Oct. 9, 1956 R. T. ROSSUM 2,765,906

CARTONS HAVING EASELS THEREON

Filed Oct. 24, 1955

3 Sheets-Sheet 1

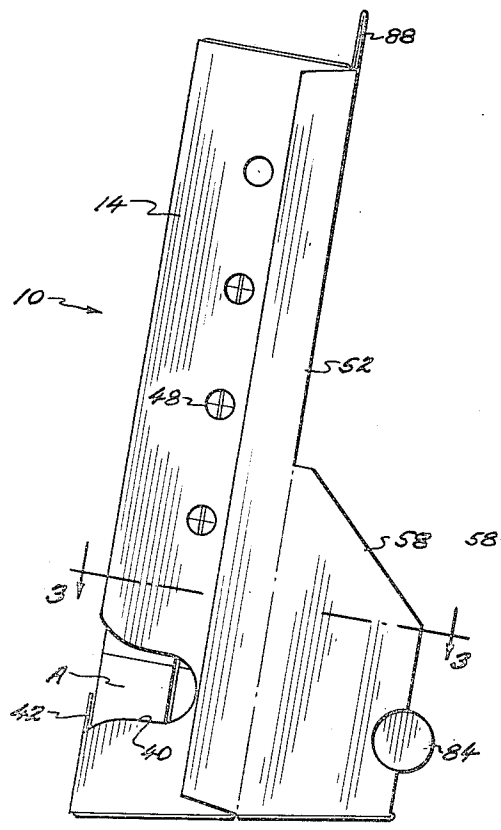


Fig. 1

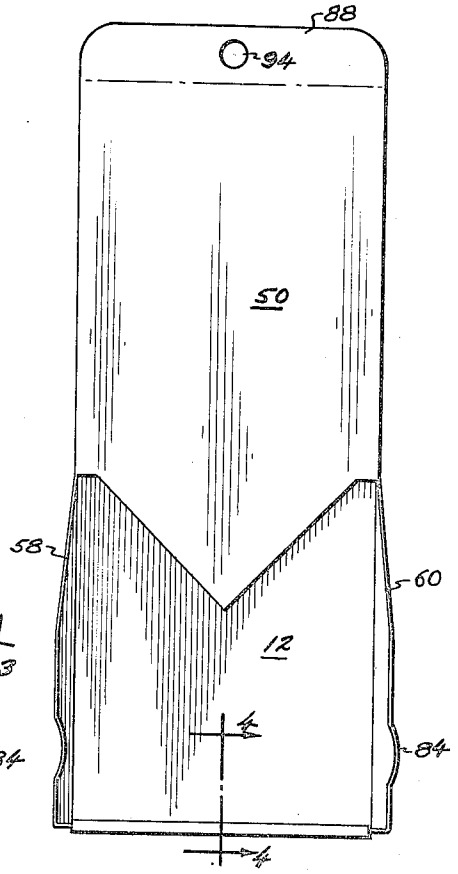


Fig. 2

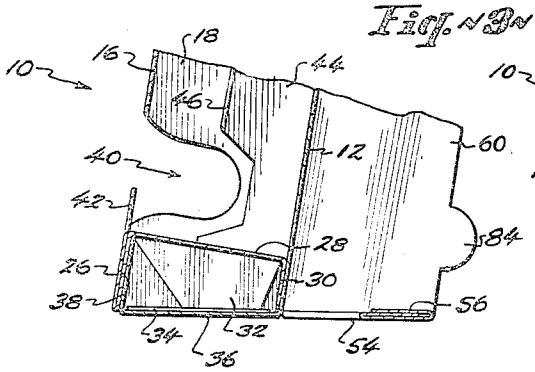
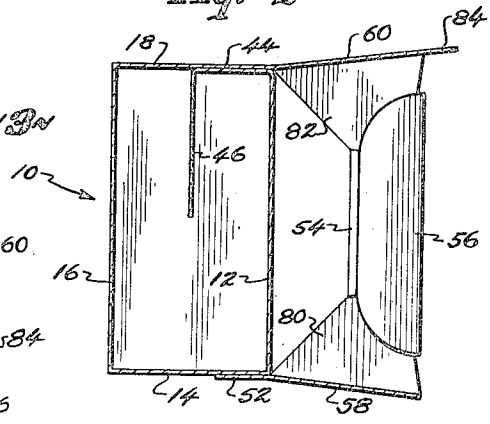


Fig. 4

Fig. 3



INVENTOR.
ROBERT T. ROSSUM
BY Cyril Montgomery
ATTORNEY.

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3 Sheets-Sheet 2

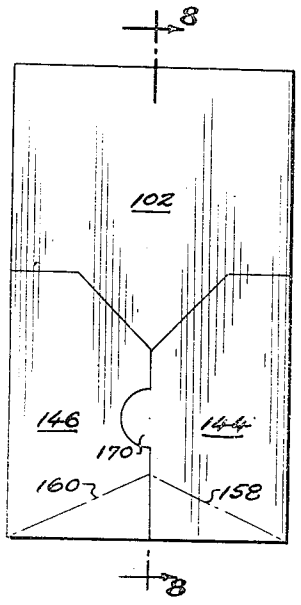


Fig. 7

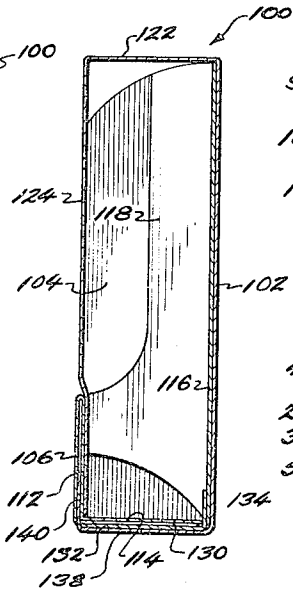


Fig. 8

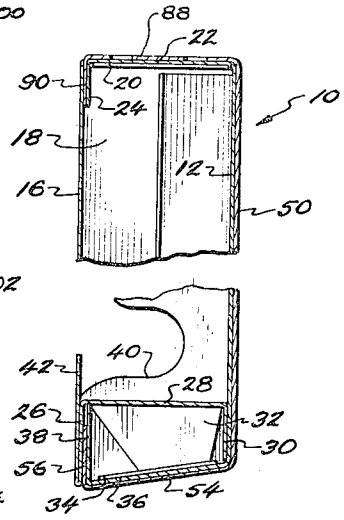


Fig. 5

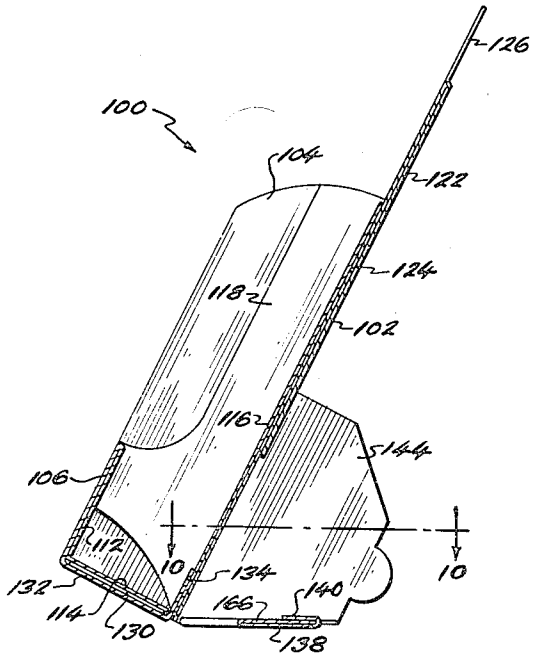


Fig. 9

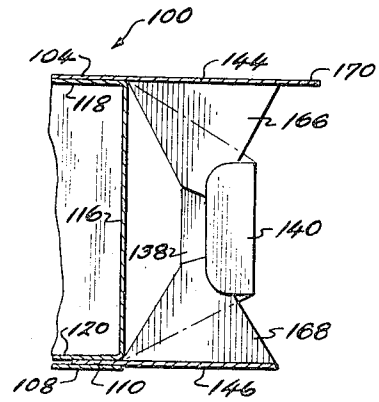


Fig. 10

INVENTOR.
ROBERT T. ROSSUM
BY Jack Montgomery
ATTORNEY

Oct. 9, 1956 R. T. ROSSUM 2,765,906

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3 Sheets-Sheet 3

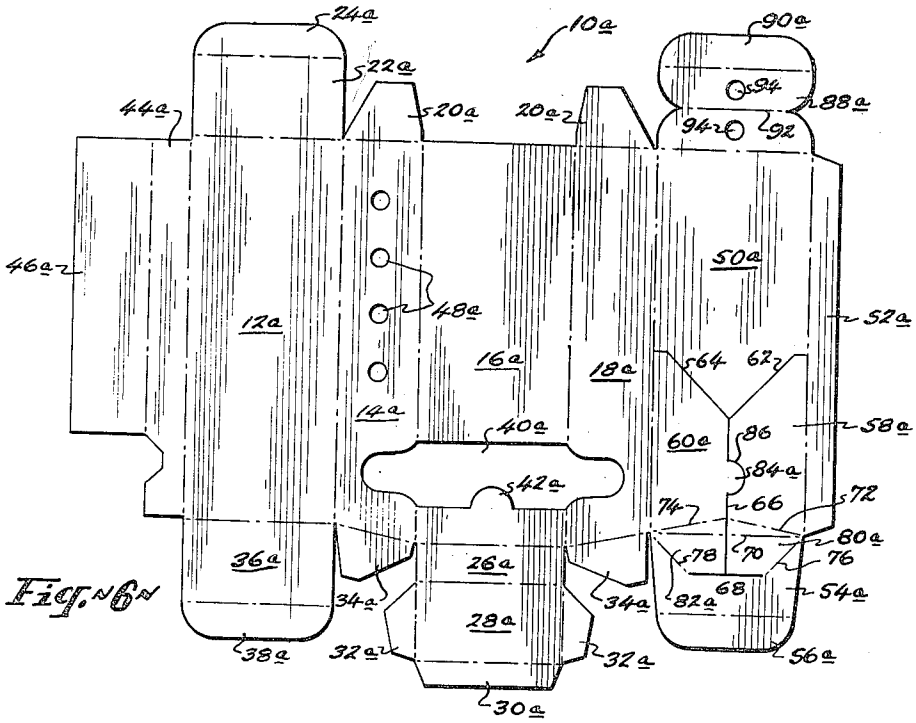


Fig. N6N

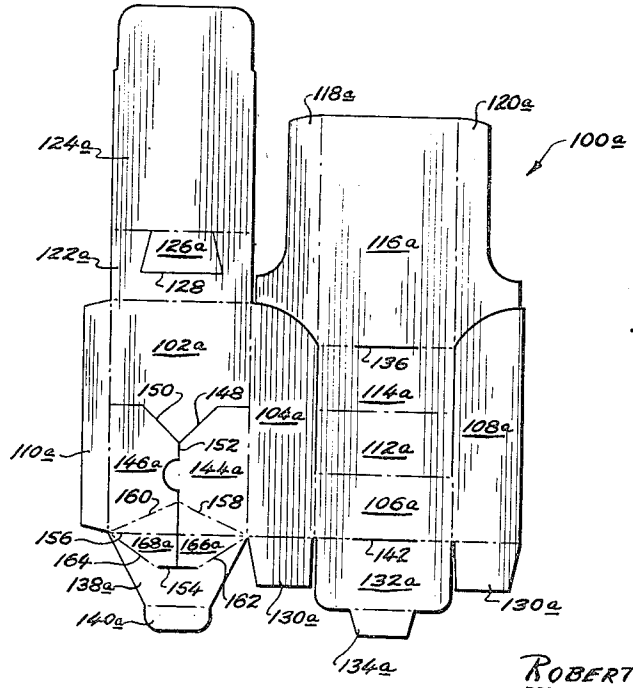


Fig. N11N

INVENTOR.
ROBERT T. ROSSUM
BY
Jack Montgomery
ATTORNEY

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2,765,906

CARTONS HAVING EASELS THEREON

Robert T. Rossum, New York, N. Y., assignor to Continental Folding Paper Box Co., Inc., Ridgefield, N. J., a corporation of New York

Application October 24, 1955, Serial No. 542,129

18 Claims. (Cl. 206—45.26)

The present invention relates to cartons, boxes and the like, and is particularly directed to cartons that may be supported in an upstanding, preferably rearwardly inclined, position by an easel or other structure for convenient display of the carton and its contents.

Heretofore, it has been the usual practice to provide a separate easel structure that may be glued, or otherwise assembled, on the carton to support the latter in an upstanding, rearwardly inclined position upon the storekeeper's countertop, shelf or display cabinet for the purpose of displaying the contents to best advantage. However, such separate easel structures result in a relatively expensive assembly and the two-piece construction of carton and easel is inconvenient and cumbersome for shipping purposes and difficult to assemble.

Accordingly, it is an object of the present invention to provide cartons of one-piece construction having easel structures incorporated therein as integral parts thereof to facilitate the manufacture and shipping of the cartons.

Another object is to provide cartons of the described character wherein the easel structure formed integral with the carton is easily erected without requiring any special aptitude or patience, thereby encouraging the dealer or shopkeeper to display the contents of the carton and promote the sales thereof.

A further object is to provide cartons of the described character wherein, when the easel structure is collapsed or flattened, such structure is securely held against the carton to prevent damage to the easel during packing or shipment of the cartons.

In accordance with the present invention, the carton is provided with a supplementary back panel integral with the remainder of the carton and having a secondary bottom tuck hingedly extending from its lower end. The supplementary back panel has two die-cut sections formed therein to normally lie flat against the inner back panel of the carton and swinging to positions perpendicular to the back panel when the secondary bottom tuck is opened and rotated rearwardly through approximately 180 degrees, where the secondary bottom tuck and the die-cut sections of the supplementary back panel, linked thereto, cooperate to define an easel supporting the carton in an upstanding, preferably rearwardly inclined, position.

In order that the invention may be fully understood, illustrative embodiments thereof are hereinafter described in detail with reference to the accompanying drawings forming a part hereof and wherein:

Fig. 1 is a side elevational view of a dispensing carton embodying the present invention and shown with its easel structure in the opened or erected condition thereof;

Fig. 2 is a back elevational view of the carton of Fig. 1;

Fig. 3 is a transverse sectional view taken along the line 3—3 of Fig. 1;

Fig. 4 is a fragmentary vertical sectional view taken along the line 4—4 of Fig. 2;

Fig. 5 is a vertical sectional view through the carton of Figs. 1 and 2, but showing the easel structure thereof

in its collapsed or flattened condition for ease in shipment of the carton;

Fig. 6 is a plan view, on a smaller scale, of a one-piece blank from which the carton and integral easel structure of Figs. 1 to 5, inclusive, can be formed;

Fig. 7 is a back elevational view of another carton embodying the present invention and shown with its integral easel structure in collapsed or flattened condition;

Fig. 8 is a vertical sectional view taken along the line 8—8 of Fig. 7;

Fig. 9 is a view similar to that of Fig. 8, but showing the easel structure in its erected condition and with the carton otherwise arranged for displaying the contents thereof;

Fig. 10 is a fragmentary, horizontal sectional view taken along the line 10—10 of Fig. 9; and

Fig. 11 is a plan view, on a smaller scale, of a one-piece blank from which the carton of Figs. 7 to 10, inclusive, can be formed.

Referring to the drawings in detail, and initially to Figs. 1 to 5, inclusive, thereof, it will be seen that the dispensing carton there illustrated and generally indicated by the reference numeral 10 is formed of a stiff sheet material, such as, cardboard and the like, and includes an inner or true back wall or panel 12 (Figs. 2, 3 and 4), a first side wall 14 hingedly connected, at its rear edge, to one side edge of back wall 12, a front wall or panel 16 hingedly connected, along one of its side edges, to the forward edge of side wall 14, and a second side wall 18 hingedly connected, along its forward edge, to the adjacent side edge of front wall 16.

As seen in Fig. 5, the top closure for the carton 10 includes side flaps 20 hingedly connected to the side walls 14 and 18 along the top edges of the latter, and a top tuck 22 hingedly connected, at its rear edge, to the top edge of back wall 12 and having a flap 24 along its front edge adapted, in the usual fashion, to be tucked behind the front wall 16 after to top tuck 22 is folded upon the side flaps 20.

Further, as seen in Fig. 4, the bottom edges of the side walls 14 and 18 are inclined upwardly from the front wall toward the back wall, and a false bottom is formed within the carton extending at right angles to the longitudinal axis of the carton. This false bottom includes a front spacing element 26 integral, at its lower edge, with the bottom edge of front wall 16 and lying against the inner surface of the latter, a platform element 28 extending rearwardly from the top edge of front spacing element 26, a back spacing element 30 depending from the rear edge of the platform element and lying against the inner surface of back wall 12, and side spacing elements 32 depending from the opposite side edges of platform element 28 and lying against the inner surfaces of side walls 14 and 18, respectively.

The carton 10 has a conventional bottom closure formed by side flaps 34 hingedly connected to the bottom edges of side walls 14 and 18, and a bottom tuck 36 hingedly connected, at its back edge to the bottom edge of back wall 12 and having a tab 38 along its front edge adapted to be tucked behind the front spacing element 26 after the tuck 36 has been folded under the side flaps 34. The back spacing element 30 and side spacing elements 32 of the false bottom are dimensioned so that, with such spacing elements seating upon the inclined bottom closure of the carton, the platform 28 is maintained in a plane at right angles to the longitudinal axis of the carton.

The carton 10 has a cutout opening 40 extending across the front wall 16 and rearwardly into the side walls 14 and 18 at a location immediately above the platform 28. The portion of the opening 40 in the front wall 16 is of rectangular configuration and dimensioned to permit the

dispensing removal therethrough of the lowermost article of a stock of articles A (Fig. 1) disposed within the carton **10** and resting upon the platform **28**, while the portions of the opening **40** in side walls **14** and **18** have smaller dimensions in the direction of the longitudinal axis of the carton than the corresponding dimensions of the individual articles of the stack A to prevent lateral removal of the articles from the carton and yet permit grasping of the ends of the lowermost article during the forward removal of the latter. Preferably, the front wall **16** has a tab **42** extending into the opening **40** from the center of the lower edge of the latter, the tab being resilient to normally prevent inadvertent removal of an article from the carton and to flex during the forceful forward removal of an article through the opening **40**.

When the carton **10** is adapted for the dispensing of two rows or stacks of articles disposed one in back of the other between the front wall **16** and back wall **12**, as in the illustrated embodiment of the invention, a spacing member **44** (Figs. 3 and 4) is hingedly connected to the side edge of the back wall **12** adjacent side wall **18** and is adhesively secured to the inner surface of the latter, and a separating member **46** extends inwardly from the forward edge of member **44**, at a location equally distant from the front and back walls or panels to separate the forward stack of articles from the back stack of articles. The lower edge of separating member **46** terminates above the opening **40** while the portions of the latter in the side walls extend more than half-way across the side walls so that, after the supply of articles in the forward stack has been exhausted, the lowermost article of the back stack can be grasped through the portions of opening **40** in side walls **14** and **18** and drawn forwardly under the separating member **46** for removal through the opening of the front wall.

Preferably, at least one of the side walls, for example, the side wall **14**, of the carton **10** has a longitudinally spaced apart series of openings **48** (Fig. 1) arranged along the longitudinal medial line of the related side wall to permit viewing of the supply of articles remaining in the stack or stacks within the carton. When no articles are visible at the lowermost opening **48**, the dealer is thereby informed that the supply is soon to be exhausted.

In accordance with the present invention, an easel structure integrally incorporated in the carton **10** is formed out of a supplementary back panel **50** which is hingedly connected, along one of its side edges, to the back edge of side wall **18**. The opposite edge of back panel **50** has a flap **52** extending therealong and bent forwardly against the outer surface of side wall **14** to which the flap **52** is adhesively secured. A secondary bottom tuck **54** is hingedly connected to the back panel **50**, at the bottom edge of the latter, and has a tab **56** along its free end edge adapted to be tucked between the spacing element **26** and the tab **38** when the secondary bottom tuck extends forwardly under the bottom tuck **36** (Fig. 5).

The easel structure includes opposite side portions **58** and **60** cut from the lower portion of the supplementary back panel **50** and joined to the remainder of the latter along fold or hinge lines at the opposite side edges of the panel **50** to permit swinging of the side portions **58** and **60** between collapsed or flattened positions against the back wall **12** (Fig. 5) and erected positions extending rearwardly from the carton (Figs. 1 to 4). The swingable side portions **58** and **60** are linked to the secondary bottom tuck **54** so that, when the latter extends forwardly under the bottom tuck **36**, the side portions **58** and **60** occupy their collapsed or flattened positions and, when the tuck **54** is rocked rearwardly through approximately 180 degrees, the side portions **58** and **60** of the easel structure are caused to swing to their erected, rearwardly extending positions.

The linking of the side portions **58** and **60** of the easel structure to the secondary bottom tuck **54** will be best understood with reference to Fig. 6 of the drawings illustrating a one-piece blank **10***a* from which the carton **10** can be formed, the several portions of the blank **10***a* being identified by the same reference numerals employed in connection with the description of the corresponding parts of the carton, but with the letter "*a*" appended thereto. The portions **58***a* and **60***a* of the blank **10***a* are defined, at their top edges, by cuts along lines **62** and **64** converging downwardly from the opposite side edges of the portions **50***a* toward the center of the latter. A longitudinal cut along the line **66** extends downwardly from the junction of the lines **62** and **64** into the portion **54***a* of the blank, and, at the lower end of the line **66**, the portion **54***a* is cut along a lateral line **68**. A straight fold line **70** defines the separation between the portions **50***a* and **54***a* of the blank, and fold lines **72** and **74** converge upwardly from the opposite ends of the fold line **70** to the cut line **66**, while fold lines **76** and **78** converge downwardly from the opposite ends of the fold line **70** to the adjacent ends of the cut line **68**.

The lower edges of the side portions **58** and **60** of the easel are defined by the fold lines **72** and **74**, respectively, of the blank **10***a*, while the portions **80***a* and **82***a* of the blank **10***a* defined between the fold lines **72** and **76** and between the fold lines **74** and **78**, respectively, form linking portions **80** and **82** connecting the side portions **58** and **60** of the easel with the secondary bottom tuck **54**.

When the secondary bottom tuck **54** extends forwardly under the bottom tuck **36**, the linking portions **80** and **82** bend along the fold line **70** extending across both of said portions. However, when the bottom tuck **54** is rocked rearwardly, the linking portions **80** and **82** fold outwardly along the lines **76** and **78** relative to the remainder of the tuck **54** to overlie the latter (Fig. 3) and inwardly along the lines **72** and **74** relative to the side portions **58** and **60** of the easel, which side portions are thereby rocked rearwardly away from the back wall **12**, with the rearwardly extending tuck **54** and the overlying linking portions **80** and **82** forming the base of the easel structure.

In order to ensure the proper folding of the linking portions **80** and **82** during the erection of the easel structure, a tab **84** is formed on the inner edge of one of the side portions **58** and **60**. Such a tab can be defined by a semi-circular cut line **86** (Fig. 6) interposed in the cut line **66** of the blank **10***a* and is intended to be pulled rearwardly to initiate the rearward swinging of the side portions **58** and **60** as the tuck **54** passes the bottom dead center position in the plane of the back panel **50** during the rearward swinging of the tuck **54**.

Finally, the carton **10** includes a secondary top tuck **88** hingedly joined to the back panel **50** along the top edge of the latter and having a tab **90** along its free end edge adapted to be tucked between the tab **24** of the top closure and the inner surface of front wall **16** (Fig. 5) when the top tuck **88** extends over the closure tuck **22** to condition the carton for shipment or storage. The secondary top tuck **88** is divided into two equal portions by a lateral fold line **92** (Fig. 6), and such portions have openings **94** therein that register with each other, when the tuck **88** is folded along the line **92** and the tab **90** is tucked between the back wall **12** and back panel **50**, so that a nail or the like can extend through the registered openings **94** and thereby suspend the carton **10** from a wall or other support.

Fig. 6 illustrates the manner in which the entire carton and integral easel structure described above can be formed from a one-piece blank that is die-cut along the solid lines and scored or perforated along the broken lines representing fold lines. It is apparent that the cutting and scoring of the blank can be performed in a single operation. In the blank **10***a*, the portions **46***a*, **44***a*, **12***a*, **14***a*, **16***a*, **18***a*, **50***a* and **52***a* are arranged in lateral succession from one end of the blank to the other end and are delineated, at their adjacent boundaries, by suitably spaced apart, parallel fold lines, while the various other portions of the blank required for the described carton

and integral easel are merely formed as extensions at the ends of certain of the above enumerated portions of the blank.

In forming the carton **10** from the blank **10***a* of Fig. 6, adhesive is applied to the under surface of portion **44***a* and to the upper surface of portion **52***a*, as viewed in Fig. 6, and the portions **46***a*, **44***a*, **12***a*, **14***a*, **16***a*, **18***a*, **50***a* and **52***a* are folded in succession at right angles along the intermediate fold lines so that the portion **44***a* comes to rest against, and is adhesively secured to, the inner surface of the portion **18***a* and the portion **52***a* comes to rest against, and is adhesively secured to, the outer surface of the portion **14***a*. The formation of the carton **10** is then completed merely by folding the remaining portions of the blank as required to form the false bottom, top and bottom closures and secondary top and bottom tucks described in connection with Figs. 1 to 5, inclusive.

Referring now to Figs. 7 to 10, inclusive, of the drawings, a display carton and integral easel structure in accordance with another embodiment of the invention is there illustrated and generally identified by the reference numeral **100**. The display carton **100** includes a back wall or panel **102**, a first side wall **104** hingedly connected, at its rear edge, to one side edge of the back panel **102**, and a short or low front wall **106** hingedly connected, at one side, to the lower portion of the front edge of side wall **104** and, at the other side, to the lowr portion of the front edge of a second side wall **108**. A tab **110** (Fig. 10) extends forwardly from the side edge of back panel **102** adjacent the side wall **108** and lies against the inner surface of the latter to which the tab **110** is adhesively secured.

Fig. 11 of the drawings shows a one-piece blank **100***a* from which the display carton and integral easel structure **100** may be formed, and the several portions of the blank **100***a* are identified by the same reference numerals employed in connection with the description of the corresponding parts of the carton and integral easel structure, but with the letter "*a*" appended thereto. Thus, it will be seen that the blank **100***a* includes suitably dimensioned portions **110***a*, **102***a*, **104***a*, **106***a* and **108***a* arranged in lateral succession and delineated, at their adjacent boundaries, by laterally spaced, parallel fold lines represented by broken lines on Fig. 11 of the drawings.

The blank **100***a* further includes a rectangular portion **112***a* dimensionally similar to the portion **106***a* and hingedly joined to the latter along the upper edge of the portion **106***a*, a portion **114***a* hingedly joined to the upper edge of portion **112***a* and having a vertical dimension, as viewed in Fig. 11, that is substantially equal to the width of the side wall forming portions **104***a* and **108***a*, and a portion **116***a* that is hingedly joined, at its lower edge, to the upper edge of portion **114***a* and dimensionally similar to the back panel forming portion **102***a*. The portions **112***a*, **114**a and **116***a* of the blank **100***a* are adapted to form a lining within the carton **100** by folding the portion **112***a* downwardly against the back or inner surface of front wall **106**, as at **112**, (Figs. 8 and 9), folding the portion **114***a* rearwardly to extend between the front and bottom walls, as at **114**, and then folding the portion **116***a* upwardly to lie against the inner surface of back panel **102**, as at **116**. The lining of the carton **100** is completed by portions **118***a* and **120***a* hingedly connected to the portion **116***a* of the blank along the opposite side edges of the portion **116***a* and folded forwardly with respect to the latter to lie against the inner surfaces of the side walls **104** and **108**, as at **118** and **120**, respectively.

Hingedly connected to the upper edge of the back panel forming portion **102***a* of the blank **100***a* is a rectangular portion **122***a* which is as wide as the portion **102***a* and has a vertical dimension, as viewed in Fig. 11, equal to the width of the side wall forming portions **104***a* and **108***a*. A portion **124***a*, which is dimensionally similar to the back panel forming portion **102***a*, is hingedly

connected, at its lower end edge, along the upper edge of portion **122***a*, and a tab forming portion **126***a*, integral with the portion **124***a* along the fold line separating the latter from the portion **122***a*, is defined by suitably die-cutting the portion **122***a* along the generally U-shaped line **128** extending from that fold line.

The portions **122***a* and **124***a* of the blank **100***a* are adapted to be disposed in two alternative positions in the carton **100** as illustrated in Figs. 8 and 9, respectively. During shipment or storage of the carton (Fig. 8), the portion **122***a* is extended forwardly from the top edge of back panel **102** to form a top wall or closure **122**, while the portion **124***a* depends from the portion **122***a* and, at its lower portion, is tucked behind the portion **112** of the liner to close the front of the carton above the abbreviated front wall **106**, as at **124**. When the carton is employed for display purposes, the top wall **122** is extended upwardly from the back panel **102** in the plane of the latter (Fig. 9), and the front closure **124** is folded flat to lie between the back panel **102** and the portion **116** of the liner, while the tab **126** is struck from the top wall **122** to project upwardly from the fold line between the top wall **122** and front closure **124**. Thus, the upper part of the front closure **124** and the tab **126** will be visible above an article displayed in the carton **100**, in the positions of Fig. 9, and can be provided with printed advertising or other material to be imparted to the potential purchaser.

The bottom closure of the carton **100** includes side flaps **130** hingedly connected to the bottom edges of the side walls **104** and **108**, and a bottom tuck **132** hingedly connected to the lower edge of the short or abbreviated front wall **106** and having a tab **134** at its free end edge that is adapted to be received in a slot **136** formed along a central portion of the fold line between the portions **114***a* and **116***a* of the blank **100***a*, thereby to hold the bottom tuck **132** in its closed or operative position underlying the side flaps **130**.

The easel structure of the display carton **100** is substantially similar to that described in connection with the dispensing carton **10** and is formed from portions of the back panel **102** and a secondary bottom tuck **138** that is hingedly connected to the lower edge of back panel **102** and has a tab **140** at its free end edge. The tab **140** is adapted to extend through a slot **142** (Fig. 11) cut along the central portion of the fold line between the portions **106***a* and **132***a* of the blank **100***a* and to be tucked between the front wall **106** and the portion **112** of the liner when the secondary bottom tuck extends forwardly under the bottom tuck **132** (Fig. 8) to condition the carton for shipment or storage.

The easel structure of carton **100** includes opposite side portions **144** and **146** cut from the lower portion of the back panel **102** and joined to the remainder of the latter along fold or hinge lines at the opposite side edges of the panel **102** to permit swinging of the side portions **144** and **146** between collapsed or flattened positions against the portion **116** of the liner (Figs. 7 and 8) and erected positions extending rearwardly from the carton (Figs. 9 and 10).

The swingable side portions **144** and **146** are linked to the secondary bottom tuck **138** so that, when the latter extends forwardly under the bottom tuck **132**, the side portions of the easel are drawn to their collapsed or flattened positions and, when the tuck **138** is extended rearwardly from the back panel **102**, the side portions **144** and **146** are caused to swing to their erected, rearwardly extending positions.

The linking of the side portions **144** and **146** of the easel structure to the bottom tuck **138** will best be understood with reference to Fig. 11, wherein it will be seen that the portions **144***a* and **146***a* of the blank **100***a*, which form the side portions of the easel structure, are defined, at their top edges, by cuts along lines **148** and **150** converging downwardly from the opposite side edges of

the portion **102** toward the center of the latter. A longitudinal cut along the line **152** extends downwardly from the junction of the lines **148** and **150** into the portion **138***a* of the blank, and, at the lower end of the line **152**, the portion **138***a* is cut along a lateral line **154**. A straight fold line **156** defines the separation between the portions **102***a* and **138***a* of the blank, and fold lines **158** and **160** converge upwardly from the opposite ends of the fold line **156** to the cut line **152**, while fold lines **162** and **164** converge downwardly from the opposite ends of the fold line **156** to the adjacent ends of the cut line **154**.

The lower edges of the side portions **144** and **146** of the easel are defined by the fold lines **158** and **160**, respectively, while the portions **166***a* and **168***a* of the blank **100***a* defined between the fold lines **158** and **162** and between the fold lines **160** and **164**, respectively, form linking portions **166** and **168** connecting the side portions **144** and **146**, respectively, of the easel structure to the bottom tuck **138**.

When the bottom tuck **138** extends forwardly under the bottom tuck **132**, the linking portions **166** and **168** bend along the fold line **156** extending thereacross. However, when the bottom tuck **138** is rocked rearwardly, the linking portions **166** and **168** fold outwardly along the lines **162** and **164** relative to the remainder of the tuck **138** to overlie the latter (Fig. 10) and inwardly along the lines **158** and **160** relative to the side portions **144** and **146** of the easel structure, which side portions are thereby rocked rearwardly away from the remainder of the back panel **102**, with the rearwardly extending tuck **138** and the linking portions **166** and **168** overlying the tuck **138** forming a base for the easel structure that is inclined upwardly relative to the longitudinal axis of the carton. The inclination of the base of the easel structure, determined by the angle of convergence of the fold lines **158** and **160**, is selected so that, when the carton is tilted back to rest upon the easel, as in Fig. 9, the vertical plane passing through the center of gravity of the carton and its contents will lie between the front and rear edges of the easel base, thereby stabilizing the carton in its tilted or rearwardly inclined position.

As in the first described embodiment of the invention, one of the side portions **144** and **146** of the easel structure has a tab **170** projecting from its free longitudinal edge and the other side portion has a corresponding edge recess by which such side portions can be grasped and pulled rearwardly to initiate the proper folding of the linking portions **166** and **168** as the secondary bottom tuck swings past its bottom dead center position in the plane of the back panel **102**.

It is apparent that, in both described embodiments of the invention, the carton has inner and outer back panels **12** and **50** or **116** and **102**, respectively, so that, when the portions of the outer back panel defining the sides of the easel structure are moved to their erected positions, the back of the carton continues to be closed completely by the inner back panel. Further, in each embodiment of the invention, the easel structure is integral with the related carton so that construction from a scored and die-cut one-piece blank is possible with resulting savings in the cost thereof. It will also be seen that, when the easel and carton structures are collapsed or flattened, the cartons having such structures incorporated therein can be conveniently shipped or stored, while the arrangement and construction of the easel structures facilitates the erection thereof by the storekeeper and thereby encourages the latter to make full use of the dispensing or display carton for promotional purposes.

Although illustrative embodiments of the invention have been described in detail herein and shown in the accompanying drawings, it is to be understood that the invention is not limited to these precise embodiments, and that various changes and modifications may be effected in the latter without departing from the scope or spirit of the invention as defined in the appended claims.

What is claimed is:

1. In a carton having a front panel, side panels and at least one back panel defining an interior, article receiving space, and tuck closure means at the bottom of said space; an integral easel structure including side portions struck from said back panel and hinged to the latter for swinging between a collapsed position in the plane of said back panel and an erected position extending rearwardly from said back panel, a secondary bottom tuck hingedly connected to the lower end of said back panel for swinging between a forwardly extending position under said tuck closure means and a rearwardly extending position, and linking portions struck from said back panel and secondary bottom tuck and hingedly connected to the latter and to said side portions so that swinging of said secondary bottom tuck from said forwardly extending position to said rearwardly extending position is accompanied by movement of said side portions from said collapsed position to said erected position.

2. In a carton having a front panel, side panels and at least one back panel defining an interior article receiving space, and a bottom closure for said space; an integral easel structure including side portions struck from said back panel and foldably joined to the latter for swinging between a collapsed position in the phase of said back panel and an erected position extending rearwardly from said back panel, a bottom tuck foldably connected to the lower end of said back panel and swingable between a forwardly extending position under said bottom closure and an erected, rearwardly extending position, and linking portions struck from said back panel and bottom tuck and foldably joined to said side portions and bottom tuck, the foldable joining of said linking portions to said bottom tuck being along lines converging toward the free end of said bottom tuck so that, as the latter swings toward said erected, rearwardly extending position thereof, said linking portions fold laterally outward onto the bottom tuck to the accompanying rearward swinging of said side portions to the erected position of the latter.

3. In a carton having a front panel, side panels and at least one back panel defining an interior article receiving space, and a bottom closure for said space; an integral easel structure including side portions struck from said back panel and foldably joined to the latter for swinging between a collapsed position in the plane of said back panel and an erected position extending rearwardly from said back panel, a bottom tuck foldably connected to the lower end of said back panel and swingable between a forwardly extending position under said bottom closure and an erected, rearwardly extending position, and linking portions struck from said back panel and bottom tuck and foldably joined to said back panel and bottom tuck along fold lines converging in opposed directions away from each other so that, as said bottom tuck swings toward said erected, rearwardly extending position thereof, said linking portions fold laterally outward onto the bottom tuck to the accompanying rearward swinging of said side portions to the erected position of the latter where said bottom tuck and back panel enclose an acute angle with the bottom tuck forming the base of the easel structure for supporting the carton in a rearwardly tilted position.

4. A carton comprising front, side and inner and outer back panels defining an article receiving space; a bottom closure for said space; and an integral easel structure including side portions struck from said outer back panel and foldably joined to the latter for swinging between collapsed positions against said inner back panel and erected positions extending rearwardly from the remainder of said outer back panel, a bottom tuck foldably connected to said outer back panel at the lower end of the latter for swinging between a forwardly extending posi-

tion under said bottom closure and an erected, rearwardly extending position, and linking portions struck from said back panel and bottom tuck and foldably joined to the latter and said side portions so that swinging of said bottom tuck to said erected, rearwardly extending position thereof causes said linking portions to fold laterally outward onto said bottom tuck with accompanying swinging of said side portions to their erected positions, while said inner back panel closes said interior space at the areas of said outer back panel from which said side portions have been struck.

5. A carton according to claim 4; wherein said inner back panel, one of said side panels, said front panel, the other side panel and said outer back panel are successively connected to each other along their adjacent longitudinal edges.

6. A carton according to claim 4; wherein said inner back panel forms part of a liner for the carton, said liner further including a front portion disposed inside said front panel and depending from the upper edge of the latter, and a bottom portion extending between the bottom edges of said front portion and said inner back panel so that said liner including the inner back panel is a longitudinal extension of the front panel.

7. A carton according to claim 4; having an article dispensing opening across the lower portion of said front panel; and further comprising a false bottom assembly including a front spacing member extending upwardly from the bottom edge of said front panel to the lower edge of said opening, a platform member extending rearwardly from said front spacing member at the level of said lower edge of the opening, and rear and side spacing members depending from the rear and side edges, respectively, of said platform member and bearing upon said bottom closure to support said platform member above the latter.

8. A carton according to claim 4; wherein said inner back panel, one of said side panels, said front panel, the other side panel and said outer back panel are successively connected to each other along their adjacent longitudinal edges, and said front panel has an article dispensing opening extending across the lower portion thereof; and wherein said carton further comprises a separating member, a spacing element foldably joined to an edge of said separating member and to the longitudinal edge of said inner back panel remote from said one side panel, said spacing element being adhesively secured to the inner surface of said other side panel to dispose said separating member laterally between said front panel and said inner back panel, the length of said separating member being determined to dispose the bottom edge thereof above the upper edge of said dispensing opening so that two stacks of articles can be received in said interior space in front and in back, respectively, of said separating member whereby, after the articles of the forward stack have been dispensed through said opening, the lowermost article of the rearward stack can be removed under said separating member and through said dispensing opening.

9. A carton according to claim 8; wherein one of said side panels has a longitudinally spaced apart series of openings therein registering with said separating member so that the articles in the two stacks within said interior space can be viewed by an observer from the outside of the carton.

10. A carton according to claim 8; wherein said side panels have openings therein communicating with said dispensing opening of the front panel and extending rearwardly from the latter across said side panels beyond the plane of said separating member so that the lowermost article in each of the two stacks can be grasped through said openings of the side panels, said openings of the side panels having dimensions in the longitudinal direction of the carton that are less than the corresponding dimension of said dispensing opening thereby to prevent lateral removal of the articles through said openings in the side panels.

11. A carton according to claim 4; further comprising a top closure for said interior space including a top tuck and side flaps foldably connected to the upper edges of said inner back panel and side panels, respectively; and suspension means for the carton including a secondary top tuck foldably extending from the top edge of said outer back panel and having a tab along its free end edge adapted to alternatively engage between said inner and outer back panels and said front panel and first mentioned top tuck, said secondary top tuck further having a lateral fold line and openings at opposite sides of the latter to register when said secondary top tuck is folded along said lateral line and the tab of the secondary top tuck is received between said inner and outer back panels.

12. A carton according to claim 4; wherein said front panel is vertically abbreviated and said inner back panel forms part of a liner for the carton, said liner further including a front portion depending from the upper edge of said front panel and lying against the inner surface of the latter, and a bottom portion extending between the bottom edges of said front portion and said inner back panel; said carton further comprising a front and top closure including a top portion foldably connected to the upper edge of said outer back panel and a front portion foldably connected to said top portion and adapted to have its free end portion alternatively tucked behind said front portion of the liner, with said top portion extending across the top of said interior space, or disposed between said inner and outer back panels, with said top portion projecting upwardly from said outer back panel in the plane of the latter.

13. A carton according to claim 12; wherein said top portion has a tab cut therefrom and foldably connected to said front portion of the top and front closure to project upwardly from the latter when said front portion of the front and top closure is disposed between said inner and outer back panels so that material appearing on said tab cut from the top portion will then be visible from in front of the carton.

14. A carton according to claim 4; wherein said outer back panel, one of said side panels, said front panel and the other side panel are successively integral with each other and said inner back panel forms part of a liner for said carton that further includes a front portion integral with the upper edge of said front panel and lying against the inner surface of the latter and a bottom portion extending between the bottom edges of said front portion and inner back panel.

15. A carton according to claim 14; wherein said liner further includes side portions foldably connected to the side edges of said inner back panel and reaching from the latter to said front panel to maintain said inner back panel against the front surface of said outer back panel.

16. A one-piece carton comprising a first side panel, a front panel, a second side panel and an outer back panel successively integral with each other to define an interior, article receiving space, an inner back panel disposed against the front surface of said outer back panel, a bottom closure for said space including side flaps extending foldably from the bottom edges of said side panels and a bottom tuck, and an integral easel structure including side portions struck from said outer back panel and foldably joined to the latter for swinging between a collapsed position in the plane of said outer back panel and an erected position extending rearwardly from the latter, a secondary bottom tuck foldably connected to the lower end of the outer back panel and swingable relative to the latter between a forwardly extending position under said bottom tuck of the bottom closure and an erected, rearwardly extending position, and linking portions struck from said outer back panel and secondary bottom tuck and joined thereto along fold lines converging in opposed directions away from each other so that,

as said secondary bottom tuck swings toward said erected rearwardly extending position thereof, said linking portions fold laterally outward onto the secondary bottom tuck to the accompanying rearward swinging of said side portions to the erected position of the latter where said secondary bottom tuck and outer back panel enclose an acute angle with said secondary bottom tuck forming the base of an easel structure for supporting the carton in a rearwardly tilted position.

17. A carton according to claim 16; wherein said inner back panel is integral with said first side panel along the longitudinal edge of the latter remote from said front panel, and said bottom tuck of the bottom closure is foldably joined to the bottom edge of said inner back panel.

18. A carton according to claim 16; wherein said front panel is vertically abbreviated with respect to said side and back panels, said inner back panel being included in a carton liner that further includes a front portion foldably joined to said front panel along the top edge of the latter and a bottom portion foldably joined to said front portion and said inner back panel along the bottom edges thereof, whereby said liner is a longitudinal extension of said front panel.

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