

June 17, 1930.

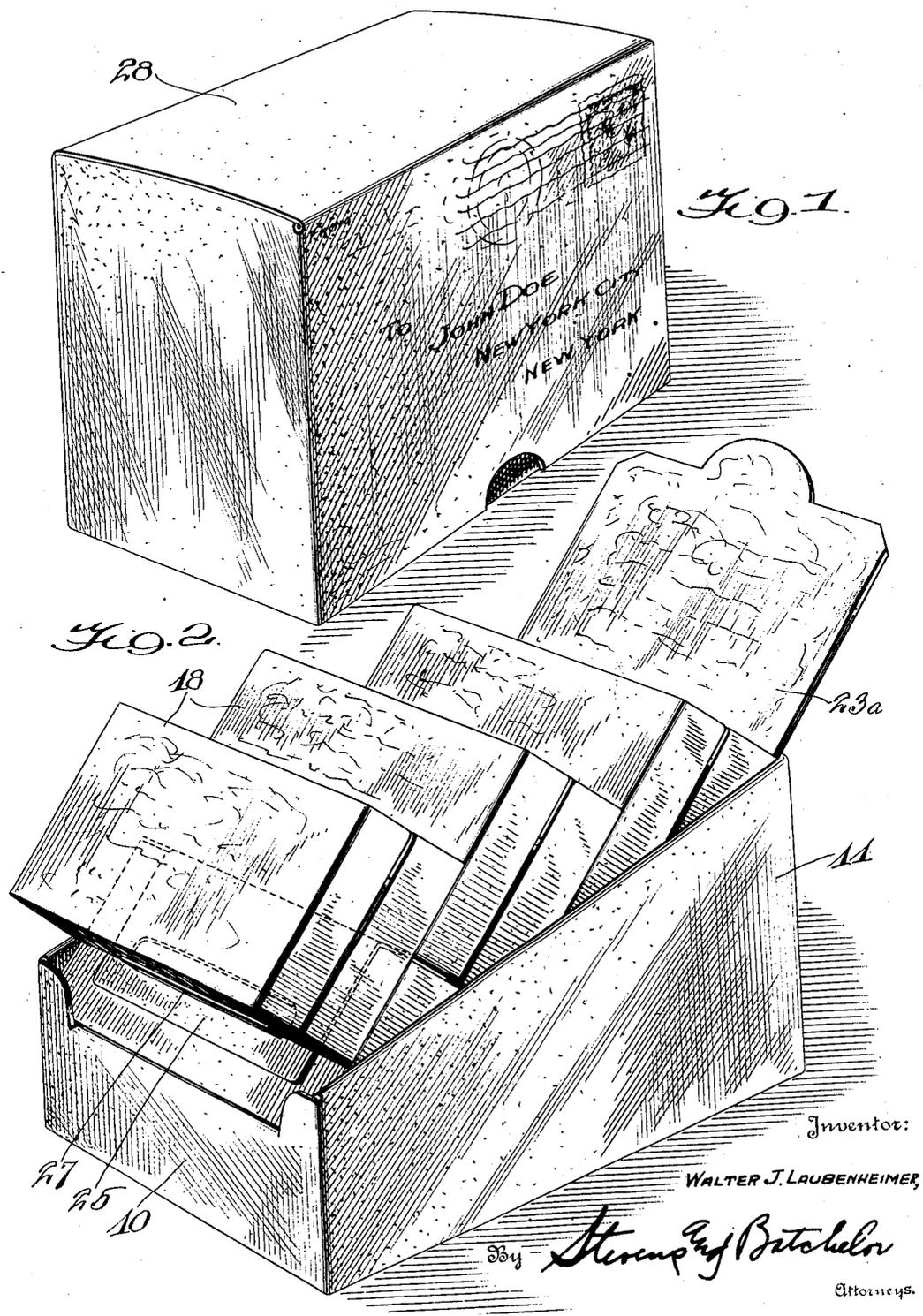
W. J. LAUBENHEIMER

1,764,216

DISPLAY CARTON

Filed Sept. 14, 1926

3 Sheets-Sheet 1



Inventor:

WALTER J. LAUBENHEIMER,

Stevens & Batchelor

Attorneys.

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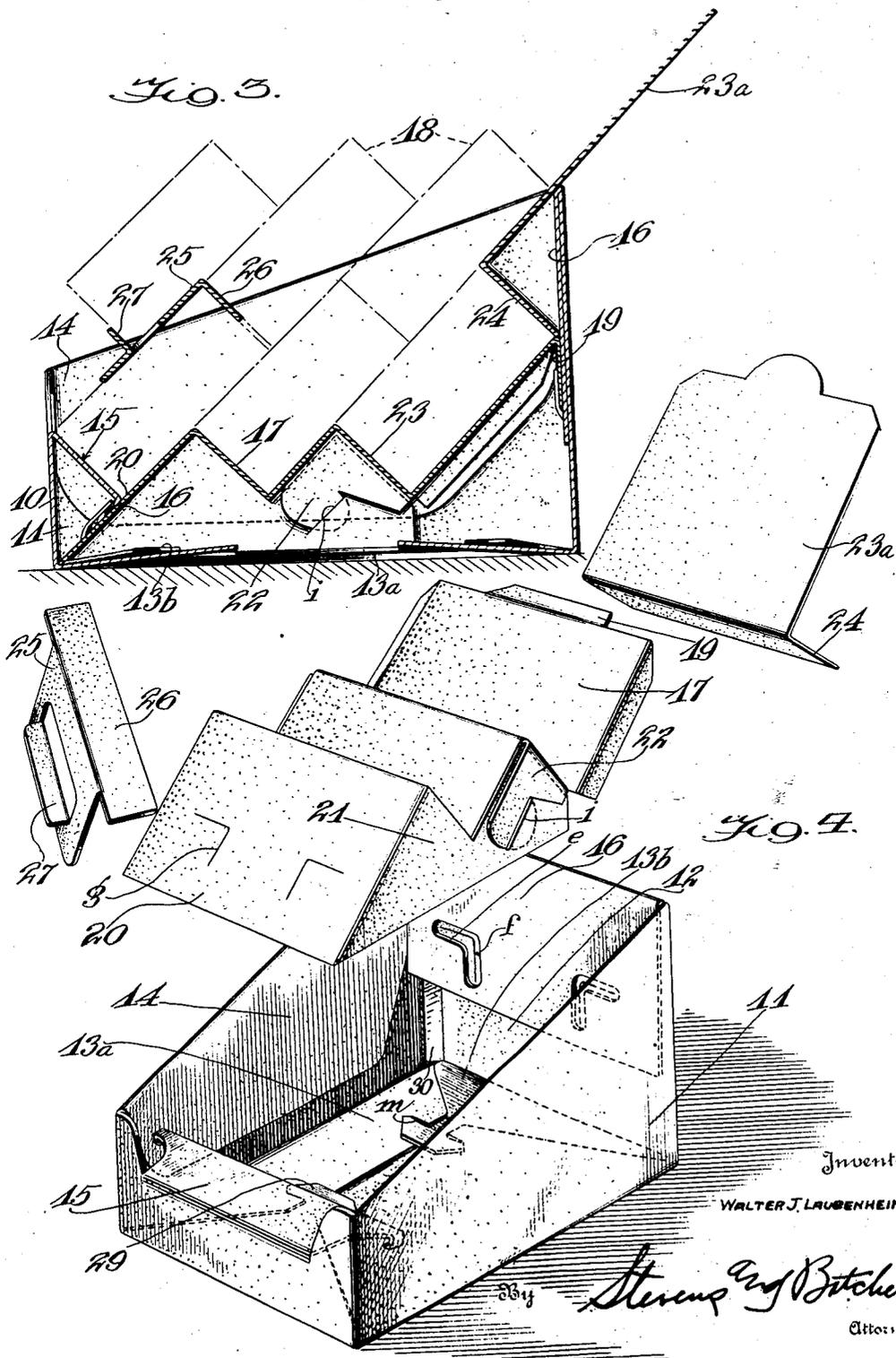
W. J. LAUBENHEIMER

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3 Sheets-Sheet 2



Inventor:-

WALTER J. LAUBENHEIMER

Stevens and Bitchela

Attorneys.

UNITED STATES PATENT OFFICE

WALTER J. LAUBENHEIMER, OF CHICAGO, ILLINOIS

DISPLAY CARTON

Application filed September 14, 1928. Serial No. 135,445.

My invention relates to display devices used on counters in stores and shops to set goods out more prominently, and more particularly to such devices as also serve as the regular containers of the goods, and my main object is to provide a display carton which combines ample containing capacity with maximum display value.

A further object of my invention is to so design the novel display carton as to give it the most desirable and compact form for storing and shipping purposes.

Another object of the invention is to so construct the novel display carton that it supports the goods in step-fashion, displaying more thereof and adding charm to the exhibit.

An important object of the invention is to provide a support for the goods independent of the carton support, to relieve the latter of the added strain.

A still further object of the invention is to assemble the bottom of the novel display carton in such a manner that it will be slightly concave and therefore permit the carton to rest squarely with its edges and corners upon the counter or other flat surface upon which it is set.

A final, but nevertheless essential object of the invention is to construct the same with few and simple parts, for economical manufacture and easy handling.

With the above objects in view, and any others which may suggest themselves in the specification and claims to follow, a better understanding of the invention may be had by reference to the accompanying drawings, in which—

Figure 1 is a perspective view of the novel display carton as encased for shipping;

Figure 2 is a perspective view thereof in the form of a display stand exhibiting the goods;

Figure 3 is a longitudinal section of the showing in Figure 2, the position of the goods being suggested by dot-and-dash lines;

Figure 4 is a perspective view of the display carton minus the goods and with its units separated; and

Figures 5, 5^a, 5^b and 5^c are plan views of

the blanks from which the respective units are formed.

Figure 6 is a fragmentary cross-section of the showing in Fig. 4.

Referring specifically to the drawings, 10 denotes the front wall of the novel display carton, 11 the sides 12 the back, and 13^a, 13^b the sections making up the bottom. This is the general formation of the base unit; and further description will develop additional features thereof, peculiar to its co-operation with a goods-supporting rack, an article shelf, and a back poster.

The sides 11 have their top edges inclined in forward direction to lend the base a desk appearance, and have inturned folds 14 for reinforcing purposes. The front wall is cut down near the ends, by way of slits —*a*— to form a crease line —*b*— from which extends a section 15, the latter having in turn a crease line —*c*— defining a reduced terminal tab 16.

The top of the back 12 is in the form of a crease line —*d*— from which a section 16 is folded down. This section is cut with two angle-slots —*e*— to expose the back, which is cut with correspondingly shaped slits —*f*—.

The goods-supporting rack is a cascade-like strip 17 designed to support a series of boxes 18 of the commodity contained and displayed, the steps in the rack being so calculated that a series of boxes seated therein will present a stepped effect, rendering the upper face and part of the frontal face of each box visible to the patron. The rear end of the rack 17 has a down-turned tab 19, which engages the back section 16 and the back 12 by passing through the slots —*e*— and slits —*f*— in these parts, so that by being doubled and more firm the back of the base unit will form a rigid support for the rear end of the goods-supporting rack. A similar, but reversed securing means is provided for the frontal end of the rack, the tab 16 in this instance engaging the frontal step 20 of the rack by way of a pair of angle slots —*g*—. In the construction of the rack, it will be seen from Figure 4 that it is held in shape by rearward wings 21 bent on

crease lines —*h*— laterally defining the frontal rack step 20, the wings being slitted at —*i*— and receiving anchoring-tongues 22 bent down from crease lines —*j*— defining the shelf or base 23 of the first step in the rack.

The back poster 23^a is a card bearing printed or ornamental matter in connection with the goods and is creased on the line —*h*— near the bottom to form rearward section or base 24. As shown in Figure 3, the poster may be set with its base on the rear-most box 18 in the lower row to position the poster with a rearward tilt, like an easel.

With the lower row of boxes 18 deposited in the rack 17 it will be seen from Figure 2 that the series of falls or depressions in the row affords room for a second row, but by one box less—at the front. To provide for such a box with the object of rendering the upper series complete, the article shelf 25 is supplied.

As clearly shown in Figure 4, this shelf comprises the main section 25, which is positioned on the face of the lower frontal box; a hanger portion 26 bent back from the main section in a crease line —*l*—; and the shelf 27 proper struck out in forward direction from the main section. When the hanger portion 26 is inserted between the upper and lower frontal boxes, the device is supported as shown in Figure 3, and may in turn receive the extra frontal box in the upper row to render the same even. As the carton base is also designed for use as the regular container of the goods, it will be seen that the compact grouping of the boxes as described gives the container a large capacity; and the even stacking thereof facilitates the formation of a compact, rectangular shipping or mailing package with the aid of a suitable hood or cover 28, as indicated in Figure 1. The back poster 23^a is of course removed and laid over the top row of boxes when the carton is packed.

The formation and assembly of the bottom sections 13^a and 13^b may be understood by reference to Figures 4 and 5. The sections 13^a, which are opposed, are cut with matching notches —*m*— in their contiguous edges; and the sections 13^b, which are positioned adjacent to the sections 13^a, are reduced to form anchoring-tongues 29, each tongue being passed from below and caught in the corresponding pair of notches —*m*—. The sections are thus locked from disengagement; and due to the direction of the tongues, pressure from within only interlocks the sections more firmly. The sections can only be unlocked by pressure from beneath, this characteristic giving the assembly a slightly concave normal formation. This formation keeps the greater surface of the bottom off the surface on which the carton is placed, leaving the side edges and cor-

ners thereof to seat squarely on such surface and lend the carton a stable support.

The novel display carton may bear descriptive or advertising matter in connection with the goods on all the surfaces of its units, which are visible to the patron while the goods are contained or absent. Thus, the removal of any one or more of the boxes 18 will not expose or reveal blank or unfinished surfaces, as is the case with most display cartons, as even when all the boxes have been sold the descriptive or advertising matter on the parts of the carton will form an attraction, the display carton then serving as a poster to advertise the goods.

A display carton is thus had which has but few parts consistent with its attractive form, the manner in which it positions and sets out the goods, and its capacity as a container. In addition, its vertical walls furnish the main support for the goods, relieving the bottom of the greater weight thereof, in order that its sections may suffer no strain while holding the carton in shape.

The base has but one glued joint, which is formed by pasting a terminal tab 30 inside the rear edge of the adjacent side 11. The said edge is therefore not visible from the front or sides, lending the carton a smooth and clean-cut appearance.

While the preferred form of the novel display carton has been shown and described, many modifications and designs may be developed therefrom without departing from the principle of the invention; and I desire to include all such modifications and designs as coming within the scope and spirit of the appended claims.

I claim:—

1. A display carton having a base in the form of a container, a goods-supporting rack in the latter, and interlocking connections between the rack and walls of the container for the support of the rack, one of said connections comprising a reverted prop-like flap carried by the container wall and having a lateral end in flat contact with a portion of said rack to hold the same against the bottom of the carton, and the rack having a portion engaging said lateral end to hold the same in operative position.

2. A display carton having a base in the form of a container, a cascade-like goods-supporting rack extending from the rear of the container to the front thereof, and interlocking connections between the ends of the rack and the corresponding container walls for the support of the rack, one of said connections comprising a reverted prop-like flap carried by the front wall and having a lateral end in flat contact with a portion of said rack to hold the same against the bottom of the carton, and the rack having a portion engaging said lateral end.

3. A display carton having a base in the form of a container, a cascade-like goods-supporting rack extending from the rear of the container to the front thereof, sections folded inwardly from the rear and front walls of the container, and interlocking connections between the ends of the rack and said sections for the support of the rack, one of said connections comprising a reverted prop-like flap carried by the front wall and having a lateral end in flat contact with a portion of said rack to hold the same against the bottom of the carton, and the rack having a portion engaging said lateral end.
4. A cascade-like goods-supporting rack comprising a strip formed longitudinally with a series of steps, lateral wings carried by the steps, and interlocking connections between the wings of consecutive steps.
5. A display carton base formed with parallel side walls having bottom flaps foldable inwardly therefrom, each of said flaps having a width slightly greater than one half the distance between said side walls, end walls, and means carried by said end walls for retaining said bottom flaps in edge to edge engagement above a plane common to the bottom edges of said side and end walls.
6. A display carton having a base in the form of a container, a goods supporting rack in the latter, the walls of said container engaging said rack to hold the same in goods supporting position, and one of the container walls having an interlocking connection with the rack, said connection comprising a reverted prop-like flap and having a lateral end in flat contact with a portion of said rack to hold the same against the bottom of the carton, and the rack having a portion engaging said lateral end to hold the same in place.

In testimony whereof I affix my signature.
WALTER J. LAUBENHEIMER.

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