April 5, 1927. 1,623,545

E. B. LOEWENBACH

SHOE DISPLAY CARTON

Filed Feb. 16, 1925

Fig. 1.

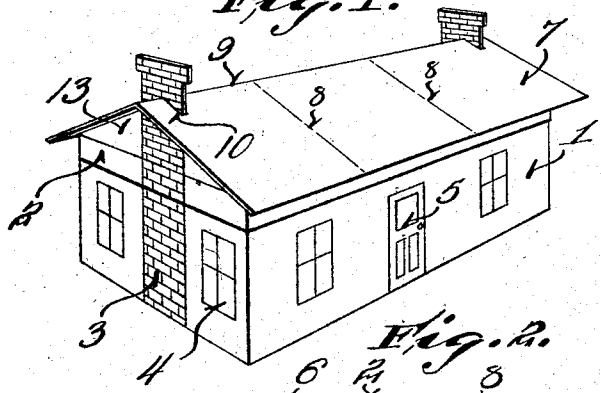


Fig. 2.

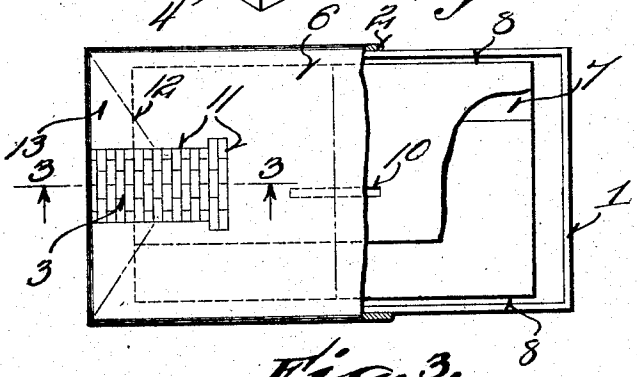


Fig. 3.

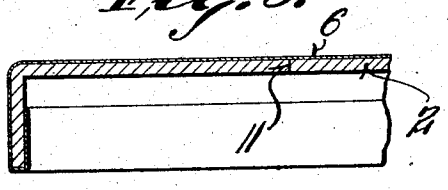
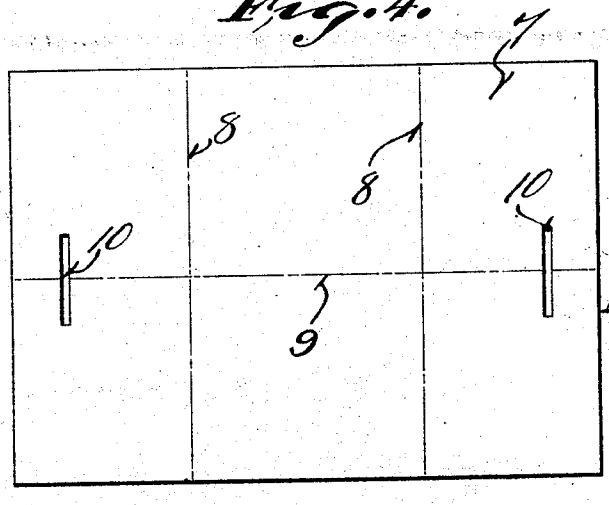


Fig. 4.



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UNITED STATES PATENT OFFICE.

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SHOE-DISPLAY CARTON.

Application filed February 16, 1925. Serial No. 9,578.

This invention relates to display cartons and although it is particularly directed to a display carton for shoes, it obviously could be used for other purposes.

Objects of this invention are to provide an ordinary carton for containing articles such as shoes, which is ornamented and is partially cut, and is adapted to serve its normal purpose as a shoe box or similar container and, thereafter, to be readily transformed by the purchaser into a toy house or similar article.

In other words, the invention is designed to provide a standard shoe box which by a very simple manipulation may be instantly changed into a toy house.

Further objects are to provide a device having the characteristics enumerated above, which may be very cheaply manufactured, which is substantially as strong as the ordinary shoe box or similar carton, which is of attractive and pleasing appearance, and which may be changed into the desired house or other similar article by an unskilled person.

An embodiment of the invention is shown in the accompanying drawings, in which:—

Figure 1 is a perspective view showing the box after it has been transformed into a house.

Figure 2 is a view partly broken away showing the box as it appears under normal conditions when it is adapted to receive shoes.

Figure 3 is an enlarged section on the line 3—3 of Figure 2.

Figure 4 is a view of the roof opened out flat.

Referring to the drawings, it will be seen that the device comprises an ordinary box having a main body portion 1 and a removable cover 2. The body portion and the cover are ornamented, as shown in Figure 2, to simulate chimneys 3, windows, 4, and one or more doors 5. This ornamentation may be secured by stamping the desired color and pattern upon the wrapping or finishing strip 6 (see Figure 3) which is secured to the top 2 and body portion 1.

A folded roof 7 formed of suitably colored pastboard is provided and is preferably equipped with a pair of score lines 8 along which it is normally folded so that it may be readily stored in a flat condition in the bottom of the box, as shown in Figure 2, when the box is serving in its usual capacity, as a shoe container or carton. This roof plate is further scored centrally, as indicated at 9, so that it may be folded along this line to provide the ridge or peak of the roof, as shown in Figure 1.

It is to be further noted from Figure 4 that the roof is provided with elongated rectangular slots or cut-outs 10 adjacent its ends for a purpose hereinafter to appear.

Referring particularly to Figures 2 and 3, it will be seen that the main portion 2 of the top is cut out, as indicated at 11 in Figures 2 and 3. This cut or line of severing extends along the upper portion of the outline of the chimney 3, as indicated at Figure 2. It joins a similar cut or line of severing 12 which extends downwardly in a slanting direction from opposite sides of the chimney to the corners of the box. The finishing cover 6, however, is unaltered and extends in unbroken continuity across the lines of severing and is preferably folded around the edges of the flanges or margins of the top and body portion of the box.

When the purchaser desires to change the box into a toy house, it is merely necessary to remove the folded top 7 from the box, open it out flat and thereafter fold it along the score line 9. The cover sheet 6 or finishing sheet is then cut or broken along the lines 11 and 12, thus defining the chimneys and the triangular sections 13 at the ends of the house. This chimney with the triangular section is turned upwardly at each end of the top of the box and the projecting portions of the chimneys are passed through the slots 10, the roof lying snugly upon the slanting portions at the lines 12. Thus a finished and attractive toy house is formed by this manipulation of the shoe box, and it is to be noted that the folded roof braces the two chimney sections and triangular sections 13 of the top and forms a rigid substantial structure. Further, the top may be removed to give access to the interior of the house.

It is obvious that similar lines of severing may extend around the door 5, if desired, and the finishing strip may pass over the door in an unbroken manner as described, and illustrated in detail in connection with Figure 3.

It is to be noted from this disclosure that an ordinary shoe box is provided which is so constructed that after it has served its capacity as a shoe carton, it may be instantly

changed by an unskilled operator into an attractive toy house.

Thus a strong appeal will be made to children which will aid in selecting shoes packed in this form of shoe box, which may be subsequently used as an attractive toy, rather than shoes packed in the ordinary shoe boxes which latter are discarded after they have served their single purpose as shoe cartons.

It will be seen further that the device may be readily constructed at a very small expense to provide the additional attraction of a convertible carton adapted to be quickly changed into a toy house.

Although the invention has been described in considerable detail, it is to be understood that the invention may be variously embodied and is, therefore, to be limited only as claimed.

I claim:

1. A display carton comprising a body portion having side and end walls and a top section and a bottom section, one of said sections having lines of cleavage defining projections adapted to be folded outwardly, and a foldable sheet member normally carried within said carton and having apertures adapted to receive said projections when said sheet member is removed from said carton and said projections have been outwardly folded.

2. A display carton comprising a body portion having side and end walls and a top section and a bottom section, one of said sections having lines of cleavage extending only part way through such section and defining chimneys, and a foldable roof member normally carried within said carton and having apertures to receive said chimneys when said sheet member is removed from said carton and said chimneys are outwardly folded.

3. A display carton provided with a rectangular body portion having side and end walls and a top section and bottom section, such sections being ornamented to represent a house having chimneys, said body portion having lines of cleavage defining a portion of such chimneys, and a foldable roof section normally carried within said carton and having apertures for the reception of said chimneys, said foldable roof section normally lying within said carton as a separate member therefrom when the device is employed in the capacity of an ordinary carton, and being adapted to be removed from said carton and fitted on top thereof when the device is used as a display carton.

4. A display carton adapted to contain an article and to function in the normal capacity of a carton and comprising a body portion having side and end walls and a top section and a bottom section, said sections being formed of main sheets, and continuous finishing sheets, the main sheet of said top section having lines of cleavage outlining chimneys, and a foldable roof section scored longitudinally and having elongated apertures extending across said score line and adapted to receive the chimneys when such chimneys have been outwardly folded and the roof removed from said carton.

In testimony that I claim the foregoing I have hereunto set my hand at Milwaukee, in the county of Milwaukee, and State of Wisconsin.

ERWIN B. LOEWENBACH.