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Aug. 25, 1925.

A. DIETSCH, JR

1,551,139

DISPLAY CARTON

Filed May 29, 1924

Fig. 1.

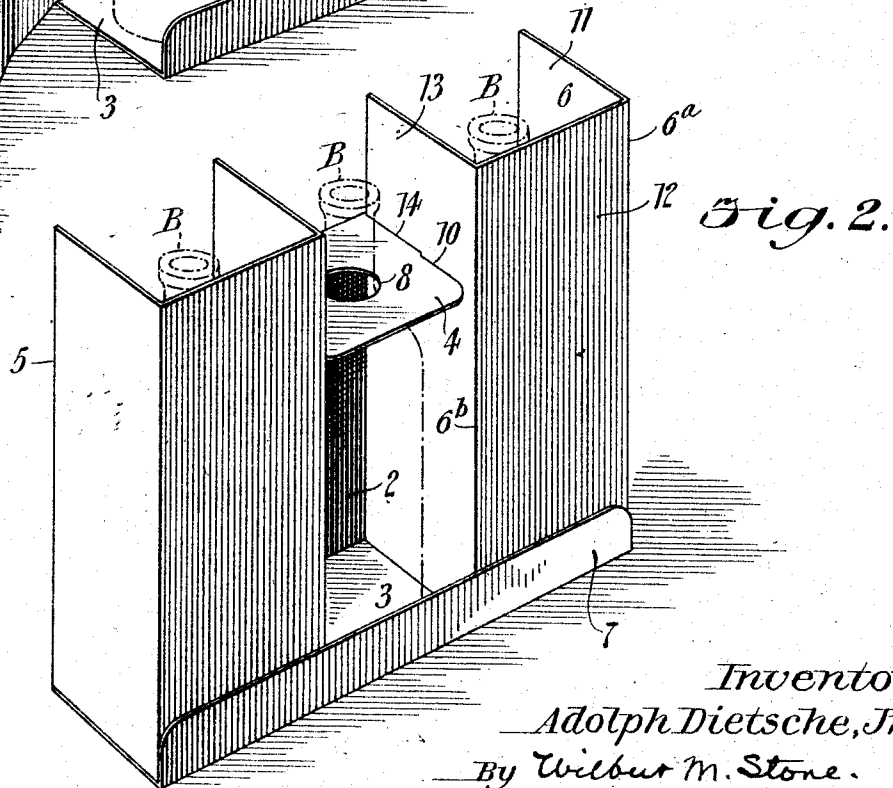
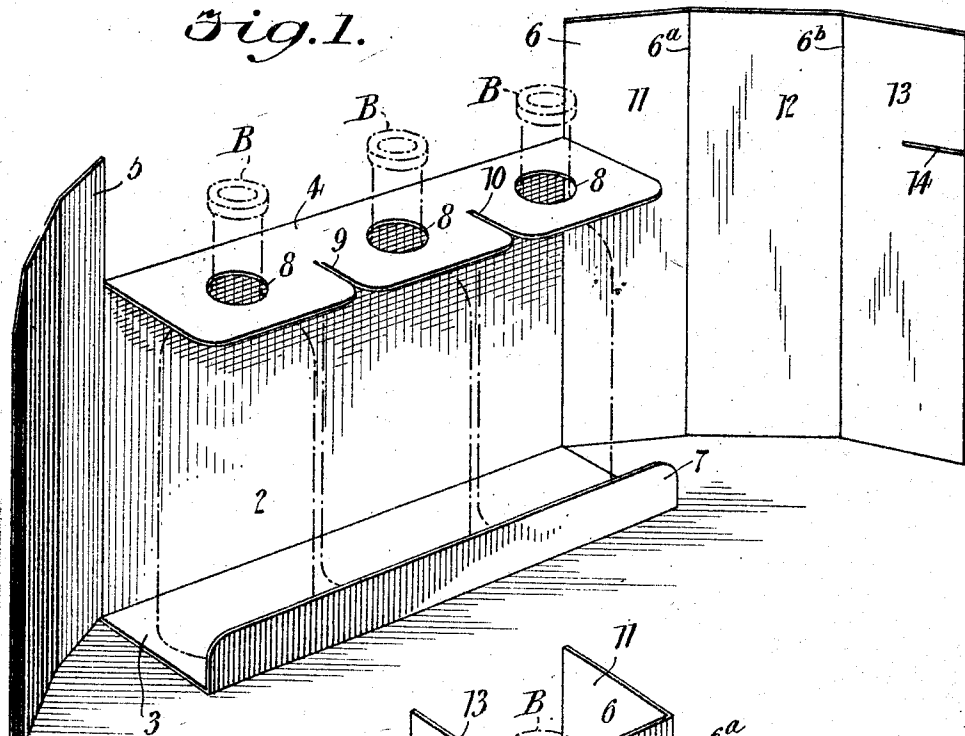


Fig. 2.

Inventor,
Adolph Dietsche, Jr.,
By Wilbur M. Stone.
his Attorney.

examined

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UNITED STATES PATENT OFFICE.

ADOLPH DIETSCHKE, JR., OF NEW YORK, N. Y., ASSIGNOR TO AMERICAN LITHOGRAPHIC COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY CARTON.

Application filed May 29, 1924. Serial No. 716,539.

To all whom it may concern:

Be it known that I, ADOLPH DIETSCHKE, Junior, a citizen of the United States, and a resident of New York, borough of Queens, in the county of Queens and State of New York, have invented certain new and useful Improvements in Display Cartons, of which the following is a specification.

This invention relates to display cartons, and has for its object to provide a device of the character specified in which the merchandise contained therein may be suitably protected for shipping and, when desired, portions of the carton may be opened out to display the contents and to carry advertising matter.

To these ends my improvements comprise features illustrated in their preferred embodiment in the drawing accompanying this specification, wherein:—

Figure 1 is a perspective elevation of my improved display carton with merchandise therein and open for display. Fig. 2 is a similar perspective view of the device closed for packing and shipment. The scale of the figures is substantially the same. My improved device is preferably formed from a unitary blank sheet material such as cardboard and comprises back wall 2 preferably rectangular, base 3 articulated to the lower edge of said back wall, upper wall 4 articulated to the upper edge of said back wall, and opposite wings 5 and 6 articulated to opposite side edges of said back wall 2. Also base 3 may be provided with a relatively narrow front wall 7 articulated to the front edge of said base.

As one form of my improvements I have illustrated the device as adapted for holding and displaying a plurality of bottles, three such bottles B, being shown by dot and dash lines. Said bottles rest upon base 3, and upper wall 4 is provided with openings 8, 8, 8 through which the necks of said bottles protrude. Extending inwardly from the front edge of upper wall 4 are slots 9, 10 intermediate said bottles, respectively. These slots preferably extend into said wall 4 about half its width.

Wings 5, 6 are preferably taller than back wall 2 so that, when said wings are folded, Fig. 2, they protect the upper ends of the

bottles from damage. Also each of said wings are provided with one or more vertical score lines, as 6^a, 6^b of wing 6. Score line 6^a is at a distance from the line of articulation of wing 6 with back 2 equal to the width from back to front of upper wall 4 whereby panel 11 is provided for closing one end of the carton. Between score lines 6^a and 6^b panel 12 is preferably of a width equal to the width of the adjacent portion of upper wall 4 from its right hand end to slot 10, and when said wing 6 is folded over, as in Fig. 2, said panel 12 will form a front member, covering at least the right hand end bottle. Preferably another and final panel 13 is provided, of about the same width as panel 11 and having transverse slot 14 therein at a distance from its base equal to the distance of upper wall 4 from base 3. By this arrangement said slot 14 and slot 10 of upper wall 4 interlock when the carton is closed, as in Fig. 2. The other wing 5 may be similarly folded in, and narrow front wall 7 folded up thereover, whereby a rigid protecting device having closed-in end compartments is provided for the bottles.

I claim:

1. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, and wings articulated to the opposite side edges respectively of said back wall, said wings being adapted for folding forwardly and toward each other and backwardly for forming end compartments of the carton.

2. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, wings articulated to the opposite side edges respectively of said back wall, said wings being adapted for folding forwardly and toward each other

and backwardly for forming end compartments of the carton, and a front wall articulated to the front edge of said base, said front wall being adapted for folding upwardly against said wings when the carton is closed.

3. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, and wings articulated to the opposite side edges respectively of said back wall, said wings each comprising a plurality of vertical panels, those panels of said wings respectively nearest said back wall being adapted for folding to form ends for said carton and other panels of said wings respectively being adapted for folding to form front members for said carton and other panels of said wings respectively being adapted for folding backwardly to form end compartments of said carton.

4. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, wings articulated to the opposite side edges respectively of said back wall, said wings each comprising a plurality of vertical panels, those panels of said wings respectively nearest said back wall being adapted for folding to form ends for said carton and other panels of said wings respectively being adapted for folding backwardly to form end compartments of said carton, and a front wall articulated to the front edge of said base, said front wall being adapted for folding upwardly against said other panels when the carton is closed.

5. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, a plurality of slots reaching inwardly from the front edge of said upper wall, and wings articulated to the opposite side edges respectively of said back wall, said wings being divided by score lines into three panels each, those panels of said wings respectively nearest said back wall being adapted for folding to form ends for said carton, other panels of said wings respectively being adapted for folding to form

front members for said carton, the final panels of said wings respectively having transverse slots therein adapted for interlocking with the slots respectively in said upper wall when the carton is closed.

6. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, a plurality of slots reaching inwardly from the front edge of said upper wall, wings articulated to the opposite side edges respectively of said back wall, said wings being divided by score lines into three panels each, those panels of said wings respectively nearest said back wall being adapted for folding to form ends for said carton, other panels of said wings respectively being adapted for folding to form front members for said carton, the final panels of said wings respectively having transverse slots therein adapted for interlocking with the slots respectively in said upper wall when the carton is closed, and a front wall articulated to the front edge of said base, said front wall being adapted for folding upwardly over said other panels when the carton is closed.

7. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, and wings articulated to the opposite side edges respectively of said back wall, said wings being taller than said back wall and adapted for folding forwardly and toward each other for closing the carton.

8. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper portions respectively of articles to be carried by the carton, wings articulated to the opposite side edges respectively of said back wall, said wings being taller than said back wall and adapted for folding forwardly and toward each other for closing the carton, and a front wall articulated to the front edge of said base, said front wall being adapted for folding upwardly over said wings when the carton is closed.

9. A display carton including in combination a back wall, a base articulated to the lower edge of said back wall, an upper wall articulated to the upper edge of said back wall, said upper wall having openings therethrough for the reception of the upper

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portions respectively of articles to be carried by the carton, and wings articulated to the opposite side edges respectively of said back wall, said wings being taller than said back wall and each comprising a plurality of vertical panels, those panels of said wings respectively nearest said back wall being adapted for folding to form ends for said carton and other panels of said wings respectively being adapted for folding to form front members for said carton. 10

In witness whereof, I hereby affix my signature this 27th day of May, 1924.

ADOLPH DIETSCHKE, JR.