June 23, 1953 C. C. FREEMAN 2,642,988

CARTON FOR COMMODITIES AND PREMIUM DISPLAY

Filed Aug. 31, 1950 2 Sheets-Sheet 1

Fig. 1

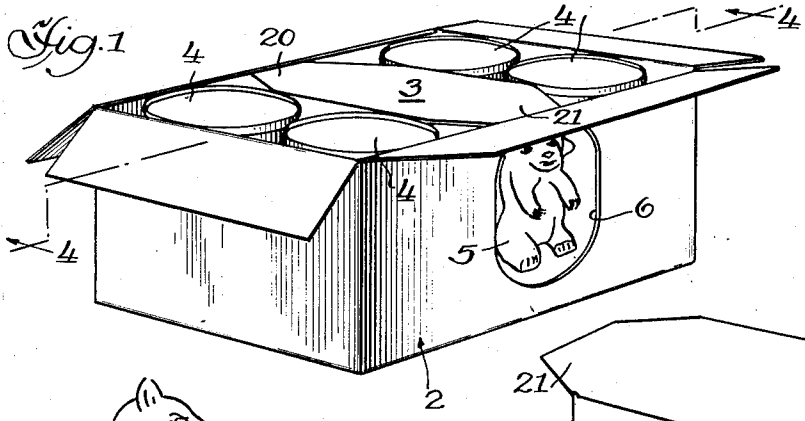


Fig. 2

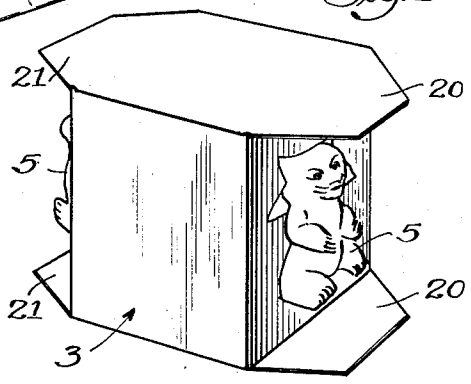
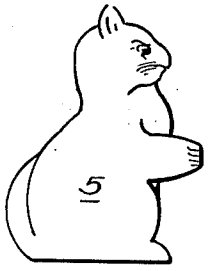
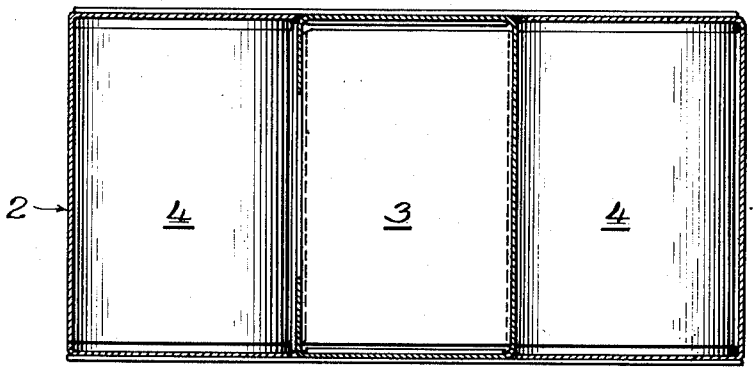


Fig. 3



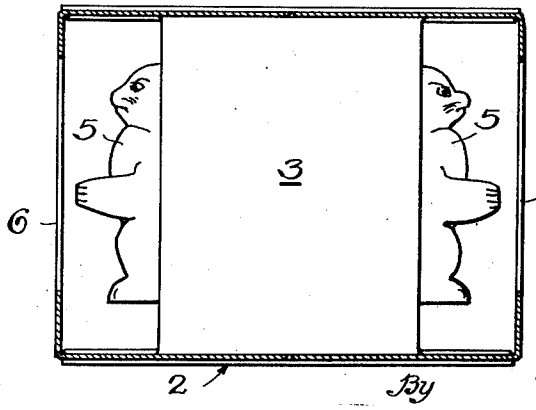
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Fig. 4



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Fig. 5



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CARTON FOR COMMODITIES AND PREMIUM DISPLAY

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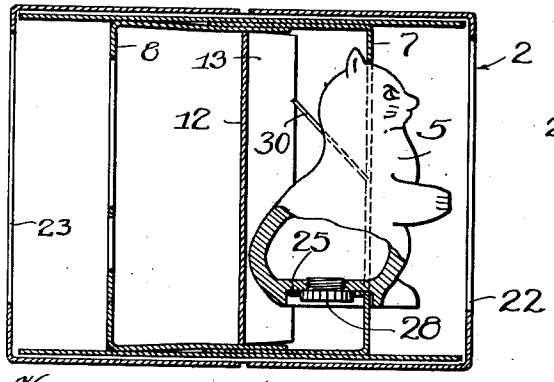


Fig. 6

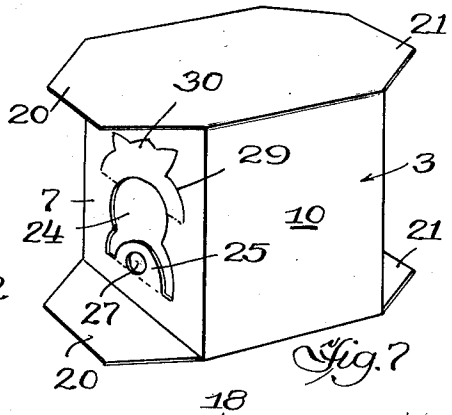


Fig. 7

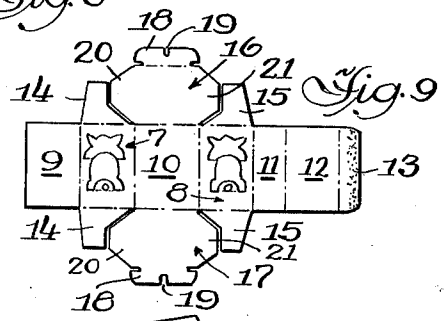


Fig. 9

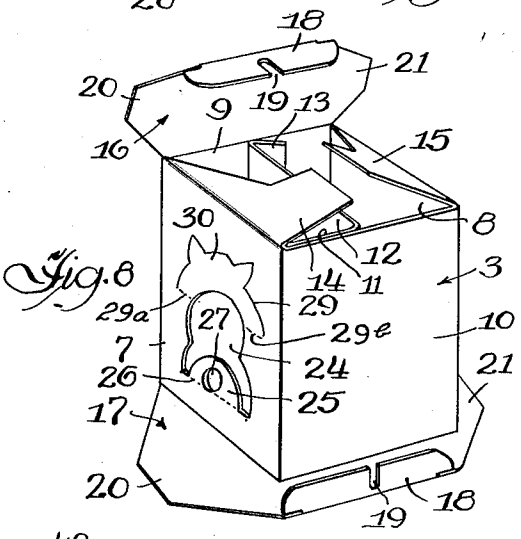


Fig. 8

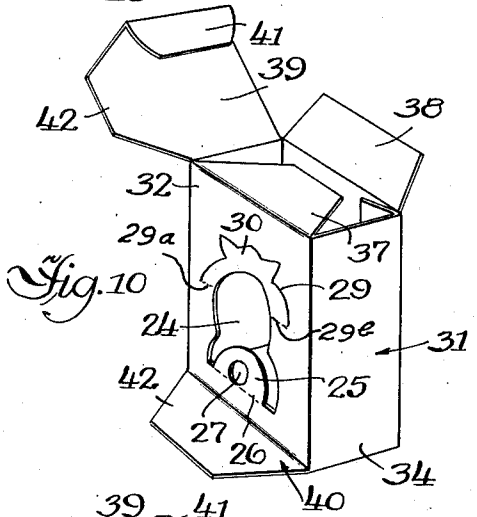


Fig. 10

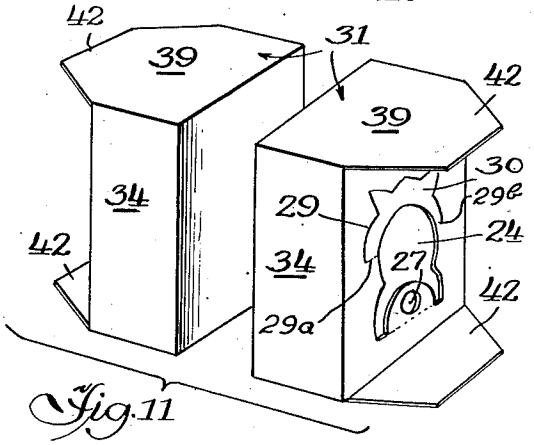


Fig. 11

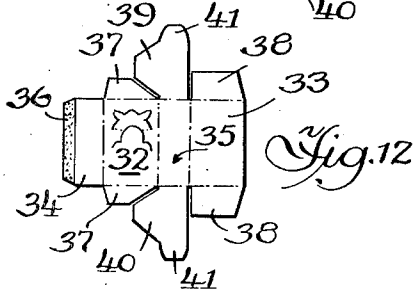


Fig. 12

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CARTON FOR COMMODITIES AND PREMIUM DISPLAY

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Application August 31, 1950, Serial No. 182,564

1 Claim. (Cl. 206—45.14)

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The present invention relates to a display carton, and refers particularly to a carton for holding an article in partially exposed position, spaced in alignment with a display opening in a larger carton which is adapted to retain food or other commodity.

One of the objects of this invention is the provision of a carton of the type referred to which can be formed of a single blank of material suitably creased and cut so that the carton may be readily assembled. Another object of the invention is to provide a carton having integral means for securely holding an article positioned in a cut out in one wall of the carton and for spacing the holding carton in a predetermined position relative to a larger carton.

Other and further objects and advantages of the invention will become apparent upon reading the following description, taken in conjunction with the accompanying drawings, showing two preferred illustrative embodiments of the invention, in which:

Fig. 1 is a perspective view of a packing carton with the top flaps opened to show the packing arrangement, with the display carton positioned in the larger carton and the displayed article in alignment with a sight opening in the larger carton;

Fig. 2 is a perspective view of one embodiment of the display carton constructed in accordance with the present invention;

Fig. 3 is a side elevation of one of the articles for which the display carton is particularly designed;

Fig. 4 is a longitudinal sectional view, taken along the line 4—4 of Fig. 1;

Fig. 5 is a cross sectional view, taken along the line 5—5 of Fig. 4;

Fig. 6 is a cross sectional view showing the interior arrangement of a display carton packed in a larger carton, with one of the displayed articles mounted in the cut out in the wall of the display carton;

Fig. 7 is a detail perspective view of the display carton in folded position;

Fig. 8 is a view, similar to Fig. 7, showing the top and bottom flaps of the display carton in open position;

Fig. 9 is a plan view of the blank from which the display carton is formed;

Fig. 10 is a detail perspective view of another embodiment of the display carton in which a cut out for holding an article in display position is provided in only one wall;

Fig. 11 is a perspective view showing two display cartons, similar to the carton shown in Fig. 10, in the back-to-back position in which they are packed in the larger carton; and

Fig. 12 is a plan view of the blank from which the display carton of Fig. 10 is assembled.

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The present invention is particularly concerned with holding an object, or a pair of objects, in display position in the wall of a carton. The carton is positioned in a larger carton in predetermined position in alignment with an opening in the wall of the larger carton so that the object exposed in the display carton is protected by the larger carton, but is viewable through the sight opening in the larger carton. The larger carton is dimensioned to hold the display carton, or a pair of display cartons back-to-back, and a predetermined number of cans or packages of food, beverage, or other commodity. The articles in the illustrated embodiment of the invention comprises a pair of salt and pepper shakers, but it is obvious that the display carton may be designed to fit any article suitable for a premium or gift with the purchase of the food, beverage, or other commodity packaged in the larger carton. When the larger carton containing the commodity to be sold and the gift articles is sealed, the gift articles may be viewed without breaking the seal, but the gift articles may not be removed without destruction of the display carton.

Referring to the drawings, the package as herein disclosed comprises a relatively large carton 2, a display carton 3 and a plurality of cans 4 of food or beverage. If desired, the cans 4 may be replaced by any similar containers, the only essential requirement being that a predetermined number of the containers will fit the space in the larger carton after the display carton has been positioned in the larger carton with the partially exposed articles 5 aligned with sight openings 6. The carton 2 is conventional except for the sight openings 6. Preferably the sight opening 6 is slightly smaller than the articles 5, but it must be large enough to afford a good view of the displayed article.

The display carton 3, illustrated in Figs. 1 to 9 of the drawings, comprises front and rear panels 7 and 8, side wall panels 9 and 10, a center partition 11 connected to panel 10 by an intermediate panel 12, and a glue flap 13. The panels 7, 8, 9 and 10 are folded along suitable crease lines to form a rectangular body portion, and the intermediate panel 12 is adhered to the inner surface of panel 10. The glue flap 13 is adhered to the inner surface of panel 9,

thereby securing partition 11 in position so as to divide the rectangular body portion into two vertical compartments. Front and rear panels 7 and 8 are each provided with an end flap 14 or 15 at the upper and lower edges of the panel. Each flap 14 and 15 is long enough to extend past the center partition 12.

A top closure flap 16 is folded inwardly from the top edge of side wall panel 9, and a similar bottom closure flap 17 is folded inwardly from the bottom edge of panel 9. It will be obvious that either flap 16 or 17, or both of them, could be folded from panel 10 instead of panel 9, as shown. The top and bottom closure flaps are duplicates of each other, so that only one need be described. Each closure flap has a tuck in portion 18 adapted to be folded inside one end of the carton. The portions 18 each have a short slit 19 to permit it to straddle one edge of the center partition 12 so that the closure flaps may fit against end flaps 14 and 15 to form a relatively rigid carton. Each closure flap has end portions 20 and 21 extending beyond the panels 7 and 8, respectively, to space the carton 3 from the front and rear walls 22 and 23 of the carton 2 when packed therein.

The front and rear wall panels of carton 3 are substantially duplicates of each other in structure, and only one will be described. A large cut out 24 provides space to receive a portion of the body of a salt shaker 5. The lower portion of the cut out 24 is shaped to form a locking tab 25 adapted to be folded inwardly at right angles along the fold line 26 to form a bottom support for the article 5. An aperture 27 in the locking tab 25 fits around the circumference of a plug 28 which forms a closure for the filling opening of the salt shaker 5 and projects slightly below the bottom thereof. The aperture 27 is positioned so that when the plug 28 is seated therein the body portion of article 5 is partially within one of the vertical compartments of the display carton, with the front portion of the article positioned in front of panel 7. The sides of cut out 24 are shaped to fit snugly against the lower side portions of the article 5. The upper portion of panel 7 is cut out along the line 29 to form a tab 30 which is folded rearwardly along the fold lines 29a and 29b to form a supporting collar for the rear upper portion of the article 5. The line 29 is designed to follow the contour of the upper portion of the article 5 so substantially the entire vertical perimeter of the article fits snugly against the edges of panel 7 adjacent the cut out 24, the bottom supporting tab 25, and the cut line 29. The locking tab 25 and the supporting collar 30 cooperate to hold the article 5 firmly against accidental displacement.

The embodiment of the display carton shown in Figs. 10, 11 and 12 is half the size of the carton 3 so that two of the cartons 31 positioned back-to-back inside the larger carton 2 may replace the two-compartment carton previously described. In Fig. 1 the carton 2 is dimensioned to receive four cans 4 and the carton 3. Each carton 31 occupies the same space as one can 4, so that the carton 2 may be packed with either four cans and two cartons 31 in back-to-back relationship, or with five cans and one carton. The carton 2 is provided with a single opening 6, or oppositely disposed openings 6, depending on whether it is to contain one or two of the displayed articles.

The carton 31 comprises a front panel 32, a rear panel 33, side wall panels 34 and 35, and a glue flap 36. The front and rear panels each have an end flap 37 and 38 folded inwardly at the upper and lower edges of the panel. A top closure flap 39 is folded inwardly from the top edge of side wall panel 35, and a similar bottom closure flap 40 is folded inwardly from the bottom edge of the same panel, although the closure flaps may be hinged to opposite side wall panels, if desired. Each flap 39 and 40 is provided with a tuck-in flap 41 to fit inside the carton adjacent the opposite side wall panel when the flap is closed. Each flap also has an integral extension 42, projecting beyond the front panel 32 the same distance as either end portions 20 or 21 of the closure flap in the carton previously described, to space the carton 31 from either front wall 22 or rear wall 23 of carton 2 when packed therein.

The front panel 32 is a duplicate of front panel 7 of the two-compartment carton 3, and the same reference numerals are applied to the various features thereof so that they do not require any additional description.

While the present description sets forth two preferred embodiments of the invention, certain changes may be made in the construction without departing from the spirit of the invention, and it is therefore desired that the present embodiments be considered in all respects as illustrative and not restrictive, reference being had to the appended claim rather than to the foregoing description to indicate the scope of the invention.

I claim:

A two-compartment display carton formed from a single sheet of paperboard or the like, said carton comprising front and rear walls, two side walls, a centrally disposed vertical partition secured to the side walls, a top closure flap, and a bottom closure flap, the front and rear walls each having a plurality of cut outs to support an article partially exposed beyond the wall in which it is supported, said cut outs including a locking tab and a supporting collar, the collar engaging the rear edge of the displayed article and cooperating with the locking tab to hold the article against accidental displacement, the upper edge of each of the supporting collars being defined by a cut line shaped to conform to the contour of the upper portion of the article to be displayed.

CLAUDE CUMMINS FREEMAN.

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