

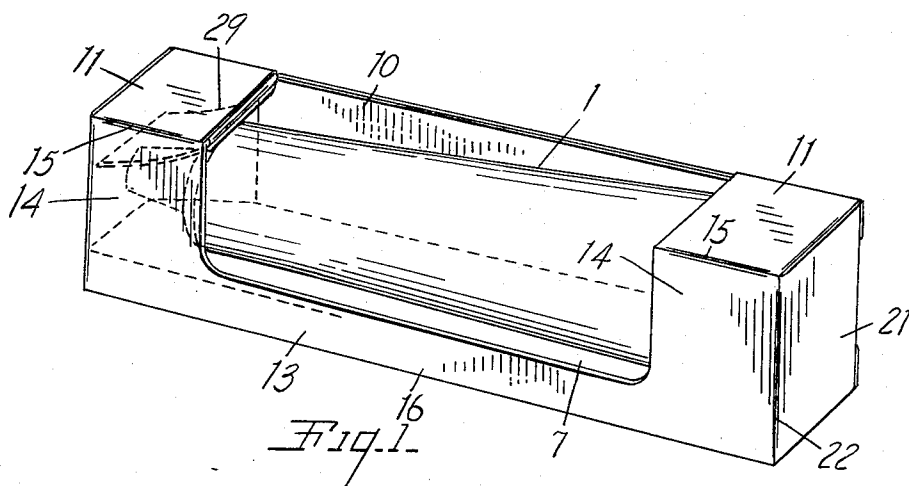
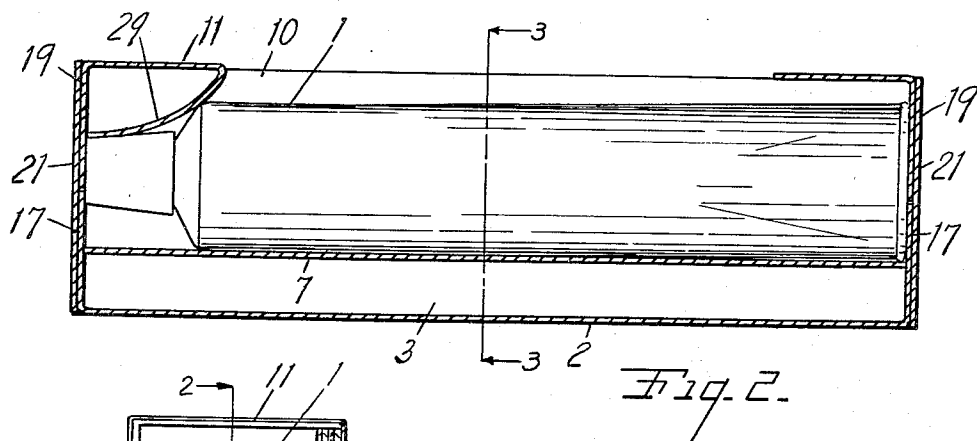
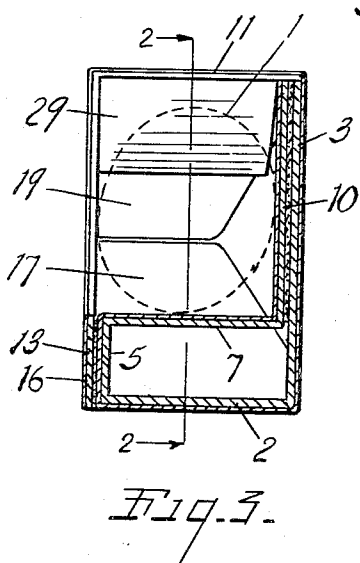
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K. T. BUTTERY ET AL
DISPLAY CARTON

2,937,743

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2 Sheets-Sheet 1



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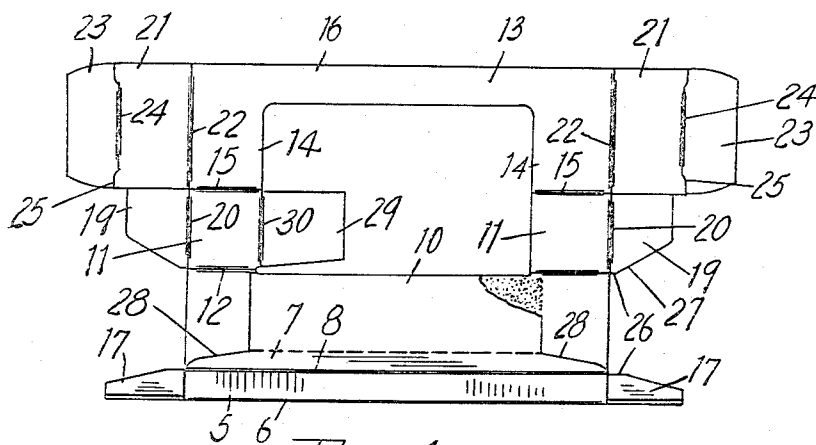
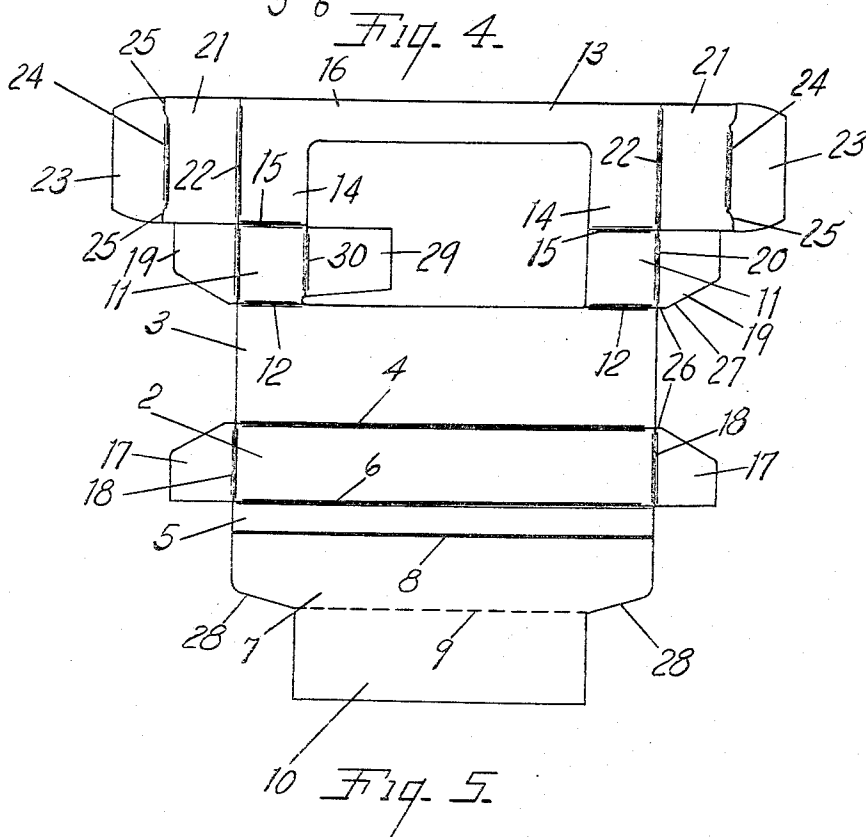
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2,937,743

DISPLAY CARTON

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2 Sheets-Sheet 2



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2,937,743

DISPLAY CARTON

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8 Claims. (Cl. 206—45.14)

This invention relates to improvements in display cartons which are adapted to expose a substantial part of the packaged article. The main objects of this invention are,

First, to provide a display carton in which a substantial portion of the packaged article is exposed to view and at the same time the article is effectively retained and the loaded carton may be handled without danger of the packaged article falling therefrom.

Second, to provide a display carton which is highly attractive in appearance and the interlocking parts maintaining the carton in erected positions are effectively concealed.

Third, to provide a carton having these advantages which may be formed of relatively light stock and is easy to erect and quite rigid when erected.

Objects relating to details and economies of the invention will appear from the description to follow. The invention is defined and pointed out in the claims.

A preferred embodiment of the invention is illustrated in the accompanying drawing, in which:

Fig. 1 is a front perspective view of a display carton embodying our invention.

Fig. 2 is a vertical longitudinal section on a line corresponding to line 2—2 of Fig. 3, the packaged article, a dispensing tube, being illustrated in outline.

Fig. 3 is a transverse section on a line corresponding to line 3—3 of Fig. 2, the packaged article being indicated in outline.

Fig. 4 is a plan view of a carton collapsed.

Fig. 5 is a plan view of the blank.

The embodiment of our invention illustrated is designed to receive a dispensing tube 1 which is conventionally illustrated. The carton is formed of an integral cut and scored blank shown in the flat or extended form in Fig. 5 and comprising an outer bottom member 2, a rear wall 3 hingedly connected to the rear edge of the bottom member at 4, a relatively narrow inner front wall 5 hingedly connected to the front edge of the bottom member at 6, and an inner bottom 7 hingedly connected to the upper edge of the inner front wall at 8. Connected to the inner edge of the bottom member at 9 is a rear wall panel 10 which is disposed flatwise upon the inner side of the rear wall and adhesively secured thereto desirably throughout the entire area of the panel 10. The longitudinally spaced relatively short top members 11 are hingedly connected at 12 to the upper edge of the rear wall.

The front wall designated generally by the numeral 13 comprises the end portions 14 which are hingedly connected at 15 to the front edges of the top members 11. The lower ends of these front members 14 are connected by the front wall bottom portion 16 which overlaps the inner front wall 5 when the carton is fully erected as is clearly illustrated in Fig. 3. The bottom member 2 is provided with end flaps 17 hingedly connected to the ends thereof at 18. The top members 11

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are provided with end flaps 19 hingedly connected thereto at 20.

The front wall is provided with end members 21 hingedly connected thereto at 22 and dimensioned to the cross-sectional shape of the carton as is clearly shown in Fig. 1. These end members 21 are provided with tucking flaps 23 hingedly connected thereto at 24. The end walls have slits 25 extending from the side edges desirably somewhat offset from the hinging score 24 so that the end walls may be folded over the end flaps 17 and 19 on the bottom and top members respectively, and the tucking flaps inserted between these end flaps and the rear wall, the edges of slits forming detents which engage the keeper shoulders 26 on the end flaps 17 and 19. The flaps 17 and 19 have inclined rear edges 27 which facilitate the inserting of the tucking flap 23, that is, there are no abrupt edges for the edges of the tucking flaps to engage. The inner bottom member also has inclined or beveled edge portions 28 which serve the same purpose or function as the beveled edges 27 of the end flaps. The inner bottom member extends the full length of the carton so that its end edges serve as supports for the end walls, and this also serves to prevent endwise racking movement of the carton.

At least one of the top members is provided with an article supporting flap 29 hingedly connected thereto at 30 so that the flap may be folded inwardly into article supporting relation, as is clearly illustrated in Fig. 2 and as shown by dotted lines in Fig. 1. The article supporting flap 29 is desirably of such length that it engages the inner side of the adjacent end wall, thereby resulting in a springable article supporting member, its load or thrust sustaining capacity not depending upon its connection to the top member.

In the accompanying drawing the parts are all connected by score lines conventionally illustrated, with the exception that the inner rear wall member 10 is illustrated as connected at 9 by a series of spaced slits or perforations. The purpose of this is to provide a sharp fold at the juncture of the rear wall member 10 with the inner bottom member 7.

Desirably the carton is formed from the blank of container board which may be relatively light as compared to carton stock generally, and provided with an outer ply of aluminum foil or has a finished surface.

We have not attempted to illustrate this feature, but would point out that with the inner wall member 10 secured to the inner side of the rear wall it serves not only to stiffen or reinforce the rear wall and support the rear edge of the inner bottom member, but it also presents a surface corresponding to the finish or color of the remaining exposed parts of the carton. The several parts of our improved carton are so formed and associated that a strong and relatively rigid structure results even though a very substantial portion of the top and front portions thereof are open to expose the contents. The carton is desirably formed of a single blank properly cut and scored as has been described, and with the inner back member 10 adhesively secured to the rear wall 3, as is indicated in Fig. 4. The carton may be quickly set up to receive the contents and when the end flaps and end walls are adjusted to closed position the carton is very rigid even when formed of light stock, and it is attractive in appearance as the interlocking parts are not seen from the front perspective view, for example as is shown in Fig. 1.

In loading, the carton is erected with the end wall adjacent the holder 29 closed, the tube or other packaged article inserted and the other end wall closed.

We have illustrated and described our improved carton in a highly practical embodiment thereof, the particular carton illustrated being designed to receive a dispensing

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tube. We have not attempted to illustrate or describe other embodiments or adaptations of our invention which might be desirable for particular products, as it is believed that this disclosure will enable those skilled in the art to modify or adapt our invention as may be desired.

Having thus described the invention, what is claimed as new and desired to secure by Letters Patent is:

1. A display carton formed of an integral cut and scored blank and comprising a bottom having end flaps at its ends, a rear wall extending from the rear edge of the bottom, a relatively narrow inner front wall member extending from the front edge of the bottom, an inner bottom panel extending rearwardly from the top edge of said front wall member and having an upturned rear wall panel disposed upon and secured to the inner side of the rear wall and constituting a support for the rear edge of said inner bottom panel and cover for the inner side of and a reinforcing member for the rear wall, relatively short longitudinally spaced top members extending forwardly from the top edge of said rear wall and having end flaps on their end edges, a front wall comprising spaced end portions extending from the front edges of said top members and a bottom portion overlapping said inner front wall member, end walls hingedly connected to the end edges of said front wall end portions for positioning in overlapping relation to said end flaps of said bottom and said top wall members when the carton is in erected position and provided with tucking flaps engageable between the rear edges of said top and bottom flaps and said rear wall, the rear edge of said inner bottom member being notched at the ends thereof to receive said tucking flaps, said end walls having slits at the juncture of said tucking flaps thereto providing interlocking engagement for the tucking flaps with said top and bottom flaps, said end walls when erected being supported against inward thrust stresses by the ends of said inner bottom member, and an article supporting flap extending from the inner edge of one of said top members and swingable inwardly thereof.

2. A display carton formed of an integral cut and scored blank and comprising a bottom having end flaps at its ends, a rear wall extending from the rear edge of the bottom, a relatively narrow inner front wall member extending from the front edge of the bottom, an inner bottom panel extending rearwardly from the top edge of said front wall member and having an upturned rear wall panel disposed upon and secured to the inner side of the rear wall and constituting a support for the rear edge of said inner bottom panel and cover for the inner side of and a reinforcing member for the rear wall, relatively short longitudinally spaced top members extending forwardly from the top edge of said rear wall and having end flaps on their end edges, a front wall comprising spaced end portions extending from the front edges of said top members and a bottom portion overlapping said inner front wall member, end walls hingedly connected to the end edges of said front wall end portions for positioning in overlapping relation to said end flaps of said bottom and said top wall members when the carton is in erected position and provided with tucking flaps engageable between the rear edges of said top and bottom flaps and said rear wall, and an article supporting flap extending from the inner edge of one of said top members and swingable inwardly thereof.

3. A display carton formed of an integral cut and scored blank and comprising a bottom having end flaps at its ends, a rear wall extending from the rear edge of the bottom, a relatively narrow inner front wall member extending from the front edge of the bottom, an inner bottom panel extending rearwardly from the top edge of said front wall member and supportedly connected to the rear wall, relatively short longitudinally spaced top members extending forwardly from the top edge of said rear wall and having end flaps on their end edges, a front wall comprising spaced end portions ex-

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tending from the front edges of said top members and a bottom portion overlapping said inner front wall member, end walls connected to the end edges of said front wall end portions for positioning in overlapping relation to said end flaps of said bottom and said top wall members when the carton is in erected position and provided with tucking flaps engageable between the rear edges of said top and bottom flaps and said rear wall, the rear edge of said inner bottom member being notched at the ends thereof to receive said tucking flaps, said end walls having slits at the juncture of said tucking flaps thereto providing interlocking engagement for the tucking flaps with said top and bottom flaps, said end walls when erected being supported against inward thrust stresses by the ends of said inner bottom member, and an article supporting flap extending from the inner edge of one of said top members and swingable inwardly thereof to article engaging position.

4. A display carton formed of an integral cut and scored blank and comprising a bottom having end flaps at its ends, a rear wall extending from the rear edge of the bottom, a relatively narrow inner front wall member extending from the front edge of the bottom, an inner bottom panel extending rearwardly from the top edge of said front wall member and supportedly connected to the rear wall, relatively short longitudinally spaced top members extending forwardly from the top edge of said rear wall and having end flaps on their end edges, a front wall comprising spaced end portions extending from the front edges of said top members and a bottom portion overlapping said inner front wall member, end walls connected to the end edges of said front wall end portions for positioning in overlapping relation to said end flaps of said bottom and said top wall members when the carton is in erected position and provided with tucking flaps engageable between the rear edges of said top and bottom flaps and said rear wall, and an article supporting flap extending from the inner edge of one of said top members and swingable inwardly thereof to article engaging position.

5. A display carton comprising a bottom, a rear wall extending from the rear edge of the bottom, a relatively narrow inner front wall member extending from the front edge of the bottom, an inner bottom panel extending rearwardly from the top edge of said front wall member and supportedly connected to the rear wall and having downturned end members on their outer end edges, relatively short longitudinally spaced top members extending forwardly from the top edge of said rear wall and having flaps on its end edges, a front wall comprising spaced end portions extending from the front edges of said top members and a bottom portion overlapping said inner front wall member, end wall members hingedly connected to the end edges of said front wall end portions and having tucking flaps on their rear edges retainingly engageable between the rear edges of said flaps on said top members and said rear wall and supporting the parts in erected positions, and an article supporting flap extending from the inner edge of one of said top members and swingable inwardly thereof to article engaging position and in opposed relation to said inner bottom panel and being of a length exceeding the length of the top member to which it is attached so that the swinging end may be positioned in supported engagement with the adjacent end wall member.

6. A display carton comprising a bottom, a rear wall extending from the rear edge of the bottom, a relatively narrow inner front wall member extending from the front edge of the bottom, an inner bottom panel extending rearwardly from the top edge of said front wall member and supportedly connected to the rear wall, relatively short longitudinally spaced top members extending forwardly from the top edge of said rear wall and having flaps on its end edges, a front wall comprising spaced end portions extending from the front edges of said top

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members and a bottom portion overlapping said inner front wall member, end wall members hingedly connected to the end edges of said front wall end portions and having tucking flaps on their rear edges retainingly engageable between the rear edges of said flaps on said top members and said rear wall and supporting the parts in erected positions, and an article supporting flap extending from the inner edge of one of said top members and swingable inwardly thereof to article engaging position and in opposed relation to said inner bottom panel.

7. A display carton comprising a bottom, a rear wall extending upwardly from the rear edge of the bottom, relatively short longitudinally spaced top members extending forwardly from the top edge of the rear wall and having flaps on their outer end edges, a front wall comprising a relatively narrow bottom portion extending the full length of the carton and connected to the front edge of the bottom and having upwardly extending end portions connected to the front edges of said top members, said top members and upwardly extending end portions of said front wall being relatively narrow as compared to the length of the carton, end wall members hingedly connected to the end edges of said front wall and having tucking flaps on their rear edges retainingly engageable between the rear edge of said flaps on said top members and said rear wall, and an article supporting flap hingedly connected to the inner edge of one of said top members and positionable below the same for downthrust engagement with an article disposed in the carton with its ends retainingly disposed within said top members and said narrow portions of said front wall.

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8. A display carton comprising a bottom, a rear wall extending upwardly from the rear edge of the bottom, relatively short longitudinally spaced top members extending forwardly from the top edge of the rear wall, a front wall comprising a relatively narrow bottom portion extending the full length of the carton and connected to the front edge of the bottom and having upwardly extending end portions connected to the front edges of said top members, end wall members hingedly connected to the end edges of one of said walls and provided with tucking flaps on their swinging edges, other of said walls being provided with flaps coacting with said end wall members and said flaps thereon to retain the end walls in their erected position, and an article supporting flap hingedly connected to the inner edge of one of said top members and positionable below the same for downthrust engagement with an article disposed in the carton with its ends retainingly disposed within said top members and said narrow portions of said front wall.

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