

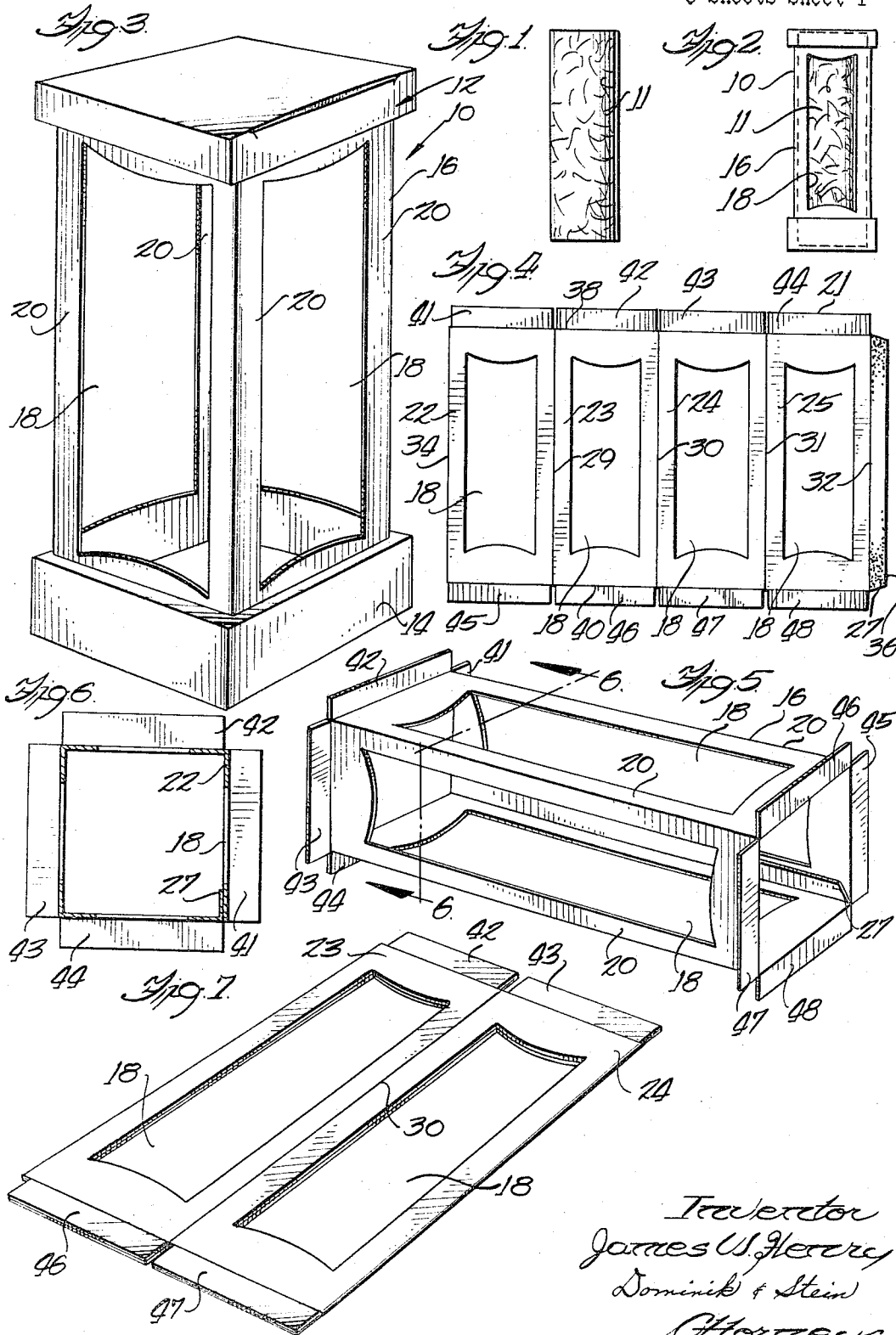
April 18, 1967

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DISPLAY CARTONS

3,314,532

Filed Oct. 30, 1964

3 Sheets-Sheet 1



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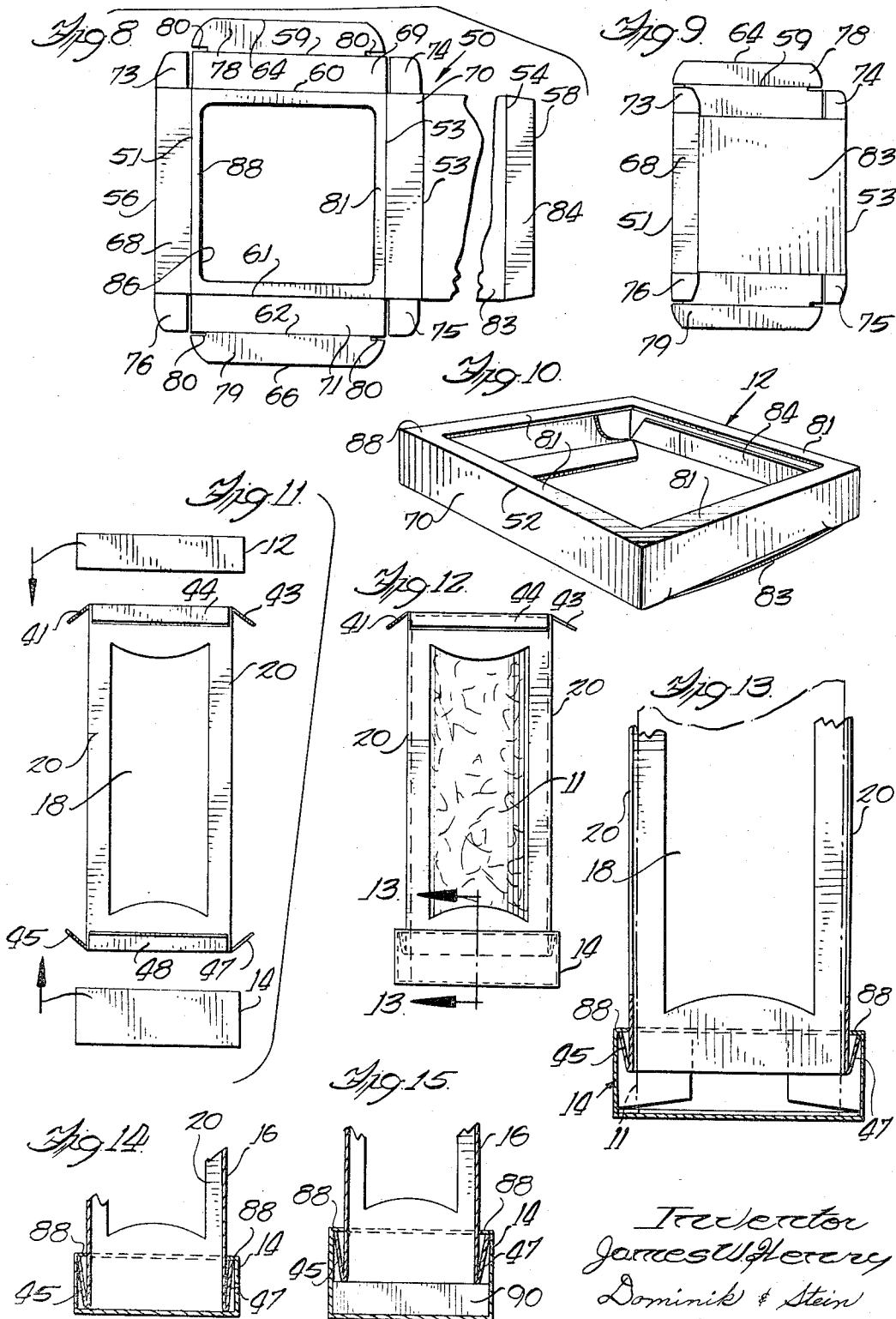
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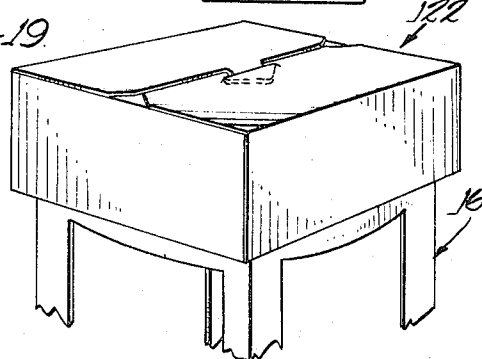
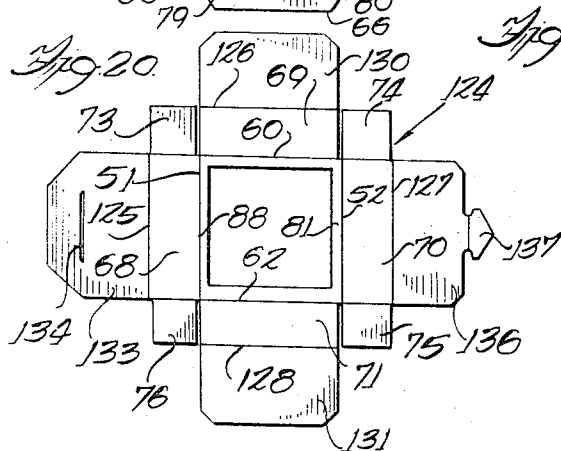
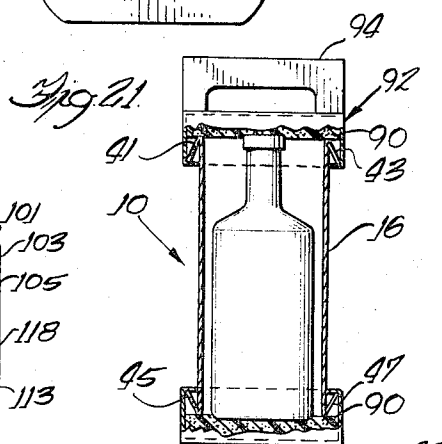
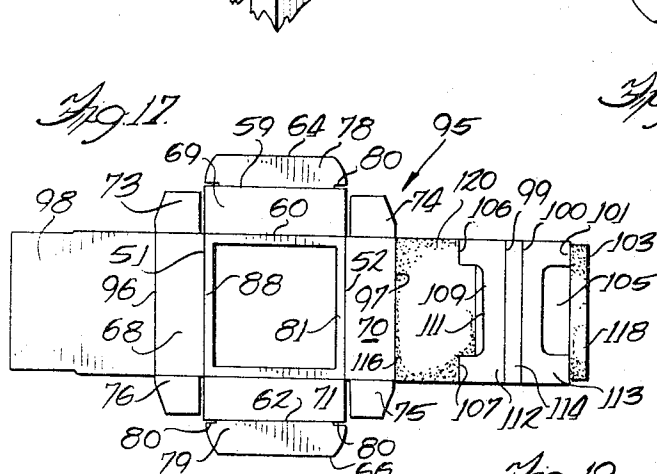
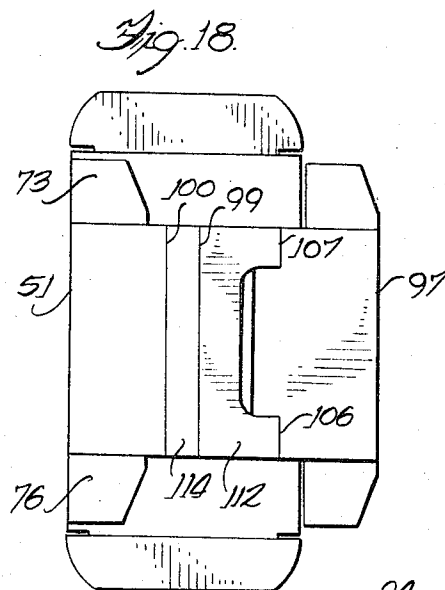
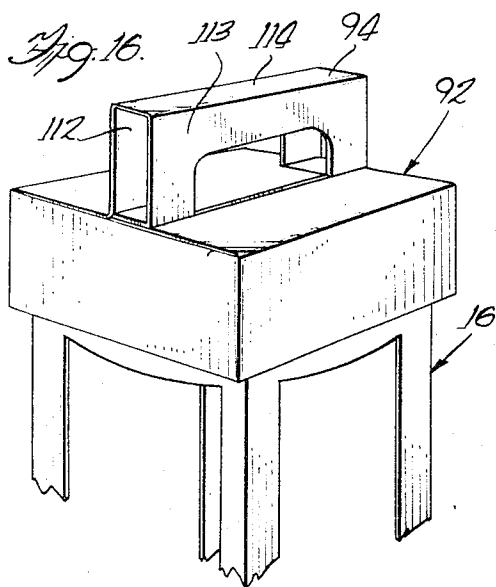


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DISPLAY CARTONS

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3,314,532

DISPLAY CARTONS

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28 Claims. (Cl. 206—45.31)

This invention relates to carton and more particularly to display type cartons and to the method of constructing them.

In the merchandising of products, the carton in which the produce is packaged is of prime consideration from at least two standpoints. First of all, the carton must provide sufficient support and protection for the product packaged therein so that it will not be damaged due to rough handling and the like during shipping. In this respect, the carton itself should be relatively strong in order to stand substantial abuse. It is a well known fact that shoppers generally avoid selecting damaged cartons since, to them, the fact that the carton is damaged is an indication that the product packaged therein is likewise damaged.

Secondly, the carton must be constructed so as to display as much of the product packaged therein as possible. The reason for this is obvious since in a large number of cases the appearance of the product is what sells it. Examples of where this is true are rolls of gift wrap paper, fancy decanters for alcoholic beverages, bath powders, soap and the like, extra large size decorative candles, various pharmaceuticals, cosmetics, as well as a whole host of other products.

Accordingly, it is an object of the invention to provide an improved display type carton.

It is a further object of the invention to provide an improved display type carton which is constructed and arranged so as to hold an article packaged therein in place and to show on display, as much of the article as is reasonably possible, without sacrificing support and protection for said article.

It is still another object of the invention to provide an improved three piece display type carton which is collapsible, and which may be manufactured from a single blank of suitable sheet material. In this respect, it is further contemplated that at least one of the three carton pieces may be manufactured from another type of sheet material.

It is still another object to provide a carton of the above described type which is so constructed and arranged that a product may be packaged therein in much less time and with much less difficulty than with display type cartons heretofore available.

It is a still further object to provide a carton of the above described type which is so constructed and arranged that it is easily modified to hold and to show on display articles of various sizes and configurations.

It is a still further object to provide a carton of the above described type having a top portion provided with a handle so that the carton may be easily carried. In this respect, it is further contemplated that the said top portion be constructed so as to be collapsible for storing and shipping the same, that it be manufactured from a single blank of suitable sheet material and, still further, that the handle thereon be collapsible even though the top portion is formed so that when secured to the display carton the latter is easily stored, shipped or stacked one atop the other on display.

It is a still further object to provide a display type carton of the above described type which is so constructed that various styles of top and/or bottom closing portions may be interchangeably secured thereto.

It is a still further object to provide various styles of

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top and/or bottom closing portions for a display type carton of the above described type, as well as an improved method for forming the same.

And still another object is to provide an improved method for constructing a display type carton, as well as the method of packaging a product therein.

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

The above outlined objectives are accomplished with the carton of the present invention which generally comprises a central, elongated, open-ended carton having a tuck-style carton secured to each of its ends. The open-ended carton has its side walls cut away so as to provide large display windows therein and to provide pillar-like supports at each of its corners. The ends of the open-ended carton have flanges formed thereon which lockingly engage a lip formed on the bottom wall of the tuck-style cartons, when the ends of the open-ended carton are inserted through an opening in the bottom walls.

Packaging a product in the carton is accomplished by merely securing one of the tuck-style cartons to one end of the open-ended carton by sliding the end into the tuck-style carton, inverting the same and inserting the product into the open-ended carton, and closing the same by sliding the still opened end into the other tuck-style carton. The tuck-style cartons are automatically secured to the ends of the open-ended carton when the flanges on its ends lockingly engage the lips formed on the bottom walls of the tuck-style cartons.

As will be apparent from the detailed description hereinafter, the carton is easily adapted to handle a whole host of various size products. Generally, this may be accomplished either by correspondingly changing the length of the open-ended carton to match the length of the product, by changing the transverse cross-sectional dimensions of the open-ended carton and the tuck-style cartons, or by changing the length of the flanges at the ends of the open-ended carton and the length, or height, of the side walls of the tuck-style cartons.

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 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:

FIGURE 1 is a side view of a large decorative candle which may be packaged and displayed, using the carton of the present invention;

FIGURE 2 is a view showing the candle of FIG. 1 packaged within a carton illustrative of the present invention;

FIGURE 3 is a perspective view of a carton exemplary of the present invention;

FIGURE 4 is a view showing the blank from which the central, open-ended carton is formed;

FIGURE 5 is a perspective view of the form central, open-ended carton;

FIGURE 6 is a sectional view of the central, open-ended carton, taken along lines 6—6 of FIG. 5.

FIGURE 7 is a view showing the central, open-ended carton as it may be folded flat for shipping;

FIGURE 8 is a view showing the blank from which the end tuck-style cartons of FIG. 3 are formed;

FIGURE 9 is a view showing the end tuck-style cartons of FIG. 3 as they may be formed from the blank of FIG. 8 and folded flat for shipping;

FIGURE 10 is a perspective view of a formed tuck-style carton;

FIGURES 11 and 12 are views illustrating the method of packaging a product in the carton of FIG. 3;

FIGURES 13, 14 and 15 are sectional views of the carton, taken along lines 13-13 in FIG. 12, illustrating the various interlocking arrangements which may be used for securing the tuck-style cartons to the ends of the central, open-ended carton.

FIGURE 16 is a partial perspective view of a display carton, having a tuck-style carton with an integral handle portion secured to its one end;

FIGURE 17 is a view showing the blank from which the tuck-style carton with an integral handle portion is formed;

FIGURE 18 is a view showing how the carton of FIG. 17 is folded flat for shipping or storing;

FIGURE 19 is a partial perspective view of a display carton exemplary of the present invention, having a lock-type carton secured to its one end;

FIGURE 20 is a view showing the blank from which the lock-type carton of FIG. 19 is formed; and

FIGURE 21 is a sectional view showing a display carton exemplary of the present invention, illustrating how a decanter or bottle is protectively held therein.

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

Referring now to FIGS. 1 and 2 which show, respectively, a large decorative candle 11 and a display carton 10 exemplary of the present invention, with the candle 11 packaged and displayed therein, it may be noted that the construction of the carton 10 is such that a major portion of the candle 11 is visible through the windows 18 formed in the side walls (only one shown) of a central, open-ended carton 16 which forms a part of the carton 10. As will be explained more fully hereinafter, the carton 10 is not only constructed so as to display as much of the article as possible, it is constructed in a manner such that the packaged product is supported and protected from damage. Also, while the carton 10 is shown and described with reference to the packaging and the displaying of a candle, it will be apparent from the detailed description which follows that the carton 10 is easily modified and is therefore equally applicable for packaging and for displaying a whole host of products, each of which may be different in size and shape, and including, for example, decanters or bottles, as shown in FIG. 21.

Referring now to FIG. 3, the carton 10 is shown consisting of two tuck-style cartons 12 and 14 secured, respectively, to the top and bottom ends of a central, elongated, open-ended carton 16. The side walls of the open-ended carton 16 are cut away so as to form windows 18 therein and to form, in conjunction with an adjacent side wall, pillar-like supports 20 at each of its four corners. The windows 18 may be of various decorative shapes so as to provide an attractive frame and may be left open or, alternatively, may be covered with a clear, transparent material, such as cellophane and the like.

The open-ended carton 16 is formed from the blank 21 in FIG. 4, which blank may be cut from a single sheet of material. The blank 21 is divided into four equal size side walls 22-25 and a smaller sealing flap 27, by means of the score lines 29-32 which vertically traverse the height of the blank 21, parallel to its sides 34 and 36. Two score lines 38 and 40 horizontally traverse the width of the blank 21 and form flanges 41-44 and 45-48 at the top and bottom, respectively, of the blank 21. The flanges 41-48 are cut between adjacent flanges, along lines extending the score lines 29-31, so that the flanges correspond in width with the side walls 22-25. Each of the side walls 22-25 is cut away to form windows 18 therein which are centrally positioned and which preferably cover, or remove, the majority of the material of the blank 21 forming each of the side walls so that a major portion of the product is displayed.

In the event the window displays 18 are to be provided with a protective clear, transparent material, this mate-

rial may be advantageously secured to the side of the blank 21 which is to form the inside of the carton 16 before the blank 21 is folded. The material will then be on the interior of the carton, and hence will be protected to some degree so that there is less likelihood of it being accidentally damaged due to being snagged on another object.

To form the open-ended carton 16, the blank 21 is folded at right angles along the score lines 29-31 to form a tubular, rectangular shaped structure (FIGS. 5 and 6) and the sealing flap 27 then is secured to the inside surface of the side wall 22. It may be noted that, when folded in this fashion, the area between the adjacent side walls form L-shaped pillar-like supports 20 at each of the four corners of the carton 16. Since the supports 20 are L-shaped, the open-ended carton 16 is far more sturdy than the display-type cartons heretofore generally available, and yet provides far more viewing area than those same cartons.

The open-ended carton 16 may be folded flat, with two of its sides atop of the other two sides, as shown in FIG. 7, for shipping, or it may be shipped in the form of the blank 21 and constructed at the place of use. In either case, a number of such cartons 16 may be easily stacked, one atop the other, for convenience in shipping them.

The tuck-style cartons 12 and 14 are constructed in identical fashion, from a blank such as the blank 50 shown in FIG. 8. The blank 50 has score lines 51-54 which vertically traverse the height of the blank 50, parallel to its edges 56 and 58, and score lines 59-62 which horizontally traverse the blank 50, parallel to its edges 64 and 66. Also, the blank 50 is cut away so as to form, in conjunction with the above mentioned score lines, side walls 68-71, side wall end flaps 73-76, tuck-in flaps 78 and 79, a bottom wall 81 and a top wall 83 which has a sealing flap 84 at its end.

The bottom wall 81 and the top wall 83 are slightly larger than the transverse cross-section of the open-ended carton 16, so that when opening 86, which substantially corresponds in size and shape to the transverse cross-section of the open-ended carton 16, is formed in the bottom wall 81 a lip 88 extends inwardly from the side walls of the carton about its four sides. The importance and the function of the lip 88 will be apparent from the description which follows.

To form the tuck-style carton 12, or 14, the blank 50 is folded along the score line 53 so that the top wall 83 overlies the bottom wall 81. The side wall 68 is then folded along the score line 51 to overlie the sealing flap 84, and is secured thereto by means of adhesive. At this point, the carton appears as shown in FIG. 9. As in the case of the open-ended carton 16, the tuck-style cartons 12 and 14 may be shipped in the form of the blanks 50 or, alternatively, they may be pre-formed, as shown in FIG. 9, and shipped. In either case, the tuck-style cartons 12 and 14 may be easily stacked one atop another for convenience in shipping or storing them.

To completely form the carton, as shown in FIG. 10, a slight pressure is exerted on the two edges (score lines 51 and 53) to form a tubular shape; the side wall end flaps 73-76 folded at right angles along the respective score lines 60 and 61; the blank then folded upwardly (as shown) at right angles along the score lines 60 and 61 to form the side walls 69 and 71; and then folded at right angles along the score lines 59 and 62 and the tuck-in flaps 78 and 79 tucked inside of the carton. The locking slots 80 function to retain the tuck-in flaps 78 and 79 within the carton, in the manner well known in the art.

It may therefore be noted that the cartons 12 and 14 may be easily formed, either manually or automatically by machinery.

The ease in which an article may be packaged within the carton 10 will be apparent from the following description, and from FIGS. 11 and 12. Assuming that the open-ended carton 16 has been pre-formed in the man-

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ner described above, and has been shipped in a folded flat condition, it is easily opened to the tubular configuration shown in FIG. 5 by applying a light force to the two oppositely folded corners. The flanges 41-48 are next folded along the respective score lines 38 and 40 so that they lie substantially flat alongside the side walls 22-25, as shown in FIG. 11. One of the tuck-style cartons 12, or 14, is next formed in the manner described above and is secured to one end of the open-ended carton 16 by merely inserting the end thereof into the opening 86 formed in the bottom wall 81, until the end of the carton 16 engages the top wall 83 and the flanges 41-44, or 45-48, are completely within the tuck-style carton 12, or 14, and engage the lip 88, in a manner described more fully hereinafter.

After the tuck-style carton 12, or 14, is secured to the one end of the open-ended carton 16, it is reversed end-for-end and the article, which is shown, in this case, to be the candle 11, inserted therein, as shown in FIG. 12. The flanges 41-44, or 45-48, are then folded, and the tuck-style carton 12, or 14, secured thereto, in the manner described above.

In FIGS. 14 and 15, it may be noted that several alternate flange and lip interlocking arrangements may be used. In FIG. 13, the length of the side walls of the tuck-style carton 14, or 12, is shown to be longer than the length of the flanges formed on the end of the open-ended carton 16. With this type of interlocking arrangement, the ends of the product, in this case, the ends of the candle 11, hold the tuck-style carton in spaced relation from the end of the open-ended carton 16 so that the flanges lockingly engage the lip 88. Accordingly, the length of the side walls of the tuck-style carton 12, or 14, the length of the flanges 41-48 on the ends of the open-ended carton 16 and the length of the open-ended carton 16 are correspondingly formed so that the product is firmly supported in a fixed position by the top walls of the tuck-style cartons 12 and 14 and will not slide up and down within the carton 10.

It may also be noted that a resilient pad 90, or alternatively a false top or the like, may be provided in one or both of the tuck-style cartons, as shown in FIG. 15, so that the product is further protected from damage. When a pad 90, or false top, is provided, the length of the open-ended carton 16 corresponds with the length, or height, of the product and the length of the side walls of the tuck-style cartons 12 and 14 and the length of the flanges 41-48 are formed so as to compensate for the thickness of the pad 90, or the false top. The pad 90, or false top, absorbs the majority of the shock which results when the carton 10 is dropped. The resiliency of the pad 90, or the false top, holds the flanges in engagement with the lip 88 so that the tuck-style carton is securely fixed to the open-ended carton 16.

In FIG. 14, the length of the side walls of the tuck-style cartons corresponds to the length of the flanges 41-48. With this arrangement, the length of the open-ended carton 16 corresponds to the length of the product so that the product is held firmly in a fixed position by the top walls of the tuck-style cartons.

In FIG. 16 is shown a display carton 10 which has a tuck-style carton 92 having a handle 94 secured to the top end of the central carton 16 (partially shown), the lower end thereof being closed with any one of the disclosed types of end-closing cartons.

The tuck-style carton 92 is formed from the blank 95, shown in FIG. 17, which blank is so cut and scored that the handle 94 is formed as an integral part of the carton. It may be noted that the portion of the blank 95 between the two parallel score lines 96 and 97 is cut and scored in the same manner as the portion of the blank 50 (FIG. 8) between the edge 56 and the score line 53. This portion of the blank 95 may therefore be correspondingly identified with the same reference numerals, as shown in FIG. 8. To the left (as shown) of the score line 96, the blank 95 is formed with a top flap 98 which substantial-

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ly corresponds in size with that of the bottom wall 81 of the carton 92. To the right (as shown) of the score line 97, the blank 95 is extended, when compared with the portion of the blank 50, and has score lines 99-101 formed thereon, which extend transversely across the width thereof and parallel to the edge 103. Immediately to the left of the score line 101, a handle cut-out 105 is provided. Also, the blank 95 is scored at 106 and 107 and is cut along line 109 which extends from the end of score lines 106 to the end of the score line 107 and corresponds in shape to that of the handle cut-out 105. A smaller handle cut-out 111 is also formed in the blank 95. The above described score and cut lines form the two side walls 112 and 113 and the top wall 114 of the handle 94, as well as a top flap 116 and a handle sealing flap 118.

The tuck-style carton 92 may be formed and folded for storing and shipping in several different manners. For example, the blank 95 may be folded along score line 51 so that the top flap 98 and the side wall 68 overlie the bottom wall 81 and the side wall 70 and again folded along score line 100 so that the portion of the blank to the right of the score line 100 overlies the side wall 112 and the top wall 114 of the handle 94. Adhesive is then applied to the sealing flap 118 and the top flap 116, within the shaded areas 120 and 122, in any suitable manner, as for example by spot gluing the same within the confines of the shaded area 120, and the blank then folded along the score line 97 so that the portion of the blank to its right overlies the top flap 98, with the sealing flap 118 and the top flap 116 adhesively secured thereto. The seal should be secure so that it will not pull apart while being carried by the handle 94. When folded and sealed in the above described manner, the carton will be shaped as shown in FIG. 18.

At this point it may be noted that the handle 94 is pre-formed and folded, or collapsed, so that it lies substantially flat against the top flap or wall of the carton 92. The carton 92 can therefore be conveniently stacked one atop another, for shipping or storing, with the handle 94 already pre-formed.

The formation of the carton 92 is completed by exerting a light force on the two opposite edges (score lines 51 and 97) to form a tubular shape. The end flaps 73 and 74 are then folded at right angles towards one another along the score line 60, the side wall 69 folded along score line 60 so as to overlie the end flaps 73 and 74 and the tuck-in flap 78 folded along score line 59 and tucked inside of the carton 92 to secure the one side thereof in a closed position. The opposite side is closed by folding the end flaps 75, 76, the side wall 71 and the tuck-in flap 79 in the same manner.

The carton 92 is secured to the top end of the central carton 16, in the same manner as previously described in securing the carton 12 or 14 thereto. Also, once secured thereto, the handle 94 provides a convenient means for transporting the display carton 10. It may be further noted that a number of display cartons 10 may be easily stacked one atop another for shipping, storing or displaying the same, since the handle 94 may be folded, or collapsed, substantially flat against the top of the carton 92.

In FIG. 19 is shown a lock-type carton 122 which may be secured to the top and/or bottom ends of the central carton 16 (partially shown). The lock-type carton 122 provides an economical display carton 10 which may be used when packaging lightweight articles.

The lock-type carton 122 may be formed from a single blank of sheet material, such as the blank 124 shown in FIG. 20. As in the case of the carton 92, the portion of the blank 124 between the score lines 125-128 is cut and scored and substantially corresponds to the configuration of the portion of the blank 50 (FIG. 8) between the edge 56 and the score lines 53, 59 and 62. This portion is therefore again identified with the same refer-

ence numerals. The blank 124 is different in that cover flaps 130 and 131 are formed integral with the side walls 69 and 71, respectively, and a top flap 133 having a slot 134 formed therein and a top flap 136 having a locking tab 137 formed thereon are formed integral with the side walls 68 and 70, respectively.

The lock-style carton 122 may be formed in several different ways, one being to first fold the end flaps 73-76 upwardly at right angles to the side walls 68 and 70. The portions of the blank 124 to the left of score line 51 and to the right of score line 52 are each folded upwardly, causing the end flaps 73-76 to be along the respective score lines 60 and 62. Flaps 130 and 131 are then folded along the respective score lines 126 and 128 to overlie one another, atop the carton 122. Next the top flaps 133 and 136 are folded along the respective score lines 125 and 127 and the locking tab 137 lockingly engaged in the slot 134.

The lock-type carton 122 is secured to the end of the central carton 16 in the same manner as previously described for securing the carton 12 or 14, thereto.

In FIG. 21 is shown a display carton 10 having a tuck-style carton 92 with a handle 94 secured to its top end and a carton secured to its lower end which may be either the lock-type carton 122 or the tuck style carton 12. A pad 90 is also included in each of the end closing cartons and hence the flanges 41-48 on the ends of the carton 16 are appropriately formed. Packaged within the display carton 10 is a whiskey decanter. It may be noted that the top and bottom of the whiskey decanter are slightly depressed into the pad 90. The decanter is thereby securely retained in a substantially fixed position within the carton 10 so that it is firmly supported and protected from damage. In the event the carton 10 is dropped, the pads 90 will absorb the shock.

Furthermore, since the side walls 20 of the carton 16 are substantially cut-away to provide windows 18, the whiskey decanter packaged therein is prominently displayed. The handle 94 also provides a convenient means for carrying the carton 10 and its packaged product.

It is apparent from the above description of the display carton 10 that the opposite ends of the open-ended carton 16 may have different types of end-closing cartons secured thereto and may also have different types of interlocking arrangements. For example, a tuck-style carton having a pad 90 therein may be provided on one end, and hence the interlocking arrangement shown in FIG. 14, and the other end may have a tuck-style carton and interlocking arrangement shown in FIG. 12, or FIG. 13. Still further, the top end of the carton 16 may have a tuck-style carton, with a handle, as shown in FIG. 17, secured thereto, with or without a pad 90 therein, or having any one of the different interlocking arrangements shown, and may have either a tuck-style carton as shown in FIG. 10 or a lock-type carton as shown in FIG. 19 on its opposite end.

The blank 21 for the open-ended carton 16 and the blanks 50 for the tuck-style cartons 12 and 14 may all be formed from a single sheet of suitable material, or the open-ended carton 16 may be formed from one type of material and the tuck-style cartons 12 and 14 from another. In some instances, for example, when the product is exceptionally long or is exceptionally heavy, it may be desirable to form the open-ended carton 16 from a heavy cardboard-like material so that the carton 10 will provide more support for the product. In such cases, the tuck-style cartons can be of a much lighter and less expensive material. With respect to the blanks 50, 95 and 124 for the end-closing cartons, it may be noted that each of them is so cut and scored that the waste material, the cutting and the scoring are kept to an irreducible minimum. The end-closing cartons, as well as the display carton 10 itself, may therefore be economically formed.

It is apparent from the above description that the

carton 10 is applicable for use in packaging a large variety of different products, each of which may assume a different size and shape. Also apparent is the fact that as much of the article as is reasonably possible, without sacrificing support and protection for it, is visible through the windows 18 formed in the side walls of the open-ended carton 16. The method described above for packaging a product in the carton 10 is illustrative of the case in which this may be accomplished. It is also apparent that the carton 10 can be made in shapes other than the rectangular or square shown. For example, it could have a hexagonal, or octagonal shape as well as an irregular shape. Also, the end-closing cartons need not approximate in size the size of the transverse cross-section of the open-ended carton 16, but may be considerably larger so as to form a large support base for the carton 10. In such cases, it is only necessary that the opening 86 formed in the bottom wall of the end-closing cartons correspond in size and shape with the end of the open-ended carton 16 and that a lip 88 is provided for the flanges 41-48 to engage.

It will thus be seen that the objects set forth above, among those made apparent from the preceding description, are efficiently attained and, since certain changes may be made in carrying out the above method and in the constructions set forth without departing from the scope of the invention, 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.

Now that the invention has been described, what is claimed as new and desired to be secured by Letters Patent is:

1. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having at least one open end and a plurality of side walls, each of said side walls being substantially cut-away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a flange formed on each of said plurality of side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said first carton; and a second carton for closing said open end of said first carton, said second carton having a closed top wall and a bottom wall with an aperture formed therein which substantially corresponds in size and configuration to said open end of said first carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when said open end is received within said aperture to secure said second carton to said open end of said first carton.

2. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having its opposite ends open and its side walls substantially cut away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said carton; and a first and a second closed carton, each having an aperture formed in a bottom wall thereof, said aperture being substantially the size of the ends of said first carton so as to receive one of said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when the end of said first carton is received within said aperture to secure said first and said second closed cartons to the one of said ends of said first elongated carton, respectively.

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3. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: an open-ended carton formed from a single blank of material which is scored and folded to form side walls and sealing flap which is secured to one of said side walls, each of said side walls being cut-away so as to provide a window substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, a flange formed on each of said side walls at said open ends which is arranged to be folded to overlie the respective side walls on the exterior of said open-ended carton; and tuck-style cartons for closing the open ends of said open-ended carton, said tuck-style cartons each being formed from a single blank of material which is scored and folded to form side walls, a bottom wall and a top wall having a sealing flap which is secured to one of said side walls to close said tuck-style carton, said bottom wall having an aperture formed therein which substantially corresponds in size and configuration to said open ends of said open-ended carton so as to receive one of said open ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when an open end is received within said aperture to secure said tuck-style carton to said open-ended elongated carton.

4. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a rectangular shaped carton having at least one open end and its side walls cut-away so as to provide windows substantially the size of said side walls for displaying an article and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, a flange formed on at least one of said side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said carton; and at least one rectangular shaped tuck-style carton for closing said open end of said open-ended elongated carton, said tuck-style carton having a rectangular shaped aperture formed in a bottom wall thereof, said aperture substantially corresponding in size to said open end of said carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flange engaging said ledge when said open end is received within said aperture to secure said tuck-style carton to said open end of said elongated carton.

5. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: an elongated rectangular shaped carton having its opposite ends open and its side walls cut-away so as to provide a window substantially the size of said side walls for displaying an article and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, a flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said carton; and a first and a second rectangular shaped tuck-style carton, each having a rectangular shaped aperture formed in a bottom wall thereof, said aperture being substantially the size of the ends of said open-ended carton so as to receive one of said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when the end of said open-ended carton is received within said aperture to secure said first and said second tuck-style cartons to the one of said ends of said elongated carton, respectively.

6. A three piece carton for holding an article and for showing on display, as much of said article as possible, comprising: a rectangular shaped open-ended carton which substantially corresponds in length to said article, said open-ended carton being formed from a

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single blank of material which is scored and folded to form side walls and a sealing flap which is secured to one of said side walls, each of said side walls being cut-away so as to provide windows substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, flanges formed on each of said side walls at said open ends which are arranged to be folded to overlie the respective side walls on the exterior of said carton; and rectangular shaped tuck-style cartons for closing the open ends of said elongated carton, said tuck-style cartons each being formed from a single blank of material which is scored and folded to form side walls, a bottom wall and a top wall having a sealing flap which is secured to one of said side walls to close said tuck-style carton, said bottom wall having a rectangular shaped aperture formed therein which substantially corresponds in size to said open ends of said elongated carton so as to receive one end of said elongated carton therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when an open end is received within said aperture to secure said tuck-style carton to said elongated carton, whereby an article is retained within said carton.

7. A carton, as claimed in claim 6, wherein said rectangular-shaped open-ended carton and said tuck-style cartons are constructed from the same type of material.

8. A carton, as claimed in claim 6, wherein said rectangular shaped open-ended carton and said tuck-style cartons are constructed from different types of material.

9. A carton, as claimed in claim 6, further including a protective clear transparent material which closes each of said windows formed in said side walls.

10. A three piece carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton corresponding in length with the length of said article, said first carton having at least one open end and its side walls substantially cut-away so as to provide windows for displaying an article and to form pillar-like L-shaped supports at each of its corners, a flange formed on each of said side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said carton; and a second carton for closing said open end of said elongated carton, said second carton having a closed top wall and a bottom wall having an aperture formed therein which substantially corresponds in size and configuration to said open end of said carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, resilient means within said second carton, said article engaging said resilient means and retaining said flanges in engagement with said ledge when said open end is received within said aperture to secure said second carton to said open end of said first carton.

11. A carton, as claimed in claim 10, wherein said resilient means comprises a flexible pad.

12. A carton, as claimed in claim 10, wherein said resilient means comprises a flexible false top in said second carton.

13. A three piece carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having its opposite ends open and its side walls substantially cut-away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said carton; and a first and a second closed carton, each having side walls, a top wall and a bottom wall, said bottom wall having an aperture formed therein substantially the size of the ends of said first carton so as to receive one of

said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, the length of said side walls of said first carton and said first and second closed cartons and the length of said flanges being correspondingly formed so that said flanges engage said ledge when the ends of said first carton are received within respective ones of said apertures, whereby said first and said second closed cartons are secured to the respective ends of said first carton.

14. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having at least one open end and a plurality of side walls, each of said side walls being substantially cut-away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a flange formed on each of said plurality of side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said first carton; and a second carton for closing said open end of said first carton, said second carton having a closed top wall with a handle integrally formed thereon and a bottom wall with an aperture formed therein which substantially corresponds in size and configuration to said open end of said first carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when said open end is received within said aperture to secure said second carton to said open end of said first carton.

15. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having its opposite ends open and its side walls substantially cut away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said carton; a first end-closing carton having a handle integrally formed with the top wall thereof; and a second end-closing carton, said first and said second end-closing cartons each having an aperture formed in a bottom wall thereof, said aperture being substantially the size of the ends of said first carton so as to receive one of said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when the end of said first carton is received within said aperture to secure said first and said second end-closing cartons to one of said ends of said first elongated carton, respectively.

16. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having at least one open end and its side walls cut-away so as to provide windows substantially the size of said side walls for displaying an article and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, a flange formed on at least one of said side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said first carton; and a second carton for closing said open end of said first carton, said second carton having side walls, a top wall formed by overlapping top closing flaps, at least one of said top closing flaps being secured to another one of said top closing flaps and being cut, scored and foldable to form a handle integral with said top wall for carrying said display carton and a bottom wall having an aperture formed therein, said aperture substantially corresponding in size to said open end of said first carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flange engaging said ledge when said open end is received within said aperture

to secure said second carton to said open end of said first carton.

17. A carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having at least one open end and its side walls cut-away so as to provide windows substantially the size of said side walls for displaying an article and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, a flange formed on at least one of said side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said first carton; and a second carton for closing said open end of said first carton, said second carton having a closed top wall formed by overlapping top closing flaps, at least one of which has a locking slot formed therein and at least one of which has a locking tab formed thereon, said locking tab being engageable in said locking slot to secure the two top closing flaps to one another to close said top wall and a bottom wall having an aperture formed therein, said aperture substantially corresponding in size to said open end of said first carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flange engaging said ledge when said open end is received within said aperture to secure said second carton to said open end of said first carton.

18. A display carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having its opposite ends open and its side walls cut-away so as to provide a window substantially the size of said side walls for displaying an article and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, a flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said first carton; and a first and a second end-closing carton, said first end closing carton having side walls, a top wall formed by overlapping top closing flaps, at least one of said top closing flaps being secured to another one of said top closing flaps and being cut, scored and foldable to form a handle integral with said top wall for carrying said display carton, said first and second end-closing cartons each having an aperture formed in a bottom wall thereof, said aperture being substantially the size of the ends of said first carton so as to receive one of said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, said flanges engaging said ledge when the end of said first carton is received within said aperture to secure said first and said second end-closing cartons to the one of said ends of said first carton, respectively.

19. A display carton, as claimed in claim 18, wherein said second end-closing carton has a closed top wall formed by overlapping top closing flaps, at least one of which has a locking slot formed therein and at least one of which has a locking tab formed thereon, said locking tab being engageable in said locking slot to secure the two top closing flaps to one another to close said top wall.

20. A three piece carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton substantially corresponding in length with the length of said article, said first carton having at least one open end and its side walls substantially cut-away so as to provide windows for displaying an article and to form pillar-like L-shaped supports at each of its corners, a flange formed on each of said side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said carton; and a second carton for closing said open end of said first carton, said second carton having side walls, a top wall formed by overlapping

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top closing flaps, at least one of said top closing flaps being secured to another one of said top closing flaps and being cut, scored and foldable to form a handle integral with said top wall for carrying said display carton and a bottom wall having an aperture formed therein which substantially corresponds in size and configuration to said open end of said first carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, resilient means within said second carton, said article engaging said resilient means and retaining said flanges in engagement with said ledge when said open end is received within said aperture to secure said second carton to said open end of said first carton.

21. A three piece carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton substantially corresponding in length with the length of said article, said first carton having at least one open end and its side walls substantially cut-away so as to provide windows for displaying an article and to form pillar-like L-shaped supports at each of its corners, a flange formed on each of said side walls at said open end which is arranged to be folded to overlie its respective side wall on the exterior of said carton; and a second carton for closing said open end of said first carton, said second carton having a closed top wall formed by overlapping top closing flaps, at least one of which has a locking slot formed therein and at least one of which has a locking tab formed thereon, said locking tab being engageable in said locking slot to secure the two top closing flaps to one another to close said top wall and a bottom wall having an aperture formed therein which substantially corresponds in size and configuration to said open end of said first carton so as to receive said open end therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, resilient means within said second carton, said article engaging said resilient means and retaining said flanges in engagement with said ledge when said open end is received within said aperture to secure said second carton to said open end of said first carton.

22. A three piece carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having its opposite ends open and its side walls substantially cut-away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said carton; and a first and a second closed carton, each having side walls, a top wall and a bottom wall, said top wall of said first closed carton being formed by overlapping top closing flaps, at least one of said top closing flaps being secured to another one of said top closing flaps and being cut, scored and foldable to form a handle integral with said top wall for carrying said display carton, said bottom walls of both said first and second closed cartons having an aperture formed therein substantially the size of the ends of said first carton so as to receive one of said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, the length of said side walls of said first carton and said first and second closed cartons and the length of said flanges being correspondingly formed so that said flanges engage said ledge when the ends of said first carton are received within respective ones of said apertures, whereby said first and said second closed cartons are secured to the respective ends of said first carton.

23. A three piece carton constructed and arranged to hold an article and to show on display, as much of said article as possible, comprising: a first carton having its opposite ends open and its side walls substantially cut-away so as to provide windows for displaying an article and to form pillar-like supports at each of its corners, a

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flange formed at the top and bottom of each of said side walls and arranged to be folded to overlie its respective side wall on the exterior of said carton; and a first and a second closed carton, each having side walls, a top wall and a bottom wall, said top wall of said first closed carton being formed by overlapping top closing flaps, at least one of which has a locking slot formed therein and at least one of which has a locking tab formed thereon, said locking tab being engageable in said locking slot to secure the two top closing flaps to one another to close said top wall, said bottom walls of both said first and second closed cartons having an aperture formed therein substantially the size of the ends of said first carton so as to receive one of said ends therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, the length of said side walls of said first carton and said first and second closed cartons and the length of said flanges being correspondingly formed so that said flanges engage said ledge when the ends of said first carton are received within respective ones of said apertures, whereby said first and said second closed cartons are secured to the respective ends of said first carton.

24. A method of constructing a three piece carton for holding an article and for showing on display, as much of said article as possible, comprising the steps of forming a first carton from a single blank of material by cutting and scoring said blank so as to form a plurality of side walls and a sealing flap, cutting away each of said side walls so as to provide windows substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, forming a flange on each of said side walls at said open ends, folding said blank along said score lines and sealing said sealing flap to one of said side walls so as to form a carton having open ends, folding said flanges to overlie the respective side walls on the exterior of said first carton, forming a first and a second closed carton from single blanks of material by cutting and scoring said blank to form side walls, a bottom wall and a top wall, forming an aperture in said bottom wall of each of said closed cartons which substantially corresponds in size and configuration to said open ends of said first carton so as to receive one end of said first carton therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, folding said blanks so as to form a closed carton having a bottom wall with an aperture therein, inserting the open ends of said first carton in respective ones of said apertures in said bottom walls of closed carton to engage said flanges with the lip formed about the periphery of said bottom wall so that said closed cartons are secured to the opposite ends of said first carton.

25. A method of constructing a three piece carton for holding an article and for showing on display, as much of said article as possible, comprising the steps of forming a first carton from a single blank of material by cutting and scoring said blank so as to form a plurality of side walls and a sealing flap, cutting away each of said side walls so as to provide windows substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, forming a flange on each of said side walls at said open ends, folding said blank along said score lines and sealing said sealing flap to one of said side walls so as to form a carton having open ends, folding said flanges to overlie the respective side walls on the exterior of said first carton, forming a first and a second closed carton from single blanks of material by cutting and scoring said blank to form side walls, a bottom wall and a top wall having a sealing flap forming an aperture in said bottom wall of each of said closed cartons which substantially corresponds in size and configuration to said open ends of said first carton so as to receive one end of said first carton therein and smaller than said bottom wall so that a ledge

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is formed about the periphery of said bottom wall, folding said blanks and securing said sealing flap to one of said side walls so as to form a closed carton having a bottom wall with an aperture therein, inserting the open end of said first carton in respective ones of said apertures in said bottom walls of closed carton to engage said flanges with the lip formed about the periphery of said bottom wall so that said closed cartons are secured to the opposite ends of said first carton.

26. A method of constructing a three piece carton for holding an article and for showing on display, as much of said article as possible, comprising the steps of forming a first carton from a single blank of material by cutting and scoring said blank so as to form a plurality of side walls and a sealing flap, cutting away each of said side walls so as to provide windows substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, forming a flange on each of said side walls at said open ends, folding said blank along said score lines and sealing said sealing flap to one of said side walls so as to form a carton having open ends, folding said flanges to overlie the respective side walls on the exterior of said first carton, forming a first closed carton from a single blank of material by cutting and scoring said blank to form side walls, a bottom wall and top closing flaps, at least one of which has a locking slot formed therein and at least one of which has a locking tab formed thereon, forming a second closed carton from a single blank of material by cutting and scoring said blank to form side walls, a bottom wall and a top wall, forming an aperture in said bottom wall of each of said first and said second cartons which substantially corresponds in size and configuration to said open ends of said first carton so as to receive one end of said first carton therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, folding said blanks to form a closed carton having a bottom wall with an aperture therein, said top wall of said first carton being formed by overlapping said top closing flaps and engaging said locking tab in said locking slot, inserting one open end of said first carton in respective ones of said apertures in said bottom walls of said first and second closed cartons to engage said flanges with the lip formed about the periphery of said bottom wall so that said first and second closed cartons are secured to the opposite ends of said first carton, respectively.

27. A method of constructing a three piece carton for holding an article and for showing on display, as much of said article as possible, comprising the steps of forming a first carton from a single blank of material by cutting and scoring said blank so as to form a plurality of side walls and a sealing flap, cutting away each of said side walls so as to provide windows substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, forming a flange on each of said side walls at said open ends, folding said blank along said score lines and sealing said sealing flap to one of said side walls so as to form a carton having open ends, folding said flanges to overlie the respective side walls on the exterior of said first carton, forming a first closed carton from a single blank of material by cutting and scoring said blank to form side walls, a bottom wall and a top wall formed by overlapping top closing flaps, at least one of said top closing flaps being secured to another one of said top closing flaps and being cut, scored and foldable to form a handle integral

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with said top wall, forming a second closed carton from a single blank of material by cutting and scoring said blank to form side walls, a bottom wall and a top wall, forming an aperture in said bottom wall of each of said first and second closed cartons which substantially corresponds in size and configuration to said open ends of said first carton so as to receive one end of said first carton therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, folding said blanks to form a closed carton having a bottom wall with an aperture therein, folding and sealing said handle on said first carton, inserting one open end of said first carton in respective ones of said apertures in said bottom walls of closed carton to engage said flanges with the lip formed about the periphery of said bottom wall so that said closed cartons are secured to the opposite ends of said first carton.

28. A method of packaging an article in a three piece carton which is constructed to hold an article and to show on display, as much of said article as possible, comprising the steps of forming a first carton from a single blank of material by cutting and scoring said blank so as to form a plurality of side walls and a sealing flap, cutting away each of said side walls so as to provide windows substantially the size of said side wall and to form, in conjunction with the adjacent side walls, pillar-like supports at each of its corners, forming a flange on each of said side walls at said open ends, folding said blank along said score lines and sealing said sealing flap to one of said side walls so as to form a carton having open ends, folding said flanges to overlie the respective side walls on the exterior of said first carton, forming a first and a second closed carton from single blanks of material by cutting and scoring said blank to form side walls, a bottom wall and a top wall, forming an aperture in said bottom wall of each of said closed cartons which substantially corresponds in size and configuration to said open ends of said first carton so as to receive one end of said first carton therein and smaller than said bottom wall so that a ledge is formed about the periphery of said bottom wall, folding said blanks to form closed cartons having a bottom wall with an aperture therein, inserting one open end of said first carton in said aperture in said bottom wall of said first closed carton to engage said flanges with the lip formed about the periphery of said bottom wall so that said first closed carton is secured to the end of said first carton, inverting said first carton, placing said article within said first carton, and inserting the still open end in said aperture in said bottom wall of said second closed carton to engage said flanges with the lip formed about the periphery of said bottom wall so that said second closed carton is secured to the end of said first carton.

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