

Sept. 7, 1926.

A. O. FOX ET AL

1,598,857

DISPLAY CARTON

Filed March 2, 1925

Fig. 1.

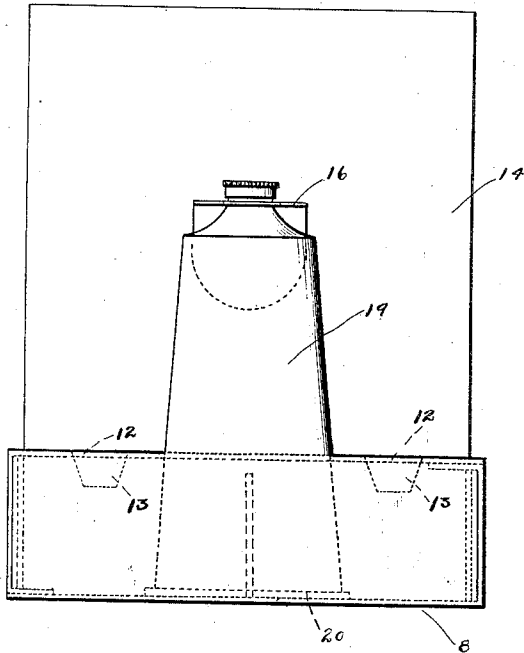


Fig. 2.

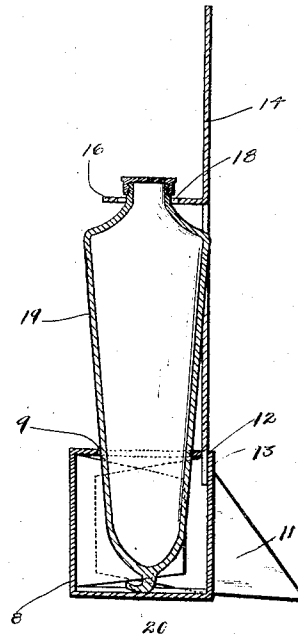


Fig. 3.

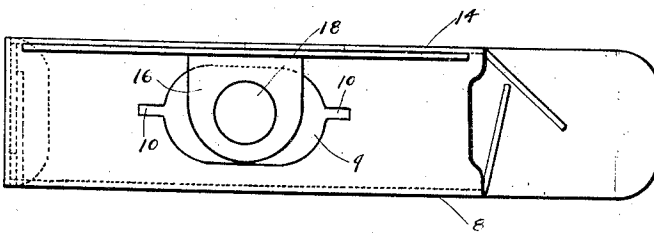
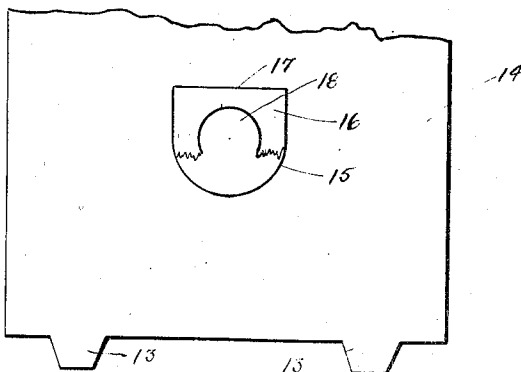


Fig. 4.



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UNITED STATES PATENT OFFICE.

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DISPLAY CARTON.

Application filed March 2, 1925. Serial No. 12,627.

This invention relates to improvements in cartons and more particularly to a display carton.

It is one of the objects of the present invention to provide a carton container for tubes, bottles or the like arranged to hold a tube or bottle in two positions, one position being such that the tube or bottle is entirely within the carton, and the other position being such that the tube or bottle is held in an upright position, partially exposed for advertising or display purposes.

A further object of the invention is to provide a carton arranged to form a unique store or counter display for the article contained by the carton.

A further object of the invention is to provide a carton constructed to form a display for the bottle or tube enclosed therein and arranged so that it will utilize to the best advantage the advertising matter contained on the carton and on the tube or bottle.

A further object of the invention is to provide a carton for containers which will support the container in an upright position to display the same, the carton being also constructed to receive and support an advertising or display card or poster.

A further object of the invention is to provide a carton of the class described and a display card attachable thereto, the display card serving to support and steady the container held by the carton, and in turn being partially supported by the container.

A further object of the invention is to provide a display carton which is of very simple construction, is strong and durable, is inexpensive to manufacture, and is well adapted for the purposes described.

With the above and other objects in view, the invention consists of the improved display carton for tubes, bottles and the like, and its parts and combinations as set forth in the claims, and all equivalents thereof.

In the accompanying drawing in which the same reference characters indicate the same parts in all of the views:

Fig. 1 is a front view of the improved display carton shown supporting a tube, a display card being attached to the carton and to the tube;

Fig. 2 is a vertical sectional view thereof;

Fig. 3 is a plan view of the carton having the card attached thereto; and

Fig. 4 is a fragmentary plan view of the display card.

Referring now more particularly to the drawing it will be seen that the numeral 8 indicates the improved form of carton for bottles, tubes and the like. In general construction and shape the carton is such as is ordinarily used for containing tubes and bottles and in normal use, the tube or bottle is enclosed thereby. To adapt the carton to display purposes, one face thereof is formed with a centrally located opening 9, preferably formed with end slots 10. A side of the carton adjacent the side formed with the opening 9, is provided with an angular cut affording means whereby a flap 11 may be bent outwardly to form an easel or supporting flap for the carton when used for display purposes.

In the same side of the carton with the opening 9, and along the rear edge thereof, a pair of slots 12 are formed and said slots are for the purpose of receiving a pair of tabs or tongues 13 extending from the bottom edges of a display or advertising card 14 to attach the card to the carton in a vertical position. The card 14 is formed with a medial U-shaped cut 15 so that the separated flap portion 16 may be bent outwardly along the line 17. A circular aperture 18, of sufficient size to receive the cap of a bottle or tube, is formed in the flap 16. The contemplated use of the carton is as follows: When a retailer orders a quantity of the product contained in tubes or bottles enclosed by the improved cartons, a plurality of filled cartons are packed in a case or larger carton and one of the display or advertising cards 14 is enclosed in each case. Upon receipt of the shipment, the retailer will remove the cartons and place the same on his shelves. If he desires to make a window or counter display, it is merely necessary to remove a container 19 from a carton and insert the lower end portion thereof through the opening 9 in a face of the carton. If the container is a tube, the slots 10 permit the insertion of the wider bottom strip 20 of the tube. The flap portion 11 of the carton is then bent outwardly to support and balance the tube and carton. The advertising card 14, which was enclosed with the shipment, has its tab portions 13 inserted into the slots 12 of the carton and

the flap 16 is bent outwardly and the cap of the tube is passed through the opening 18 therein. In this manner, the card is attached to the tube and carton and serves to steady and support the tube and is also steadied and supported by the tube, the positions of the members being shown in Figs. 1 and 2. Of course, the card contains suitable advertising matter, and it is also desirable that advertising matter be delineated longitudinally on the front face of the carton.

Obviously, the foregoing arrangement affords a very simple and inexpensive manner of providing a display for a product and utilizes to the best advantage the advertising matter contained on the carton and on the tube or container. The retailer will not have to preserve his displays, as each time he receives a shipment of the goods, a new display will always be available. Also the improved display carton is of very simple and novel construction, and is well adapted for the purposes set forth.

What we claim as our invention is:

1. A carton having an opening in one side thereof, display card attaching slots in the same side of the carton and along the rear edge, and an angular shaped cut in the adjacent side of the carton providing a foldable supporting flap.

2. In combination, a carton having an auxiliary opening in one side thereof, a container inserted through said auxiliary opening and partially enclosed by said carton, and a display card engaging the carton and the container to assist in the support of the container.

3. In combination, a carton having an auxiliary opening in one side thereof, a container partially enclosed and supported by said carton and projecting vertically through said auxiliary opening, and a display card attached to the carton and to the container and assisting in the support of the container.

4. In combination, a carton having an auxiliary opening in one side thereof, a container partially enclosed and supported by said carton and projecting vertically through said auxiliary opening, and a display card detachably connected to the carton and to the container and extending vertically upwardly from the carton and partially supporting the container.

5. In combination, a carton having an

auxiliary opening in one side thereof and slots in the adjacent edge portion of the same side, a container partially enclosed and supported by said carton and projecting vertically through said auxiliary opening, and a display card extending vertically from said carton and having tongues engaging said slots and a flap engaging the upper portion of the container.

6. In combination, a carton having an auxiliary opening in one side thereof and slots in the adjacent edge portion of the same side, a container partially enclosed and supported by said carton and projecting vertically through said auxiliary opening, and a display card extending vertically from said carton and having tongues engaging said slots and a flap engaging the upper portion of the container, the rear side of the carton being formed with an outwardly foldable flap forming a supporting stand.

7. In combination, a carton having an auxiliary opening in one side thereof and slots in the adjacent edge portion of the same side, a container partially enclosed and supported by said carton and projecting vertically through said auxiliary opening, and a display card extending vertically from said carton and having tongues engaging said slots and a foldable aperture flap removably engaging the upper portion of the container.

8. In combination, a carton having an auxiliary opening in one side thereof and slots in the adjacent edge portion of the same side, a container partially enclosed and supported by said carton and projecting vertically through said auxiliary opening, the rear side of said carton being provided with an angular cut forming an outwardly foldable supporting flap, and a display card extending vertically from said carton and having tongues removably engaging said slots and a centrally positioned outwardly foldable apertured flap removably receiving the upper portion of the container, said display card serving to partially support and steady the container, and being in turn steadied and supported by said container.

In testimony whereof, we have affixed our signatures.

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