May 30, 1933. J. J. GAFFNEY 1,911,995

DISPLAY CARTON

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FIG. 1.

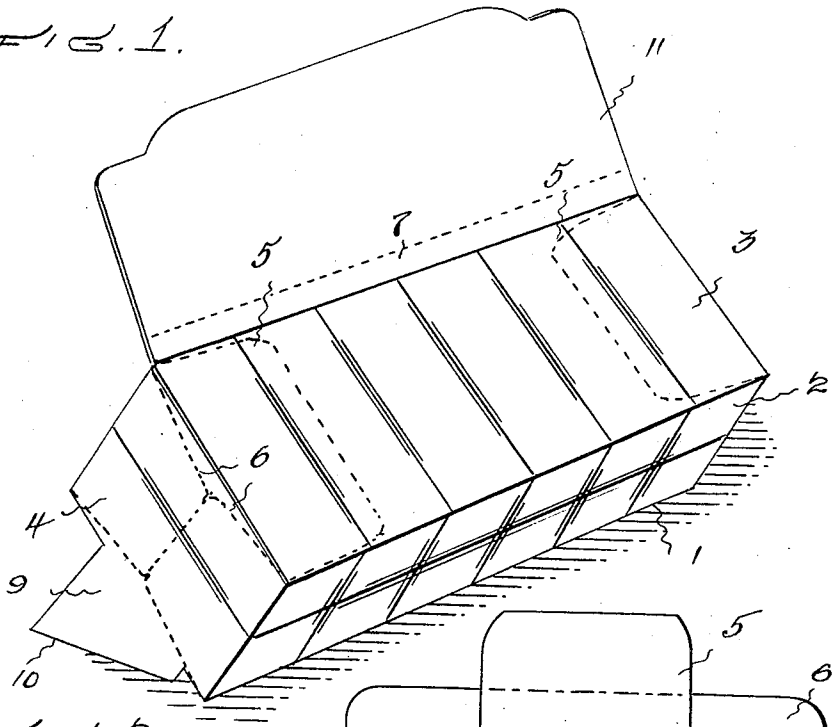
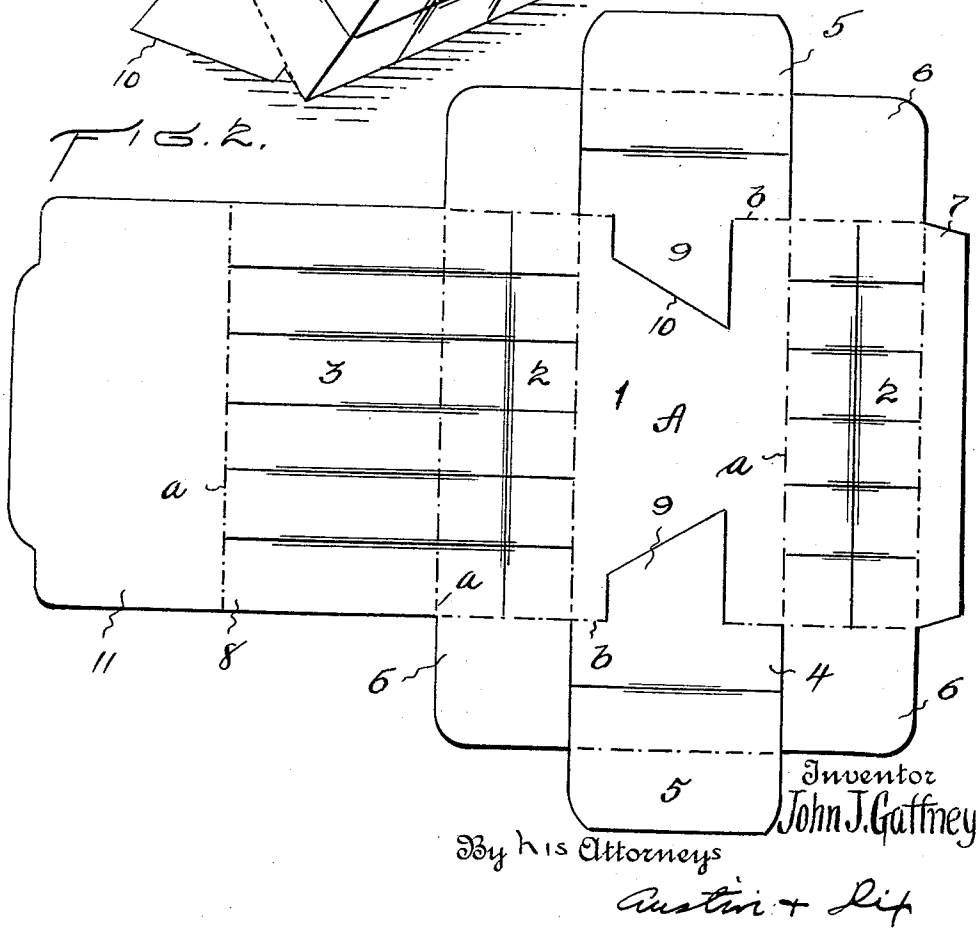


FIG. 2.



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FIG. 3.

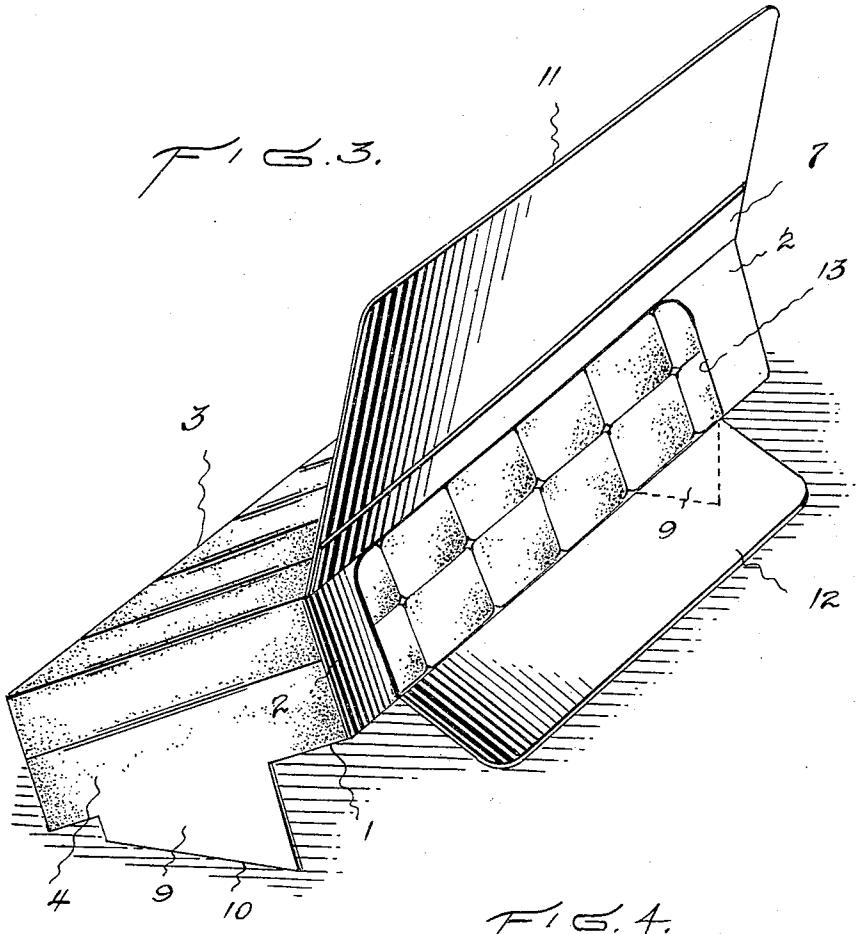


FIG. 4.

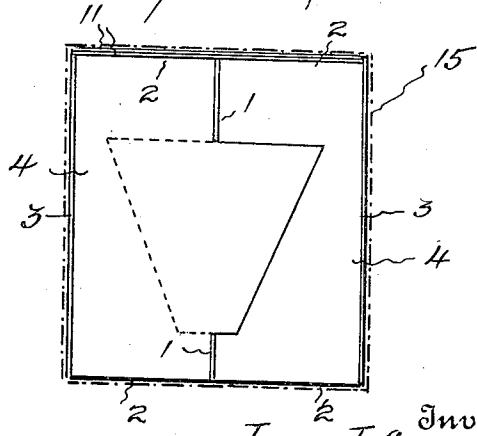
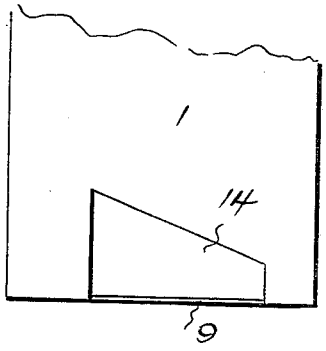


FIG. 5.



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UNITED STATES PATENT OFFICE

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DISPLAY CARTON

Application filed July 7, 1931. Serial No. 549,161.

This invention relates to cartons or the like used for packing, displaying and dispensing merchandise and the object of the invention is to produce economically an efficient and simple carton which meets the requirements.

A salient feature of the present invention is the means whereby the carton is firmly supported in the most appropriate position to give the best possible display results. Heretofore supporting easels of many different kinds have been proposed but in all known instances the easels are of a folding kind which have to be set up or arranged in operative position by the operator when the carton is arranged for the display position. Furthermore, with previously known easels, devices requiring manipulation must be provided to retain the easel in its operative position. Such easels also materially increase the cost of production, including assembling, and in such cases where cost is the prime factor, even slight increased cost may render the use of the carton prohibitive. Another factor to consider is that easels which have to be folded and otherwise manipulated are often so complicated that the average store keeper or clerk cannot or will not properly set up the carton for display.

According to the present invention, an easel or support is provided which is entirely automatic in its operation, or in other words, the easel is both self-positioned and self-retained in its operative position when the carton is erected or set up.

The invention also comprehends the provision of a display device which is automatically erectable into display position during the setting up of the carton.

The improvements forming the subject of this invention may be applied to different kinds of cartons or boxes, either of the folding or permanently set up type, but having in mind simplicity throughout and economy, the invention is shown as applied to the most common and extensively used carton known as a "tuck-in" carton. This carton is produced entirely by machine work and may be readily changed from its collapsed or folded position into the set up or erected condition. The improved easel is made an integral part of said carton, the easel lying flat in the folded position of the carton, but when the carton is opened or set up, the easel is brought automatically to its operative position where it remains while the carton stands in the set up condition, providing a permanently rigid support for the carton. The improved easel may be applied with particular advantage to so-called "dummy cartons" which are used entirely for advertising purposes. Cartons of this kind are sent out to the trade in the collapsed condition and the dealer simply erects the cartons and places them in position for display. The improved easel may, however, also be advantageously employed with cartons that are also used for packing and dispensing merchandise and the use of boxes for such purposes will be described hereinafter. A display device may also be provided which is in the form of a flap formed as a part of the carton blank. The display device is adapted to lie flat when the carton is in collapsed position, and the flap automatically erected in upwardly extended position when the carton is set up. Two or more set up cartons may also be nested together by telescoping the easels of one carton into the other.

In the description of the invention and applications thereof, reference will be made to the accompanying drawings, wherein—

Figure 1 is a perspective view showing the front and top of a display carton having the improved easel;

Figure 2 is a top plan view of a blank from which a display carton with easel complete is composed;

Figure 3 shows the back of a carton which is modified to operate also as a packing and dispensing medium;

Figure 4 shows a method of arranging the cartons for shipping purposes; and

Figure 5 is a fragmentary view of a portion of the bottom of the improved carton.

Referring to said drawings, I have shown in Figure 2 a box blank A. This blank is made of sheet material, preferably paper-

board, and in general form is similar to the blank in common use for constructing the so-called "tuck-in" box. The blank is divided by the usual crease lines *a* so as to define parallel portions or sections 1, 2 and 3 which respectively form the bottom, side and top walls of the box. Folding flaps 4, having tuck-in ends 5, extend from said section 1 and folding tongues 6 extend from the sections 2. One of said sections 2 has glue strip 7 connected thereto and it will be understood when the blank is folded over, desirably by machine operation, the strip lap 7 will over-lap the end 8 of section 3. So far the blank, as above stated, is similar to one in common use. One of the changes made in this blank to obtain a novel feature of the present invention, is to partly cut out angular pieces 9 from the bottom section 1, these cut out pieces forming the easel supports for the carton. It will be noted that these pieces constitute an unbroken and connected extended portion to each of the flaps 4.

In the setting up operation of the improved carton the folded tubular blank or collapsed body is brought to its erect position; then the tongues 6 and flaps 4 with the insert tabs 5 are positioned to close the ends of the carton. In this erecting operation, the flaps 4 hinge on the score lines *b* so that the easel extensions 9 are placed in a vertical position substantially at right angles to the bottom of the carton. These easel extensions permanently remain in said position and form rigid supports to retain the box in an angular display position, which position may be determined by variation of the angular inclination of the cut edge 10 of the extensions 9.

As an additional novel feature of this improved container or carton, section 3 has a flap 11 extending therefrom. Flap 11 is hingedly connected to section 3 and is reenforced or stiffened by means of the glue strip 7 which is located at the base of the flap. This flap operates as an additional display device or placard for the carton.

The carton illustrated in Figure 1 and made of a blank as described above, is of a form commonly known as a "dummy display" carton which is used for advertising purposes only and is not intended to contain merchandise. This carton, however, may be easily altered so as to make it adaptable as a packing and dispensing carton besides operating as a display device. The only required change is to cut out a portion 12 of one of the sections 2 forming the back wall of the carton as illustrated in Figure 2. The portion 12 cut out is preferably hinged at the bottom to provide a cover for the opening 13 through which opening merchandise in the form of a package, for example, may be readily dispensed.

The improved carton, when used as a dispensing medium, as shown in Figure 3, is closed on all sides except at the back, and therefore theft of contents of the display carton is discouraged because of the fact that the opening 13 is generally not visible to the person before whom the carton is displayed and it is difficult to remove the merchandise unless one is positioned at the rear of the carton. Another feature of the present invention is that the carton may be printed, embossed or otherwise prepared so as to represent a number of individual articles arranged in an attractive pile.

When the improved device is used as a "dummy" the carton is delivered or shipped in the collapsed or flat condition and the dealer desiring to set the carton up for display need only perform the simple operation of expanding the carton into tubular form and insert the end flaps, and the easel will automatically be brought into the operative position and be self-retentively held in that position. For such instances where the carton is used as a packing medium, a practical and convenient shipping package may be obtained by placing two cartons together as shown in Figure 4. In this case the permanently fixed easels 5 of one carton will over-lap the companion carton and the easel members of one carton will fit into the openings 14 (left by cutting out of the sections 9) in the cover. To make a complete shipping package it is only necessary to tie the cartons with string or to pass a band or sleeve 15 around the cartons to unite them together.

Various modifications may be made in carrying out the details of the invention hereinbefore described and it is to be understood that any modification coming fairly within the terms of the appended claims shall be covered thereby.

What is claimed is:—

1. An advertising device comprising a collapsible body, a supporting easel for said body, said easel being composed of a portion cut out from a fixed wall and forming an integral part of a movable wall, said easel being automatically moved into supporting position when the body is assembled in set up condition.

2. An advertising device comprising a folding tubular body representing a carton when set up, and a support for said body composed of a portion displaceable from an integral wall of said body, said easel automatically moving into operative position when said body is set up, and flaps for closing the ends of said tubular body.

3. A device of the class described composed of a collapsible body having side walls and a bottom wall, and a supporting easel therefor formed from an integral part thereof, said easel being automatically moved

with respect to said side walls into the operative supporting position when setting up said body, said easel being so formed as to remain in supporting position as long as said body remains set up.

4. A display carton and supporting easel therefor made from a single foldable blank, said easel being integrally connected to a hinged side wall of the carton, said easel being self-positioning and self-sustaining when said hinged side wall is moved into set up position.

5. A carton of the class described composed of a single blank, said carton having top, bottom, side and end walls, and an easel for said carton, said easel being composed of non-folding integral portions taken from said bottom wall, said easel portions forming rigid extensions from said end walls and movable therewith.

6. A carton of the class described composed of a single blank, said carton having top, bottom, side and end walls, and an easel for said carton, said easel being composed of non-folding integral portions taken from said bottom wall, said easel portions forming rigid extensions from said end walls, said easel portions having an inclined bottom edge forming a supporting base whereby said carton is maintained in a relatively inclined display position.

7. A display carton and support therefor composed of a single blank, said blank being divided by crease lines into a plurality of sections forming the side, top and bottom walls of the carton, and flaps arranged to be folded and tucked in to form the end walls of the carton, said bottom wall having non-folding portions partly cut therefrom and integral with the end wall flaps, said portions being automatically movable with the end wall flaps to provide a support for the carton.

8. A collapsible carton formed from a single blank material, said blank comprising a bottom wall, a top wall, side walls, and a display portion, said portion normally lying flat when said carton is in collapsed condition but automatically movable during the setting up of the carton to extend upwardly from the back thereof to provide an advertising display card.

9. A display carton of the class described having top, bottom, side and end walls, and rigid non-folding extensions from said end walls forming a supporting device for said carton, said easel being automatically positioned when the carton is set up, and said back wall having an opening therein through which merchandise contained within said carton is dispensed.

10. A collapsible display carton comprising a tubular containing body, a self-positioning rigid non-folding easel for said carton, a merchandise opening in said tubular body, a closure therefor and a display device automatically erectable into display position during the setting up of the carton.

11. A collapsible display carton comprising a container body, a self-positioning rigid non-folding easel for said carton, said carton being prepared to represent a pile of merchandise arranged in display position, and a connected folding flap adapted to lie flat when the carton is in collapsed position, said flap being automatically movable during the setting up of the carton to extend upwardly from the back of said carton to form a backing display card.

12. A display and packing means comprising a pair of cartons, each carton having a rigid non-folding permanently positioned supporting easel, said cartons being united together for packing with the easel of one carton fitted over and within the companion carton, said cartons being separable so as to provide separate self-supported display cartons.

13. A collapsible carton of the class described composed of a blank of sheet material, said carton having a bottom wall, side walls hinged to the bottom wall, and an easel for said carton, said easel being composed of non-folding integral portions taken from said bottom wall and movable with said hinged side walls.

In testimony whereof I have hereunto set my hand and seal.

JOHN J. GAFFNEY.