

Oct. 11, 1938.

J. A. BUSER

2,132,526

DISPLAY CARTON

Filed May 20, 1936

2 Sheets-Sheet 1

Fig. 1

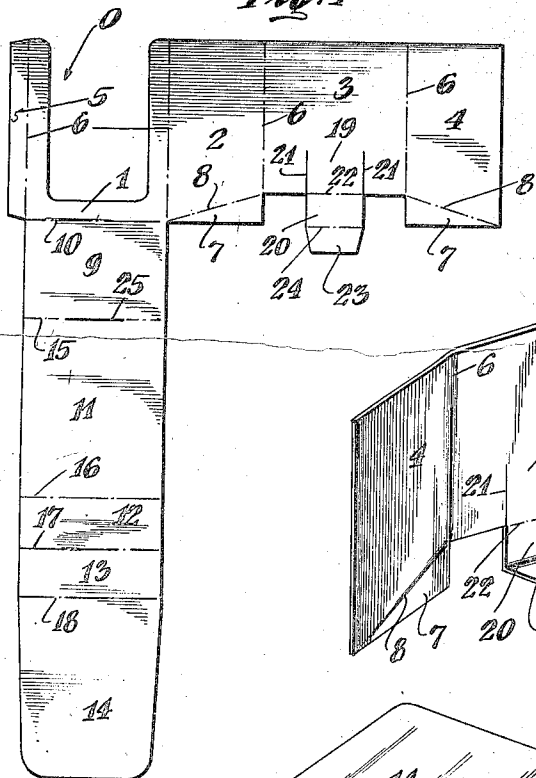


Fig. 2

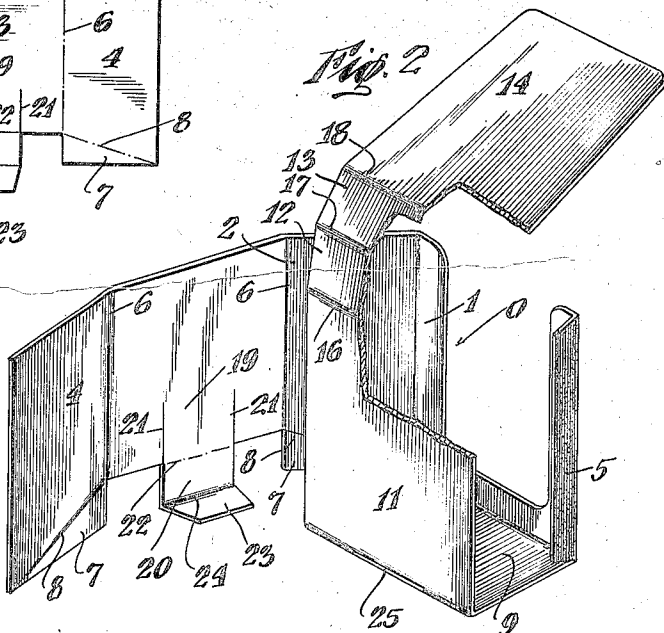


Fig. 3

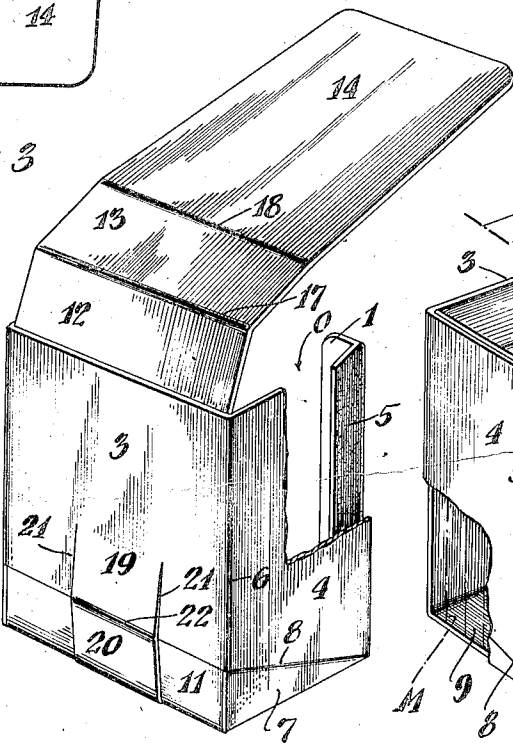
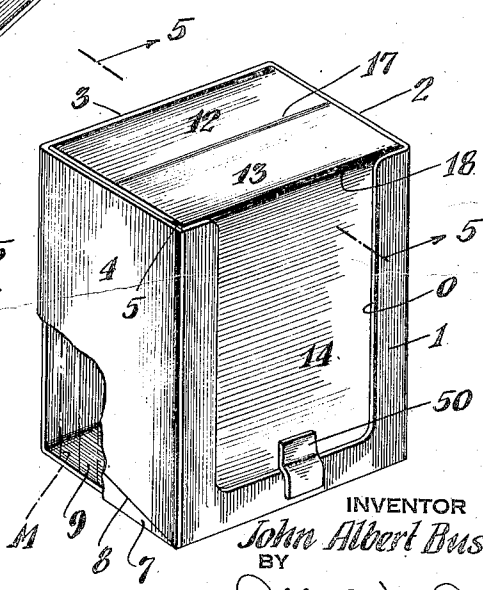


Fig. 4



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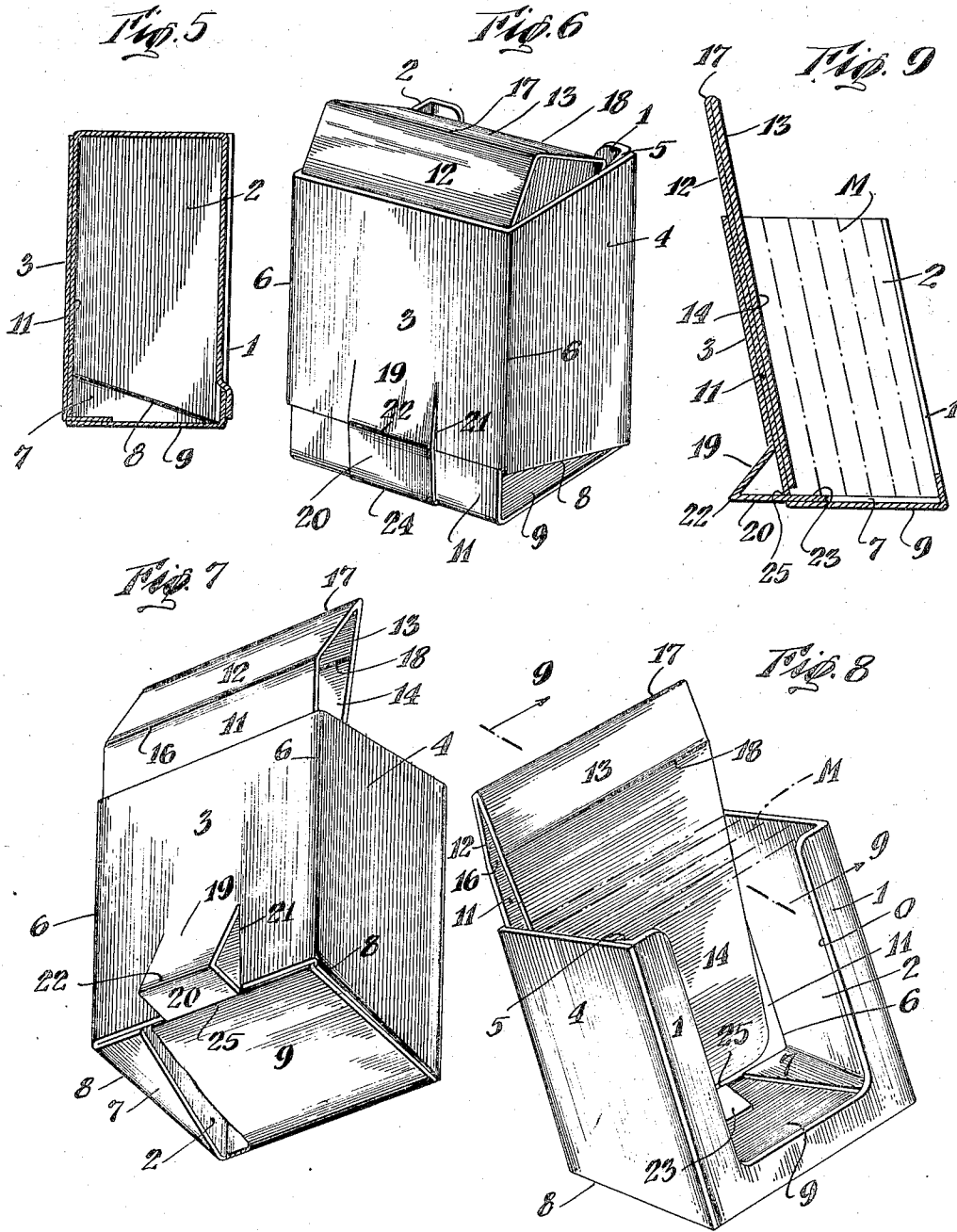
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UNITED STATES PATENT OFFICE

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DISPLAY CARTON

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Application May 20, 1936, Serial No. 80,709

6 Claims. (Cl. 206—44)

This invention relates to display cartons and more particularly to a carton within which merchandise can be packed and shipped and which can thereafter be quickly transformed into a display carton arranged in rearwardly inclined position to effectively and attractively display the merchandise.

The display containers forming the subject matter of this invention may each be formed from a single blank of paperboard material, which blanks are adapted to be cut from large rolls of paper and scored by automatic machinery with a minimum of waste of paper stock. The blank may also be glued and assembled in collapsed flat carton form on an automatic gluer, in which condition it may be shipped and stored until ready for use. When goods are to be packed therein the packer expands the tubular body portion of the blank into rectangular form, the body portion being formed by a rear wall, a front wall and side wall sections. The front wall section may be cut down to expose the contents to view when the container is set up in display position. A bottom wall section hinged to the front wall section is swung into position and a rear wall reinforcing section is inserted into the tubular body and pressed against the inside face of the rear wall section of the tubular body. A locking tab extends from the lower edge of the rear wall section of the tubular body, which locking tab has an ear portion insertable into a suitable slit or opening at the rear edge of the bottom wall section, thus maintaining the carton in upright position ready to receive the contents. When the goods have been packed therein a top wall-forming section hinged to the rear wall reinforcing section is swung over the top of the body and a front closure flap hinged to the top wall section is telescoped into the body between the front wall section and the merchandise to completely enclose the contents.

When the merchant receives the package comprising the closed carton and merchandise packed therein, the package may be stored until it is desired to set up the display. In setting up the carton in display position the merchant withdraws the front closure flap, at the same time lifting up the top wall section so as to make the merchandise clearly visible through the open top and open front wall of the body. The free end of the front closure flap may be inserted behind the merchandise and the upper portion of the closure flap may be suitably decorated to provide a convenient and attractive display card which calls attention to the merchandise. Finally, the body

is arranged in attractive rearwardly inclined display position by folding inwardly the lower triangular sections of the side walls and the body, thus permitting the locking tab extending from the rear wall of the body to buckle outwardly so as to form a supporting easel for the container when arranged in inclined display position. The display adjustment can be quickly and easily made by pressing the triangular sections of the side walls inwardly and at the same time exerting inward pressure on the bottom wall section. This display adjustment can be quickly and easily made by the merchant without removing the goods from the container.

An object of this invention is to provide a combination shipping and display carton which can be economically produced, which can be shipped and stored in flat collapsed condition until ready for use, which can be quickly assembled into merchandise-containing form and thereafter sealed to provide a sturdy shipping carton, which fully protects the merchandise during shipment and storage, and which may be set up by the merchant into display position easily and quickly with a minimum manipulation of parts.

Other objects of this invention will become apparent as the disclosure proceeds.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part thereof, in which:

Fig. 1 is a plan view of a blank which has been suitably cut and scored ready for assembly into my novel shipping and display carton;

Fig. 2 is a perspective view of the blank showing the relationship of the various parts when the blank is partially assembled, certain parts being broken away to more clearly illustrate the construction;

Fig. 3 is a perspective view of the assembled carton ready to receive the merchandise therein, certain parts being broken away to illustrate features of the construction;

Fig. 4 is a perspective view of the fully assembled carton as it appears when merchandise is packed therein and ready to be shipped, certain parts being broken away to illustrate certain features of the construction;

Fig. 5 is a vertical transverse cross-sectional

view through the assembled carton, this view being taken on line 5—5 of Fig. 4;

Fig. 6 is a perspective view of the carton about to be rearranged from shipping position to display position;

Fig. 7 is a perspective view of the carton looking at the rear wall thereof, this view also showing the locking tab arranged as a supporting easel;

Fig. 8 is a perspective view of the assembled carton arranged in display position, the merchandise being shown therein in dotted lines, and

Fig. 9 is a vertical transverse cross-sectional view through the carton as it appears when arranged in display position, this view being taken on line 9—9 of Fig. 8.

Similar reference characters refer to similar parts throughout the several views of the drawings and specification.

The shipping and display carton forming the subject matter of this invention may be economically made from a single blank of paperboard material as shown in Fig. 1. The blanks may be cut and scored from a continuous roll of paperboard material on an automatic cutting and scoring machine, the blank thus being made at very low cost. The blank comprises generally a front wall section 1, a rear wall section 3, and side wall sections 2 and 4 hinged together along the score lines 6. A securing tab 5 is secured, as by adhesive or other means, to the free edge of the side wall section 4 to provide a tubular body. The side wall sections 2 and 4 are generally rectangular in shape, but a score line 8 defines a triangular-shaped flap 7 at the lower edge thereof for a purpose which will hereafter be described. The lower edge of the rear wall meets the adjacent ends of the score line 8 so that the rear wall 3 is considerably shorter in length than the full length of the side wall sections 2 and 4.

A bottom wall section 9 is hinged to the lower edge of the front wall section 1 along the score line 10, providing a bottom wall for the carton upon which the merchandise is supported. A reinforcing rear wall section 11 hinged to the bottom wall section 9 along the score line 15 is insertable into the tubular body, thus providing a stiffening and reinforcing element for the rear wall of the carton and a closure for the bottom portion thereof when the carton is arranged in shipping position. A top wall section comprising portions 12 and 13 hinged together along the score line 17 extend from the rear wall reinforcing section 11, being defined therefrom by the score line 16. Finally a front wall closure flap 14 hinged to the top wall section along the score line 18 may be inserted between the front wall 1 and the merchandise M packed in the carton to close the display opening *o* which may be provided, if desired, in the front wall.

In assembling the carton adhesive may be applied to the flap 5 by means of an automatic gluing machine which both applies the glue to the flap 5 and presses the flap 5 into adhesive contact with the free edge of the side wall section 4. This operation can be performed at high speed and at low cost without hand operation. The blank thus glued can be shipped in collapsed condition to the manufacturer of the merchandise to be packed therein. When the merchandise M is to be packed therein the body is opened so that it assumes a rectangular cross-sectional shape, as shown in Fig. 3. The rear wall reinforcing section 11 and associated top wall portions 12 and 13 and front wall flap 14 are then inserted into the container so

that the rear wall reinforcing section 11 seats against the inside face of the rear wall section 3, as clearly shown in Fig. 3. A locking tab 19 defined by the parallel cut lines 21 in the rear wall section 3 is provided. The locking tab 19 possesses a flap portion 20 which extends below the locking tab 19 defined therefrom by the transverse score line 22 which in effect is substantially a continuation of the lower edge of the rear wall section 3, as clearly shown in Figs. 1 and 3. An insert ear 23 extends from the flap portion 20, being defined therefrom by the score line 24, which score line is in substantial alignment with the lower edge of the triangular flaps 7 of the side wall sections 2 and 4.

In assembling the carton for packing purposes the ear portion 23 is inserted into a suitable slit 25 which may be in the bottom wall section 9 or reinforcing section 11, but preferably the slit is in substantial alignment with the score line 15 which defines the bottom section 9 from the rear wall reinforcing section 11. When the ear portion 23 has been inserted to the point where the score line 24 lies in or adjacent to the slot 25, the carton is locked and supported in the position shown in Fig. 3. In this position the triangular flaps 7 which form a part of the end wall sections 2 and 4 rest upon the supporting surface or upon the side edges of the bottom wall section 9 and are retained in this position by friction and the natural resiliency of the paperboard material. As thus arranged the front wall section 1, the rear wall section 3, and the side wall sections 2 and 4, extend upwardly substantially at right angles to the bottom section 9, forming a carton of generally paralleloiped form.

The carton as thus assembled is packed with merchandise M which is supported by the bottom wall section 9. The opening *o* in the front wall section is cut to provide for easy visibility of the contents but at the same time effectively retains the merchandise M from falling out of the carton. The carton is sealed by swinging the top wall-forming portions 12 and 13 over the top of the tubular body and the front wall closure flap 14 is then inserted between the front wall section 1 and the merchandise M, as clearly shown in Fig. 4. As thus arranged a highly satisfactory shipping carton is provided which can be shipped to the merchant and stored until ready for display. If desired, the front wall flap 14 and/or the top wall portions 12 and 13 may be sealed to the body by means of suitable paster or strip of glued paper or other similar means.

When the carton is to be arranged in display position by the merchant, the sealing strip 50 above described is broken and the front wall flap is lifted upwardly and inserted between the merchandise M and the inside face of the rear wall reinforcing section 11, as clearly shown in Fig. 8. The upper portion of the front wall flap 14 and the top wall-forming portion 13, which projects above the top edge of the side wall sections 2 and 4, may then provide a suitable display card having suitable advertising or price indicia printed thereon. The score line 17 which separates the top wall portions 12 and 13 is so arranged as to define the top edge of the display card. The locking tab 19 automatically opens outwardly in the manner shown in Figs. 6, 7 and 9, so as to provide an inclined supporting easel for the container. The triangular flaps 7 are then pressed inwardly so as to lie flat against the inside face of the bottom wall section 9, as shown in Fig. 8, the rear wall reinforcing section 11 being drawn

upwardly so as to place the bottom wall section 9 in a position wherein the front wall section 1 and the rear wall section 3 tilt backward for display. When thus arranged the locking tab 19 will be inclined rearwardly, as shown in Fig. 9, forming an easel to support the carton in rearwardly tilted display position. The flap portion 23 lies flat against the supporting surface and limits the rearward spread of the locking tab 19 so as to provide a rigid easel support.

The transformation of the carton from shipping position to display position can be easily and quickly effected by the merchant without removing the merchandise from the carton. The triangular flaps 7 will easily slip or wedge under the merchandise when pressed inwardly. The frictional engagement between the vertical edges of the rear wall reinforcing section 11 and the inside face of the side wall sections 2 and 4 insure the carton remaining in tilted position. As thus arranged the lower edges of the front wall section 1 and rear wall section 3 will lie adjacent to or substantially in contact with the supporting surface.

The shipping and display carton herein described is admirably adapted for the packaging of numerous articles of merchandise, such as candies, confections, cigars, cigarettes, smoking material, wearing apparel, edible products, mechanical devices, cosmetics, cleansing material, bottled goods, and numerous other articles handled by retail merchants. The carton when set up for display sets off the merchandise in an attractive manner, permitting free, unobstructed visibility of the advertising matter contained on the merchandise units M. The display carton can be set on a counter, on a shelf, or in a display window or other convenient location. If there is danger of theft of the goods from the display carton, dummy merchandise units may be positioned therein to advertise and sell the merchandise, the real merchandise being kept in a concealed but convenient location for sale. The carton can be very economically manufactured, requiring only a cutting and scoring operation and a single gluing operation, all of which can be performed by automatic machinery. The collapsed carton occupies a minimum of space and can be conveniently set up by the packer at high speed and the merchandise packed therein substantially as quickly and conveniently as in the simplest carton. When sealed the carton offers complete protection to the merchandise packed therein during shipping and storage, and finally the merchant can set up the carton for display quickly and with a minimum of effort.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What is claimed is:

1. A display carton including a tubular body comprising a front wall section, a rear wall section, and side wall sections, a bottom section hinged to said front wall section, means including a locking tab extending from the lower edge of said rear wall section and means for attaching said locking tab to said bottom wall section to support said rear wall section in a position above and substantially at right angles to the bottom wall section, and means including a hinged connection between said tab and said rear wall section permitting rearward collapse of said locking

tab whereby said rear wall section can be swung downwardly to assume a rearwardly inclined display position.

2. A display carton including, a front wall section, a rear wall section, a bottom section hinged to said front wall section, and means including a locking tab extending from said rear wall section connecting said rear wall section to said bottom wall section and supporting said rear wall above said bottom section, said locking tab being rearwardly collapsible to provide an easel and to permit said rear wall section to be lowered into rearwardly inclined display position.

3. A shipping and display carton formed from a single blank of paperboard material including, a front wall section, a rear wall section, side wall sections connected to said front and rear wall sections providing a tubular member, a flap hinged to the lower edge of said front wall section, said flap having a portion forming a bottom wall section of the carton, a portion forming a rear reinforcing section positioned adjacent the inside face of said rear wall section, and a portion extending from said rear wall reinforcing section forming the top wall closure section of the carton, said rear wall section having the lower edge thereof normally spaced above said bottom wall section when the carton is arranged in upright shipping position, and a tab extending from said rear wall section connected to said flap and lying in a plane substantially coplanar with said rear wall section when the carton is in shipping position, said tab having a fold line therein permitting outward collapse thereof to provide a supporting easel to support the carton in rearwardly inclined display position.

4. A shipping and display carton including, a front wall section, a rear wall section, side wall sections connected to said front and rear wall sections, said sections forming a tubular body, a flap forming a bottom section hinged to the lower edge of said front wall section, said rear wall section having the lower edge thereof normally spaced above said bottom section when the carton is arranged in upright shipping position, and a tab extending beyond the lower edge of said rear wall section and connected to said flap for supporting said rear wall section spaced from and substantially perpendicular to said bottom section, said tab having a fold line therein permitting outward collapse of said tab to provide a supporting easel when the carton is arranged in rearwardly inclined display position.

5. A shipping and display carton including, a front wall section, a rear wall section, and side wall sections connected to said front and rear wall sections providing a tubular body member, a flap hinged to the lower edge of said front wall section providing a bottom section for the carton, said rear wall section having the lower edge thereof normally spaced above said bottom section when the carton is arranged in upright shipping position, a tab having a portion cut from said rear wall section and a portion extending beyond the lower edge of said rear wall section, means for connecting said tab to said flap, and a score line extending transversely of said tab permitting outward collapse thereof whereby said tab serves as a supporting easel to support said tubular body member in rearwardly inclined position with respect to said bottom wall section, said tab lying in a plane substantially coplanar with said rear wall section and substantially perpendicular to said bottom wall section when the carton is arranged in erect position for shipment.

6. A shipping and display carton including, a front wall section, a rear wall section, side wall sections connected to said front and rear wall sections forming a tubular member, a flap forming the bottom section hinged to said front wall section only, said rear wall section having the lower edge thereof normally spaced above said bottom section when the carton is arranged in upright shipping position, and means for supporting said rear wall section and front wall section substantially perpendicular to said bottom wall section, said means comprising a tab having a portion defined by spaced cuts in said rear wall section, and a portion extending beyond the lower edge of said rear wall section, means for connecting the free end of said tab to said bottom forming flap, said tab having a fold line therein permitting said tab to be rearwardly collapsed to provide a supporting easel for the carton when said carton is arranged in rearwardly inclined position with the lower edge of said rear wall section substantially coplanar with the bottom section of the carton.

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