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G. E. BARTOL, JR., ET AL  
SHIPPING AND DISPLAY CARTON

1,563,148

Filed March 13, 1924

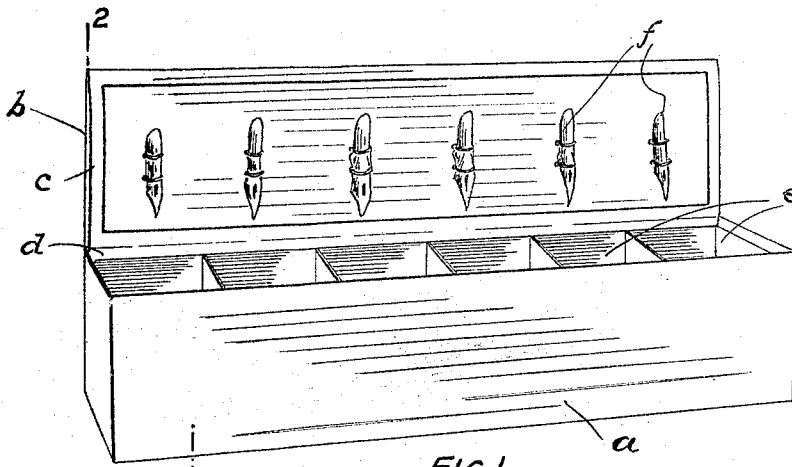


FIG. 1.

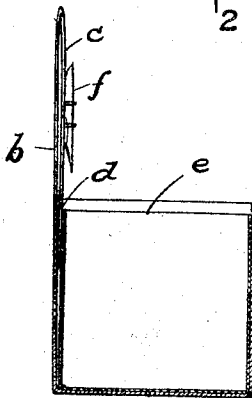


FIG. 2.

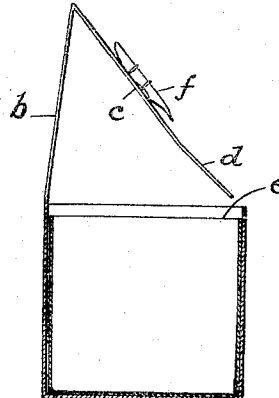


FIG. 3.

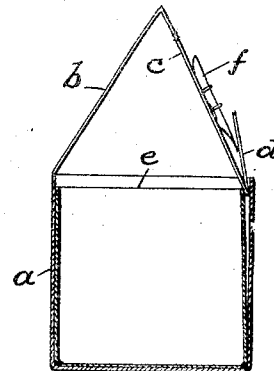


FIG. 4.

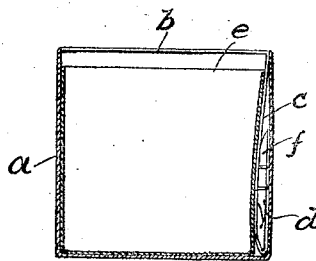


FIG. 5.

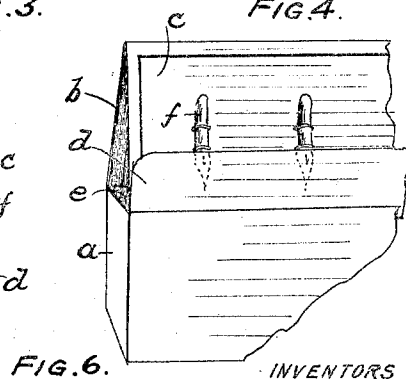


FIG. 6.

INVENTORS

WITNESS:

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## UNITED STATES PATENT OFFICE.

GEORGE E. BARTOL, JR., OF PHILADELPHIA, PENNSYLVANIA, AND LEWIS A. HAWKES, OF MERCHANTVILLE, NEW JERSEY, ASSIGNORS TO C. HOWARD HUNT PEN COMPANY, OF CAMDEN, NEW JERSEY, A CORPORATION OF NEW JERSEY.

## SHIPPING AND DISPLAY CARTON.

Application filed March 13, 1924. Serial No. 698,840.

*To all whom it may concern:*

Be it known that we, GEORGE E. BARTOL, Jr., and LEWIS A. HAWKES, citizens of the United States, residing at Philadelphia, county of Philadelphia, and State of Pennsylvania, and at Merchantville, county of Camden, State of New Jersey, respectively, have invented a new and useful improvement in Shipping and Display Cartons, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, which form a part of this specification.

Our invention relates to an improved form of container or carton.

The object of our invention is to provide a container or carton which will be adaptable for use as a container for articles such as steel pens in transportation and at the same time for use in displaying of the articles for sale.

More particularly, it is the object of our invention to provide a container or carton which will be adaptable for the display of various styles of small articles, as various styles of pen points, and in which the several styles of the article concealed, as in envelopes, will be separately contained and dissociated from one another, while at the same time on the opening of the container for the display of the goods there will be positioned in association with each of the several styles a sample or specimen of such style from which selection may be made.

A further object of our invention is to provide a container so constructed as to permit of the ready and secure positioning, in association with the several styles of the goods, of the element thereof supporting the samples of the several styles for the display thereof and at the same time providing means whereby the samples of the several styles will be protected and prevented from interfering with the closing of the container for transportation or its opening on display.

A further object of our invention is to provide a container or carton which will be simple and economical in manufacture and efficient and durable for the purposes of transportation and display.

Having now indicated, in a general way, the nature, purpose and advantage of our invention, we will proceed to a detailed de-

scription of a preferred embodiment thereof, with reference to the accompanying drawings, in which—

Fig. 1 is a perspective view of a container or carton, embodying our invention, shown in position for display.

Fig. 2 is a cross-sectional view on line 2—2 Figure 1.

Fig. 3 is a cross-sectional view showing the first step in closing the carton.

Fig. 4 is a cross-sectional view showing the second step in closing the carton.

Fig. 5 is a cross-sectional view showing the carton in closed position for transportation.

Fig. 6 is a fragmentary perspective view showing the carton partially closed, as in Fig. 4.

The carton comprises a body portion *a* comprising front and back walls, a bottom, and end walls, the body being preferably relatively long and narrow.

Integral with the upper edge of the back wall and forming an extension thereof is a cover member *b* adapted to be folded along the line of the upper edge of the back wall to extend over the top of the carton and serve as a closure therefor. Integral with the cover member *b* is a flap member *c*, extended along its edge to form a second flap member *d*. Fitting within the body of the carton are a plurality of separate containers *e*, or, if desired, the body may be divided into a plurality of separate compartments by means of partitions.

The containers *e* are adapted to hold a plurality of packages of, for example, steel pens adapted to be sold for a given price, the steel pens in the several containers being respectively of a different style.

On the upper side of the flap member *c* are secured specimens or samples *f* of the several styles of steel pens in the several containers *e*, each sample respectively being positioned so that it will, when the carton is arranged for display, lie adjacent to, or in association with, the container in which are pens similar in style to that of the sample.

Referring now to Fig. 1, in which the carton is illustrated in display position, it will be noted that the flap member *c*, upon which are secured samples of various styles of pens, is retained in upright position with the

several samples respectively associated with the containers *c*, by means of the flap *d*, which is inserted behind the containers *c*. Thus, there is displayed to purchasers a plurality of samples of different styles of pens from which a choice suited to the taste of the individual may be made, and in immediate association with such samples respectively there are provided containers for convenient packages of the several different styles of pens to supply the purchaser's demand. As a result, the dealer's stock of pens may be displayed and sold in sealed packages without the necessity for wrapping after purchase and without risk of spilling or mixing of the pens due to handling by customers to enable selection.

If now the carton is to be closed for transportation or storage, the flap *d* is withdrawn from behind the containers *c* and folded up over the ends of the sample pens on the flap *c*, as shown in Figs. 4 and 6. The flap *c* is then inserted between the containers and the front wall of the body of the carton and the cover member *b* brought over the top of the carton, as shown in Fig. 5. Thus, it will be noted that the flap member *d* serves not only to secure the flap *c* in display position, but also serves as a protection for the samples and as an assistance in inserting flap *c* between the container and the front wall of the carton when the carton is closed.

Having now fully described our invention, what we claim and desire to protect by Letters Patent is:

1. A shipping and display carton having a bottom, side and end walls, a cover hinged to one of said walls, a flap formed by an extension of the cover, a specimen of the articles to be contained in said carton supported by said flap, and a second flap connected to the first flap, arranged to be positioned to hold the first flap in display position or to be folded over the end of the article to protect it when the flaps are being inserted within the box.

2. A shipping and display carton having a bottom, side and end walls, a cover hinged to one of said walls, a plurality of compartments in the carton adapted to contain a plurality of articles for sale differing from each other, a flap formed by an extension of the cover, a plurality of specimens of the articles to be contained in said compartments respectively supported by said flap, a second flap formed by an extension of the first mentioned flap adapted, when the carton is open, to engage behind said containers and position said specimens respectively in association with the compartments containing similar articles and when said carton is closed to overlie said samples to protect them when the flaps are being inserted between a wall of the container and the adjacent walls of the compartments.

In testimony of which invention we have hereunto set our hands, at Camden, N. J., on this tenth day of March, 1924.

GEORGE E. BARTOL, JR.  
LEWIS A. HAWKES.