

Figure 12 is a plan view of a still further modified form of blank useful for larger display cartons.

Figure 13 is a perspective view showing the finally infolded position of the display carton with one of the containers therein.

Figure 14 is a cross-section taken on the line 14—14 in Figure 13.

Figure 15 is a longitudinal section taken on the line 15—15 in Figure 14.

Figure 16 is a fragmentary plan view of a blank similar to the blank shown in Figure 12 but modified in the false inner wall 43a.

Figure 17 is a front elevation showing the improved display carton and an improved form of counter display card associated therewith.

Figure 18 is a side elevation of the same, and Figure 19 is a perspective view showing the improved counter-card and display container separately and perspectively.

Referring more particularly to the drawings, and for the present to that form of the invention illustrated in Figures 1 to 6 inclusive, 20 designates the front wall of the blank which may be made from cardboard or other appropriate material. This blank may be in one piece of material as shown in Figure 1 for purposes of convenience and economy in blanking out or stamping; or the display carton may be made of several sections if preferred.

This front wall 20 is formed with an enlarged opening 21 for the purpose of admitting the cover 22 of the container 23' as shown in Figure 3. At its upper edge the front wall 20 carries the

upwardly extended display panel or placard 23, and at its opposite side portions the front wall 20 carries foldable wings 24 and 25. These wings are adapted to be folded along the crease or hinge lines 26 and 27, which hinge lines are preferably slitted, as indicated at 28 and 29, at central parts opposite the circular wall 21 in areas where the front wall 20 has the narrowest width between the circular wall 21 and the crease or hinge lines 26 and 27. At these narrower portions the front wall 20 is apt to be weakened. Moreover if it were not for the slits 28 and 29 the act of folding the wings 24 and 25 about the hinge or crease lines 26 and 27 would have a tendency to lift that part of the front wall 20 lying between the slits 28 and 29 and the circular wall 21 because of the narrow area thereof. This lifting tendency would tend to rupture or tear out the front wall 20 at these points. The slits 28 and 29 forming as they do lines of disconnection between the wings 24 and 25 and the front wall 20 at these restricted areas, relieve the pressure and tension on the front wall 20 and leave it unimpaired by the infolding action of the wings 25. These wings 25 have curved edges 30 and 31. Such edges 30 and 31 are shaped as complements of the indentation 32 which runs annularly around the flange 33 of the container cover 22 as shown in Figure 3. The indentation 32 is produced by forming the thread on the cover flange 33 which thread engages with a complemental thread upon the exterior of the neck 34 of the jar or container 23'.

Coming off the lower edge of front wall 20 is the bottom wall 35 joined with said front wall 20 by a line of flexure or crease hinge 36. The rear wall 37 is shown as connecting with bottom wall 35 by the crease hinge 38; and the top wall 39 connects with the other end of rear wall 37 by the crease hinge 40. A flap 41 is carried at the opposite end of the top wall 39, there being a crease hinge 42 between the top wall 39 and its flap 41.

A slit 42 is made in alinement with crease hinge 36 between the front wall 20 and the bottom wall 35 and serves the same purpose as the slits 28 and 29; such slit 42 being disposed parallel with a tangent to a circle 21.

In setting up the display carton from the blank shown in Figure 1, the parts are folded as indicated in Figures 2 and 3, the front wall 20 and its display panel or placard 23 remaining in the same plane and forming the front of a display carton which may be set up on a shelf or counter as indicated in Figures 5 and 6.

The bottom wall 35 is folded backwardly upon a line 36 and assumes a position at right angles to the front wall 20. The rear wall 37 is likewise bent back from the plane of the bottom wall 35 at substantially right angles to said plane, and the top wall 39 is bent at right angles to rear wall 37 on the hinge crease line 40. These bends or foldings are all made in the same direction in order that the walls 20, 35, 37 and 39 may form a cube or enclosed box-like structure. However the flap 41 is folded in an opposite sense upon its crease hinge line 42 so that said flap will rather line along the rear face of the panel or display placard 23 than upon the inner face of the front wall 20. The flap 21 is secured to the rear face of the panel or placard 23 by any suitable means, preferably by an adhesive.

As above stated these various walls constitute a structure which is enclosed except at its ends, opposite ends being left open to slidingly receive therein the jar or other receptacle or container 23' containing vanishing cream or any other commodity. The carton, and blank forming the same, have been constructed and designed to especially cooperate with the form and character of container illustrated in which the margin of the round disc cover 22 of the container fits into the opening 21 and is flush with the outer surface of the front wall 20. This opening 21 serves to expose the entire outer surface of the cover 22 of the article or container of the goods being sold and therefore the carton not only receives, houses and protects the receptacle or container but it also reveals the trademark and the dress of the goods or label as appearing upon the outside of the cover 22 whereby the goods themselves are substantially displayed before the eye of the customer; and this effect is secured by packing at the factory and does not require any repacking or rearrangement at destination or by retailers in setting these cartons and the merchandise contained therewithin upon their shelves, counters or in show-windows and the like.

After the container has been slid in through one or the other of the open ends of the carton at which time the front wall 20 will bulge outwardly to some slight extent owing to the fact that the overall height of the container 23' and its cover 22 is such as to cause the disc of cover 22 to project into circular opening 21 of cover 20 while receptacle 23 rests against rear wall 37. This condition is best seen in Figure 3. After the container is centered within the carton, the front wall 20 is pushed down all around the opening 21 so as to bring the front wall 20 into substantially the same plane as the disc part of the cover 22.

The wings 24 and 25 are thereupon infolded until their curve edges 30 and 31 snap into the annular or spiral indentation 32 in the flange 33 of said cover 22.

Of course the material of which the carton is made will possess a certain inherent flexibility and possibly resiliency in order to permit the front wall 20 to flex upwardly when admitting the carton, and subsequently to permit the wings 24 and 25 to snap into the annular indentation 32. As seen in Figure 3, when the wings 24 and 25 are infolded, they are bent in at an angle approaching 180° so that any thrust upon either of such wings by the carton in an effort to escape out of either end of the carton will be resisted much more strongly than if the wings are simply turned down at a right angle as indicated by the wing 24 in Figure 2, which shows the intermediate position of the wing 24 in the act of folding it down from the plane of the front wall 20 to its final position as seen in Figure 3.

In other words the angle finally assumed between the front wall 20 and the wings 24 and 25 is an acute angle, and preferably a very sharp acute angle of less than 45°. Thus there will be a great resistance to rotation of the wings 24 and 25 around their crease hinges 26 and 27, which tendency will also be resisted by the engagement of the curved edges 30 and 31 in the annular groove 32, the lower wall of the groove 32 preventing the rotational escape downwardly of the wings. These wings 24 and 25 are broad, in the form shown being as broad as the front wall 20 itself, although this is possibly not necessary, and therefore the restraining effect of the wings is exerted on very large arcuate areas of the flange 33 of the cap 22 and upon the neck 34 of

container 23', which neck lies concentrically within the flange 33.

Inasmuch as the wings 24 and 25 tend to hold stationary the container 23' in the carton, strain will be removed from the edge of opening 21 and from front wall 20, which strain might be enough to distort front wall 20 and to allow cover 22 to escape from opening 21, were the receptacle allowed to shift about in the carton; and of course any misalinement of opening 21 and cover 22 will mar the neatness and display effect of the carton and its contained merchandise. Therefore the wings 24 and 25 not only serve to hold the merchandise container in place in the carton, but avoid its shifting about therein and in this respect to reinforce and strengthen the front wall 20 in the edge of its opening 21 and also the narrow areas of the front wall 20 particularly in and about the slits 28, 29 and 42. The folds along lines 26 and 27 also present doubled thicknesses of wall at unsupported portions of the front of the carton, thereby imparting rigidity and strength thereto.

In the use of the device, the cartons with the merchandise therein may be stood up upon the bottoms 35 in the manner indicated in Figures 5 and 6 with the front walls 20 and the panels or placards 23 facing the customers. If desired a number of the units may be placed upon a counter or shelf or other support as indicated in Figures 5 and 6 where one unit is supported upon the other unit with the bottom wall 35 of an upper unit resting upon the top wall 39 of an under unit; or two lower units may in common support between them the third upper unit as indicated in Figure 5. In all such arrangements the panels or display placards 23 of the units, both lower and upper, are fully revealed and not obscured by the supporting units. Therefore the message which it is intended that the manufacturer convey to the public, and which message is contained upon the panel 23, is always before the customer, irrespective of the arrangement or form in which the devices are displayed.

The carton may be gotten up in any colors desired and contain desired directions as to use of merchandise. The merchandise is placed in these individual cartons at the point of manufacture, the carton forming an excellent vehicle by which to transport the merchandise from the point of origin into the customer's hands. The panels 23 are such that they are nested into one another when the cartons are packed for transportation so that no undue space is taken up by such cartons.

Referring now to Figures 7 to 11 inclusive, a very similar form of blank and carton is illustrated consisting of a front wall 20^a having a circular or other opening 21^a, a display panel or placard 23^a, wings 24^a and 25^a, a bottom wall 35^a, rear wall 37^a and a top wall 39^a.

This blank and carton however dispense with the flap 41 and provide in place thereof an additional, inner or false front wall 43. This inner front wall 43 is connected with the top wall 39^a by a crease hinge 44, in the central portion of which is formed a slot 45 for receiving a tongue 46 on the front wall 20^a. The slot 45 lies in the plane of the top wall 39^a in the infolded position of the parts as shown in Figure 8. A circular opening 47 is made in the false front wall 43 to agree with the opening 21^a of the true front wall 20^a.

In setting up this blank the parts are infolded as indicated in Figures 8 and 9, the inner front wall 33 being folded down within the true front wall 20^a. If desired the blank may be placed with the rear wall 37^a upon a supporting surface, a jar of the cosmetic then placed upon such rear wall 37^a and then the false wall 43 folded down upon the jar so that its opening 47 fits about the rim of the cover 22^a of the jar 23^b. Thereupon the true front wall 20^a is folded down upon the inner front wall 43 and the opening 21^a is also fitted over the rim of the cover 22^a. In doing so the tongue 46 is bent backwardly so as to enter slot 45 and slip behind the inner wall 43 at the edges of the walls 43 and 20^a which at least come together in the folding operation. Thus the top wall 39^a is held in the set up position by the engagement of the edge of opening 47 with the rim of the cover 22^a; and in like manner the bottom wall 35^a is held in set up position by the engagement of the wall of opening 21^a with the rim of the cover 22^a. Thus the merchandise itself tends to hold the carton in the set-up position. Additionally the tongue 46 in its engagement in the slot 45 will tend to prevent the two walls 43 and 20^a from opening out from one another. Furthermore the wings 24^a and 25^a are infolded upon the side edges of both walls 20^a and 43 thus tending to further bind the two walls together. The wings 24^a and 25^a therefore have the functions ascribed to them in connection with the first form of the device and they also subserve the function of binding the front wall and its false or inner wall together at the unsupported edges thereof and thereby provide reinforced or triple wall surfaces at the open edges of the device to reinforce and strengthen the same and impart rigidity thereto.

Referring more particularly to Figures 12 to 15 inclusive, this blank and carton differs from the carton shown and described in connection with Figures 7 to 11 inclusive only in that it has additionally provided thereon tabs 48, 49, 50 and 51. Two of these tabs 48 and 49 extend outwardly from the top wall 39^a and are connected therewith by the crease hinges 52 and 53.

The other two tabs 50 and 51 extend laterally out from the bottom wall 35^a and connect with said bottom wall by the crease hinges 54 and 55. In the set-up position of the blank into the carton, the tabs are infolded against the walls which carry them. In other words, the tabs 48 and 49 are folded over on the perforated lines 52 and 53 so that they both lie substantially against the top wall 39^a; while the other tabs 50 and 51 are folded over so that they lie substantially against the bottom wall 35^a which carries them.

Of course after they are so infolded, as indicated in Figure 13 and also in Figure 15, due to their inherent flexibility and resiliency, they will spring slightly away from the walls 39^a and 35^a so that their side edges will rest respectively against the rear wall 37^a and the inner false front wall 43 thus tending to support both the front and rear walls of the carton and to prevent the collapse together of these walls; it being understood that the flaps are useful particularly in the larger forms of cartons where the span between the front and rear walls is great. Due to the sides being open, there is no support at the sides for the edges of the front and rear walls except what is provided for the side edges of the front wall by the presence of the wings as heretofore described. The wings are folded in first and then the tabs are infolded, forcing the wings before them and in fact in the final position, the upper edges of the tabs will extend beneath the wings and have a tendency to

force the wings up against the rim of the cap. The tabs are also of sufficient depth to encounter the container of the merchandise in any attempt of the tabs to fold outwardly.

With the large size packages, the tabs are useful in compensating for the additional weight of the large jar and in order to prevent the jar from sliding out of the carton.

It will be clear to those skilled in the art that the improved package has superior display possibilities because it will permit vision of the side and top of the jar as well as affording considerable display surface; at the same time the jar is held firmly in position.

Figure 16 shows a modification of either Figures 6 or 12, or both, the modification involving the inner front wall **43a** and its opening **47a**. As shown in Figure 16, it is not necessary that the opening **47a** be continuously circular. The arcuate opening **47a** is sufficient and the inner wall **43a** may be a stub wall as indicated, this stub wall being inturned in the same manner as the full or complete inner wall **43a** and the partly circular or arcuate edge **47a** engaging against the flange of the jar cap.

It will be noted that the improved package is substantially tamper-proof. In other words, the carton cannot easily be removed from the jar, or the cap removed from the jar without destroying the carton. The arrangement also avoids the practice of stores in removing cartons from jars, thereby eliminating the display advantage of the carton.

The invention also permits a wrap-around carton with printing only on one side. In other words the carton may be printed on one side only of the blank in the blank form and this all done in one run through the press. Where printing is required on both sides the cost consideration is always higher.

The wings will be of such width from their hinges to the free edges which engage the container cover flanges that such wings wil lbe caused to bulge or to assume a curvature or convexity whereby the wings, preferably of elastic material, will thereby have their resiliency enhanced to develop a strong spring action against the container to hold the same in place.

Otherwise stated the width of the wing between its hinged joint and the free edge which engages the container is a little greater than the distance between the hinge and the part of the container cover flange which is engaged by the free edge of the wing.

Referring more particularly to Figures 17, 18 and 19, the improved display carton is shown as associated with a counter-card **60**. This counter-card may be embellished in any appropriate dress and color scheme and may contain any appropriate figures, designs or insignia and it will preferably have a space thereon for a message to the public.

In the lower right hand corner, the counter-card is fashioned to provide a tongue **61**. The lower and upper edges **62** and **63** taper or converge toward the free edge of the tongue which is at the right hand edge of the counter-card **60**. Besides these tapering or convergent edges **62** and **63**, the tongue is rounded at **64** and **65**. The tongue is formed by slitting the card transversely to provide the slot **66**, the lower wall of which is formed by the tapering edge **63** of the tongue and the upper edge **67** of which is preferably a straight walled edge lying in the horizontal when the counter-card is viewed in the upright position upon a counter or the like.

The lower edge **62** of the tongue terminates in spaced relation above the normal lower edge of the counter-card **60** in order to produce a shoulder **68** and a space to the right of the shoulder for the purpose of receiving the bottom wall **35** or **35a** accordingly as the first or second or third forms of the display carton are used in connection with the counter-card. A corresponding shoulder **69** is made at the inner end of the slot **66**.

On the back of the counter-card **60** there may be provided an easel **70** for the purpose of supporting the counter-card alone upon a counter or for supporting the counter-card when united with the display carton in the manner indicated in Figures 17 and 18; although, when a display carton is united with the counter-card, the easel **70** may be dispensed with inasmuch as the jar within the display carton will possess sufficient weight to support the counter card with the display carton resting upon its bottom **35** or **35a**.

The counter-card is peculiarly adapted and constructed to cooperate with a display carton having an open end portion in that the tongue **61** will slip in back of the jar **23'** or **23b** and in front of the rear wall **37** or **37a**. In so doing the top wall **39** or **39a** will be received in the slot **66** until the leading edge of said top wall of the display carton comes against the shoulder **69**. At the same time the bottom wall **35** or **35a** is being received in the space below tongue edge **62** until the leading edge of the bottom wall encounters a shoulder **68**. The shoulders **68** and **69** limit the inward movement of the tongue **61** into the carton body. The rounded edges **64** and **65** and the tapering edges **62** and **63** facilitate the entrance of the tongue into the carton and between the jar and the back wall of the carton. The upper horizontal or straight edge **67** is useful for lying throughout in contact with the upper side of the upper wall **39** or **39a**.

The tongue is so constructed that the bottom wall **35** or **35a** of the carton will lie approximately in alinement with the lower edge of the counter-card **60** whereby the counter-card **60** may be supported in a substantially vertical position without the easel when the bottom **35** or **35a** of the carton rests throughout its area on the supporting surface. In this respect the tongue fitting just in front of the back wall **37** or **37a** of the carton enables the carton to tilt back on the rear edge at its bottom wall when the counter-card **60** is to repose in an inclined position and be supported by the easel **70**. This is the position shown in Figures 17 and 18. In other words the connection of the counter-card with the display carton is substantially in the plane with the lower rear edge of the carton whereby the carton can rock back on its bottom wall when the counter-card **60** is to assume the inclined position; yet, the counter-card and carton may be rocked slightly forward so that the carton will rest flush upon its bottom when the counter-card is to be supported by the carton without regard to its easel **70**.

The counter-card and display carton are readily united and separated. When associated together in the manner indicated in Figures 17 and 18 the two units will be held frictionally together due to the arrangement and construction of the various parts.

It is obvious that various changes and modifications may be made in the details of construc-

tion and design of the above specifically described embodiment of this invention without departing from the spirit thereof, such changes and modifications being restricted only by the scope of the following claims.

What is claimed is:

1. An improved carton for container units having grooves therein comprising a container body composed of front and rear and top and bottom walls with open ends to receive the container unit, said front wall having an opening to receive a part of the unit whereby to center the unit in the body and to reveal a portion of the unit on the outside of the carton body, the side portions of the unit being revealed through the open ends of the carton body, a groove of said container unit lying in a plane substantially parallel with the opening in said front wall, and wings foldable at the open ends of the container body and so constructed and arranged with relation to the container unit in its position with reference to the opening in said front wall that the free edges of the wings will be received into said groove on rotation of the wings in opposite directions inwardly of the open ends through an angle only slightly less than 180° from a vertical plane.

2. An improved carton for container units having substantially annular grooves comprising a container body composed of front and rear and top and bottom walls with open ends to receive the container unit, said front wall having an opening to receive a part of the unit whereby to center the unit in the body and to reveal a portion of the unit on the outside of the carton body, the side portions of the unit being revealed through the open ends of the carton body, and wings foldably carried by the ends of said front wall for folding into said open ends and engaging said container unit, said wings being of superior width compared to the distance between the container grooves and the portion of said front wall on which said wings are foldable so that the wings will bulge and be put under strain when such wings are folded inwardly with their inner edges engaging in a groove of the container unit.

3. An improved carton for container units comprising a container body composed of front and rear and top and bottom walls with open ends to receive the container unit, said front wall having an opening to receive a part of the unit whereby to center the unit in the body and to reveal a portion of the unit on the outside of the carton body, the side portions of the unit being revealed through the open ends of the carton body, and a false front wall carried by said top wall and foldable beneath said first mentioned front wall, said false front wall having an opening therein registering with the opening in said first mentioned front wall, said container unit having a substantially annular groove extending around in a plane approximately parallel with the plane of said front wall, and wings foldable about the front wall inwardly of the open ends through angles approaching 180° from the plane of the front wall before the free edges of said wings snap into said annular groove of the container unit.

4. An improved carton for container units comprising a container body composed of front and rear and top and bottom walls with open ends to receive the container unit, said front wall having an opening to receive a part of the unit whereby to center the unit in the body and to reveal a portion of the unit on the outside of the carton body, the side portions of the unit being revealed through the open ends of the carton body, a false front wall depending from and hinged to the forward edge of said top wall and adapted to fit within the first mentioned front wall, said false front wall having an articulate lower edge for fitting about said container unit, and wings of less width than the width of the open ends of the container body and hinged to the ends of said front wall, said wings being so constructed and arranged with reference to the opening in the front wall and to the container unit occupying said container body and said opening in the front wall that the free edges of the wings will not contact the container unit until such wings have been infolded inwardly of the open ends of the container body through an angle approaching that of 180° from the plane of the front wall.

5. An improved package comprising a container and a carton therefor, said carton comprising a blank having fold lines defining front and rear and top and bottom walls with open ends to receive the container, said front wall having an opening receiving an upper part of the container to center same within the carton and to reveal a portion of the container on the outside of the carton body, the side portions of the container being revealed through the open ends of the carton body, said container having grooves, a groove of said container lying in a plane substantially parallel with the opening in said front wall, said front wall having integral wings at the sides thereof and foldable downwardly and rearwardly at the open ends of the container and so constructed and arranged with relation to the container in its position with reference to the opening in said front wall that the free edges of the wings will be received into said groove of the container on rotation of the wings downwardly and inwardly to thereby secure the top of the container in position with respect to the carton.

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