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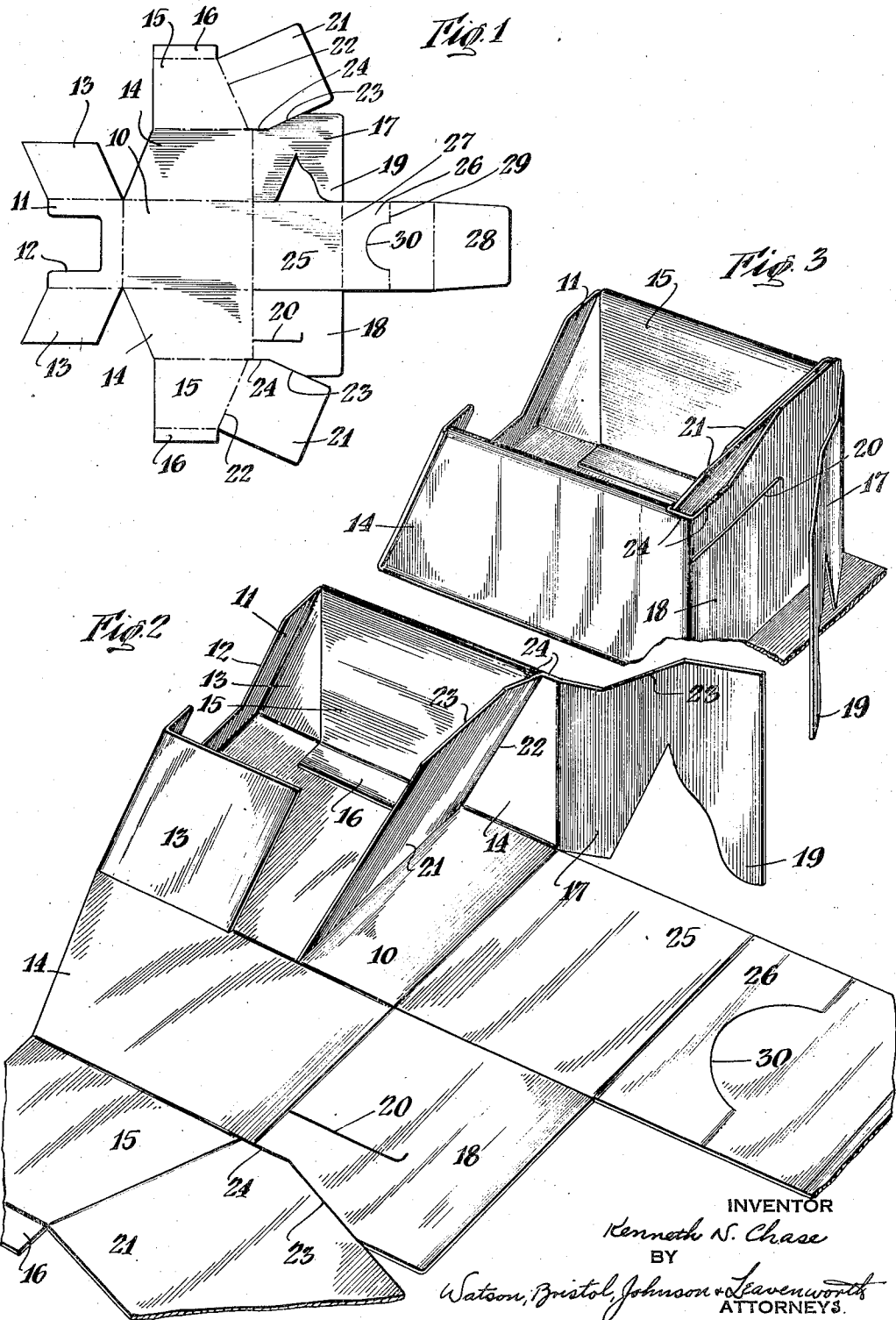
K. N. CHASE

2,132,604

CARTON

Filed Jan. 27, 1937

2 Sheets-Sheet 1



INVENTOR

Kenneth N. Chase

BY

Watson, Bristol, Johnson & Leavenworth  
ATTORNEYS.

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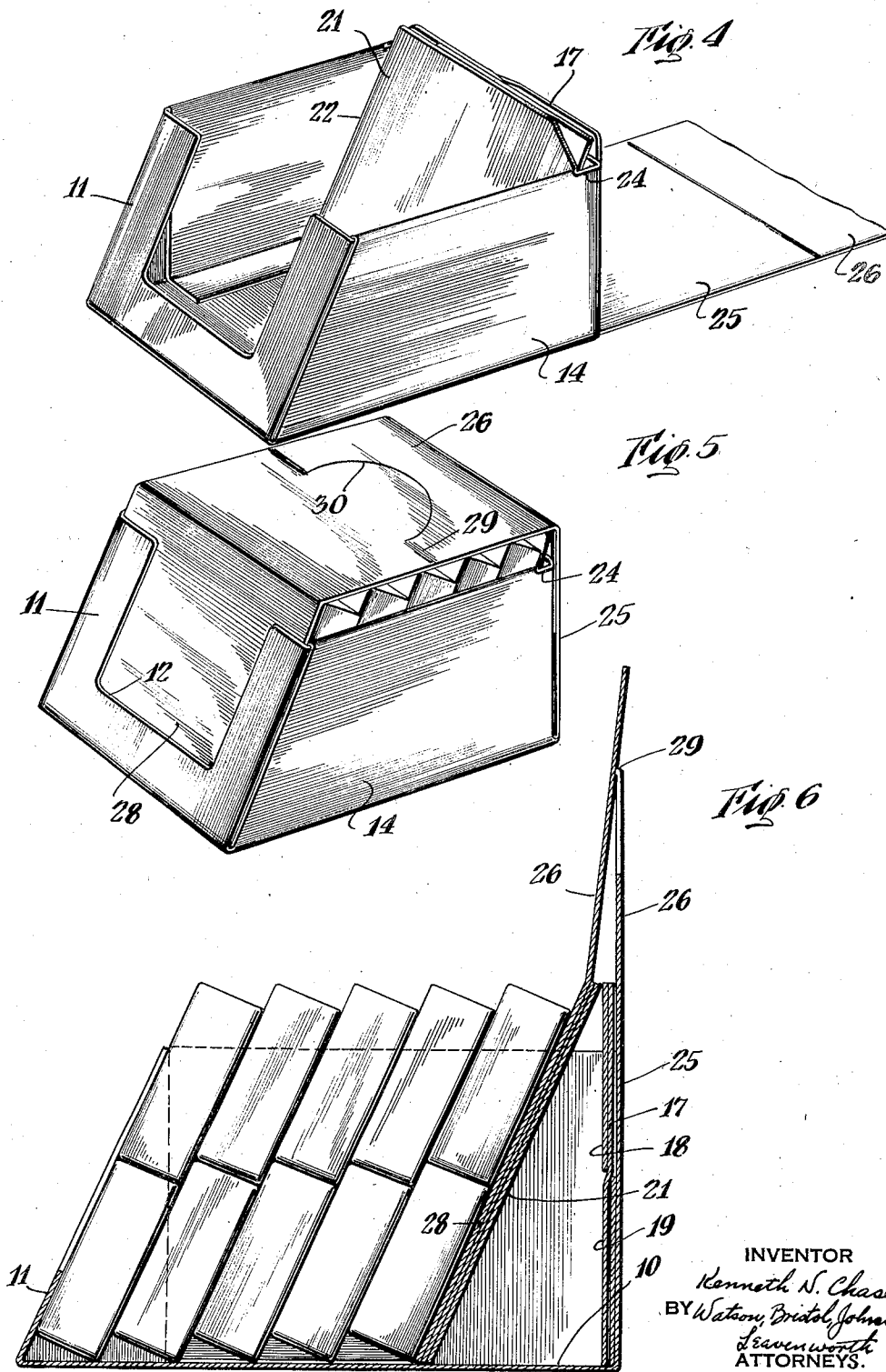
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# UNITED STATES PATENT OFFICE

2,132,604

CARTON

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Application January 27, 1937, Serial No. 122,502

6 Claims. (Cl. 206—44)

This invention relates to receptacles useful for the counter display of merchandise.

A general object of the invention is to provide cartons or receptacles having improved features of construction giving them enhanced fitness for holding and displaying vendable articles.

More particularly, objects of the invention are to provide a carton adapted to be made of sheet material such as paper board or box board which is suited both for display and shipping purposes, is capable of being easily manufactured and assembled, is adapted to display goods to advantage and in a readily accessible manner, and which efficiently and economically utilizes the materials of which it is made to provide strength and ruggedness under shipping conditions while so distributing these materials as to give added strength where most needed.

A further object is to provide a carton having the above and other advantageous characteristics which, in its preferred form, can be constructed from a single blank of sheet material.

Other objects of the invention will in part be obvious and will in part appear hereinafter.

The invention accordingly comprises an article of manufacture possessing the features, properties, and the relation of elements which will be exemplified in the article hereinafter described and the scope of the invention which will be indicated in the claims.

For a fuller understanding of the nature and objects of the invention, reference should be had to the following detailed description taken in connection with the accompanying drawings, in which:

Fig. 1 is a plan view of blank used in assembling a carton embodying features of the present invention;

Figs. 2, 3 and 4 are perspective views on an enlarged scale showing successive steps in the assembling of a carton made from the blank of Fig. 1;

Fig. 5 is a perspective view of a completely assembled and packed carton; and

Fig. 6 is a vertical longitudinal section on a further enlarged scale of the carton shown in Fig. 5 but illustrating the closure in a different advertising display position.

The present carton is adapted to be made from any suitable sheet material such as paper board or box board, and in its illustrated form is especially suited for the shipping and display of small rectangular packages such as cough drop boxes. However, it will be apparent that it is equally

well suited to hold other kinds of vendable articles.

Referring more particularly to the drawings and first to Fig. 1, there is shown a flat sheet material blank comprising a bottom 10 having a front wall 11 extending forwardly and defined therefrom by a fold line. The front wall 11 is coped downwardly at 12 in order to expose the contents of the ultimately assembled carton. Side tabs 13 respectively extend from the lateral edges of front wall 11 and are defined therefrom by fold lines. These tabs extend angularly forwardly with respect to the front wall as viewed in Fig. 1 and their lowermost edges are adapted to rest against the bottom 10 with the front wall in a rearwardly sloping position, while their upper edges are adapted to be confined and locked within the side wall structure in the hereinafter described manner.

Outer side walls 14 extend laterally from bottom 10 and are defined therefrom by fold lines. The forward edges of these outer side walls extend at an equal but opposite angle with respect to these fold lines as compared with the angularly extending edges of the front wall tabs 13. Projecting laterally beyond the outer side walls, and defined therefrom by longitudinally extending fold lines are inner side walls 15 each of which preferably may have a flange 16 extending from its outermost edge and adapted to be bent in seating relation against the bottom 10.

A rear wall flap 17 extends rearwardly from one of the outer side walls 14 and another rear wall flap 18 extends rearwardly from the remaining outer side wall, these rear wall flaps being defined from their respective outer side walls by straight fold lines. Flap 17 is notched to provide a locking tongue 19 and flap 18 is correspondingly slit at 20 to accommodate such tongue.

A pair of sloping interior rear wall flaps 21 respectively extend rearwardly from the inner side walls 15 and are defined therefrom along sloping fold lines 22, each of which is parallel with the angularly extending edges of the front wall tabs 13 on its respective side of the blank. These flaps 21 encroach on the material of the flaps 17 and 18 and are defined therefrom by cuts 23 and 24. The cuts 24 extend forwardly beyond the fold lines between the rear wall flaps 17 and 18 and their respective outer side walls 14 until they reach the fold lines 22, the rearmost portions of which are spaced somewhat ahead of the rear wall flaps 17 and 18.

A further ply of rear wall material is provided by a bottom continuation 25 which extends rear-

wardly from bottom 10 and is defined therefrom by a fold line. This bottom continuation is extended further rearwardly to provide a cover flap 26 which is defined from the rear wall portion of the continuation 25 along a fold line 27 which determines the vertical height of the rear wall ply 25. This cover flap has a terminal portion 28 which is defined from the cover portion by a fold line. The cover flap 26 is dimensioned to extend from the rear wall to a point adjacent the upper edge of the front wall in the assembled carton, and has a transverse fold line 29 midway of its length. If desired, this fold line 29 may be interrupted by a scored line 30 which may be of any suitable configuration for advertising display purposes, as is well known in the art.

Referring now to Figs. 2 to 4, the blank of Fig. 1 is assembled by folding the front wall tabs 13 upwardly and then folding the front wall 11 upwardly until the lower edges of tabs 13 rest along the opposite lateral edges of bottom 10, the front wall then being in a rearwardly sloping position. An outer side wall 14 is then folded up into vertical position as shown in Fig. 2. The inner side wall 15 is next folded down over the upper edge of the adjacent front wall tab 13 until it too is in vertical position with the flange 16 extending inwardly and resting against bottom 10. The sloping rear wall flap 21 is bent inwardly along its sloping fold line 22 until it occupies a plane substantially parallel with the sloping front wall. These folding operations are successively or concurrently carried out with the side walls and their appurtenant flanges and flaps on both sides of the carton, the sloping rear wall flaps 21 being overlapped. These flaps are preferably dimensioned so that each extends from side to side and from top to bottom of the carton.

As shown in Fig. 3 the rear wall flaps 17 and 18 are then folded inwardly in vertical position. The tongue 19 may then be bent up to and forced in the slot 20 to hold the parts in assembled relation. These rear wall flaps are of greater vertical height than the side walls and the front wall. The rear wall flaps 17 and 18 are each coped at 23 and 24 to provide materials for the sloping rear walls 21, but the coped portion of each flap is overlapped by a non-coped portion of the remaining flap so that a substantially continuous upper rear wall edge is provided.

The sloping rear wall flaps 21 are so dimensioned that they each extend from the bottom 10 to the upper edge of the high rear wall against which they rest in supported relation. It will be noted (Figs. 2 and 3) that a portion of the cut 24 extends along the upper edge of the side wall so that the flap 21 at this point is slightly spaced from the vertical rear wall to permit it to assume this sloping position.

The vertical rear wall is further reinforced by bending up the bottom continuation 25 (Figs. 4 and 5) until it is in vertical position against the flaps 17 and 18. This gives a smooth rear surface to the package which is suitable for printing, if desired. However, if it is desired to keep the rear wall ply 25 in its vertical assembled condition at all times, this may be done by folding such wall up inside instead of outside of the interlocked flaps 17 and 18, the latter then serving to retain the rear wall ply 25.

The carton is then adapted to be loaded with cough drop boxes or other desired articles, which in the illustrated preferred form extend from the bottom of the carton up to the height of the

upper edge of the high rear wall. This leaves their ends exposed above the upper edges of the lower side and front walls for the purposes of visual and manual access.

The closure flap 26 (Fig. 5) may then be folded down over the contents and its terminal portion 28 inserted behind the inclined front wall 11. This terminal portion is of sufficient extent to reach below the coping at 12 and preferably is dimensioned to reach and rest against the bottom 10.

In this condition, the carton is ready for shipping. A number of cartons may be conveniently arranged in pairs with their sloping front walls in contact, one carton being reversed with respect to the other so that the unit formed by the pair is of generally rectangular shape suitable for insertion in a packing case. It will be seen that the side walls are of strong plied construction and that the front wall is of double construction when backed by terminal portion 26, these walls being additionally supported by the contents of the carton. The vertical rear wall, which is not backed by the contents because of the intervening sloping rear wall is of sturdy three-ply construction including flaps 17 and 18 and the bottom extension 25 so that this end of the carton is well able to withstand the strains and shocks encountered during packaging and shipping.

When the carton is to be used on the counter for display purposes, the cover flap 26 is bent up vertically into alignment with the rear wall ply 25 and is then folded downwardly about the fold line 29, the terminal portion 28 of such cover flap then being selectively positioned between the package contents and the sloping rear wall formed by flaps 21, against which it rests. Since the fold line 29 is positioned midway of the cover flap 26 the fold line between such cover and its terminal portion 28 will coincide with the upper edges of the rear walls so that both folded portions of the cover flap, including the area bounded by the scored line 30 are free to assume a substantially vertically erect position.

With the carton constructed and assembled in this manner all of the outside surfaces which are capable of bearing printed advertising matter such as front wall 11, outer side walls 14, rear wall ply 25 and cover flap 26, are initially located on the same side of the blank so that such blank may be conveniently and economically printed. In addition, the contents themselves are effectively displayed in a tilted condition making each package or article visible, and the carton materials are so utilized and distributed that it has considerable ruggedness.

It will be seen that a carton has been provided which is well suited to fulfill its intended functions. Since certain changes may be made in the above article, and different embodiments of the invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

It is also to be understood that the following claims are intended to cover all of the generic and specific features of the invention herein described, and all statements of the scope of the invention which, as a matter of language, might be said to fall therebetween.

Having described my invention what I claim as new and desire to secure by Letters Patent is:

1. A display carton comprising a bottom, vertical outer side walls, a vertical rear wall and a rearwardly sloping front wall, inner side walls integral with and depending from the upper edges of said outer side walls, and a sloping interior rear wall substantially parallel with said front wall including overlapping flaps respectively integral with said inner side walls along fold lines which are substantially parallel with said front wall in the assembled condition of the carton.

2. A display carton comprising a bottom, vertical outer side walls, a vertical rear wall and a rearwardly sloping front wall, inner side walls integral with and depending from the upper edges of said outer side walls, and a sloping interior rear wall substantially parallel with said front wall including overlapping flaps respectively integral with said inner side walls along a sloping fold line, each of said flaps extending from side to side and from top to bottom of said carton.

3. A display carton comprising a bottom, vertical side walls, a rearwardly sloping front wall and a vertical rear wall of greater height than said front and side walls, and a sloping interior rear wall substantially parallel with said front wall including a flap integrally joined with one of said side walls along a sloping fold line and having its upper portion extending above said side wall into supported relation with the upwardly extended portion of said vertical rear wall.

4. A display carton comprising a bottom, vertical outer side walls, a rearwardly sloping front wall and a vertical rear wall of greater height than said front and side walls, inner side walls integral with and depending from the upper edges of said outer side walls, and a sloping interior rear wall substantially parallel with said front wall includ-

ing overlapping flaps respectively integral with said inner side walls along sloping fold lines the rearmost upper ends of such fold lines spaced forwardly from said vertical rear wall, at least one of said flaps having its upper portion extending above said side walls into supported relation with the upwardly extended portion of said vertical rear wall.

5. A single piece shipping and display carton comprising a bottom, vertical side walls, a rearwardly sloping front wall and a vertical rear wall higher than said front and side walls, a sloping interior rear wall substantially parallel with said front wall and having its upper edge resting in supported relation against the upper edge of said higher rear wall, said sloping rear wall including a flap integrally joined with one of said side walls along a sloping fold line, and a cover flap extending from the upper edge of said rear wall and having its terminal portion selectively foldable into parallel relation and contact with said front wall to provide a closure or with said sloping rear wall to provide an upwardly projecting advertising display area.

6. A display carton comprising a bottom, vertical outer side walls, a rearwardly sloping front wall, and a vertical rear wall, inner side walls integral with and depending from said outer side walls, and a sloping interior rear wall substantially parallel with said forward wall including overlapping flaps respectively integral with said inner side walls along sloping fold lines substantially parallel with said front wall in the assembled condition of the carton, said vertical rear wall including additional overlapping flaps respectively integral with said outer side walls along a vertical fold line.

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