Oct. 29, 1935. H. WILKE 2,018,824

DISPLAY CARTON

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Fig. 1.

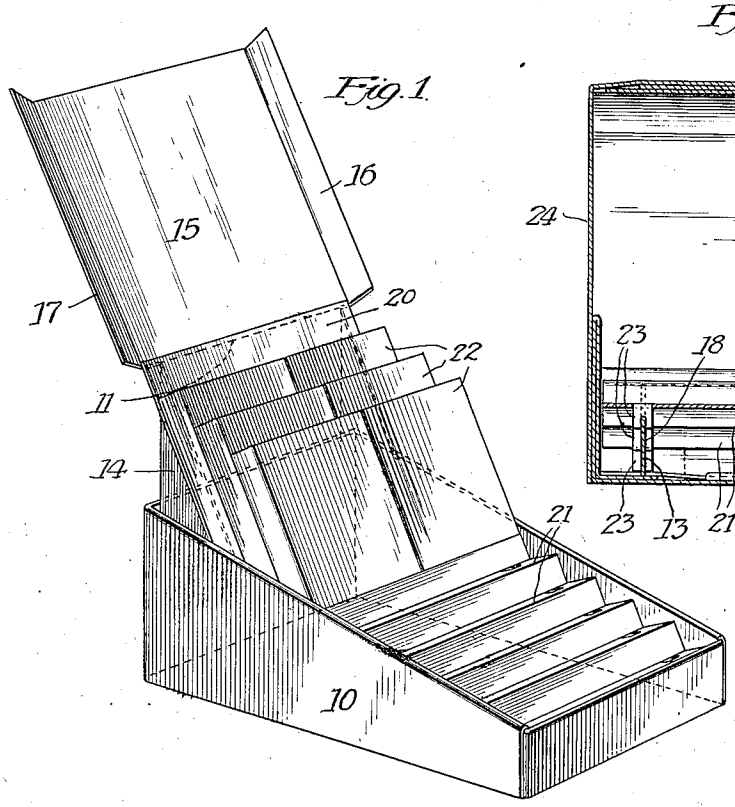


Fig. 3.

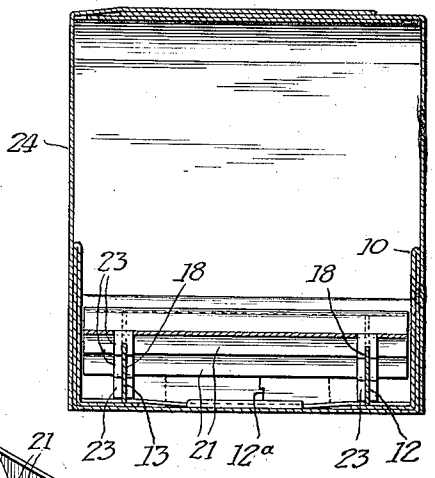
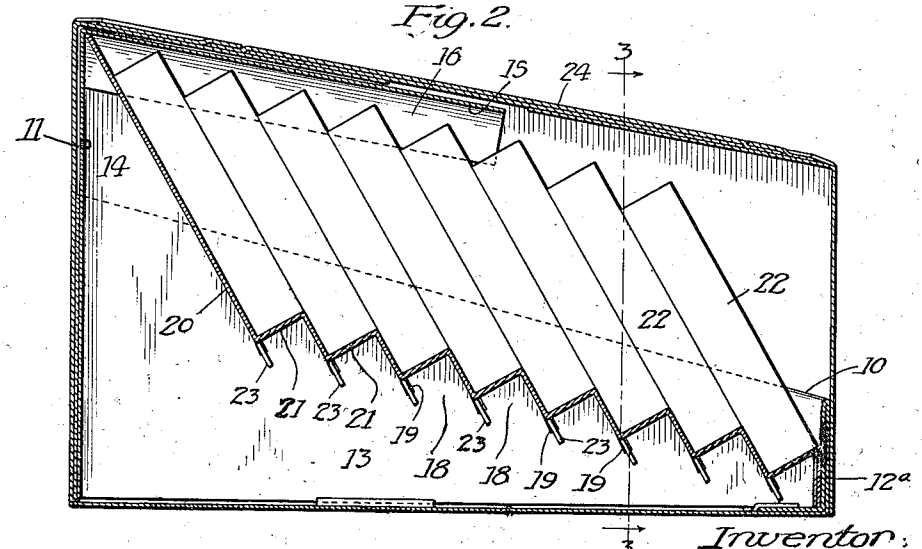


Fig. 2.



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Herman Wilke.

Witness:
R. B. Dawson.

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Oct. 29, 1935. H. WILKE 2,018,824

DISPLAY CARTON

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Fig. 4.

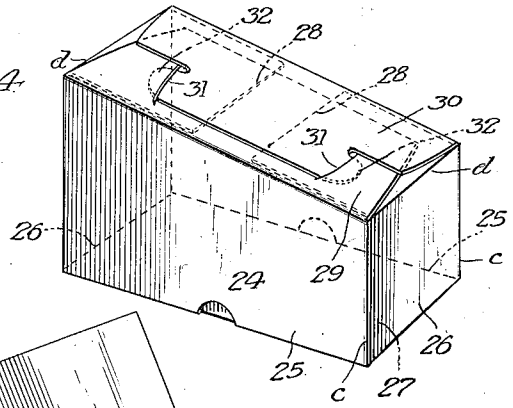


Fig. 5.

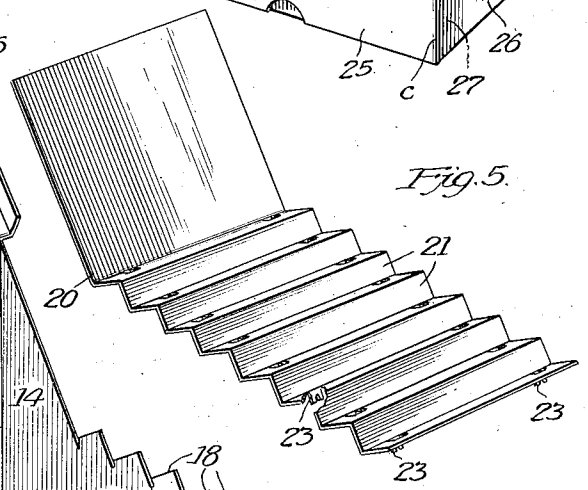
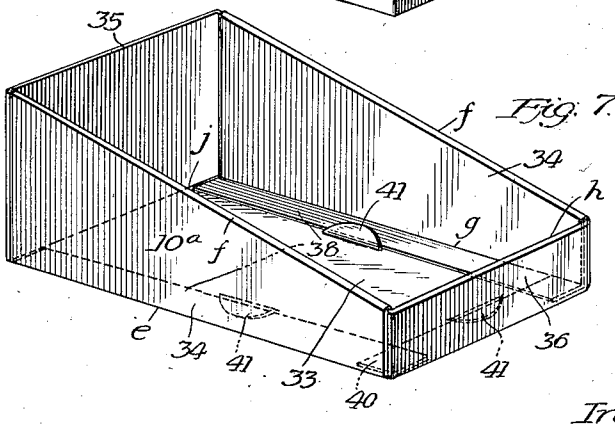


Fig. 6.

Fig. 7.



Witness:
R. B. Davison.

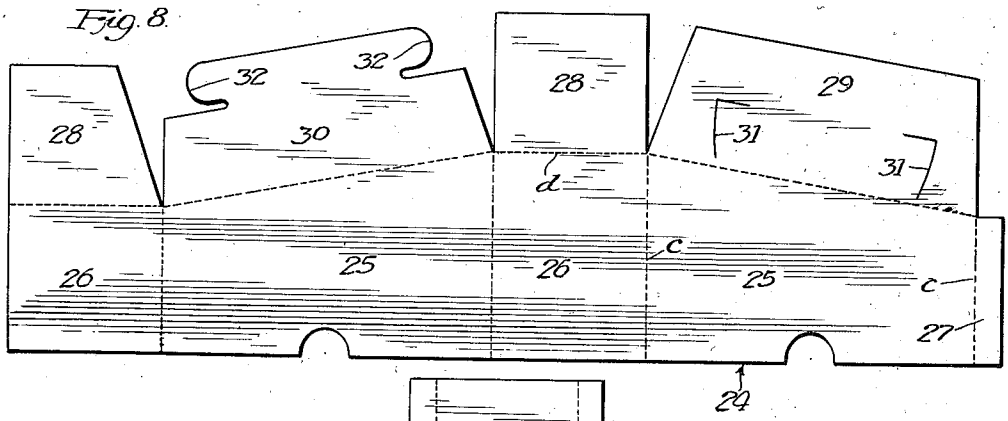
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Oct. 29, 1935. H. WILKE 2,018,824

DISPLAY CARTON

Filed Jan. 24, 1934 3 Sheets-Sheet 3

Fig. 8.



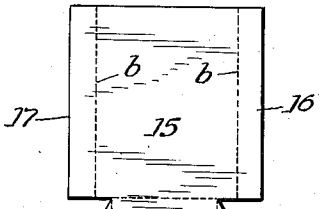
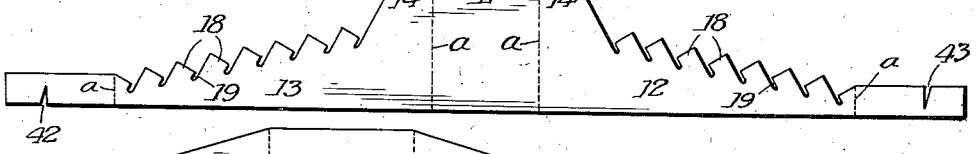


Fig. 9.



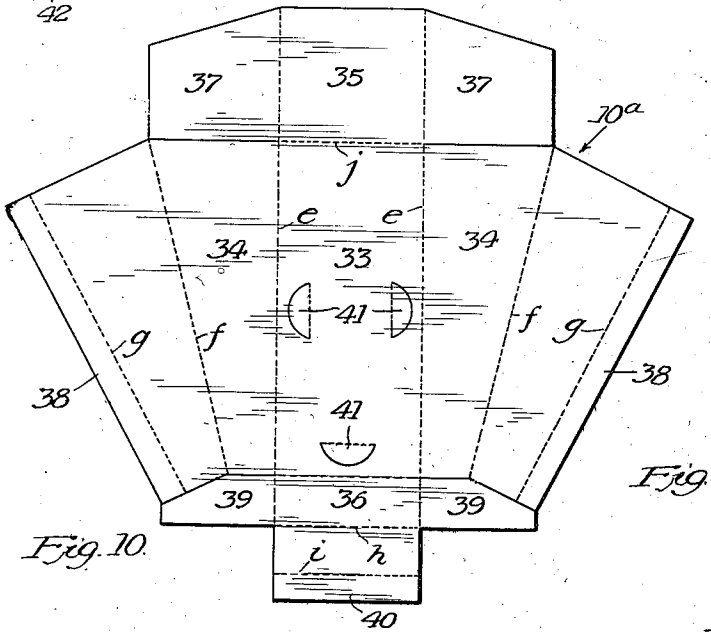


Fig. 10.

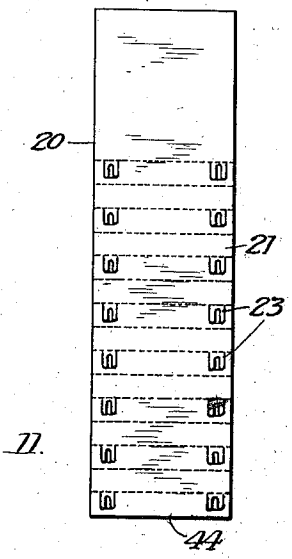


Fig. 11.

Witness:
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Patented Oct. 29, 1935 2,018,824

UNITED STATES PATENT OFFICE

2,018,824

DISPLAY CARTON

Herman Wilke, Wauwatosa, Wis., assignor to Wisconsin Cuneo Press, Inc., Milwaukee, Wis., a corporation of Wisconsin

Application January 24, 1934, Serial No. 708,038

4 Claims. (Cl. 206—45)

My invention relates to a display carton and has for its primary object the provision of a carton in which small packages of merchandise can be packed at the place of shipment and shipped in the container and when received by the merchant the cover of the carton can be removed, in which condition the package of merchandise is ready to be placed upon a counter or in a case, or the like, for display purposes.

Another and further object of my invention is the provision of a display carton which is strong and substantially built, and yet is not expensive, which retains the package of merchandise in its original display position during transportation, and is convenient and easily set up for sale and display purposes when received by the merchant or vendor of the article.

Another and further object of my invention is the provision of a display carton in which the display tray or carrier for the merchandise itself can be removed from the carton and placed upon a counter, table or the like, without disturbing the arrangement of the merchandise therein and which keeps the packages in good merchandising condition. The outer or container portion of the carton can be then thrown away if desired.

Another and further object of my invention is the provision of a display carton having a carrier therein with stepped portions upon which the merchandise is adapted to rest, and from which the packets of merchandise can be easily removed for sales purposes and the like, and in which after the packets are removed the package does not appear particularly barren or disturbed or in a poorly arranged condition, so that the merchandise is always retained in good condition for display and sale purposes.

These and other objects of my invention will be more fully and better understood by reference to the accompanying sheets of drawings, in which—

Figure 1 is a perspective view of the lower section of the container and merchandise carrier positioned thereon;

Figure 2 is a longitudinal sectional view through the casing of the complete carrier;

Figure 3 is a transverse sectional view on line 3—3 of Figure 2;

Figure 4 is a perspective view of the carton cover;

Figure 5 is a perspective view of the support member for the merchandise;

Figure 6 is a perspective view of the merchandise carrier;

Figure 7 is a perspective view of the bottom member of the carton;

Figure 8 is a plan view of the blank forming the top of the carton;

Figure 9 is a plan view of the blank forming the merchandising carrier;

Figure 10 is a plan view of the blank forming the bottom member of the carton; and

Figure 11 is a bottom plan view of the merchandising carrier.

Referring now specifically to the drawings, in which like reference characters refer to like parts throughout, the container comprises a rectangular shaped bottom member 10*a*, open at its top and preferably having its side portions slightly inclined, with its rear end being slightly higher than the front end. Removably positioned in the member 10 is a merchandising tray or carrier which is rectangular in shape, said carrier having a vertical back wall 11*a*, side portions 12 and 13 respectively, the side portions having wing portions 14 at their rear sides, the side portions 12 and 13 being turned at right angles on the fold lines *a*, *a*, their ends being overlapped and secured together at 12*a* in any approved manner. The wing portions 14 are a continuation at the rear of each of the portions 12 and 13 respectively and extend upwardly therefrom. The member 11 at its upper edge has a member 15 secured thereto, the member 15 having parts 16 and 17 at each side thereof, with fold lines *b*, *b* extending alongside the member 15 so that the portions 16 and 17 are downwardly positioned and form holding members for the packets of merchandise carried by the container. Advertising material and the like can be printed upon the member 15 and after the package is opened for display purposes, this member 15 stands in a substantially vertical position as shown in Figure 1.

Each of the side portions 12 and 13 at the upper sides thereof have tabs 18, 18 formed thereon, with slots 19, 19 formed between each of the tabs 18, 18. These tabs are angularly positioned with their top surfaces inclined at approximately a forty-five degree angle, although this inclination is immaterial and can be changed as may be desired, depending upon the inclination desired for the packets of merchandise. Mounted upon the tops and sides of the tabs 18 and extending upward along the wing portions 14, is a support member 20 having a base portion formed into steplike portions 21, 21, which members form supports for the packets of merchandise 22, 22 as illustrated. The base portion of the support

member 20 has struckout tab portions 23, 23 thereon, with centrally positioned slots therein, the slotted tab portions being fitted into the slots 19, 19 between the tab portions 18, 18, with the slots formed in the tab portions 23, 23 engaging upon the upper edges of the members 12 and 13. A part of the member 20 forms an inclined back wall which rests against the wing portions 14, 14 at the upper edge of the members 12 and 13 and terminates at the upper end of these portions adjacent the fold where the member 15 is attached to the back wall 11. The forward end of the member 20 rests upon the upper edge of the overlapped ends of the members 12 and 13 to form the last of the inclined base portions for the packet members 22, 22. An upper cover section 24 is provided which is fitted over the merchandise packed upon the carrier and holds these packets against undue movement or shaking during transportation. A small amount of packing may be placed against the front of the first packages on the carrier when the cover is fitted onto the container, and in this manner the merchandise is securely held in position during transportation without shaking or movement of the packages.

Referring now particularly to Figures 4 to 11 of the drawings, in Figure 4 is shown a perspective view of the top section of the box while in Figure 8 a plan view of the blank used for making the top portion is shown. This blank comprises side portions 25, 25 with end portions 26, 26 having fold lines *c*, *c* extending vertically across the blank section, making up the side and end portion. A tab 27 is provided which, when the blank is in rectangular position, is spaced against the end member 26 on the free end of the blank and glued or secured at this section in any approved manner. The portions heretofore described comprise the body portion with a horizontal fold line *d* extending across the back and along which the blank is folded to form the closure portions for the top 24 of the carton. The end portions 26, 26 have wing portions 28, 28 which are folded inward on the fold line 4 with wing portions 29, 29 and 30 being integrally formed with the sides 25 and which are folded inward with slots 31, 31 being provided in the portion 21 to receive tongues 32, 32 formed on the wing portion 30 and which, when folded together, forms a complete carton top illustrated in Figure 4.

Referring particularly to Figures 7 and 10 and in which Figure 7 is a perspective view of the bottom section of the carton and Figure 10 is a plan view of the blank which, when folded together, forms the bottom section 10*a* of the carton and which consists generally of a bottom section 33, side portions 34, 34 and end portions 35 and 36 respectively. Fold lines *e*, *e* are provided along the marginal edge of the bottom 33 and across the end portions 35 and 36, respectively, with the portions 35 having wing portions 37, 37 on each side of the end 35 which members are separated from the sides 34, 34 and are folded inward on the fold lines *e*, *e* with the portions 37, 37 extending between the side members, as hereinafter described. Fold lines *f*, *f* extend longitudinally of the side portions 34 with the other fold lines *g*, *g* being provided along the outer edges thereof with narrow strip portions 38, 38 extending along the outer edges of the members 34. The end member 36 has extensions 39, 39 on each side thereof with fold lines *h*, *i* extending transversely thereacross, whereby an end portion 40 is formed. A fold line *j* extends transversely across the blank along the end of the bottom of the box 33 and the member 35, with the bottom 33 of the box having a plurality of semi-circular cuts therein whereby tabs 41, 41 are formed in the bottom of the box.

In forming the bottom section 10*a* of the box, the sections 35 and 36 are folded into vertical position with the sections 37 and 39, respectively, extending at right angles to the sections 35 and 36, respectively, with the portions 37 and 39 fitted between the side portions 34, which are initially folded along the fold lines *f* so that the two sections of the member 34 on each side of the fold lines provide side walls for the box in face-to-face engagement with each other and with the portions 37 and 39 projecting between these side portions. Another fold is made along the lines *g*, *g*, so that the strips 38 are fitted against the bottom 35 and underneath the tabs 41, 41 adjacent the sides of the box, these tabs being sufficient to hold the sides in proper position. The end 36 is folded along the fold line *h* and again on the fold line *i* with the end 40 being fitted under the tab 41 and forming, in this condition, the bottom member of the carton 10*a*.

The merchandise carrier has vertical fold lines *a*, *a* along which this member is folded with the portions 14, 14 extending at right angles to the back of the carrier and has its ends beyond the fold lines *a*, *a*, overlapped and interengaged by means of the notches 42 and 43, the upper edge of these portions forming a support for the end 44 of the tray 20.

In packaging merchandise in this device it is necessary to place the tray portion in the bottom of the box whereupon the packets of merchandise 22, 22 are arranged thereon as shown particularly in Figure 1, and the box is filled with packets of merchandise. The member 15 is folded thereover and the upper portion 24 of the box thereupon fitted over the lower portion 10 in such manner that the extension portion 15 comes down over the packets of merchandise and materially assists in holding these packets of merchandise in securely packed position in the container. When the cover is placed upon the box these packets of merchandise are held substantially in their original packed position and can be shipped or transported in the usual manner without particular disturbance of the arrangement of packets. When the merchandise arrives at its destination, the outer or upper cover is removed, the top or wing member 15 lifted, if desired, and the bottom section 10 of the container, including the packets of merchandise, placed upon a counter, table, or the like, for display and vending purposes. If desired, the entire merchandise carrier means can be lifted out of the bottom section 10 of the box and this portion set upon the counter, although I prefer to use the section 10 of the container for this purpose.

While I have described more or less precisely the details of construction, I do not wish to be understood as limiting myself thereto, as I contemplate changes in form and the proportion of parts and the substitution of equivalents as circumstances may suggest or render expedient without departing from the spirit or scope of my invention.

I claim:

1. A display carton comprising a lower open top member in the form of a container, a support member separate from said lower member and removable therefrom having a stepped base

portion and a rear vertical portion having inclined front edges, the said rear portion and its front portion being adapted to seat against the end walls of the said lower member, a tray adapted to rest upon said support member and interlock therewith having a portion adapted to seat against the inclined edges at the front of the rear portion of said support member and a cover for said lower member adapted to telescope over the side and end walls thereof.

2. A display carton comprising a lower open top member in the form of a container, a support member separate from said lower member and removable therefrom having a stepped base portion and a rear vertical portion having inclined front edges, the said rear portion and its front portion being adapted to seat against the end walls of the said lower member, a tray adapted to rest upon said support member and having tongues thereon adapted to interlock with said support member and having a portion adapted to seat against the inclined edges at the front of the rear portion of said support member and a cover for said lower member adapted to telescope over the side and end walls thereof.

3. A display carton comprising a lower open top rectangular-shaped member, a support member adapted to fit into said first-mentioned member having base portions, an inclined back portion, its free ends being overlapped and interlocked together, the upper edges of the base portions having a plurality of inclined steps formed therein with recesses therebetween, a tray in stepped form adapted to rest upon said support member having tabs thereon with recesses therein adapted to engage in the recesses formed between the inclined steps of said base portion, and a cover adapted to telescope in the side and end walls of the said first-mentioned member.

4. A display carton comprising a lower open top rectangular-shaped member, a support member adapted to fit into said first-mentioned member having base portions, an inclined back portion, its free ends being overlapped and interlocked together, the upper edges of the base portion having a plurality of inclined steps formed therein with recesses therebetween, a tray in stepped form adapted to rest upon said support member having tabs thereon with recesses therein adapted to engage in the recesses formed between the inclined steps of said base portion, the forward end of said support being adapted to rest upon the folded end portions of the said base.

HERMAN WILKE.