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MAILING AND DISPLAY CARTON

Filed April 16, 1927

Fig. 1.

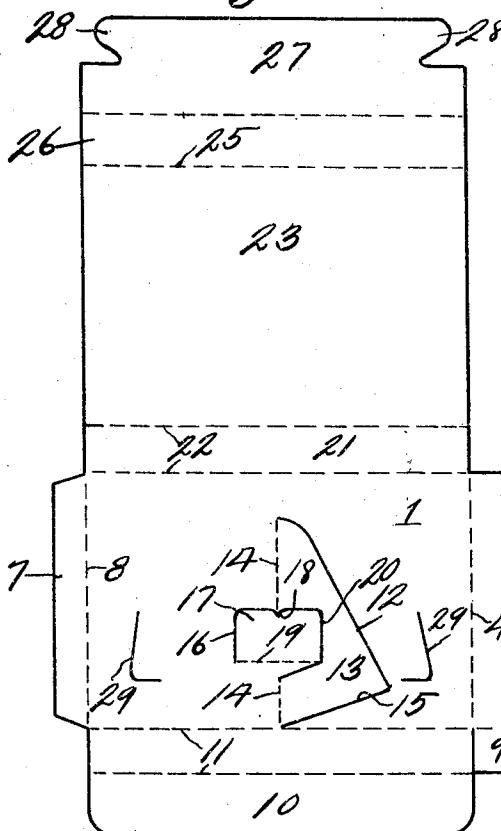


Fig. 2.

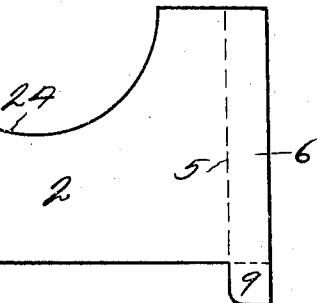
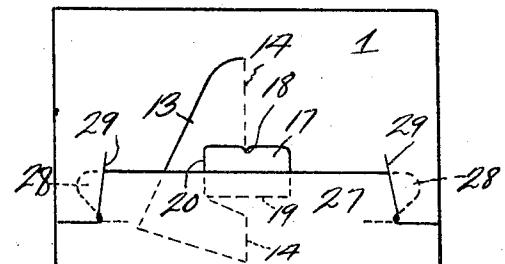
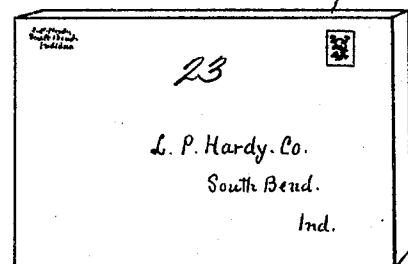
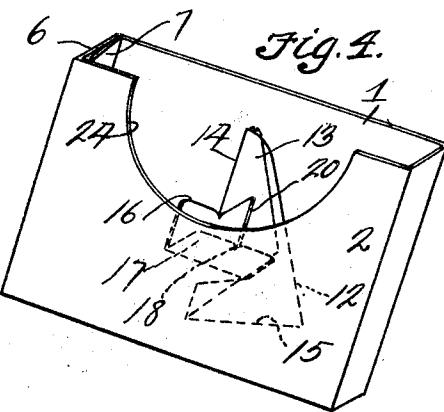


Fig. 3.



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UNITED STATES PATENT OFFICE.

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MAILING AND DISPLAY CARTON.

Application filed April 16, 1927. Serial No. 184,308.

The invention relates to mailing and display cartons particularly adapted for mailing postcards and has for its object to provide a device of this character, one side of which is provided with an easel flap and brace for said flap, which, after the cards reach their destination, may be folded outwardly from the plane of the side for forming an easel for the carton whereby its contents can be displayed.

A further object is to provide the upper side of the carton with a flap, which flap is sufficiently long to form a closure for the top of the carton, the cutaway forward side of the carton, the under side of the carton and overlying the rear side of the carton and forming means for preventing the easel flap and brace from moving outwardly and maintaining the same in the plane of the rear side of the carton. Also to provide the flap with ears adapted to be received in slits in the rear side of the carton for anchoring the free end of the flap.

A further object is to form the carton, its easel and easel brace from a single piece of material.

A further object is to provide the upper side of the front side of the carton with a cutaway portion thereby allowing goods to be easily seen when the carton is used for display purposes and supported by the easel.

With the above and other objects in view the invention resides in the combination and arrangement of parts as hereinafter set forth, shown in the drawing, described and claimed, it being understood that changes in the precise embodiment of the invention may be made within the scope of what is claimed without departing from the spirit of the invention.

In the drawing:—

Figure 1 is a plan view of the blank from which the carton is formed.

Figure 2 is a rear elevation of the carton.

Figure 3 is a perspective view of the carton showing the front side thereof.

Figure 4 is a perspective view of the carton showing the flap removed and the easel extended for supporting the carton.

Referring to the drawing, the numeral 1 designates the rear wall of the carton and 2 the front wall. It will be noted by referring to Figure 1, the front wall 2 is formed at a right angle to the body of the blank, and when the wall 2 is folded to

spaced registering relation to the rear wall 1 with folds on the dotted lines 3, 4 and 5, and the portion 6 adhesively connected to the extension 7, after the extension is folded to a right angular position on the dotted line 8, that a rectangular shaped body is formed with end walls as clearly shown in Figure 4. Downwardly extending tabs 9 are provided which are folded inwardly from the end walls at their lower ends and then the extension 10 is folded on the dotted lines 11 and tucked into the bottom of the body for forming a bottom for the carton as a whole.

The rear wall 1 is provided with an angularly shaped slit 12 for forming the easel leg, and the ends of said slit terminate in substantially the same vertical plane whereby when the easel leg 13 is forced outwardly from the plane of the back 1, and bent on the dotted line 14, it will be in a position to support the carton in an upright position, however it is preferably supported in a slightly inclined position, and to accomplish this result the bottom 15 of the easel leg 13 inclines upwardly. The rear side of the carton is provided with an inverted U-shaped slit 16 which forms an easel leg brace 17, and which brace is preferably provided with a recess 18 in its free end whereby after the easel leg 13 is bent outwardly to a right angular position and the brace 17 is bent outwardly to a right angular position on the horizontal line 19, said recess 18 will receive the edge 20 within the easel leg 13, and will hold said leg 13 in extended position. It will be noted that the brace member 17 extends on both sides of the fold 14 and preferably substantially the same distance, consequently the notch 18 will be in proper position for holding the easel leg 13 at a right angle to the back 1. While not in use and in transit the brace 17 as well as the easel leg are in the positions shown in Figures 1 and 2 and within the plane of the back 1 of the carton. However when extended for display purposes they are in the positions shown in Figure 4. The upper side of the back 1 is provided with an elongated extension having sections 21 forming a top for the carton after being bent on the dotted lines 22, a section 23 which forms a front for the carton and a closure for the cutaway portion 24 of the front side 2. Extension 23 is provided with

21 106
23 110
24 116

lines 25 on which the extension is folded with the portion 26 in engagement with the under side of the carton, and the extension terminates in a flap 27 which engages the rear side of the rear portion 1 as clearly shown in Figure 2 and overlies the brace 17 and the easel leg 13, thereby maintaining said easel leg and brace in the plane of the back 1. Opposite ends of the flap 27 are provided with extensions 28 which extensions are received in the angularly shaped slits 29 in the rear side 1 of the carton for anchoring the flap 27 in position. It will be noted that the extension portion 23 is used for address purposes as clearly shown in Figure 3.

Assuming that postcards are mailed in the carton, the portion 23 is addressed, and when the carton arrives at its destination, the flap 27 is released and the extension as a whole removed from the carton on a line 22, then the easel leg 13 is forced outwardly as well as the brace 17 with the brace in holding relation to the easel leg 13, and then the carton is used for displaying the postcards therein, or other goods which may be easily observed through the cutaway portion 24 in the front side 2.

From the above it will be seen that a combined carton and easel therefor is provided

which may be formed from a single blank bent to form. It will also be seen that the easel members 17 and 13 when not in use will be maintained in the plane of the rear wall of the carton, and will form a portion 35 of said rear wall.

The invention having been set forth what is claimed as new and useful is:—

1. The combination with a carton, one wall of said carton having formed integral therewith an easel leg, a brace member for said leg formed integral with said wall, said brace member and leg being normally in the plane of the wall, of a flap carried by the carton and overlying the wall, the leg and the brace member and forming means for maintaining said leg and brace member in the plane of the wall.

2. The combination with a carton side wall having an easel leg and brace member therefor formed integral with said wall and in the plane of the wall, of a flap carried by said carton, said flap forming a top for the carton, a closure for the front of the carton, a bottom for the carton and terminating in 50 overlying relation to the leg and brace, and means for holding the end of said flap to the leg and brace carrying wall.

In testimony whereof I affix my signature.
WADE L. HARDY.