July 28, 1925. 1,547,352

H. AMATEL

SHIPPING AND DISPLAY CARTON

Filed Oct. 7, 1921 2 Sheets-Sheet 1

FIG. 1.

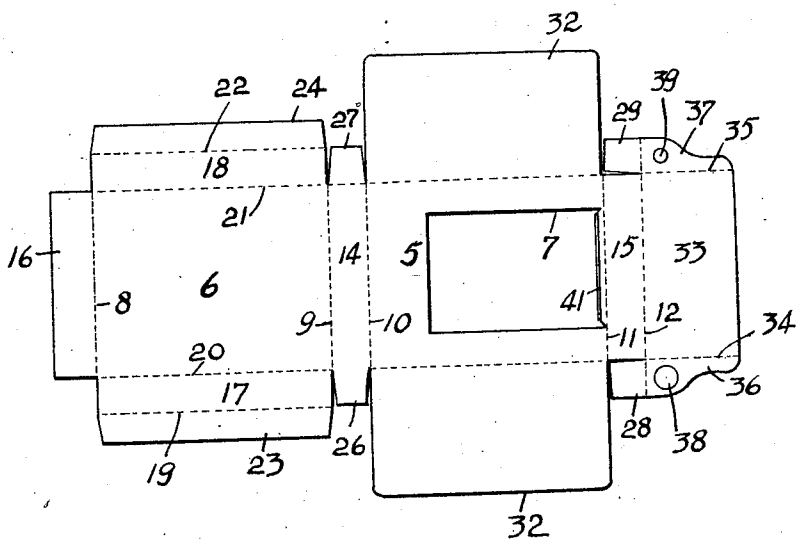
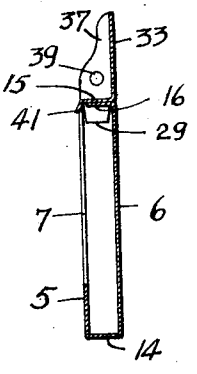


FIG. 3.



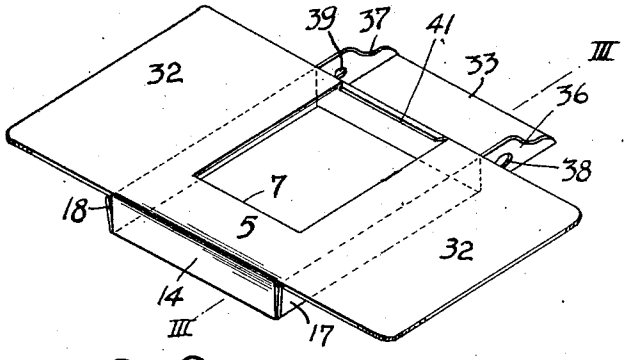


FIG. 2.

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FIG. 4.

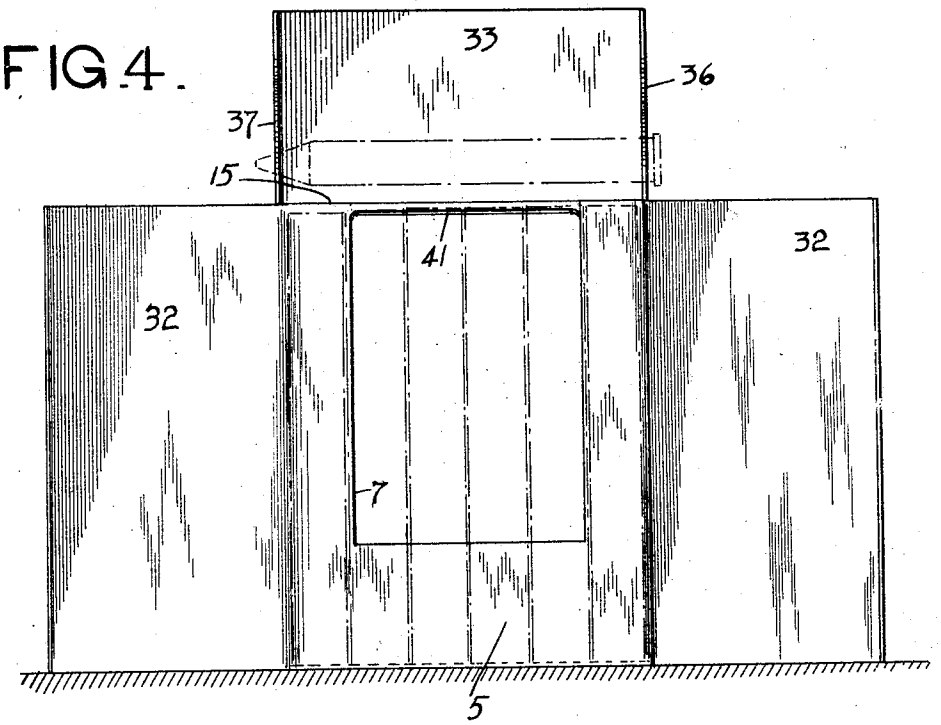
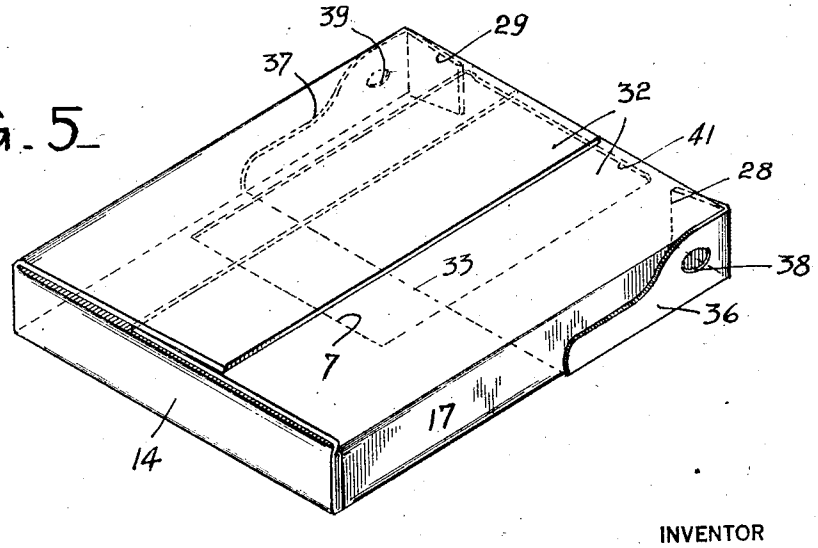


FIG. 5.



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UNITED STATES PATENT OFFICE.

HAROLD AMATEL, OF EAST ORANGE, NEW JERSEY, ASSIGNOR TO WESTINGHOUSE LAMP COMPANY, A CORPORATION OF PENNSYLVANIA.

SHIPPING AND DISPLAY CARTON.

Application filed October 7, 1921. Serial No. 506,044.

To all whom it may concern:

Be it known that I, HAROLD AMATEL, a citizen of the United States, and a resident of East Orange, in the county of Essex and State of New Jersey, have invented a new and useful Improvement in Shipping and Display Cartons, of which the following is a specification.

This invention relates to cartons and more particularly to cartons adapted to alternately serve as shipping containers and as vending devices.

An object of the invention is the provision of a carton adapted to support a plurality of articles in a manner convenient for display and removal therefrom.

A further object is to constitute the carton of a single blank of such configuration that, when folded to form a receptacle, a comparatively large amount of surface will be presented for the reception of legends or printed matter for advertising purposes.

A still further object of the invention is to provide a carton which will serve as a container for a plurality of articles during shipment and which may be easily and quickly adjusted for display and vending purposes and for the exhibition of at least one of the articles shipped therein.

With these and other objects in view, the invention consists in the carton or blank substantially as hereinafter described and claimed.

It will be evident that the carton, as contemplated by the present invention, may be employed for shipping and vending a variety of kinds of objects. For the purpose of illustration, however, the carton is shown as adapted to vend articles of substantially cylindrical form and having tapered ends.

The vending of merchandise, commonly sold and displayed upon the counters of salesrooms, requires the use of a receptacle which will not only carry the articles for display but which will permit them to be removed in a convenient manner. Furthermore, the receptacle must have a pleasing appearance and constitute an attractive, as well as useful, display stand or case. It is further desirable that such display cases shall have sufficient surface upon which advertising matter may be inscribed and, at the same time, ensure economy of material.

A carton embodying the present invention possesses the above advantages, inasmuch as it constitutes an excellent advertising medium and also furnishes a compact shipping container adjustable for a suitable and attractive display of articles.

The carton is made from a single blank by a minimum number of folds and, when one lap of the blank is secured to another portion thereof, a container is formed in which a plurality of articles may be deposited. An aperture is provided in one wall of the carton to permit the removal of articles, and a pair of wings or doors are disposed adjacent the opening that may be folded over to close the aperture during shipment.

Continuous with the blank and extending above the carton, is a projection having extensions adapted to form a supporting rack for one of the articles. When a carton is used for display and vending purposes, the doors are opened and the carton is placed on end so that the doors then serve as supports which assist in maintaining the carton in an upright position. One of the articles may be removed from the interior of the carton and placed in the rack for exhibition.

The invention will be more fully understood by reference to the accompanying drawings, in which,

Fig. 1 is a plan view of a blank adapted for folding to form my carton;

Fig. 2 is a perspective view of a carton formed from the blank shown in Fig. 1;

Fig. 3 is a sectional view taken on line III—III of Fig. 2;

Fig. 4 is a front elevational view of the carton in position for display; and,

Fig. 5 is a perspective view of the carton when employed to contain merchandise during shipment.

Referring now to the drawing and more particularly to Fig. 1, it will be seen that my improved carton is constructed from a single blank which may be scored or creased to provide two rectangular portions 5 and 6. These portions provide a front and a rear wall, respectively, when the carton is completed. An aperture 7 is provided in the front wall for purposes to be later described.

To construct the carton, the blank is first folded upon creases indicated by the dotted lines 8, 9, 10, 11, and 12. The portion indicated by the numeral 14 then becomes the bottom and the portion indicated by the numeral 15 becomes the top. Projecting from the portion 6 is a strip 16 that is adapt-

ed to be glued or otherwise secured to the underside of the portion 15 which becomes the top (see Fig. 3). The operations having been performed to secure the strip 15, the carton is partly set up and portions 17 and 18 are then made to constitute the sides thereof by folding along the dotted lines 19, 20, 21 and 22, thus providing tucking flaps 23 and 24 which anchor the portions or sides 17 and 18 in position. Tongues 26, 27, 28 and 29 are adapted to be inserted into the carton, at the corners and serve to maintain the side walls in proper relation to the front walls.

On each side of the front wall 5, a wing or door 32 is provided, these doors serving to close the aperture 7 when the carton is in service as a shipping container and perform the function of stays or props to prevent the carton from tipping when used as a display device. If desirable, an easel of the usual variety may be added to the carton or a section of V shape may be punched from the back 6 and bent outwardly as an additional support when the carton is in use for dispensing articles.

Projecting from the portion 15, is a flap 33 which may be bent at a right angle to the top 15 when the carton is in service as a vending device. The portion 33 may be cut to any desired configuration and is provided with creases, indicated by the dotted lines 34 and 35. Extensions 36 and 37 are provided on the respective sides of the portion 33 and are capable of being bent along the dotted lines 34 and 35 to constitute brackets which, in the present instance, are provided with apertures 38 and 39 to receive an article, as indicated in Fig. 4. It is, however, obvious that an article may be secured by other means, depending upon its character and shape. The portion 33 and the side pieces 36 and 37, will hereinafter, as a whole, be termed an article-support or exhibiting rack.

When the carton is in position for vending, the exhibiting rack is maintained in place by the engagement of the tongues 28 and 29 with the side walls 17 and 18. The tongues 28 and 29, being integral with the rack, serve the double function of maintaining it in a fixed position and aligning the side walls of the box.

The present embodiment of this invention provides for the shipment and display of six articles but may be of any suitable proportions to accommodate any desired number of articles. It has been found desirable to place articles in individual boxes, and the carton illustrated accommodates six such boxes. When the carton is to be shipped, (see Fig. 5) the exhibiting rack may be bent backwardly until the portion 33 is positioned beneath the carton, and the portions 36 and 37 and the tongues 28 and 29 are disposed on the sides thereof; the doors 32 are folded across the front of the carton and readily serve to close the aperture 7, thus making a compact container. In practice, it has been found desirable to transport a plurality of such cartons in an outer container.

When a carton, as shown in Fig. 5, containing six articles, is received by the retailer, it is merely necessary to open the doors, turn up the portion 33 and insert the tongues between the edge of the top of the carton and the side walls. The carton is then in condition for display purposes and the dealer may remove one of the articles and place it upon the exhibiting rack. The individual box from which the article has been removed may be returned to the carton. When on display, the aperture 7 in the carton permits a ready removal of an article therefrom and also serves as an exhibition window through which some of the contents of the carton may be observed. The upper edge of the aperture or window 7 is provided with a lip 41 which may be made flexible, as shown in Figs. 1, 2 and 3, or comparatively stiff, as in Figs. 4 and 5.

Considerable advantage is derived from the particular formation of the blank from which the carton is constructed, inasmuch as it presents comparatively large surfaces which may be used for the purpose of advertising matter. It will be further understood that the advertising matter may be impressed upon the flat blank which is of such form that it is only necessary to print or otherwise inscribe descriptions, etc., on one side to bring the composition in proper position when the carton is set up for display.

It will now be apparent that my invention contemplates the provision of a combined shipping, vending and exhibition carton by means of which goods are at all times accessible to the dealer and may be dispensed with a minimum amount of effort. The invention also resides in the provision of a display carton of an attractive appearance and possessing qualities necessary to the efficient advertisement of the merchandise.

It will be understood that this invention is not restricted to the precise configuration of the blank illustrated but that many variations in the outline thereof may be made without departing from the spirit and scope of the appended claims.

What is claimed is:

1. A shipping and display carton adapted to contain a plurality of articles and having an aperture formed in the front side thereof and a rack integral with said carton, said rack comprising side pieces having means for holding one of the articles against accidental removal in position for exhibition.

2. A shipping and display carton adapted

to contain a plurality of articles and having an aperture in one of its sides, a pair of doors integral with said carton and a rack disposed above said carton for the positioning of an article for exhibition.

3. A shipping and display carton adapted to contain a plurality of articles and having an aperture in one of its sides, a lip positioned along one edge of said aperture to normally maintain said articles in position and a rack disposed above said aperture to support one of said articles for exhibition.

4. A foldable blank comprising top, bottom, front and rear walls and having an aperture in its front wall, a strip integral with the rear wall and adapted to be secured to the underside of the top wall when the blank is bent to form a carton, a tucking flap integral with each side and adapted to be inserted into the carton, an extended portion at each side of said aperture, a flap integral with said top wall adapted to be positioned in angular relation thereto, lateral extensions on said flap to constitute bracket members and tongues integral with said bracket members to lock the bracket in position when the carton is set up.

5. A foldable blank comprising top, bottom, front and rear walls and having an aperture in its front wall, a strip integral with the rear wall and adapted to be glued to the underside of the top wall when the blank is bent to form a carton, a tucking flap integral with each side and adapted to be inserted into the carton, comparatively large portions integral with, and extending from each side of, said front wall, a flap on said top wall adapted to be positioned in angular relation to said top wall when the carton is set up and lateral extensions on said flap to constitute bracket members.

6. A foldable blank comprising top, bottom, front and rear walls and having an aperture in its front wall, a strip integral with the rear wall and adapted to be glued to the underside of the top wall when the blank is bent to form a carton, a tucking flap integral with each side and adapted to be inserted into the carton, said top wall being extended and of such configuration as to be capable of having its ends bent at right angles thereto to provide a rack, and tongues integral with said rack whereby it may be locked in position when the carton is set up.

In testimony whereof, I have hereunto subscribed my name this 6th day of October, 1921.

HAROLD AMATEL.