April 28, 1942. R. G. STEVENS, JR 2,280,935

PACKAGE AND DISPLAY CARTON

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FIG. 1.

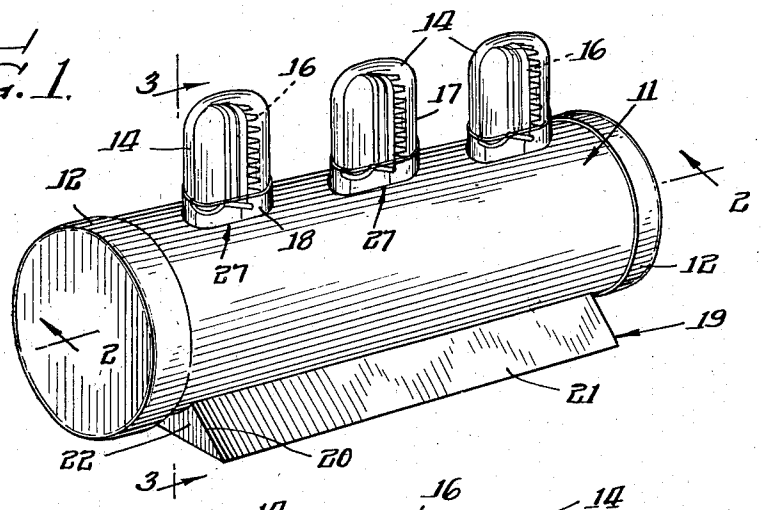


FIG. 2.

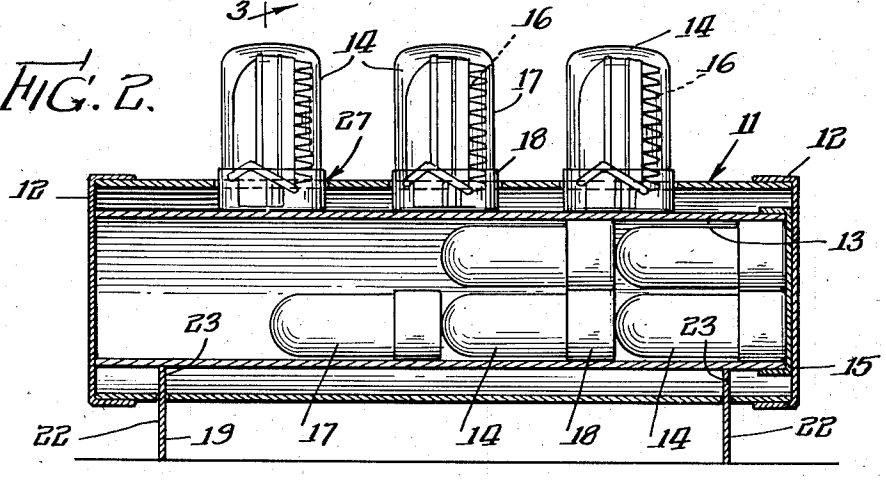


FIG. 3.

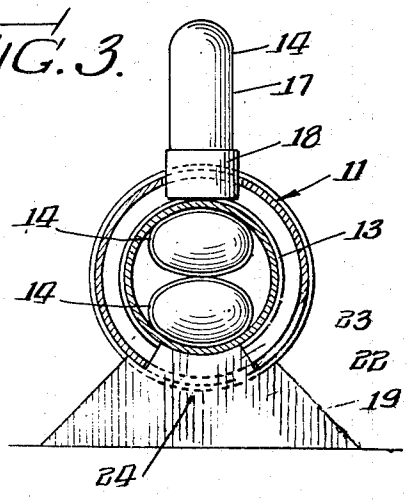
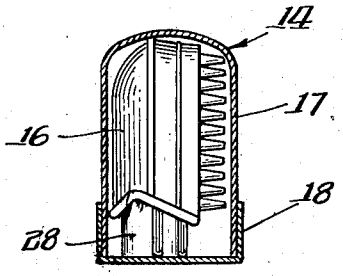


FIG. 4.



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FIG. 5.

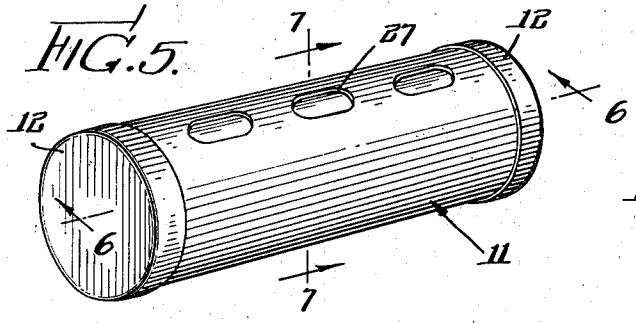


FIG. 7.

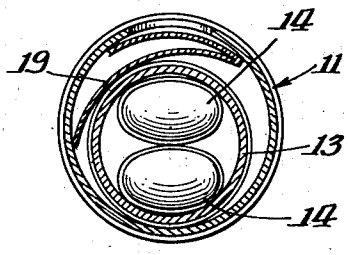


FIG. 6.

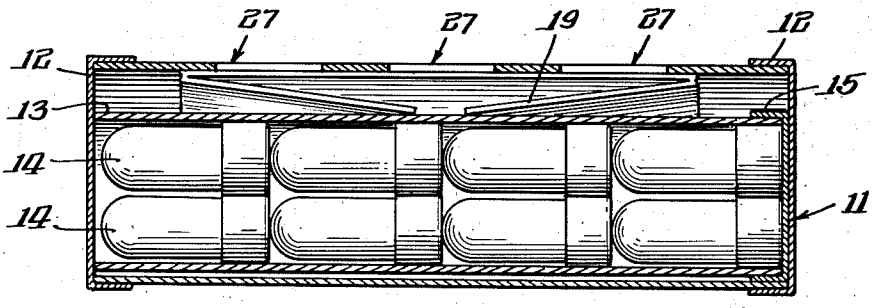


FIG. 8.

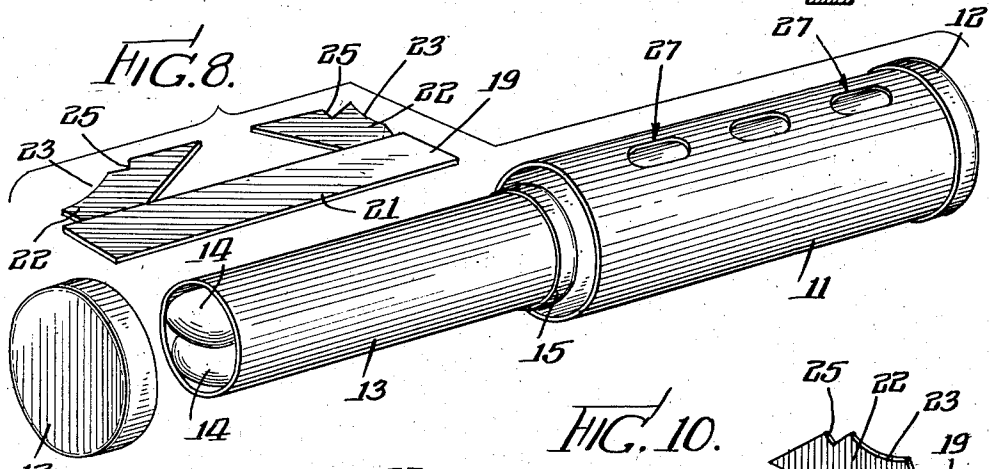


FIG. 9.

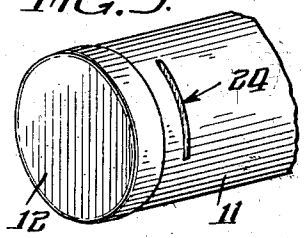
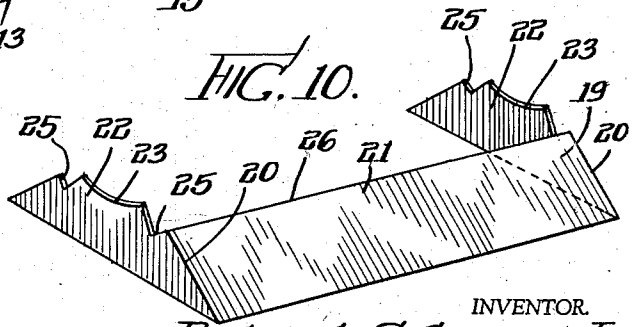


FIG. 10.



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PACKAGE AND DISPLAY CARTON

Roderick G. Stevens, Jr., Chicago, Ill.

Application December 27, 1938, Serial No. 247,862

12 Claims. (Cl. 206—44)

This invention relates to a package and display carton, and the primary object of the present invention is to provide a new and improved display carton for displaying merchandise, the carton itself being used as a package in which the articles may be transported and shipped.

Another object of the invention is to provide a strong, compact, simple package in which the articles and certain display material may be shipped and stored, the package being provided with means whereby some of the articles may be displayed exteriorly of the package and maintained in position because of the particular formation of the package.

A still further object of the invention is to provide a new and improved combination package and display carton, the package being adapted to contain a box or tube in which the articles are arranged, there being space provided to receive a display stand upon which the package may be mounted for display purposes, the articles in the interior package or tube being adapted to extend through openings provided in the outer wall of the outer package, the stand fitting in openings in the package whereby the central or inner package or tube is elevated a predetermined distance so that the articles displayed through openings in the package may rest upon an exterior surface of the inner tube and thereby be maintained at the proper height.

A still further object is the provision of a package which has a stand fastened thereto, the package containing an inner tube or package in which the articles are arranged, some of the articles in the inner tube being adapted to be displayed through openings provided in the exterior package.

Numerous other objects and advantages will be apparent throughout the progress of the following specification.

The accompanying drawings illustrate a selected embodiment of the invention and the views therein are as follows:

Fig. 1 is a detail perspective view of the improved package mounted as a display carton and having some of the articles arranged in display position;

Fig. 2 is a detail longitudinal sectional view on the line 2—2 of Fig. 1;

Fig. 3 is a transverse sectional view on the line 3—3 of Fig. 1;

Fig. 4 is a detail view showing one of the articles arranged in its individual covering;

Fig. 5 is a detail perspective view showing the package used as a container for shipping and transportation purposes;

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

Fig. 7 is a transverse sectional view on the line 7—7 of Fig. 5;

Fig. 8 is an exploded view showing the parts which constitute the present package and display carton;

Fig. 9 is a detail view showing the slot in which the supporting stand engages; and

Fig. 10 is a detail perspective view of the supporting stand.

The particular package and display carton herein shown for the purpose of illustrating the invention comprises an exterior package which may be made in any particular shape but is herein shown in the form of a tube 11. This tube 11 is in the form of a cylinder, as shown in the various figures, and is provided with circular end closing caps or covers 12, 12. The covers or caps 12, 12 have a tight fit with the cylinder 11, one being fixed by gluing or otherwise and the other being removable so as to permit access to the interior. Inside of the tube 11 there may be arranged a second tube 13 adapted to contain and receive articles 14. The tube 13 may be provided with an end cap 15 on one end thereof so that the other end of the tube 13 is open, or, if desired, a cap 15 may be applied over the other end of the tube 13. The tube 13 is substantially the same length as the distance between the inside of the covers 12 so that the tube 13 can be easily arranged in the tube 11 but to overcome endwise movement. The length of the tube 13, and accordingly the length of the tube 11, is such that it can conveniently receive a number of articles 14 arranged properly in the tube 13.

The articles 14 herein shown are preferably rubber finger stall toothbrushes 16 of the type shown and disclosed in Patents Nos. 1,965,009 and 2,018,903 and Design Patent No. 97,360, and each of these finger stall toothbrushes is arranged in a glass casing 17, Fig. 4, there being an airtight cover 18 sealing the closed end of the glass tube 17 so as hermetically to seal the device. The cap 18 is preferably a regenerated cellulose cap which shrinks tightly about the open end of the glass tube or casing 17.

During shipment, therefore, the outer tube 11 carries the inner tube 13 with the devices 14 arranged therein. The caps 12 are applied to the outer tube 11 and the device may be wrapped in a sheet of paper for shipment, or the devices may be arranged in boxes or shipped through the

mail as a mailing tube with the address appearing directly on the face of the outer tube 11.

It is preferable that the tube be provided with a base or stand, and this base or stand may be of any conventional form, but it is advantageous to ship the base or stand directly with the articles in the outer tube 11. Therefore, the base or stand herein shown is a foldable base or stand 19 which is adapted to be inserted inside of the outer tube between the inside walls of the outer tube and the outside walls of the inner tube, as clearly shown in Figs. 6 and 7. This stand or base is preferably made from a single sheet of material, such as cardboard, and is adapted to be folded along the lines 20, Fig. 10, so that it may be folded in its flat position as shown in Fig. 8, and inscrted between the tubes 11 and 13 as shown in Fig. 6. This base or stand 19 is provided with a front piece 21 which may contain advertising, and two side members 22. Each side member is provided with an upstanding edge or flap 23 which is rounded at its upper surface so as to conform with the exterior contour of the inner tube 13. The outer tube 11 is provided with slots 24, Fig. 9, to receive the ears 23 on the side pieces 22 of the base 19. When the package containing the articles is received, an end cap 12 is removed, Fig. 6, and the stand 19 is withdrawn and straightened from the position shown in Fig. 8 to the position shown in Fig. 10. The ears 23 are then fitted into the slots 24 whereby the outer tube will rest on the stand as shown in Figs. 1 to 3, inclusive. The exterior part of the tube will engage the ledges 25 on each side of the ears 23 and along the top edge 26 of the front member 21, the ledges 25 being circular to conform with the outer periphery of the tube 11. When the ears 23 are arranged in the slots 24 they will extend a predetermined distance inwardly of the tube 11 and support the inner tube 13, this inner tube resting upon the curved or arcuate surfaces of the ears 23. Inasmuch as the ears 23 extend inwardly a predetermined distance, they will cause the inner tube 13 to be raised a predetermined distance, that is, the bottom side of the tube 13 will be spaced a predetermined distance from the inside bottom of the outer tube 11, as clearly shown in Figs. 2 and 3.

The outer tube 11 is also provided with a plurality of openings 27, Figs. 5 and 8, through which the articles 14 may extend. The size of the openings 27 is substantially the same size as the transverse diameter of the glass case 17. Therefore, articles 14 may be removed from the inner tube and placed in the openings 27 in the outer tube. The members 14 are fitted down into the openings 27 until their bottom edges engage the exterior surface of the inner tube 13. The ears 23 on the base 19 are made a sufficient length to determine the distance the articles 14 extend down into the outer tube. If the articles 14 are to be extended downwardly into the tube 11 a greater distance than that shown in the present drawings, the ears 23 may be shortened, but if it is desired to have the articles protrude farther out and not extend into the tube as great a distance, then the ears 23 may be lengthened. The articles 14 are therefore clearly on display, projecting outwardly from the outer tube 11 which is mounted on its display stand 19.

The tube of the present type and construction is of great use and convenience to the retailer as the articles themselves are always on display. Each time an article 14 is sold it is preferable that it be removed from the inner container 13. Therefore, when all the articles in the inner tube 13 are removed there will still remain the three articles appearing on the outside, giving the dealer, in effect, notification that it is time to place an additional order, there still being three on hand to supply the demand until the additional articles are received.

If desired, a circular or piece of advertising material 28, Fig. 4, may be rolled up and inserted in the finger stall toothbrush, giving the directions as to the use of the finger stall toothbrush, as well as supporting it and holding it in upright position.

The exterior casing may be made of a highly ornamental and decorative covering with advertising matter thereon, and the base or standard 19 may likewise be decorative, so as to make a highly attractive display carton to display the articles attractively.

The tubes 11 and 13, as well as the stand 19, may be made of cardboard. While the articles herein mentioned are finger stall toothbrushes arranged in a hermetically sealed glass casing, it is to be understood, of course, that the invention is adaptable for use with any article which may be displayed as herein set forth.

Changes may be made in the form, construction and arrangement of the parts without departing from the spirit of the invention or sacrificing any of its advantages, and the right is hereby reserved to make all such changes as fairly fall within the scope of the following claims.

The invention is hereby claimed as follows:

1. A display carton for the storing of display articles comprising an outer casing and an inner casing, said outer casing being provided with an opening to receive said inner casing, and said inner casing being receivable freely within the outer casing for containing articles, said outer casing being provided with another opening therein whereby articles contained in the inner casing may fit into the said other opening and extend into contact with the inner casing, and a stand for supporting the outer casing, said stand having portions constructed and arranged to extend through the outer casing to support the inner casing in predetermined, spaced relationship opposite said other opening whereby to operatively engage the said articles in said other opening with predetermined portions of said articles extending outwardly of the outer casing in display relationship.

2. A display carton for the storing of display articles comprising an outer casing and an inner casing, said outer casing being provided with an opening to receive said inner casing and said inner casing being receivable freely within the outer casing for containing articles, said outer casing being provided with other openings therein whereby articles contained in the inner casing may fit into the said other openings and extend into contact with the inner casing, and a stand for supporting the outer casing, said stand having portions constructed and arranged to extend through the outer casing to support the inner casing in predetermined, spaced relationship opposite said other openings, whereby to operatively engage the said articles in said other openings with predetermined portions of said articles extending outwardly of the outer casing in display relationship, said stand comprising outer casing supporting shoulders for engaging said outer casing, and said inner casing supporting por-

tions projecting beyond said shoulders for engaging the inner container in spaced relationship.

3. A display carton for the storing of display articles comprising an outer casing and a substantially smaller inner casing, said outer casing being provided with an opening to receive said inner casing, said inner casing being receivable freely within the outer casing for containing articles, said outer casing being provided on its upper wall surfaces with other openings therein whereby articles contained in the inner casing may fit into the said other openings and extend into contact with a surface of the inner casing, and a stand for supporting the outer casing, said stand having portions constructed and arranged to extend through the outer casing to support the inner casing with its upper surface in predetermined, spaced relationship below said other openings, said spacing being sufficient to operatively dispose articles in said other openings with predetermined portions of said articles extending above the outer casing in display relationship, said stand comprising outer casing supporting shoulders for engaging said outer casing, and said inner casing supporting portions projecting beyond said shoulders for engaging the inner casing in spaced relationship, said outer container being relieved to admit said projecting means.

4. A display device for storing and displaying articles comprising an outer, generally tubular container and an inner tubular container adapted to be located within the outer tube for receiving articles to be stored, openings in the outer tube into which the articles may be inserted to extend into the outer tube to display the same, a stand for supporting both of said tubes in display position with respect to a supporting surface, said stand having outer tube supporting portions, and tabs extending beyond said supporting portions for engaging the inner container, slits in said outer container for receiving said tabs, said tabs being proportioned to support the inner container in spaced relation to said openings to permit articles extended into said openings to rest on the top of the inner container on the outer surface thereof in supported display relationship.

5. A display carton for displaying and storing articles comprising an outer casing and a supporting member, said outer casing being provided with an opening to receive said supporting member and with another opening therein whereby the articles may fit into said other opening and extend interiorly of the casing, a stand for supporting the outer casing comprising portions adapted to engage the outer casing in supporting relationship, said supporting member being adapted to be arranged interiorly of said outer casing and in spaced relation to said other opening to engage the inner extremity of articles inserted within said other opening for positioning said articles in said other opening with the opposite portions projecting outwardly thereof in display relationship, and means associated with said stand and said member to support said member in said predetermined relationship with respect to said other opening when the carton is in assembled position.

6. A display carton for displaying and storing articles comprising an outer casing and a supporting member, said outer casing being provided with an opening to receive said supporting member and with other openings therein whereby the articles may fit into said other openings and extend interiorly of the casing, a stand for supporting the outer casing comprising portions adapted to engage the outer casing in supporting relationship, said supporting member being adapted to be arranged interiorly of said outer casing and in spaced relation to said other openings to engage the inner extremities of articles inserted within said other openings for positioning said articles in said other openings with the opposite portions projecting outwardly thereof in display relationship, and means associated with said stand and said member to support said member in said predetermined relationship with respect to said other openings when the carton is in assembled position, said member cooperating with said casing to provide a substantial interior space for the storage of additional articles interiorly of the casing.

7. A display carton for displaying and storing articles comprising an outer casing, said outer casing being provided with openings therein whereby the articles may fit into said openings and extend interiorly of the casing, a stand for supporting the outer casing comprising portions adapted to engage the outer casing in supporting relationship, a supporting member adapted to be arranged interiorly of said outer casing and in spaced relation to said openings to engage the inner extremities of articles inserted within said openings for positioning said articles in said openings with the opposite portions projecting outwardly thereof in display relationship, and means associated with said stand and said member to support said member in said predetermined relationship with respect to said openings when the carton is in assembled position, said member cooperating with said casing to provide a substantial interior space for the storage of additional articles interiorly of the casing, said stand comprising a foldable member with spaced, supporting walls having cooperable receiving surfaces for said outer casing, tab means extending beyond said cooperable receiving surfaces to support said member in said predetermined, spaced relation with respect to said apertures and slots in said outer casing for permitting said tabs to extend into engagement with said member.

8. A display carton for the storage of display articles comprising an outer casing and an inner casing, said outer casing being provided with an opening to receive said inner casing and said inner casing being receivable freely within the outer casing for containing articles, said outer casing being provided with other openings therein shaped to conform to the shape of said articles whereby said articles contained in the inner casing may fit into the said other openings and extend into contact with the inner casing, and a stand for supporting the outer casing, said stand having portions constructed and arranged to extend through the outer casing to support the inner casing in predetermined, spaced relationship opposite said other openings, whereby to operatively engage the said articles in said other openings with predetermined portions of said articles extending outwardly of the outer casing in display relationship, said stand comprising outer casing supporting shoulders for engaging said outer casing, and said inner casing supporting portions projecting beyond said shoulders for engaging the inner container in spaced relationship.

9. A display carton for displaying and storing articles comprising an outer casing and a supporting member, said outer casing being provided

with an opening to receive said supporting member and with another opening therein shaped to conform to the shape of said articles whereby the said articles may fit into said other opening and extend interiorly of the casing, a stand for supporting the outer casing comprising portions adapted to engage the outer casing in supporting relationship, said supporting member being adapted to be arranged interiorly of said outer casing and in spaced relation to said other opening to engage the inner extremity of articles inserted within said other opening for positioning said articles in said other opening with the opposite portions projecting outwardly thereof in display relationship, and means associated with said stand and said member to support said member in said predetermined relationship with respect to said other opening when the carton is in assembled position.

10. A display device for storing and displaying articles comprising an outer, generally tubular container and an inner tubular container adapted to be located within the outer tube for receiving articles to be stored, said outer container being provided with an opening to receive said inner container and with another opening shaped to conform to the shape of said articles and into which the articles may be inserted to extend into the outer tube to display the same, a stand for supporting both of said tubes in display position with respect to a supporting surface, said stand having outer tube supporting portions, and tabs extending beyond said supporting portions for engaging the inner container, slits in said outer container for receiving said tabs, said tabs being proportioned to support the inner container in spaced relation to said other opening to permit articles extended into said other opening to rest on the outer face of the inner container in supported display relationship.

11. A display carton for displaying and storing articles comprising an outer casing, said outer casing being provided with an opening therein through which an article to be displayed may extend interiorly of the casing, a stand for supporting the outer casing comprising portions adapted to engage the outer casing in supporting relationship, an inner casing for storing articles not on display, said inner casing arranged interiorly of said outer casing and in spaced relation to said opening to enage the inner extremity of said article inserted within said opening for positioning said article in said opening with the opposite portion projecting outwardly thereof in display relationship, and means associated with said stand and said member to support said member in said predetermined relationship with respect to said opening when the carton is in assembled position.

12. A display carton for displaying and storing articles comprising an outer casing, said outer casing being provided with an opening therein shaped to conform to the shape of said articles whereby the articles may fit into said opening and extend interiorly of the casing, a stand for supporting the outer casing comprising portions adapted to engage the outer casing in supporting relationship, an inner casing receivable freely within the outer casing for containing articles not on display, said inner casing being adapted to be arranged within said outer casing in spaced relation to said opening to engage on its outer surface the inner extremity of articles inserted within said opening for positioning said articles in said opening with the opposite portion projecting outwardly thereof in display relationship, and means associated with said stand and said inner casing to support said inner casing in said predetermined relationship with respect to said opening when the carton is in assembled position.

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