

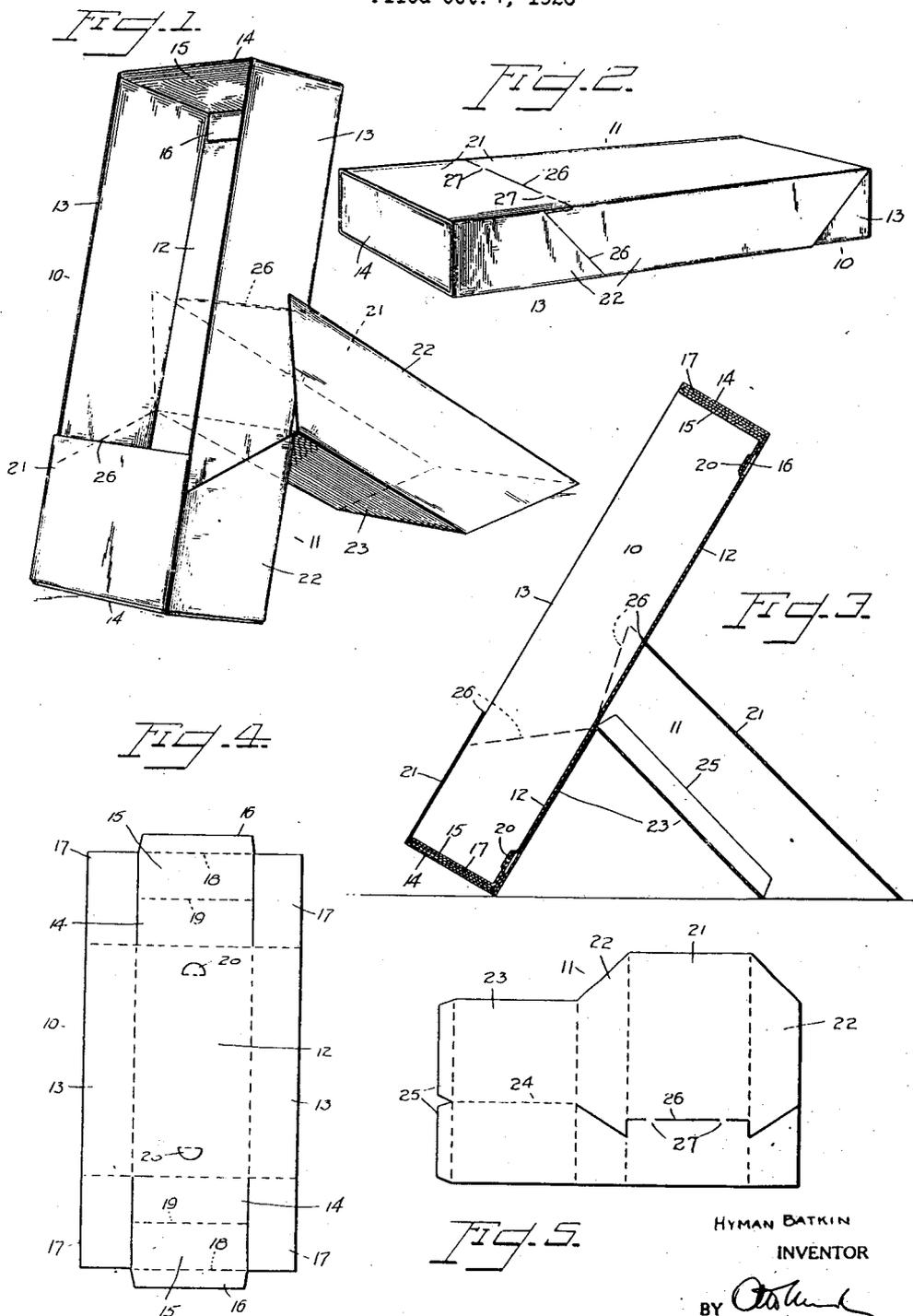
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H. BATKIN

CARTON

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HYMAN BATKIN
INVENTOR

BY *[Signature]*
ATTORNEY

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HYMAN BATKIN, OF BROOKLYN, NEW YORK.

CARTON.

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This invention relates to a display carton or box of the type adapted to contain merchandise packed therein to serve as a shipping container for the contents, and being especially constructed to provide a display of the merchandise in the carton when the latter is placed upon a store counter or other suitable location.

One of the principal objects of the invention is to provide a box or carton having a cover portion serving the double purpose of covering the contents of the carton in closed position and of supporting the container in open position to provide an advantageous display of its contents.

Another object of the invention is to provide the cover of the carton with advertising space which is on view whether the cover is in closed or open position.

One embodiment of my invention is illustratively exemplified in the accompanying drawing, in which, Figure 1 is a perspective view of my improved carton in display position; Figure 2 is a perspective view of the same in closed position; Figure 3 is a longitudinal cross sectional view of the carton with cover in open display position; Figure 4 is a plan view of the blank from which the body of the carton is folded; and Figure 5 is a plan view of the blank from which the cover is folded.

Referring to the drawings, 10 denotes the body portion of the carton and 11 the cover portion. As illustrated in Figure 4 the body 10 is folded from a substantially rectangular blank of cardboard having a bottom section 12, two longitudinal side wall sections 13 and end wall sections 14, the latter having end flaps 15 terminating in short tongues 16. The side wall sections 13 at their ends are provided with flaps 17 of a length corresponding to the width of the bottom and end sections. A crease 18 is scored between each flap 15 and tongue 16 and a second crease 19 is made in the material between the end wall 14 and the flap 15. To assemble the body 10 the side walls 13 are bent to upright position and the flaps 17 bent at right angles to the side sections 13 and folded so as to bring the flap of one side alongside of the flap of the opposite side. The end wall sections 14 are then bent to upright position on the outside of the superposed flaps 17 and the end flaps 15 are folded over the edges of the flaps 17 and against the inside of the latter. The tongues 16 rest on the bottom section 12 and are held

in position by being engaged under tabs 20 in the bottom section.

Referring now to the cover portion 11, the latter is folded from a cardboard blank of the form illustrated in Figure 5, which comprises a top section 21 having side wall sections 22, one of the side sections being provided with a projecting portion 23, which forms the bottom wall of the cover and which is provided with a transverse crease 24 slightly closer to what may be termed straight end than it is to the other end. The outer or free edge of the bottom portion 23 terminates in two flaps 25. The top and side sections 21 and 22 are divided transversely by a cut 26 which starts in one side section 22 at a point where the crease 24 and the side meet and projects at an angle towards the straight end until it touches the adjacent crease between the top and side sections. From this point the cut follows the crease towards the opposite end of the top section for a relatively short distance and then strikes across the body of the top section 21 in a line transverse to the longitudinal axis of the cover 11. The cut follows the crease again on the opposite side and then strikes off at an angle through the side section 22 to correspond to the position of the cut in the first side section. The end of the cover 11 adjacent the cut 26 as previously stated is virtually a straight line, while the opposite end of the top section projects beyond the bottom section 23, and the intermediate side section 22 is cut at an angle at its end and projects from the end of the bottom section 23 to the end of the top section 21. The end of the opposite side section 22 is similarly cut and corresponds with the first end described.

To assemble the cover, the top section 21 is folded over on the bottom section 23 so as to bring the edges of the free side section 22 over the upstanding flaps 25, one of which receives the one portion of the side section and the other of which overlies the other portion of the same side section. The side 22 and flaps 25 are secured together by glue or other suitable permanent fastening means, so that the cover 11 when assembled forms virtually a tubular slide for the body portion 10.

The present invention relates to a carton which when filled and ready for shipment comprises the body portion 10 entirely enclosed by the cover portion 11, as illustrated in Figure 2, and when the contents are to be displayed, the cover is slid over the body 10 until the crease 24 is just beyond the end of the

body, whereupon the cover folds backwards along the crease 24 and the part of the cover below the crease is slid back again to its original position over the opposite or lower end of the body. Finally the upper folded portion of the cover drops to an angle which brings the inclined outer ends of the sides 22 parallel with a supporting surface upon which the lower under edge of the body rests. The cover is held against further bending along the crease 24 by means of the inclined inner ends of the sides 21 at the cut 26. These ends embrace the opposite sides of the body 10, which rests against the inclined portion of the cover along the edge formed by the cut 26 in the top section 21.

It will be clear that while the cover 11 may be entirely removed from the body 10 normally it is either in completely closed position or in supporting position, but in either of the latter cases the lower portion of the cover below the cut 26 is always over the open top of the body and may carry suitable advertising matter. The same front or top portion of the cover when the body 10 is in inclined display position is at the lower end of the body and prevents the contents from falling out due to the acute angle of the carton.

In order to hold the cover portion from being broken along the crease 24 before the carton is ready for use I propose to leave very short uncut places 27 throughout the portion of the cut 26 which projects through the top section 21 as illustrated in Figures 2 and 5. The places 27 will readily become broken when a small amount of pressure is exerted on the portion of the cover which is moved to project beyond the end of the body in the operation of opening the carton.

I claim:—

1. A carton of the character described, comprising a body portion, and a cover therefor formed from a blank having a top section, side sections capable of being bent upright from the top section, a bottom section integral with one of the side sections and bent along a scored line separating the two sections, the bottom section being shorter than the top section at one end and the side sections at the same end having their ends cut at an angle, the bottom section further having two side flaps at its free side adapted to be secured to the free edge of the opposite side section and a transverse crease projecting from a point between the two flaps and the score line between it and the side section, said top and side sections being separated transversely thereof by a cut projecting, from a point where the crease in the bottom touches the inner end of the crease between it

and the adjacent side and then at an angle towards the straight end of the blank until it reaches the score between the top and side where it follows the score line towards the opposite end of the blank, then transversely across the top and finally follows the other score line towards the straight end of the blank and off through the side at an angle towards the opposite end to correspond with the portion of the cut in the side section between the top and bottom.

2. A carton of the character described, comprising a body portion, and a cover therefor formed from a blank having a top section, side sections capable of being bent upright from the top section, a bottom section integral with one of the side sections and bent along a scored line separating the two sections, the bottom section being shorter than the top section at one end and the side sections at the same end having their ends cut at an angle, the bottom section further having two side flaps at its free side adapted to be secured to the free edge of the opposite side section and a transverse crease projecting from a point between the two flaps and the score line between it and the side section, said top and side sections being separated transversely thereof by a cut projecting, from a point where the crease in the bottom touches the inner end of the crease between it and the adjacent side and then at an angle towards the straight end of the blank until it reaches the score between the top and side where it follows the score line towards the opposite end of the blank, then transversely across the top, the cut across the top being interrupted by uncut spaces, and finally follows the other score line towards the straight end of the blank and off through the side at an angle towards the opposite end to correspond with the portion of the cut in the side section between the top and bottom.

3. A carton of the character described, comprising a container having side and end walls, and a cover therefor comprising a tubular member divided into two portions hinged together, the side walls of the hinged portion of the cover being of trapezoid shape, the base angles thereof at the hinged end projecting beyond the abutting ends of the top wall of the cover, whereby the hinged portion when folded on its hinge brings the said projecting base angles of the sides into a position overlying the sides of the container and the free end of the cover parallel with the supporting surface.

In testimony whereof I affix my signature.

HYMAN BATKIN.