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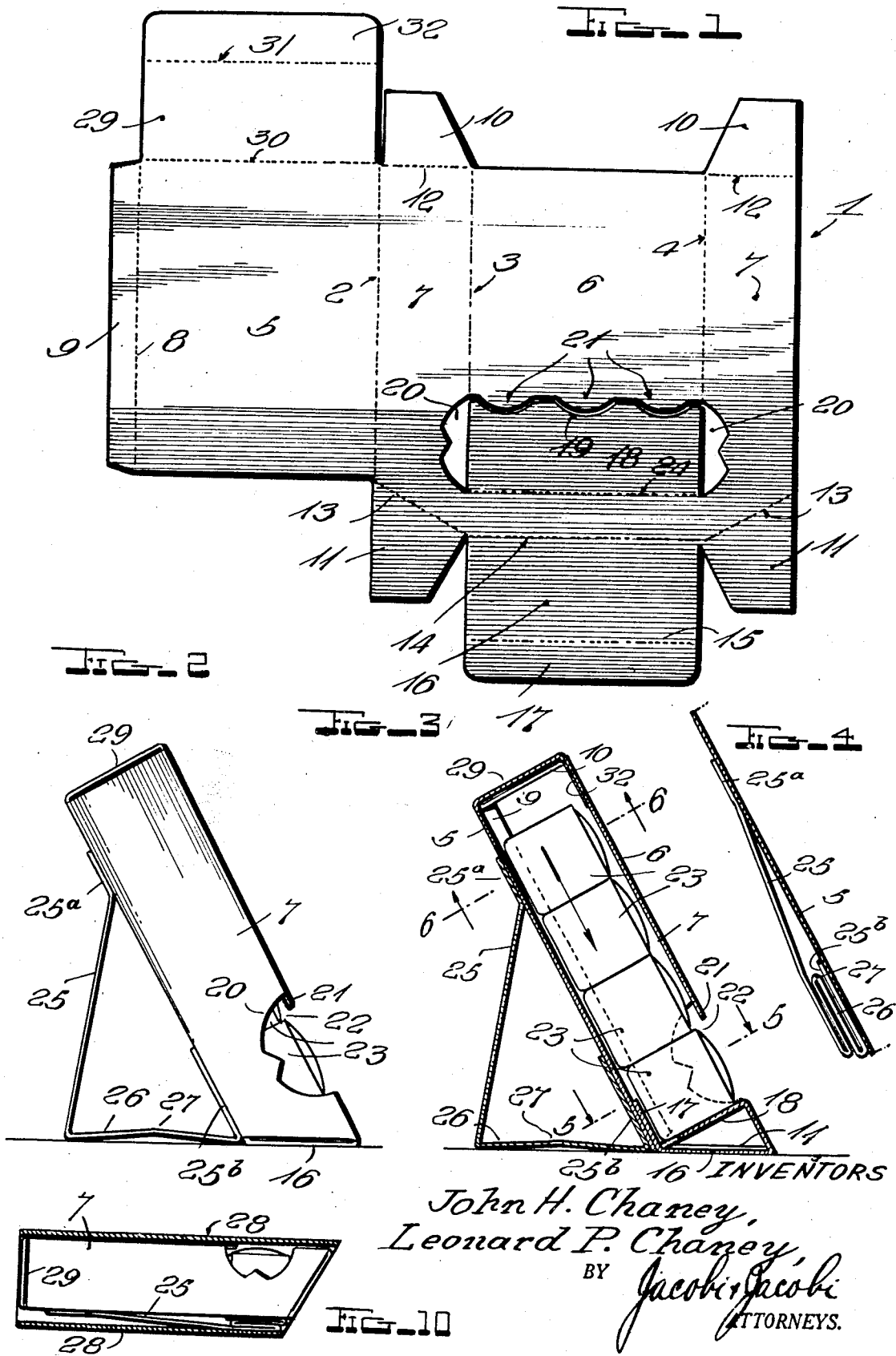
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DISPLAY AND DISPENSING CARTON

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2 Sheets-Sheet 1



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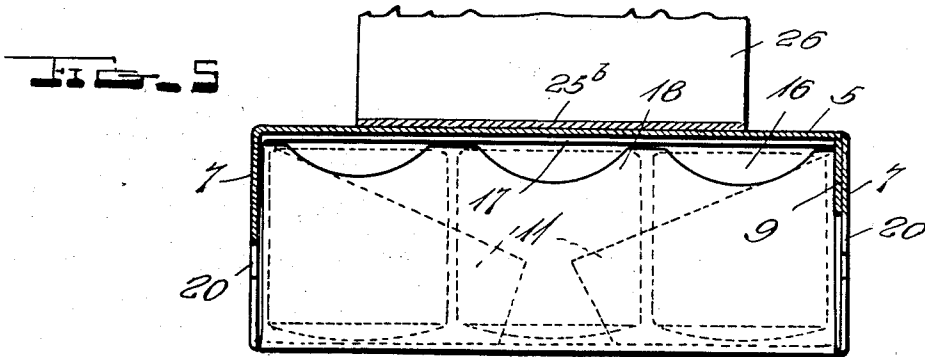
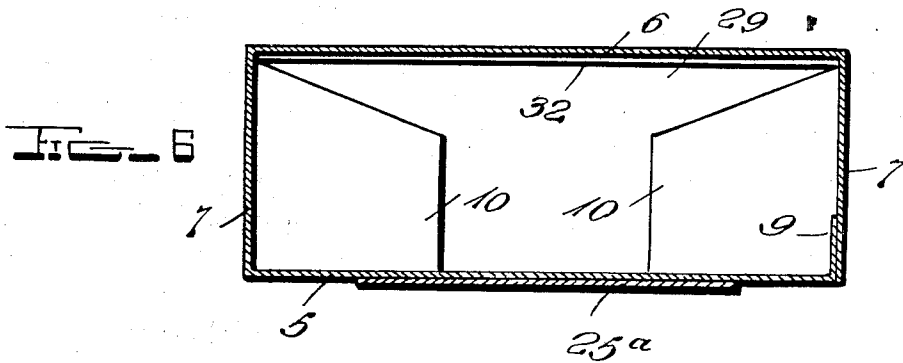
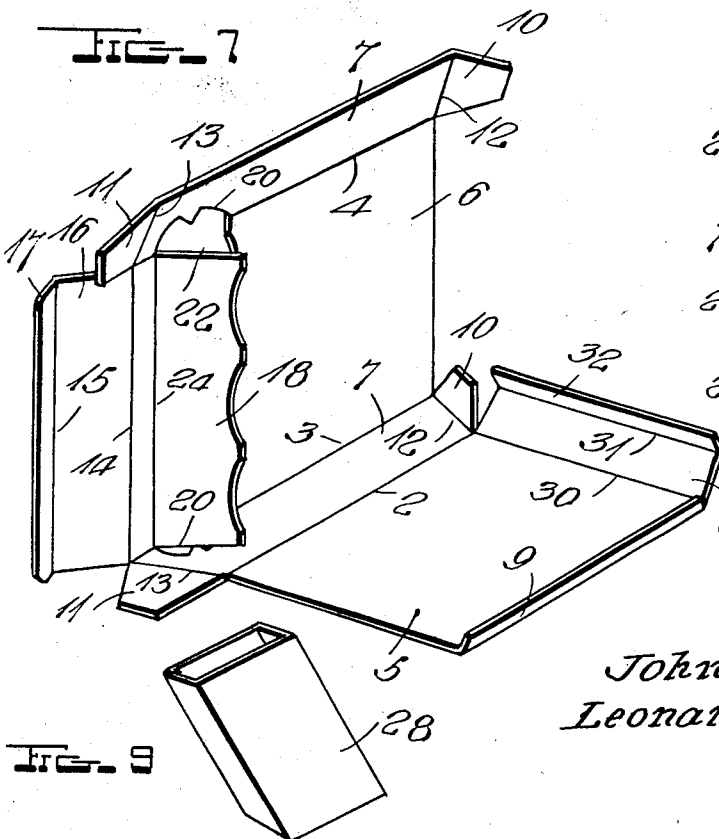
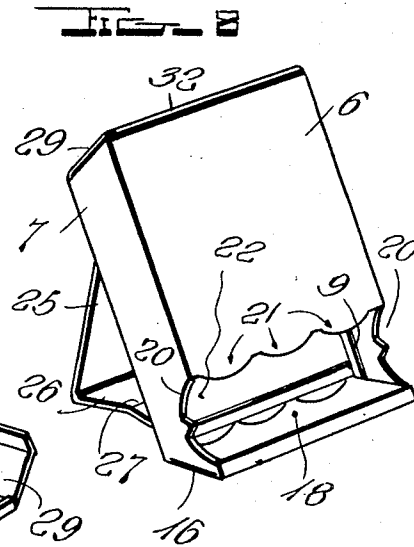
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DISPLAY AND DISPENSING CARTON

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UNITED STATES PATENT OFFICE

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DISPLAY AND DISPENSING CARTON

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3 Claims. (Cl. 206—44)

This invention relates to a display carton and one object of the invention is to provide a device of this character of such construction that it will serve equally well as a carton for storing and shipping jars and other packaged goods and as a container for displaying the contents of the carton when placed on sale.

Another object of the invention is the provision of a display carton of such construction that when used for display purposes it will be supported at a rearward incline prevented from falling over when placed on a counter in a store.

Another object of the invention is to so form the carton that when the cover is removed and the carton set up upon a counter the jars or other packages within the body thereof will be disposed in rows one above another and successively move into position to be seen through an opening at the lower end of the front of the carton and removed for inspection or sale.

Another object of the invention is to so form the body of the carton that while the articles therein can be easily seen and removed through an opening at the bottom of the front of the carton they will not be liable to accidentally slip out of the carton.

Another object of the invention is to provide a carton which may be formed from a single blank of cardboard or similar sheet material.

Still another object of the invention resides in providing a device which is simple and durable in construction, inexpensive to manufacture and one which will be very efficient in operation and application to use.

With these and numerous other objects in view, our invention consists in the novel features of construction, combination and arrangement of parts as will be hereinafter referred to and more particularly pointed out in the specification and claims.

The invention is illustrated in the accompanying drawings wherein:

Figure 1 is a view of the blank from which the carton is formed;

Figure 2 is a side elevation showing the carton in use as a display container;

Figure 3 is a sectional view taken vertically through the carton when in use as a display container;

Figure 4 is a fragmentary sectional view showing the prop in a folded position;

Figure 5 is a sectional view taken transversely through the carton along the line 5—5 of Figure 3;

Figure 6 is a sectional view taken along the line 6—6 of Figure 3;

Figure 7 is a perspective view showing the blank partially folded to form the carton;

Figure 8 is a perspective view of the carton;

Figure 9 is a perspective view of a cover for the carton; and

Figure 10 is a view showing the cover in place about the carton, the cover being shown in section and the carton in elevation.

The carton constituting the subject matter of this invention is formed from a blank of sheet material illustrated in Figure 1 of the accompanying drawings. This blank which is indicated in general by the numeral 1 is folded along the scored lines 2, 3 and 4 to provide a rear wall 5, front wall 6, and side walls 7. The blank is also folded along the scored line 8 to provide a flap 9 which is glued to the inner surface of the side wall at the opposite end of the blank and holds the walls in their proper relation to each other as shown in Figures 5 and 6. Upper and lower tongues 10 and 11 are formed by bending extensions of the side walls along the scored lines 12 and 13 and it should be noted that while the scored lines 12 extend at right angles to the side edges of the walls, the scored lines 13 extend diagonally. Therefore when the lower portion of the blank below the front wall forming portion thereof is folded along the scored lines 14 and 15 to form the bottom 16 and a flap 17 which extends upwardly against the rear wall 5 to retain the bottom in its proper position, the bottom will be disposed at such an angle to the front and rear wall that the carton will extend at a rearward incline when set upon a counter for display purposes as shown in Figures 2 and 3. The bottom bears against the tongues 11 when in the position shown in these figures but is not glued thereto and the flap 17 is merely folded upwardly into position to bear against the inner surface of the lower end portion of the rear wall 5. A flap or tongue 18 is formed by cutting the blank as shown at 19 and 20 and attention is called to the fact that the cross cut 19 is of such outline that the front wall is formed with scallops 21 across the upper edge of a slight opening 22 formed when the flap is folded inwardly and downwardly to the position shown in Figure 3 where it serves as a shelf against which the jars or other containers 23 rest. The inner free edge of the shaft rests against the flap 17 at the junction thereof with the bottom 16 when the flap forming the shelf is folded inwardly along the scored line 24, and since the shelf is spaced upwardly from the bottom it will have sufficient give to absorb shocks when a container is withdrawn through the open-

ing 22 and other containers shift downwardly in the carton. The openings 20 formed in the side walls 7 at opposite sides of the flap 18 impart an ornamental effect to the carton when on display and in addition provide the sight opening 21 with side extensions which expose side portions of the lowest jars or containers 23 to such an extent that they can be easily grasped and removed through the opening 22. The fact that the carton is disposed at the rearward incline shown in Figure 3 when set upon a counter causes weight of the jars to urge them rearwardly or towards the back wall of the carton and prevents them from accidentally sliding forwardly through the opening 22 and being broken by dropping upon a counter or floor. A prop 25 formed from a strip of cardboard is applied to the rear wall of the carton by having its end portions 25^a and 25^b glued to the rear wall, its lower portion or brace 26 being scored transversely at the point 27 in order that the prop may be folded flat against the carton as shown in Figure 4 when not in use. When the prop is in its folded position the carton may be slid into a cover 28 in which the carton is housed after being filled with the jars 23. This cover is formed from a cardboard blank scored to permit it to be folded and secured in cover-forming shape and conforms to the outline of the carton as shown in Figure 10. As the cover is open at its upper and lower ends the carton can be very easily slid into and out of the cover.

When this display carton is in use the blank from which it is formed is folded along the lines of scoring 2, 3, 4 and 8 and the tongue 9 glued to the side wall 7 at the opposite end of the blank. The flaps 11 are folded inwardly and the portion 16 forming the bottom is folded rearwardly and its tongue 17 tucked up into the carton against the rear wall. The jars 23 can then be placed within the carton through the open upper end thereof and the flaps 10 folded inwardly, after which the extension 29 of the rear wall is folded along the line of scoring 30 to form a top having a portion folded along the line of scoring 31 to form a tongue 32 which is tucked into the carton as shown in Figure 3. The cover is then slid into place about the carton and the flap 18 which is left in the position shown in Figure 1 will be retained in closing relation to the opening 22 and prevented moving forwardly and allowing the jars to fall out of the carton if the carton is carelessly handled. A large number of the covered cartons may be packed in a box of suitable size for storage or shipment. The jars do not completely fill the carton and, therefore, when the cover is removed by a merchant the jars may be shifted upwardly in the carton and the flap 18 thrust inwardly to the position shown in Figure 3 where it serves as a false bottom for the carton and supports the lower tier of jars in position to be seen through the sight opening and removed through this opening for purchase or closer inspection by a customer. The prop 25 firmly holds the carton in the position shown in Figures 2 and 3 when it is placed upon a counter and the rearward incline of the carton not only eliminates any danger of the jars accidentally slipping outwardly through the opening 22 but also disposes the jars at such an angle that the labels upon their covers can be easily read. If a jar is removed from the carton but not purchased, jars in the carton can be easily shifted

upwardly and the removed jar slid back into place.

From the foregoing description of the construction of our improved device, the operation thereof and the method of applying the same to use will be readily understood. It will be seen that we have provided a simple, inexpensive and efficient means for carrying out the objects of the invention and while we have particularly described the elements best adapted to perform the functions set forth, it is obvious that various changes in form, proportion and in the minor details of construction may be resorted to, without departing from the spirit or sacrificing any of the principles of the invention.

Having thus described the invention, what is claimed is:

1. In a display carton, a body having side walls and front and rear walls, the front and rear walls having extensions folded to provide upper and lower end walls having flaps tucked into the body, the flap of the lower end wall being disposed upwardly against the inner surface of the rear wall, the front wall extending downwardly below the lower end of the rear wall and the lower end wall being disposed at an angle maintaining the carton at a rearward incline when set upright upon the lower end wall, and a tongue cut from the lower portion of the front wall and folded inwardly across its lower end to provide an opening for inspection and removal of articles from the body and constituting a flat shelf disposed at right angles to the front and rear walls in upward spaced relation to the bottom wall with its inner side edge bearing against the junction of the bottom wall with its flap.

2. In a display carton, a body having side walls and front and rear walls and a bottom, the bottom being disposed at an angle between the front and rear walls adapted to maintain the carton at a rearward incline when set upright upon the bottom, and a tongue cut from the lower portion of the front wall and having its lower end integrally united to the front wall, openings being formed in the side walls at opposite sides of the tongue and constituting side extensions for an opening formed in the front wall when the tongue is folded inwardly, said tongue when folded inwardly having its free side edge bearing against the bottom at the junction of the rear edge thereof with the rear wall and constituting a shelf flat throughout its area and disposed at right angles to the front and rear walls flush with the lower edge of the opening and adapted to support a stack articles in the body in position to be seen and successively withdrawn through the opening.

3. In a display carton, a body having side walls and front and rear walls, the front wall having a lower extension folded to provide a lower end wall having a flap tucked upwardly into the body against the inner surface of the rear wall, and a tongue cut from the lower portion of the front wall and folded inwardly across its lower end to provide an opening for inspection and removal of articles from the body and constituting a flat shelf extending inwardly between the front and rear walls in upward spaced relation to the bottom wall with its inner side edge bearing against the junction of the bottom wall with its flap.

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