J. V. HORR.

CARTON.

APPLICATION FILED MAY 8, 1920.

1,382,979.

Patented June 28, 1921.

2 SHEETS—SHEET 1.

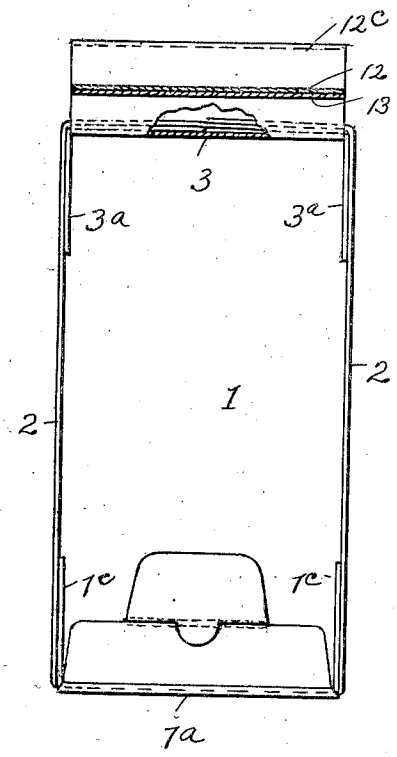


Fig. 2.

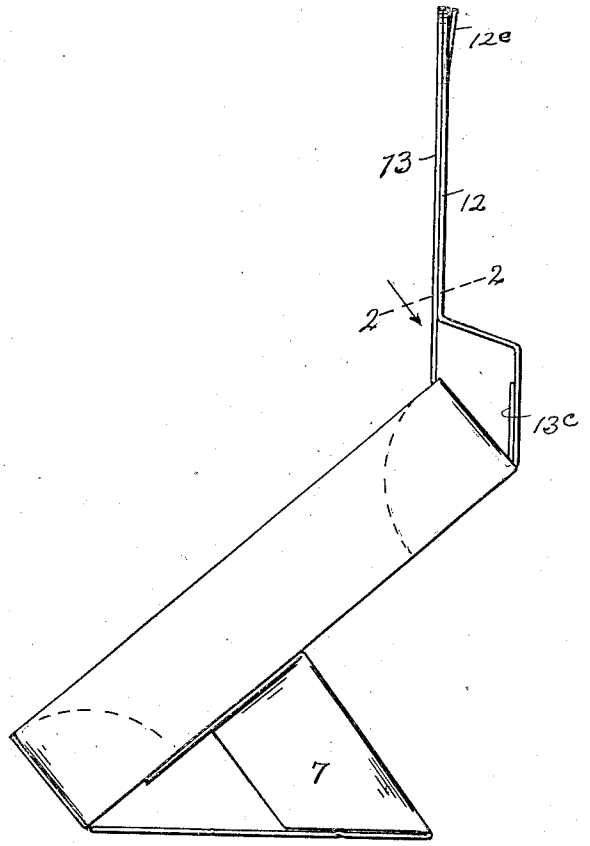


Fig. 1.

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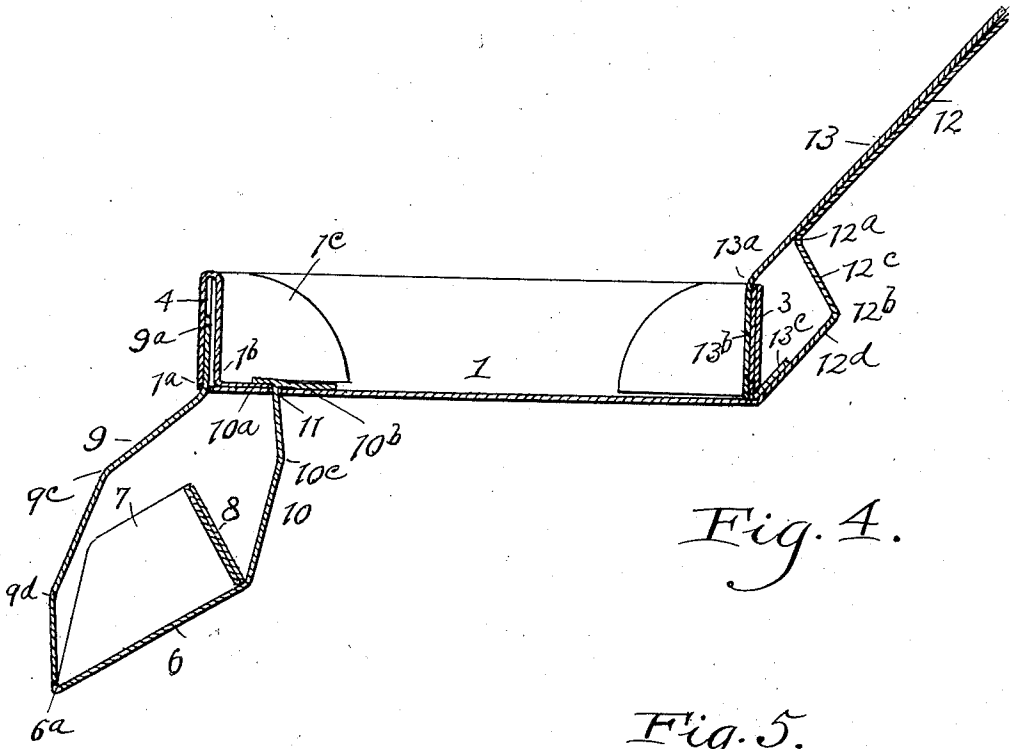


Fig. 4.

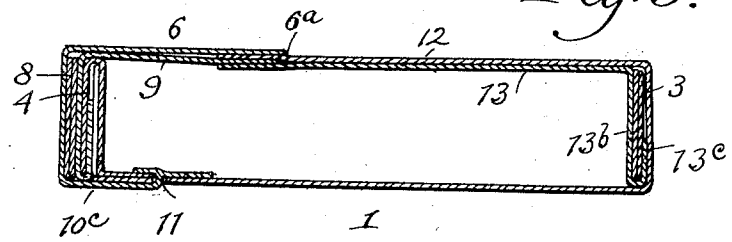


Fig. 5.

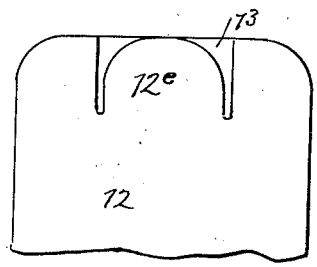


Fig. 3.

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UNITED STATES PATENT OFFICE.

JOHN V. HORR, OF CLEVELAND, OHIO, ASSIGNOR TO A. T. FISCHER, OF CLEVELAND, OHIO.

CARTON.

1,382,979. Specification of Letters Patent. Patented June 28, 1921.

Application filed May 8, 1920. Serial No. 379,759.

To all whom it may concern:

Be it known that I, JOHN V. HORR, a citizen of the United States, residing at Cleveland, in the county of Cuyahoga and State of Ohio, have invented a certain new and useful Improvement in Cartons, of which the following is a full, clear, and exact description.

The present invention relates to cartons in which articles to be merchandised are packed for shipment and the carton is so constructed that it may be utilized to display and contain the goods on the counter, the goods being sold directly from the carton. The invention embodies certain features of construction by which the body of the carton may be held in an inclined position by folding an attached easel around the end of the carton. The invention further embodies a construction by which an advertising display card is associated with the carton and when the carton is in open position may be moved to an upright position, the construction further embodies features so that if by chance the display card is pushed out of its vertical position, it will return to the vertical position.

Generally speaking, the invention may be said to comprise the elements and the combinations thereof recited in the accompanying claims.

Reference should be had to the accompanying drawings in which Figure 1 is a side elevation of the carton in open position; Fig. 2 is a top plan view of the carton in open position, with certain portions in section; Fig. 3 is a plan view of a portion of the display card; Fig. 4 is a sectional elevation of the carton in open position; Fig. 5 is a longitudinal section of the carton in folded position.

The body of the carton comprises a bottom member 1, side members 2 and folded end members 3, and folded end members 4. The end members 3 are formed as continuations of the side members 2 and are folded into engagement with each other to form the end of the carton. Each of the end members 3 at this end contains an extension 3^a. These extension members folding against and in engagement with the side members 2 when the end members 3 of which they are a part are in folded position. These extension members 3^a serve to strengthen the body of the carton adjacent the corners and prevent undue bulging of the side members 2.

The bottom member 1 of the carton has an extension indicated at 1^a, this extension being adapted to fold over and around the end members 4. This extension has a part 1^b which comes into contact and lies in contact with the inside surface of the bottom member 1 adjacent one end of the carton. This extension 1^a has parts 1^c which are adapted, when the member 1^a is in folded position, to engage and be in contact with the side members 2 adjacent the corner of the carton. These members 1^c like the members 3^a reinforce the side members of the carton adjacent the corner.

An easel member having a back member 6 and side members 7 and end members 8 is joined to the body of the carton by two connecting members which are generally represented at 9 and 10. The end members 8 of the easel are formed as extensions of the side members 7 and folded into engaging position so that the easel member in itself forms a comparatively rigid and self-sustaining structure.

The connecting member 9 may be formed in one piece with the back 6 of the easel, although this is not a necessity. This member 9 at its opposite end has a tongue extension 9^a which extends through a slot formed through the bottom member 1 of the carton and adjacent the forward end thereof. This extension 9^a lies between the extension 1^a of the bottom member 1 and an end member 4 and when the bottom member 1 is in folded position, as indicated in Fig. 4, the extension 9^a is frictionally held in position. This is usually sufficient for the purpose, although the extension 9^a may be secured permanently if desired.

The connecting member 10 is also preferably formed integral with the back member 6 of the easel, although it may be separately made and attached. The member 10, at the end thereof has a folded portion 10^a with an extending tab 10^b which is formed by severing a portion of the member 10. The portion 10^a is adapted to be inserted through a slot 11 formed in the bottom member 1 of the carton, the slot preferably lying adjacent but slightly removed from the end

of the carton. When the member 10^a is inserted through the slot which may be bent along a score, such that the portion 10^a lies in contact with the part 1^b of the extension 1^a and when this is so bent, the tab 10^b is brought into contact with the inner surface of the bottom member 1. This prevents the withdrawal of the member 10 and the extension 10^a overlying the portion 1^b serves to hold the member 1^a in its folded position.

The member 10 is provided with a score 10^c which permits the easel member to fold around the end of the carton when the carton is in its assembled and closed position. Similiarly the connecting member 9 is provided with a score 9^c which permits the connecting member 9 to fold within the easel member and between the side members 7. The connecting member 9 also has a score 9^d which is merely for the purpose of permitting the connecting member 9^c to fold within the easel member without difficulty.

It will be noted that the construction is such that the connecting members 9 and 10 are in effect hingedly connected to opposite ends of the easel member and are in effect hingedly connected with the body of the carton adjacent one and the same end.

When the carton is in folded position the connecting member 9 folds within the easel member, and the connecting member 10 folds about the end of the easel member so that the end member as a unit is made to fold about the end of the carton with the side members of the easel engaging upon the outside of the side walls of the body of the carton through a portion of their length.

When the carton is open to displaying position the easel may be folded about the end of the box until the end member 8 of the easel covers against the bottom member 1 of the carton and in this position the connecting members 9 and 10 are in a substantially straight position and hold the easel member in its adjusted position. There can be no spreading or sagging of the easel because the opposite ends of the easel are definitely secured against spreading movement by virtue of the retaining action of the connecting members 9 and 10.

The cover member for the carton is indicated at 12 and may be formed integral with the bottom member 1 of the body of the carton, or it may be separately formed. The cover member 12 has a score as indicated at 12^a and a score as indicated at 12^b, and the member 12 is so scored that when the cover member 12 is elevated from the body of the carton, the score 12^b permits the intermediate portions of the cover member 12^c and 12^d to assume the angular position such as shown in Fig. 4.

The display card is indicated at 13 and is secured to the cover member 12, at least throughout a portion of its extent. The display member 13 and the cover member 12 may be formed when preparing the blank as one continuous strip and folded into engaging position or they may be separately formed as desired. The display member 13 has a score 13^a which is substantially at the upper edge of the end members 3 when the display member is in position. Extending beyond the score 13^a is the portion 13^b of the display member and this portion 13^b has an extension 13^c which is adapted to be folded beneath the end members 3 and into contact with the portion 12^b of the cover member. The tendency of the extension 13^c is to straighten itself, consequently the member 13^c exerts a resilient action upon the portion 12^a of the cover member and assists in causing the portion 12^c and 12^d of the cover member to assume the angular position as shown in Fig. 4.

When the cover member and display member are moved into position in engagement with the body portion and released, the display member and the cover member will immediately return to substantially the upright position due to the inherent flexibility of the extension 13^c and the parts of the cover member with which they coöperate.

This ability of the display member to return to its open or visible position is an important feature. When a carton of the character described is placed on a counter in open position displaying goods, it frequently happens that the display member, through accident, is knocked down, and in the usual type of display sign it remains in the position to which it is moved. This necessitates then after an accidental movement of the display sign, that it be returned to its display position, but through carelessness this is frequently omitted. In the present construction even if the display member be accidentally disturbed from its display position, it will return to its open or display position, due to the resilient action which has before been described.

The cover member 12 at its end is provided with a tongue 12^e which is adapted to extend through a slot 6^a formed at the intersection of the connecting member 9 and the block 6 of the easel. This serves to hold the cover and display member in position when the carton is folded and in closed position.

Having described my invention, I claim:

1. A carton having a body portion, a cover therefor, said cover being hinged upon the said body portion at a place other than that at which the display member is mounted, a display member hingedly mounted upon the body portion of the carton, and resilient means normally urging the display member into upright position.

2. A carton having a body portion, a cover

therefor, a display member hingedly mounted upon the body portion of the carton, resilient means carried by the body portion located outside of the body portion and adjacent the place where the display member is hinged, said resilient means normally urging the display member in upright position.

3. A carton having a body portion, a display member mounted upon the body portion, means for supporting said display member and resilient means carried by the body portion for maintaining the supporting means normally urging the display member in upright position.

4. A carton having a body portion, a display member hingedly mounted upon said body portion, means located adjacent one of the ends of the body portion connected with the body portion and the display member for supporting the display member, and resilient means directly coöperating with and bearing against the last mentioned means and normally urging the display member into upright position.

5. A carton having a body portion, a display member hingedly mounted upon the body portion, a member located adjacent one of the ends of the body portion having a hinge and mounted on the body portion and connected with the display member, and resilient means coöperating with said member having the hinge and normally urging the display member into upright position.

6. A carton having a body portion, a display member hingedly mounted on the body portion, a member located adjacent one of the ends of the body portion having a hinge and mounted on the body portion and connected with the display member, an inherently resilient member engaging with the member having the hinge, thereby to normally urge the display member in upright position.

7. A carton having a body portion, a display member hingedly secured to the body portion adjacent one end thereof, a member extending transversely of the body portion and within the same, said member having an extension which extends behind the end member of the carton, means connected with the body portion and with the display member, said means engaging with the extension before mentioned whereby the display member is normally maintained in upright position.

8. A carton having a body portion, a display member hingedly secured to the body portion adjacent one end thereof, a member having a hinge and connected with the body portion and with the display member, a member extending transversely of the carton and within the same, said member having an extension which extends beneath the end member of the carton and into engagement with the member having the hinge whereby the display member is normally maintained in upright position.

9. A carton having a body portion, a display member, said display member having an extension which has a portion tucked beneath and behind an end member of the carton, a member having a hinge and hingedly secured to the body portion of the carton and to the display member and in engagement with the aforesaid extension whereby the display member is normally held in upright position.

10. A carton having a body portion, a cover member for said body portion, said cover member having a portion provided with a score, the said portion of the cover member being hingedly secured to the body of the carton at a bottom edge thereof, a display member secured to a portion of said cover member, said display member having an extension which has a portion that tucks beneath and around an end member of the carton and in engagement with that portion of the cover which is scored.

11. A carton having a body portion, one end of which is formed by inwardly extending members and a portion which folds around the said inwardly extending members, an easel member, connecting members hingedly secured to the easel at the opposite ends thereof and one of said members having a portion which coöperates with the inwardly extending members forming the end of the carton, the bottom of the carton being provided with a slot, the other of said connecting members having a foldable portion which extends through the slot and folds against the bottom of the carton and engages with the said folded portion of the end of the box.

12. A carton having a body portion, an end of said body portion being formed by inwardly extending members and a portion which folds around said inwardly extending members, an easel member, connecting members hingedly secured to the easel at opposite ends thereof, one of said connecting members having an extension which slides between the inwardly extending members and the member which is folded around the same, the other of said connecting members having a hinged connection with the body of the carton.

13. A carton having a body portion, an end thereof being formed by inwardly extending members and a member hingedly secured to the bottom of the carton which folds around said inwardly extending members, a slot provided in said folded member adjacent the lower edge thereof, an easel member, connecting members hingedly secured to the easel member at opposite ends thereof, one of said connecting members being provided with an extension which passes through the said slot and into en-

gagement with the folded member and the inwardly extending members forming the end of the body portion, the other of said connecting members being provided with an extension, the bottom of the carton being provided with a slot through which said extension passes, said extension being foldable to engage with the bottom of the body portion of the carton and with the folded member at the end of the body portion of the carton.

In testimony whereof, I hereunto affix my signature.

JOHN V. HORR.