R. R. RICHARDSON.

DISPLAY CARTON.

APPLICATION FILED AUG. 18, 1917.

1,301,169. Patented Apr. 22, 1919.

Fig. 1.

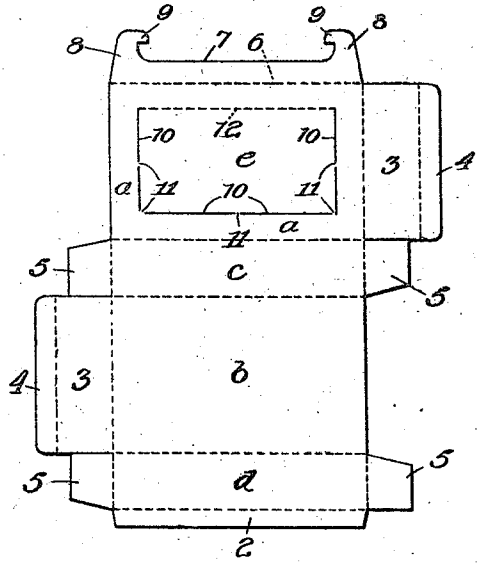


Fig. 2.

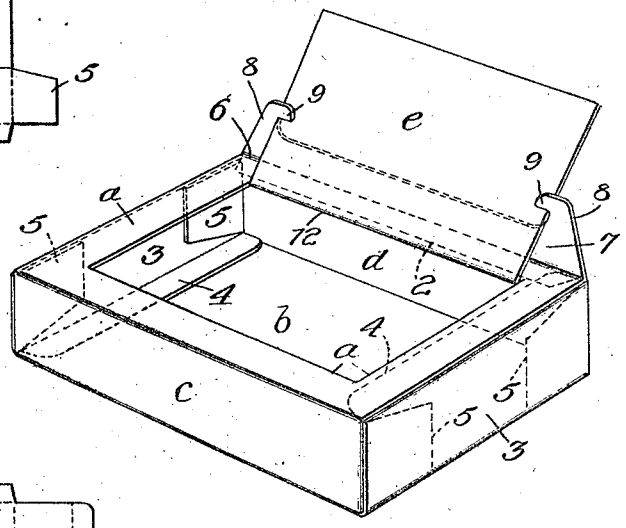


Fig. 3.

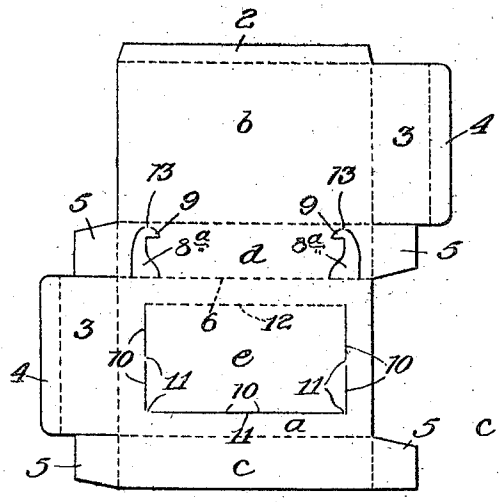
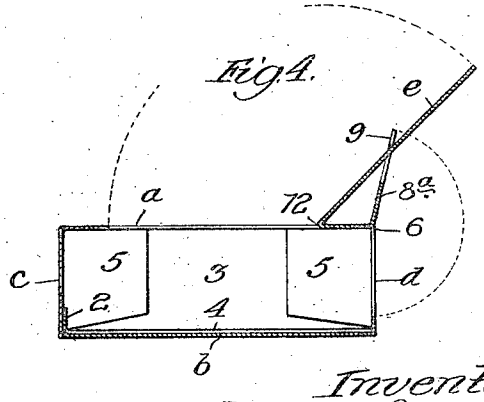


Fig. 4.



Witnesses:
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UNITED STATES PATENT OFFICE.

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DISPLAY-CARTON.

1,301,169. Specification of Letters Patent. Patented Apr. 22, 1919.

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To all whom it may concern:

Be it known that I, RALPH R. RICHARDSON, a citizen of the United States, and a resident of Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Display-Cartons, of which I do declare the following to be a full, clear, and exact description, reference being had to the accompanying drawing, forming a part of this specification.

This invention relates to that class of display cartons in which provision is made for holding the lid of the carton in open and raised position so as to not only exhibit the contents of the carton, but as well also to display the advertising matter printed upon the inner surface of the lid. The invention is directed more particularly to providing improved means for holding the lid of the carton in raised position and the invention consists in the features of novelty hereinafter described, illustrated in the accompanying drawing and particularly pointed out in the claims at the end of this specification.

Figure 1 is a plan view of the blank from which my improved carton is made. Fig. 2 is a perspective view of the carton after it has been folded to shape, the lid being shown in raised position. Fig. 3 is a view similar to Fig. 1, illustrating a modified form of the invention. Fig. 4 is a view in vertical cross section showing the carton made from the blank illustrated in Fig. 3, with its lid raised.

The carton is preferably formed of a single sheet of stiff paper or cardboard. In the form of the invention illustrated in Figs. 1 and 2, *a* designates the top wall and *b* the bottom wall of a carton and *c* and *d* denote, respectively, the front and rear walls, these several walls being integral and their outlines being defined by scored lines on which the blank will be folded in the usual way. Along one side of the rear wall *d* extends an attaching flap 2 which, when the blank is folded in tubular shape, will be pasted to the under side of the top wall *a* immediately behind the rear edge of the lid.

Integral with opposite ends of the top and bottom walls are the end walls 3 bearing locking flaps 4. The ends of the front and rear walls *c* and *d* are provided with stay flaps 5.

Integral with and hinged to the top wall *a* along a score 6 is an extension 7 that is provided at its ends with tongues 8 having inwardly extending portions or hooks 9. The lid *e* is cut out from the top of the blank by cuts 10 extending along its side and front edges, portions of the stock being left uncut, as at 11, so as to securely hold the lid in line with the top until the lid is to be opened, when these connecting portions 11 will be severed. At its rear edge, the lid is connected to the top along a score 12.

The blank is folded on the score between the bottom *b* and back wall *c* and the flap 2 is pasted to the rear edge portion of the inner face of top *a*, and can be packed and shipped in this flat form. When put into use, it is distended and end walls 3 and flaps 4 and 5 folded to inclose the goods which are placed in the carton through one end, in the usual manner.

When the articles within the carton are to be displayed, the connection portions 11 that holds the lid *e* in the plane of the top wall *a* are severed and the lid turned upward and rearward along the score line 12 to the raised position shown in Fig. 2. The extension flap 7 with its tongues 8 is then turned upward about the score 6 and the inwardly extending portions 9 of the tongues hooked over the edges of the lid to hold the latter in raised position.

In the form of the invention illustrated in Figs. 3 and 4 of the drawing, as in that hereinbefore described, the various parts are formed from a single sheet or blank and parts bearing like reference letters and numerals are the same as in the form of the invention above set forth. As shown in this form of the invention, however, the bottom wall *b* is provided with an edge flap 2 which when the blank is folded in tubular form will be bent upward and pasted along the inner face of the front wall *c*, as illustrated in Fig. 4 of the drawing.

In this modified form of the invention, the lid *e* will be held in raised position by means of tongues 8^a that will be cut from the back wall *d* of the carton; but in order to hold the tongues 8^a in the plane of the back wall *d* while the carton is containing goods for shipment, the ends of the tongues will be united with the back wall by means of connecting portions 13 of the stock, as indicated in Fig. 3 of the drawing. The free ends of

the tongues 8^a are formed with inwardly extending ends or hooks 9 adapted to engage the edges of the lid when the latter has been turned to the raised position illustrated in Fig. 4. When it is desired to display the articles within the carton and disclose the printed matter upon the inner face of the lid *e*, the portions 11 that connect the lid *e* with the top wall *a* of the carton are severed and the lid turned upwardly and rearwardly to the position shown in Fig. 4, after which the portions 13 that connect the free ends of the tongues 8^a with the back wall *d* are severed and these tongues 8^a will then be turned upwardly about the score 6 and their extensions or hooks 9 engaged with the edges of the lid *e* to thereby securely hold the same in the position shown in Fig. 4.

The lid *e* is hinged and the tongues 8 and 8^a are hinged to the box along the parallel scores 12 and 6, one in front of the other, and the parts are arranged to hold the lid upwardly and rearwardly inclined to effectively display the goods and the advertising matter on the lid. The tongues extend across the opposite side edges of the lid and the oppositely disposed, inwardly projecting extensions 9 thereof hook over the edges of the lid and do not have to be inserted in slits therein. The tongues are so arranged that they securely hold the lid in raised position and do not interfere with or obstruct the advertisement displayed on the lid.

Changes may be made in the details set forth without departure from the essentials of the invention as defined in the claims.

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

1. A paper carton having a lid and a pair of tongues hinged to the upper rear portion of the carton along substantially parallel lines, said tongues being arranged to engage the opposite side edges of the lid to hold the latter in raised position.

2. A carton having a hinged lid and having a pair of spaced tongues hinged to the body portion of the carton adjacent the rear of said lid, said tongues having extensions projecting inwardly therefrom and arranged to hook over the opposite side edges of the lid when the latter is turned to raised position.

3. A carton having a lid cut out of the top of the carton and hinged thereto in front of its rear edge, said carton having a pair of upwardly bendable, spaced tongues hinged to the body of the carton in rear of the hinged edge of said lid and adapted to engage the opposite edge portions of the lid to hold the latter in raised position.

4. A carton having a hinged lid and having tongues hinged to the body portion of the carton in rear of the hinged edge of said lid, said tongues being adapted to be bent upwardly and extend across the side edges of the lid when the latter is turned to raised position, the free ends of said tongues being formed with extensions or hooks adapted to project inwardly over the opposite side edges of the lid.

5. A paper carton having a lid and a pair of tongues hinged to the upper rear portion of the carton on substantially parallel lines, said tongues being spaced apart and adapted to receive said lid between them when the latter is turned to raised position, said tongues having inwardly projecting extensions arranged to hook over the opposite side edges of the lid and hold the latter in raised position.

6. A paper carton having a lid cut out of the top wall and hinged thereto in front of its rear edge, and an upwardly bendable tongue hinged to the body of the carton in rear of the hinged edge of said lid and adapted to extend across the side edge thereof when the latter is turned to raised position, said tongue having an extension projecting inwardly therefrom arranged to hook over the side edge of the lid to hold the latter in raised position.

RALPH R. RICHARDSON.