June 17, 1930. L. E. PRATT 1,764,468

DISPLAY AND DISPENSING DEVICE

Filed Oct. 20, 1928

Fig. 1

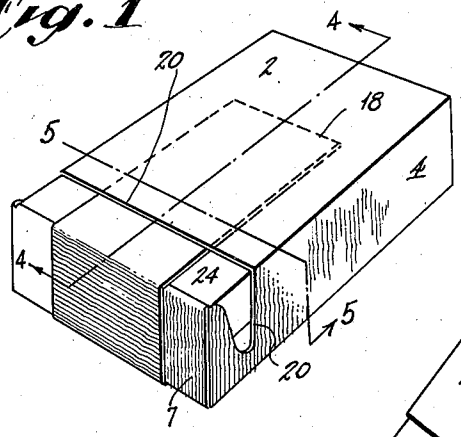
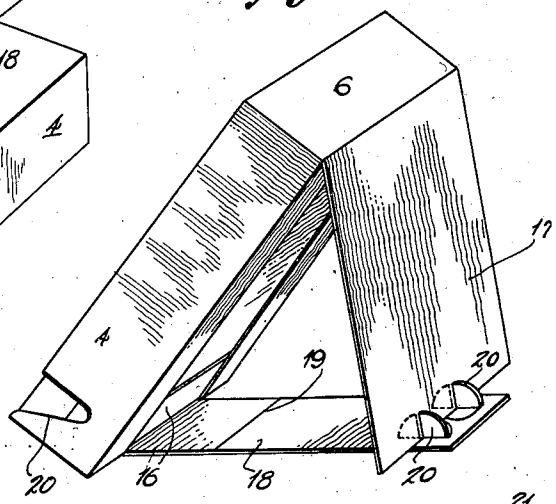


Fig. 2



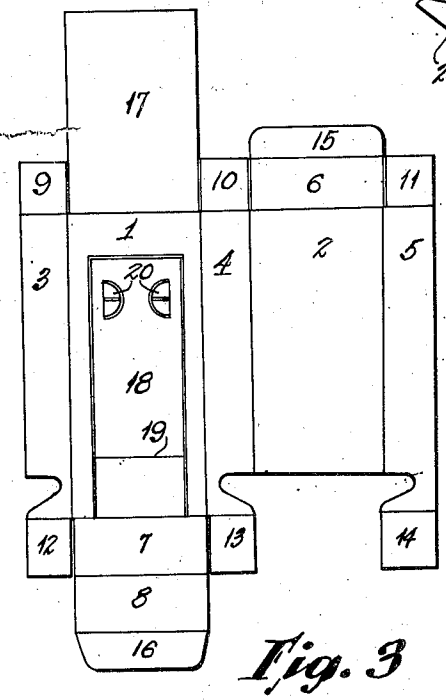


Fig. 3

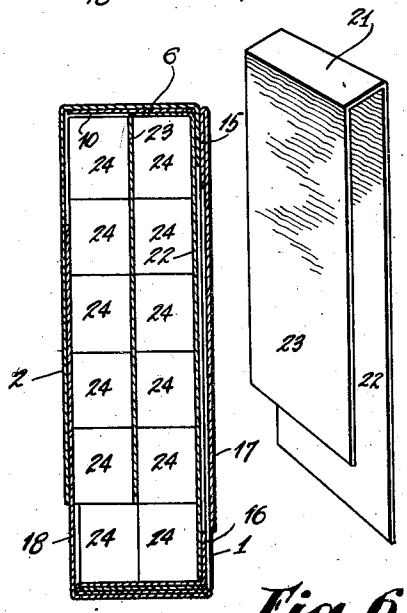


Fig. 6

Fig. 4

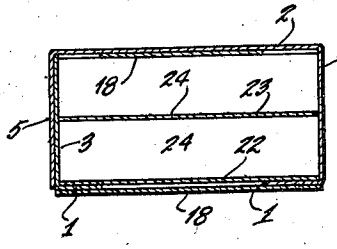


Fig. 5

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UNITED STATES PATENT OFFICE

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DISPLAY AND DISPENSING DEVICE

Application filed October 20, 1926. Serial No. 313,670.

This invention relates to the packaging of articles for sale and the object of the invention is to provide a carton of simple construction in which the vendable articles may be packed and shipped to the retailer in compact, convenient form and which carton may thereupon be employed as a display and dispensing device for such articles.

The construction of the carton is such that it may rest upon a counter in a manner to display the goods and to permit the articles to be removed one by one from the package as they are sold.

An important practical feature of the invention resides in the pronounced simplicity of the carton. In accordance with the present invention, said carton may be made from a single blank of material cut to a suitable shape to permit it to be folded into the form of a closed receptacle without moving parts and thoroughly efficient not only for shipping but for display purposes.

In its preferred practical embodiment, the carton is constructed from cardboard cut into a blank of suitable shape and scored to permit it to be folded into a closed receptacle. A portion of the blank is also shaped to constitute an easel whereby the body of the carton may be supported on a counter in an inclined position. The carton is preferably made of sufficient depth to support a plurality of layers of articles and the forward and upper portion of the carton is cut away to provide an opening through which the articles may be individually moved.

A further important practical feature of the invention resides in the fact that a portion of the blank is cut to form a tongue which has a dual purpose. That is to say, this tongue is adapted to function in the packaging and during the shipment of the goods as a retainer to preclude the articles from falling out of the withdrawal opening in the container, but when the carton is set up for display purposes the same tongue is bent back and forms the base of the easel. This construction makes for pronounced economy of production.

Another feature of the invention, particularly when employed to enclose a number of layers of vendable articles, consists in the employment of a guide strip. This strip is preferably made U shaped and is adapted to embrace the lowermost layer of the articles and serves the dual purpose of covering the opening in the bottom of the box made by cutting out the tongue to which I have referred and also to form a guide shelf down which the packages of the superimposed layer are adapted to slide as they are individually dispensed. This guide strip is preferably made of a separate piece of material since when thus made, a great saving of material is effected and cardboard which might otherwise constitute scrap is employed for the fulfillment of an important function.

Features of the invention, other than those specified, will be apparent from the hereinafter detailed description and claims, when read in conjunction with the accompanying drawing.

The accompanying drawing illustrates one practical embodiment of the invention, but the construction therein shown is to be understood as illustrative, only, and not as defining the limits of the invention.

Figure 1 is a perspective view showing the carton of the present invention packed with articles enclosed for shipment.

Figure 2 is a perspective view showing the device conditioned for display purposes.

Figure 3 shows the flat blank from which the carton is made.

Figure 4 is a section on the line 4—4 of Figure 1.

Figure 5 is a section on the line 5—5 of Figure 1.

Figure 6 is a perspective view of the guide piece shown in section in Figure 4.

In making a carton of this invention, I operate upon flat cardboard stock to cut therefrom a blank, such as shown in Fig. 3. The blank is suitably cut and scored as shown to divide the same into a number of sections so that when the blank is folded on the scored lines, a closed container will result.

By reference to this figure, it will be noted that 1 designates the bottom section, 2 the top section, and 3, 4 and 5 the sides of the container. One end wall of the container is

formed by the end section 6 at one end of the top section 2, while the other end embodies two end sections 7 and 8 formed on the opposite end of the bottom section 1. Tabs 9, 10 and 11 are formed on one end of each of the side sections 3, 4 and 5 and tabs 12, 13 and 14 are formed on the opposite ends of the corresponding sections. Tabs 15 and 16 are also formed on the longitudinal edges of the sections 6 and 8 and a relatively long flap 16 is formed on the upper end of the bottom section 1.

The bottom section 1 is, moreover, cut to form a flap 18 transversely scored at 19 and provided with ears 20 cut from the stock as shown.

When a blank formed as shown in Fig. 3 and scored as described, is folded along the scored lines, there results a container such as shown in Figs. 1, 2, 4 and 5 of the drawings. The tabs 9, 10 and 11 are turned in at 90 degrees to the respective sections 3, 4 and 5, the end section 6 is bent at 90 degrees to the section 2 to overlie the tabs 9, 10 and 11, and the tab 15 is folded at 90 degrees to the section 6 and tucked in to underlie the upper face of the bottom section 1. Tabs 12, 13 and 14 are bent along the scored lines at 90 degrees to the respective sections 3, 4 and 5. The section 7 is also bent up at 90 degrees to the section 1 and the section 8 is then folded down into the interior of the receptacle to overlie the inner faces of the tabs 12, 13 and 14 while the tab 16 lies flat against the bottom of the box, all as clearly shown in Figure 4.

The articles are put into the receptacle and the flap 18 is bent around as shown in Figs. 1 and 4 and tucked into the interior of the receptacle so as to lie in face abutting relation to the under side of the top section and to be clamped between this section and the articles packed in the container. This tab is desirable because as shown in the drawings, the top section, as well as the side sections 3, 4 and 5, are cut away to provide a discharge opening 20 through which the articles contained in the receptacle may be removed therefrom. If some means were not provided to preclude these articles from dislodgment during shipping, they would fall through the discharge opening 20, but when the tongue 18 is tucked into the container as shown, it serves to hold the articles in place without the employment of any extraneous means for this purpose.

During shipment, the flap 17 lies flat against the under side of the container as shown in Fig. 4. However, when it is desired to display the contents of the container, the flap is bent down as shown in Fig. 2, the flap 18 is drawn out flat as shown in this figure and the ears 20 are bent up as illustrated to engage with the free end of the flap 17, so that the flaps 17 and 18 constitute collectively an easel to support the container in inclined position as illustrated. The container is preferably made to contain two rows or layers of articles to be vended and in this event I preferably employ in conjunction with the arrangement already described a so-called guide strip 21 shown in detail in Fig. 6. This strip is in the form of a length of cardboard bent upon itself so as to be substantially U shaped with the distance between the legs equal to the thickness of the articles to be vended.

The lower row of articles is adapted to be positioned within this U shaped strip and thereupon placed in the receptacle. The strip is proportioned so that the part 22 thereof overlies the bottom section 1 after the manner of a false bottom and to cover and conceal the opening produced by cutting away the flap 18. The part 23 overlies the tops of the bottom layer of articles and is made somewhat shorter than the part 22 so as to extend only to the edge of the cut out 20, so that when all of the top row of articles are removed, the bottom row of articles can be individually taken from the receptacle. The articles are designated 24 in the drawings and the carton is made of a size so as to receive said articles with a close sliding fit. Consequently, when the carton is set up in display position shown in Fig. 2, the articles will all tend to gravitate to the lower forward end of the display device, so that as one of the articles is removed through the opening 20, the whole row will gravitate downwardly to place the next article in juxtaposition with the opening and so on until all of the articles of the top row are removed. The opening 20 is cut sufficiently low at the sides as shown in Figures 1 and 2, so that the lowermost article of the bottom row may thereupon be readily removed and thereafter the articles in such bottom row will slide downwardly and into position to be conveniently successively removed until the receptacle is empty.

Attention is called to the marked simplicity and economy of the present invention. Very little if any more stock is necessary for the formation of the present carton than is employed for conventional paper boxes and yet all the advantages of convenient packaging and artistic display are provided for in the device of this invention.

In practice, the exterior faces of the blank provide convenient space for advertising matter and when the device is in display position, the articles themselves can be readily seen, thereby producing not only an attractive but an efficient selling medium. Moreover the construction is such that no glue or other adhesive is necessary in packaging articles in accordance with this invention and the packaging thus may be done expeditiously and without the incident cost of using an

adhesive as is so frequently necessary in the packaging of articles.

The foregoing detailed description sets forth the invention in its preferred practical form, but the invention is to be understood as fully commensurate with the appended claims.

Having thus fully described the invention, what I claim as new and desire to secure by Letters Patent is:

1. A display and dispensing carton comprising top, bottom, side and end walls, the top and side walls being cut away adjacent one end of the carton to provide an opening through which articles may be removed, and a flap cut from the bottom of the carton and adapted to be folded over the end of the carton and tucked into the interior thereof through said opening to overlie articles in the carton and preclude them from falling through the opening during shipment of the carton.

2. A display and dispensing carton comprising top, bottom, side and end walls, the top and side walls being cut away adjacent one end of the carton to provide an opening through which articles may be removed, a flap cut from the bottom of the carton and adapted to be folded over the end of the carton and tucked into the interior thereof through said opening to overlie articles in the carton and preclude them from falling through the opening during shipment of the carton, said flap being withdrawable from the opening and laid flat on a flat surface to form the base of an easel, and an additional flap formed on the carton to cooperate with the base of the easel for the purpose of maintaining the carton in inclined display position with the opening unencumbered to permit the articles to be removed from the carton.

3. A display and dispensing carton comprising top, bottom, side and end walls, the top and side walls being cut away adjacent one end of the carton to provide an opening through which articles may be removed, and a flap cut from the bottom of the carton and adapted to be folded over the end of the carton and tucked into the interior thereof through said opening to overlie articles in the carton and preclude them from falling through the opening during shipment of the carton, and a false bottom positioned interior of the carton and overlying the opening produced by cutting out the flap therefrom.

4. A display and dispensing carton comprising top, bottom, side and end walls, the top and side walls being cut away adjacent one end of the carton to provide an opening through which articles may be removed, a flap cut from the bottom of the carton and adapted to be folded over the end of the carton and tucked into the interior thereof through said opening to overlie articles in the carton and preclude them from falling through the opening during shipment of the carton, and a false bottom positioned interior of the carton and overlying the opening produced by cutting out the flap therefrom, said false bottom being provided with an extension projecting between superimposed layers of articles packed in the carton to provide a smooth surface on which the articles of the upper layer may freely slide when the carton is tilted into inclined position.

5. A display and dispensing carton comprising top, bottom, side and end walls, the top and side walls being cut away adjacent one end of the carton to provide an opening through which articles may be removed, all of said parts of the carton being formed from a single integral blank, and a flap cut from the bottom wall of the carton and adapted to be tucked into said opening to preclude articles packaged within the carton from falling out through the opening during shipment thereof, said flap constituting a portion of an easel adapted to support the carton in inclined position for display purposes.

In testimony whereof I have signed the foregoing specification.

LEWELLYN E. PRATT.