

March 16, 1943.

E. C. BERG

2,313,718

SHIPPING AND DISPLAY CARTON

Filed Aug. 28, 1939

2 Sheets-Sheet 1

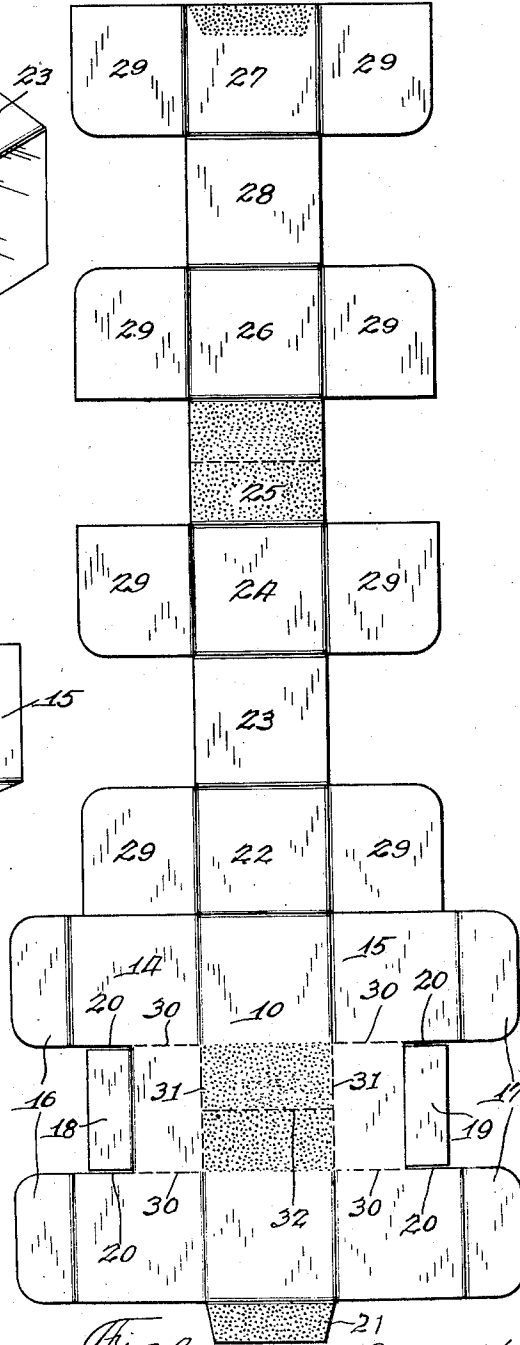
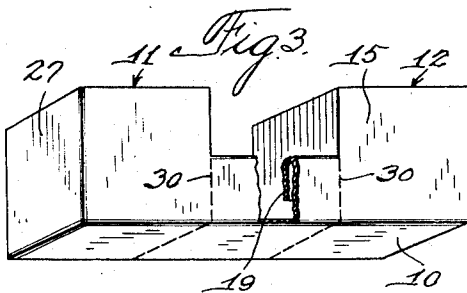
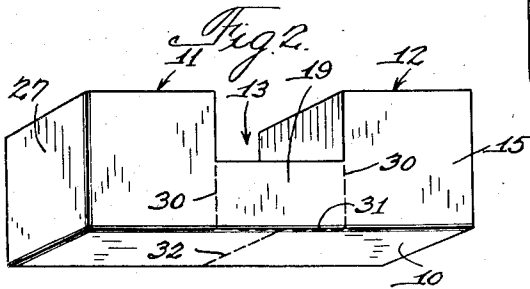
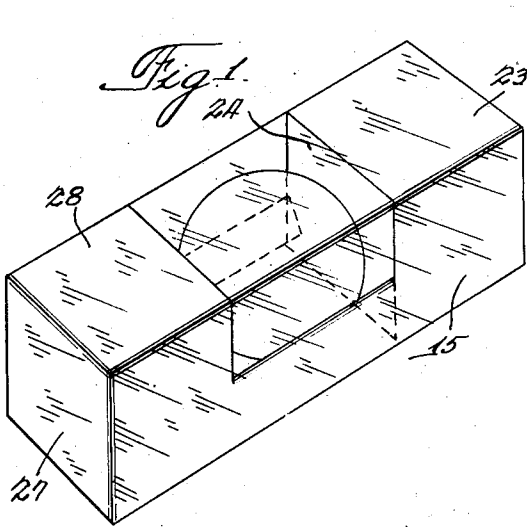


Fig. 4.

Inventor

Edward C. Berg.

By Amos, Phin, Allen & Muelken, Attorneys.

March 16, 1943.

E. C. BERG

2,313,718

SHIPPING AND DISPLAY CARTON

Filed Aug. 28, 1939

2 Sheets-Sheet 2

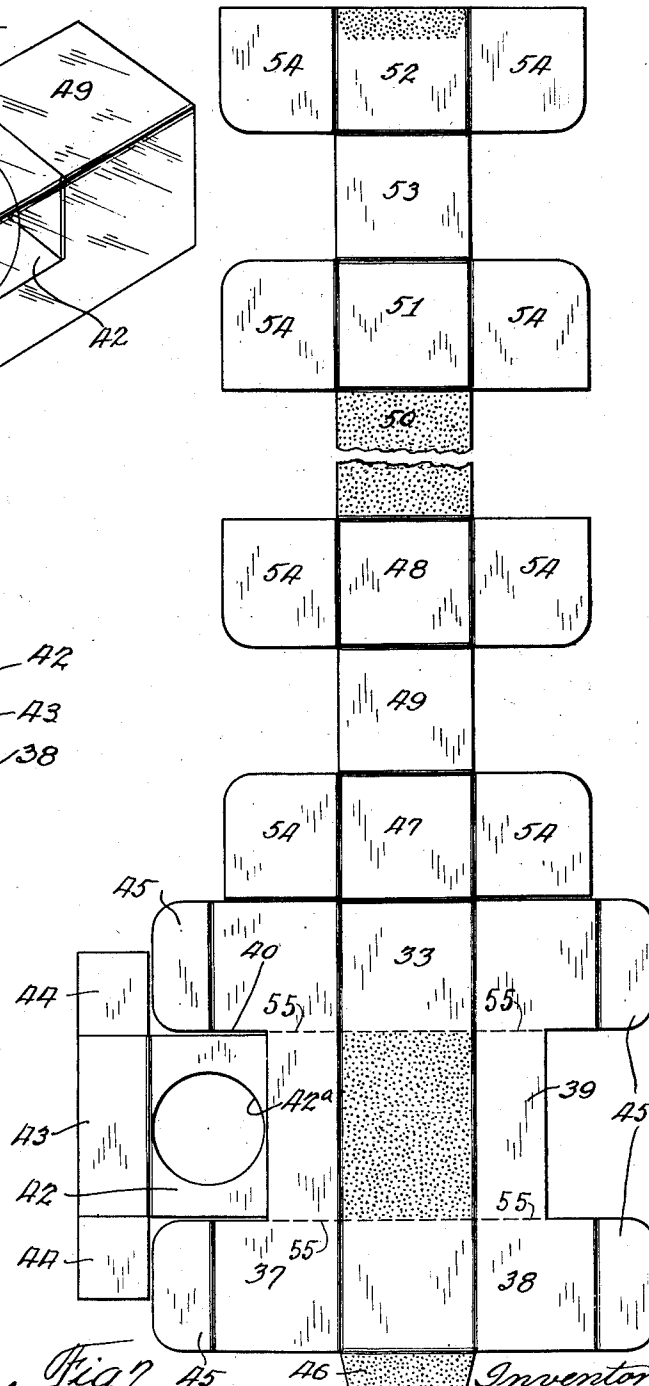
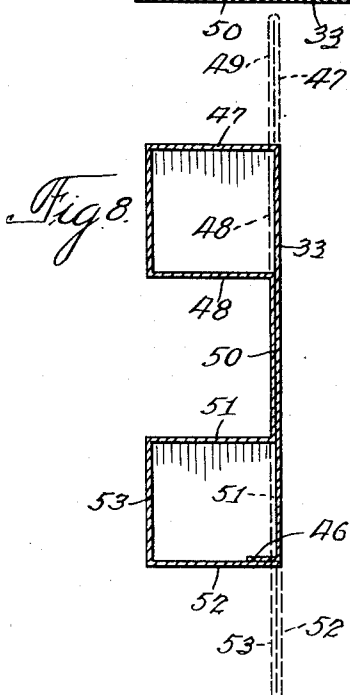
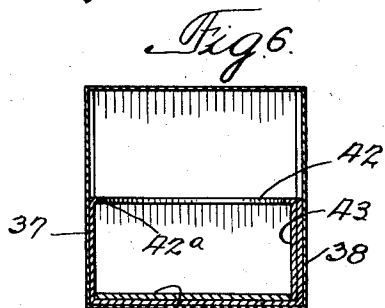
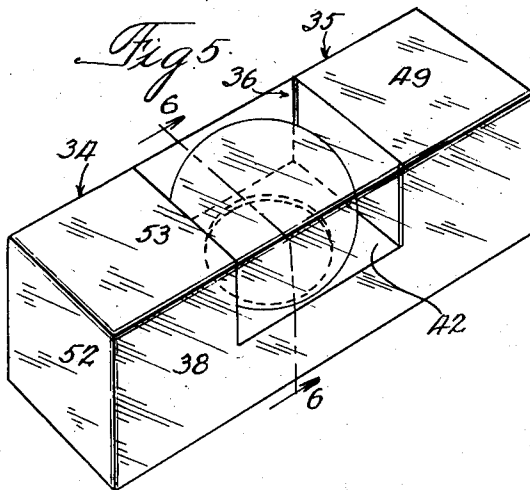


Fig. 7. 45 46 Inventor
Edward C. Berg.
By: Amos, P. H. & Co. & Mack & Co. Attys.

UNITED STATES PATENT OFFICE

2,313,718

SHIPPING AND DISPLAY CARTON

Edward C. Berg, Chicago, Ill., assignor to Ace
Carton Corporation, Cicero, Ill., a corporation
of Illinois

Application August 28, 1939, Serial No. 292,207

10 Claims. (Cl. 206—44)

This invention relates to a shipping and display carton and has special reference to a means for shipping and displaying articles of merchandise such as golf balls or the like.

More particularly, this invention relates to a shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and side walls and individual top and end walls, the opposed end walls of the spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween.

It is highly desirable that merchandise, such as golf balls, be attractively displayed in order that the merchandise be brought to the attention of prospective purchasers for promoting sales. Besides being attractively displayed, it is also desirable that the merchandise be readily available for sale in units of a size best adapted to promote sales. While an individual prospective purchaser may have contemplated the purchase of a single golf ball or perhaps two at the most, should the golf balls be attractively packaged in units of three it is quite likely that the prospective purchaser will purchase the unit. The packaging of the merchandise thus promotes additional sales.

In the sale of such merchandise as golf balls, it is highly desirable to keep the balls in a clean condition not only when on display but after purchase thereof. It is desirable that the golf balls be packaged to prevent dust and dirt from accumulating thereon and to discourage handling thereof while on display. The merchandise in a packaged condition, however, should be available for inspection when on display and the present invention contemplates the provision of spaced compartments for wholly enclosing merchandise of this character with an open-top compartment in the space therebetween for positioning a golf ball or like merchandise for display. In the construction disclosed in the drawings and to be hereafter described, a single golf ball is enclosed in each of the spaced compartments and a single golf ball is exposed to view in the open-top compartment therebetween. The carton is thereafter wrapped with a sheet of transparent flexible material in order that the golf ball exposed to view may be kept in a clean condition.

The golf ball exposed to view in the open-top compartment is, of course, representative of each of the golf balls in the closed compartments so that the package of three need not be opened for inspection. The provision of the closed compartments on each side of the open compartment permits of a plurality of cartons being readily

packaged in a convenient manner for shipping or for storage, reduces to a minimum the accidental mutilation of the transparent flexible covering since the compartments on each side of the open compartment are substantially rigid, and affords a convenient and satisfactory place on which advertising may be printed.

The portions of the continuous bottom and side walls of the carton intermediate the end compartments are preferably perforated to provide weakened portions whereby the compartments may be separated into individual and complete units. When the carton is purchased for use by an individual, the carton is broken in half to expel the golf ball in the open top compartment for immediate use, the remaining two golf balls being enclosed in the same condition as when on display in their separate compartments forming individual cartons. Thus the golf balls other than the one immediately put into play are kept in a clean condition for future use. Likewise, should but a single golf ball be sold to a purchaser, the remaining golf balls of the carton are satisfactorily housed to keep the merchandise therein in a clean condition in the store for future sale.

One of the objects of this invention is to provide a carton of the character indicated above whereby the sale of merchandise may be made in units of a size best adapted to promote sales.

Another object of this invention is to provide a carton for shipping and displaying merchandise, the carton being of the type hereinabove mentioned whereby the merchandise may be kept in a clean condition during shipping and display and also after purchase for use.

Other objects and advantages of this invention will hereinafter be more particularly pointed out and, for a more complete understanding of the characteristic features of this invention, reference may now be had to the following description when taken together with the accompanying drawings, in which latter:

Figure 1 is a perspective view of a shipping and display carton embodying the features of this invention;

Fig. 2 is a view similar to Fig. 1 taken at a different angle to show the bottom of the carton, the transparent wrapping being removed therefrom;

Fig. 3 is a view similar to Fig. 2 showing a modified form of perforation by which the carton may be separated into individual and separate units;

Fig. 4 is a plan view of the one-piece blank

for forming the shipping and display carton of Figs. 1 and 2;

Fig. 5 is a perspective view of a modified form of shipping and display carton embodying the features of this invention;

Fig. 6 is a sectional view taken on the line 6—6 of Fig. 5;

Fig. 7 is a one-piece blank for forming the shipping and display carton of Fig. 5; and

Fig. 8 is a sectional view showing the blank of Fig. 7 in a folded condition.

Referring now to the drawings, and more particularly to Figs. 1 to 4, inclusive, thereof, the shipping and display carton embodying the features of this invention is shown as comprising a one-piece blank as shown more particularly in Fig. 4 having an elongated substantially rectangular section 10 forming the bottom of a plurality of compartments 11, 12 and 13. Sections 14 and 15 extending on opposite sides of the bottom section 10 form the side walls of the compartments 11, 12 and 13. The free ends of the side wall sections 14 and 15 have sections extending therefrom forming tuck flaps 16 and 17, respectively, an intermediate portion of the side walls being cut away to form side wall portions 18 and 19 of reduced height. The portions 18 and 19 of reduced height are slit as at 20 over a portion of the height at each end thereof in order that the outer portions thereof bounded by the slits may be folded to form double wall partitions as shown more particularly in Fig. 3.

A section adjacent one end of the bottom section 10 forms a tab 21 and a section adjacent the other end of the bottom section forms an end wall 22 for the compartment 12. Sections 23 and 24 adjacent the end wall section 22 provide, respectively, the top and opposed end walls of compartment 12. A section 25 adjacent the end wall section 24 forms a spacer acting as a complementary bottom, the section being pasted or otherwise secured to an intermediate portion of the bottom 10 when the blank is folded into condition for use. The spacer 25 acts to hold the bottom ends of the opposed end walls of the compartments in position. Continuous sections 26, 27 and 28 form, respectively, opposed end walls and top of compartment 11.

A section is formed adjacent the sides of each of the end walls 22, 24, 26 and 27 forming flaps 29 for disposition adjacent the side openings of the compartments 11 and 12, the end walls 14 and 15 together with the tuck flaps 16 and 17 holding the flaps 29 in such position. The tab 21 is pasted or otherwise secured to the opposite or outer end of the end wall section 27.

The foldable portions of the blank are preferably suitably scored for purposes of convenient folding and, in order that the compartments be readily separable into individual units when and if desired, lines of perforations forming weakened portions are suitably disposed on the portions of the bottom and side walls intermediate the spaced compartments. In Fig. 4, the lines of perforations 30 extend from the cuts 20 in alignment therewith to the outer edge of the base section 10. A line of perforations 31 extends across the edges of the base between and to the lines of perforations 30 and another line of perforations 32 extends across the base between the lines of perforations 31. In the construction of Fig. 3, the lines of perforations 30 extend from the cuts 20 in alignment therewith directly across the side walls 14 and 15 and the base 10. The spacer 25 forming a part of an auxiliary base to the base

10 is, of course, perforated in the same manner and in alignment with the perforations of the base 10.

Referring now more particularly to Figs. 5 to 8, inclusive, the construction shown therein is substantially the same as that in the previously described embodiment with the exception that instead of providing double wall partitions between the spaced compartments the intermediate compartment is provided with an open or apertured top. However, for a full description thereof, the one-piece blank shown in Fig. 7 forming the shipping and display carton of Fig. 5 comprises a section 33 forming the bottom of a plurality of compartments 34, 35 and 36. A section extends adjacent each of the opposite sides of the bottom section 33 forming the side walls 37 and 38 of the compartments.

A portion of the side wall 38 between the compartments 34 and 35 is cut away to form an intermediate side wall portion 39 of reduced height. Cuts 40 and 41 in alignment with the ends of the cut-away portion, forming the intermediate side wall section 39 of reduced height, are provided in the side wall section 37 to a depth the uncut portion of which section is substantially the height of the side wall section 39 producing a potential top section 42. A section 43 extends adjacent the top section 42 to form a complementary side wall, the width of the section 43 being substantially the width of the section 39 of reduced height and, in folding the blank, the section 43 forms a complementary side wall member lying adjacent the side wall 39. Sections 44 extend beyond the sides of the section 43 to form tucking flaps and sections 45 are formed adjacent the side wall portions of normal height to likewise form tucking flaps.

A section 46 adjacent one end of the bottom section 33 forms a tab for securing the ends of the blank together, paste or other securing means being applied thereto, and a section adjacent the other end of the bottom section 33 forms an end wall 47 of the compartment 35. Sections adjacent the end wall section 47 form, respectively, an opposed end wall 48 and top 49 of the compartment 35. A section adjacent the end wall section 48 provides a spacer 50 which also acts as a complementary bottom portion, the spacer being provided with an adhesive or other securing means for attachment to an intermediate portion of the base 33.

Sections adjacent the spacer section 50 provide opposed end walls 51 and 52 and top 53 for the compartment 34. Sections adjacent the sides of each of the end walls 47, 48, 51 and 52 form flaps 54 for disposition adjacent the side openings of each of the compartments 34 and 35, the flaps 54 being held adjacent the side wall openings by the side walls 37 and 38 and the tucking flaps 45 thereon.

The foldable portions of the blank are preferably suitably scored for purposes of convenient folding and in order that the compartments be readily separable into individual units, lines of perforations 55 are extended across the side walls 37 and 38 and bottom 33 in alignment preferably with the ends of the cut-away portions in the same manner as previously described with reference to Fig. 3.

Each of the cartons shown in Figs. 1, 2, 3 and 5 are preferably wrapped with a flexible transparent material, such as Cellophane, after the merchandise is packed therein. Prior to the forming of the side wall members into position

adjacent the end openings and while the flaps lie flat before folding, the blank pasted or otherwise secured together in final form as Fig. 8, may also lie flat as shown in dotted lines for convenience in storing and shipping the cartons in a knocked-down condition.

While several embodiments of this invention are herein shown and described, it is to be understood that various modifications thereof may be apparent to those skilled in the art without departing from the spirit and scope of this invention and, therefore, the same is only to be limited by the scope of the prior art and the appended claims.

I claim:

1. A shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and side walls and individual top and end walls, each of said individual end walls having flap sections lying along said side walls within said spaced compartments, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween, and the portions of said bottom and side walls which form said open-top compartment intermediate said spaced compartments having weakened portions for severing said carton into separate sections thereby to eliminate said open-top compartment and retain said spaced compartments in the form of separate and complete cartons.

2. A shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and side walls and individual top and end walls, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming a compartment therebetween, the portions of said side walls intermediate said spaced compartments being of reduced height, and an apertured top extending between said side walls of reduced height to position the contained article by the walls bounding the aperture thereof.

3. A shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and side walls and individual top and end walls, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween, the portions of said side walls intermediate said spaced compartments being of reduced height, a top attached to one side wall of reduced height and extending in the direction of the other side wall, and a tuck flap attached to the free end of said top for disposition adjacent said last mentioned side wall.

4. A shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and side walls and individual top and end walls, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween, the portions of said side walls intermediate said spaced compartments being of reduced height, a top of substantially the same length as the space between said compartments attached to one side wall of reduced height and extending in the direction of the other side wall, and a tuck flap of a length greater than the length of said top and of a width substantially the same as the reduced height of said side walls

for disposition adjacent said last mentioned side wall in an overlapping relation with said spaced compartments.

5. A shipping and display carton comprising a foldable body formed of a single piece of material scored along longitudinal and lateral lines and folded on said score lines to provide a pair of spaced compartments having continuous bottom and side walls and individual top and end walls, each of said individual end walls having flap sections lying along said side walls within said spaced compartments to reinforce said compartments, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween, the portions of said bottom and side walls intermediate said spaced compartments having a line of perforations adjacent each of the opposed end walls of said spaced compartments to provide weakened portions whereby said spaced compartments may be separated from said intermediate portions of said bottom and side walls and retained in the form of individual and complete cartons.

6. A shipping and display carton comprising a foldable body formed of a single piece of material scored along longitudinal and lateral lines and folded on said score lines to provide a pair of spaced compartments having continuous bottom and side walls and individual top and end walls, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween, the portions of said side walls between said spaced compartments being of reduced height, and a top extending between the upper edges of said reduced side walls, said top having an aperture therethrough for receiving and for supporting a contained article on said top.

7. A one piece blank for forming a shipping and display carton by folding of the blank, comprising a section forming the bottom of a plurality of compartments, a section extending on each of the opposite sides of said bottom section forming the side walls of said compartments, one of said side wall sections having a cut-away portion bounded on two sides by opposed transversely extending parallel edges, said cut-away portion extending over an intermediate portion of said side wall section and the opposed side wall having a slit in alignment with each of said parallel edges of said cut-away portion and having a section extending outwardly between the slits substantially beyond the ends of the side wall sections, sections adjacent one end of said bottom section forming opposed end walls and top of one of said compartments, a section adjacent one of said end wall sections forming a spacer of substantially the width of the cut-away portion of said side wall, and sections adjacent said spacer section forming opposed end walls and top of another of said compartments, whereby a pair of closed compartments are spaced by an open-top compartment in which the bottom and side walls of the open-top compartment are continuous with the corresponding walls of the closed compartments, said outwardly extending section being folded inwardly across said open-top compartment to support an article therein at the level of said cut-away portion.

8. A shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and

side walls and individual top and end walls, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming a compartment therebetween, the portions of said side walls intermediate said spaced compartments being of reduced height, and an apertured top extending between said side walls of reduced height to position the contained article by the walls bounding the aperture thereof, the portions of said bottom and side walls intermediate said spaced compartments having a line of perforations adjacent each of the opposed end walls of said compartments to provide weakened portions whereby each of said spaced compartments may be separated from said intermediate portions of said bottom and side walls to provide individual and complete cartons.

9. A shipping and display carton formed of sheet material comprising a plurality of spaced compartments having continuous bottom and side walls and individual top and end walls, opposed end walls of said spaced compartments together with the continuous bottom and side walls thereof forming an open-top compartment therebetween, the portions of said side walls intermediate said spaced compartments being of reduced height, a top attached to one side wall of reduced height and extending in the direction of the other side wall, and a tuck flap attached to the free end of said top for disposition adjacent said last mentioned side wall, the portions of said bottom and side walls intermediate said spaced compartments having a line of perforations adjacent each of the opposed end walls of said compartments to provide weakened portions whereby each of said spaced compartments may be separated from said side wall portions of re-

duced height, from said top attached to said side wall portions, and from the portion of said bottom wall intermediate said spaced compartments to provide individual and complete cartons.

10. A one piece blank for forming a shipping and display carton by folding of the blank, comprising a section forming the bottom of a plurality of compartments, a section extending on each of the opposite sides of said bottom section forming the side walls of said compartments, at least one of said side wall sections having a cut-away portion intermediate the length thereof, sections adjacent one end of said bottom section forming opposed end walls and the top of one of said compartments, a section adjacent one of said end wall sections forming a spacer of substantially the length of said cut-away portion of said side wall sections, and sections adjacent said spacer section forming opposed end walls and the top of another of said compartments, each of said end wall-forming sections of each compartment having tuck flaps on the opposite edges thereof for disposition within said side wall sections, whereby a pair of closed compartments are spaced by an open-top compartment in which the bottom and side walls of the open-top compartment are continuous with the corresponding walls of the closed compartments, said spacer section and the portions of said bottom and side walls intermediate said spaced closed compartments having a line of perforations adjacent each of the opposed end walls of said open top compartment to provide weakened portions, whereby said closed compartments may be separated from said intermediate and spacer sections to provide individual and complete cartons.

EDWARD C. BERG.