Nov. 30, 1926. 1,609,186

M. PERUZZI

DISPLAY CARTON

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Fig. 1.

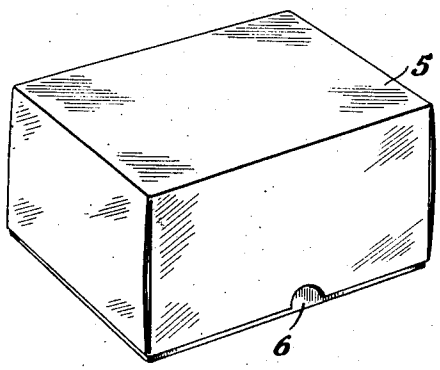


Fig. 2.

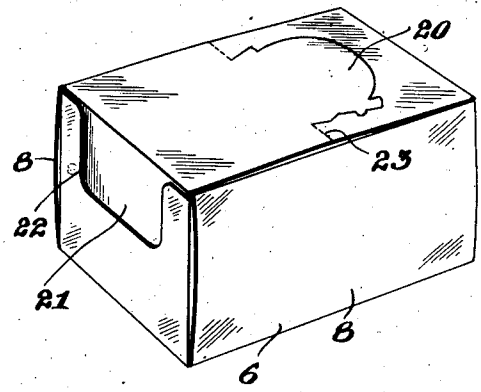


Fig. 3.

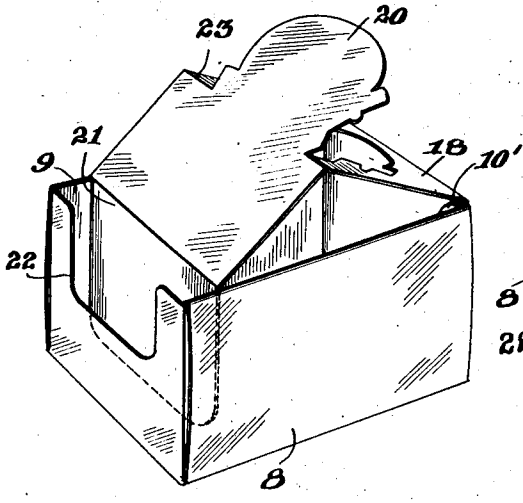
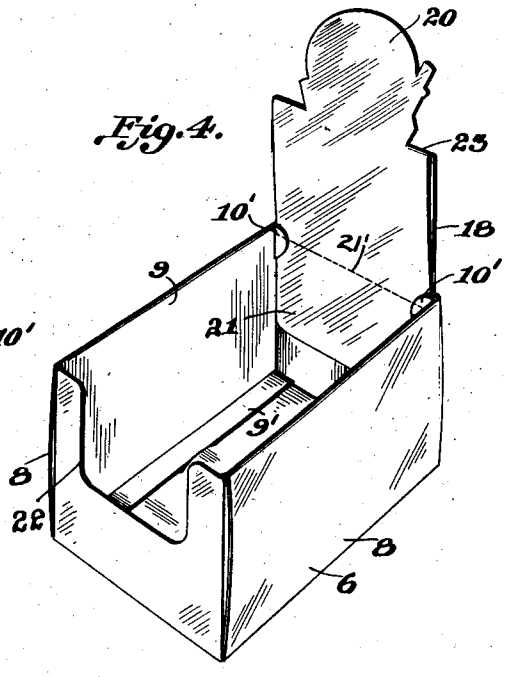


Fig. 4.



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Fig. 5.

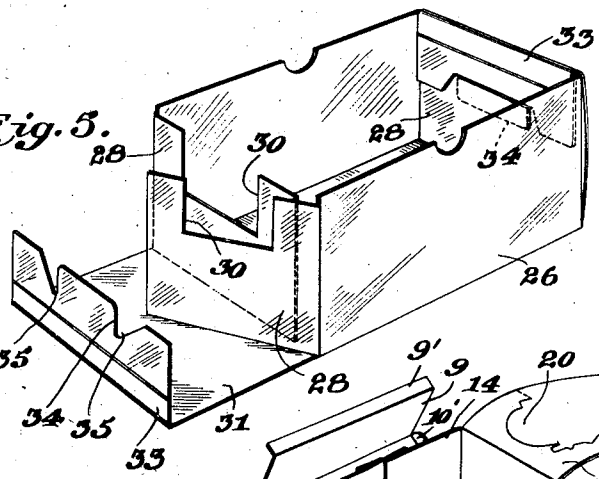


Fig. 6.

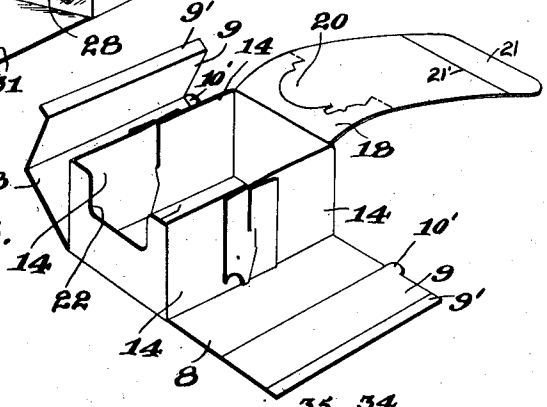


Fig. 7.

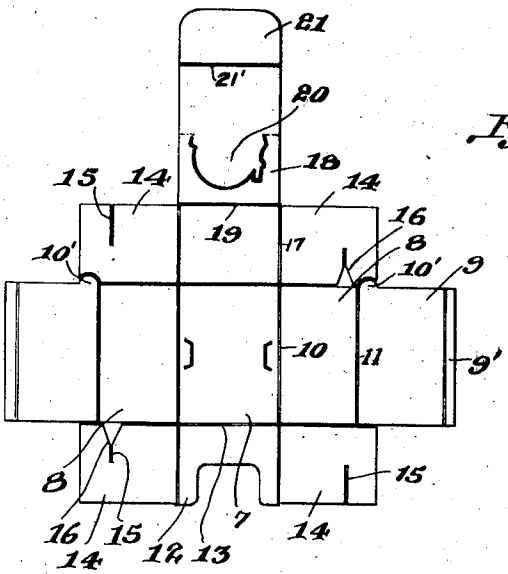
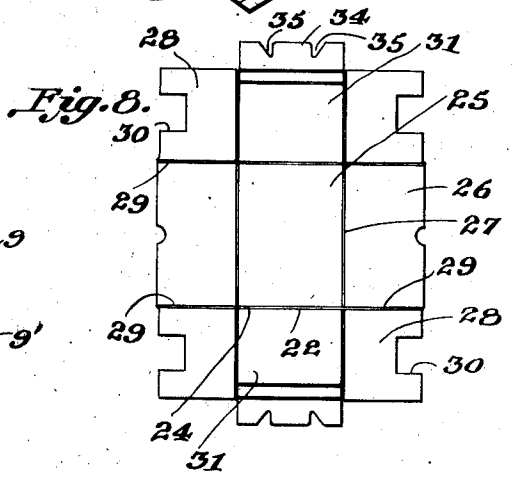


Fig. 8.



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UNITED STATES PATENT OFFICE.

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DISPLAY CARTON.

Application filed May 26, 1925. Serial No. 33,019.

My invention relates to display boxes or cartons, and its principal object is to provide a box or carton for containing packages, adapted to be opened by the vendor to display its contents, and its cover arranged in a vertical position to display suitable advertising matter.

A further object of the invention is to provide a display box or carton embodying a pair of complementary box sections, one of which being a package in itself and whose top wall or panel is provided with a display figure, and suitable indicia which is adapted to be arranged in a position to set off the contents of the package when in position on a store counter or the like. The invention further contemplates a box or receptacle wherein each of the two sections are constructed from single lengths of card board which are capable of being readily folded or set up for use.

Still another object of the invention is to provide a box or carton of this character wherein the contents of the box or carton will serve to hold the latter in assembled position, and positively lock the various parts against displacement.

With the preceding and other objects and advantages in mind, the invention consists in the novel combination of elements, arrangement of parts and operations to be hereinafter specifically referred to, claimed and illustrated in the accompanying drawings, wherein,

Figure 1 is a perspective of a box or carton constructed in accordance with my invention.

Figure 2 is a perspective of the container or display section of the box.

Figure 3 is a perspective of the same in partly open position.

Figure 4 is a similar view showing a device in full open position.

Figure 5 is a perspective of the cover or top section partly assembled.

Figure 6 is a perspective of the container or display section partly assembled.

Figure 7 is a plan view of the blank from which the display section is formed, and,

Figure 8 is a plan view of the blank from which the cover section is formed.

Referring to the drawings in detail, and wherein corresponding characters of reference denote corresponding parts throughout the several views, the numerals 5 and 6 designate the cover and display sections respectively. The display section or container is formed from a single blank of suitable material such as paste board, and as disclosed in Figure 7 comprises a bottom 7, oppositely disposed side walls 8, each of which is formed with a flap 9, the side walls 8 being foldable along the creased longitudinal lines 10 to dispose the side walls at a position to right angles to the bottom 7. The flaps 9 are adapted to be folded along the longitudinal creased lines 11 for a purpose to be hereinafter referred to, and are formed with foldable flanges 9′ at their opposite longitudinal edges, and are further provided with foldable tabs 10′ at the inner ends of their transverse edges. End walls 12 extend from the opposite ends of the bottom 7, and are foldable along the transverse creased lines 13 to dispose the end walls at right angles to the bottom 7. These end walls 12 are provided with pairs of foldable extensions 14 which are of the same size as these end walls, and are provided with slits or incisions 15, and as shown in Figure 7 one of these incisions of each pair of flaps is flared as at 16. These flaps 14 are adapted to be folded along the creased lines 17 to extend at right angles to the bottom 7. One of the end walls 12 is provided with a relatively long panel 18 which is foldable along the transverse creased line 19. This panel is cut out to provide a figure 20, which, together with one face of the panel, is adapted to contain indicia or advertising matter.

Free end of the panel 18 is creased at 21′ to form a flap 21 adapted to extend across the front end wall 12 and to close a deep U-shaped display recess 22 cut out through the upper edge of said wall 12, said flap 21 being somewhat greater in length than the depth of recess 22 in order to close the latter completely when the panel 18 is in closing position on the upper end of the carton walls. The tabs 10′ lie wholly below the top edge of the carton when the sides and ends are assembled, in locked relation, and the crease 21′ is so located on panel 18, that when the panel 18 is arranged in display position shown in Fig. 4 this crease 21 lies below top edge of the carton and between the ends of said tabs. The tabs 10′ thus not only engage the panel 18, but also

engage tht flap 21 to keep both panel and flap aligned in erect display position in the carton.

The end walls 12 are folded in a vertical position, and the flaps 14 folded inwardly and arranged in overlapping relation with the incisions or slits interlocking as shown in Figure 6. The side walls 8 are now folded upwardly to overlie and contact with the interlocked flaps 14, and the flaps 9 folded inwardly against the inner face of these interlocked flaps which disposes the flanges 9′ against the bottom and the tabs 10′ against one of the end walls 12. Normally the panel 18 provides a closure for the container 6, and the tongue or flap 21 extends across and closes the display recess 22 as shown in Figure 2. When the flap is in this position the cut out figure 20 is disposed in the same plane as the panel. However, when the container is arranged in displaying position the panel is arranged in a vertical position and folded transversely intermediate its ends as at 23, and the tongue or flap 21 slipped between the tabs 10′ and the adjacent end wall to retain the panel in the position shown in Figure 4. When in this position the figure 20 will be disposed above the folded line 23. It will be observed that with the packages packed in the display section or container they will contact with the flaps 9 and hold the same against movement, thus preventing the container from becoming disassembled.

The top or closure 6 of my improved display container is constructed from a single blank of material such as cardboard and indicated by the numeral 24, this blank being disclosed in Figure 8.

This blank 24 comprises a top section 25 formed with foldable side walls 26 which are foldable along the creased lines 27. Formed with the opposite ends of each of the side walls 26 and arranged contiguous therewith are flaps 28 adapted to be folded along the transverse lines 29, and arranged in overlapping relation to provide end walls. These flaps 28 are provided with U-shaped openings 30 which, when the flaps are arranged in overlapping relation, coincide with each other. End flaps 31 are formed with the opposite transverse ends of the top section of the top wall 25, and are disposed between the flaps 28 and are foldable along creased lines 22. Each of these end flaps 31 is formed with a right angularly disposed extension 33, whose free end is formed with a U-shaped tongue 34. These extensions 33 are formed with V-shaped notches 35 upon opposite sides of the tongues to facilitate the engagement of the latter with the end walls. In assembling the top or cover section, the side walls 26 are folded to extend at right angles to the top wall 25, and the flaps 28 arranged in overlapping relation to dispose the openings in the flaps at each end of the blank in coinciding relation. The end flaps 31 are now folded against the overlapped flaps 28 with the extensions 33 folded inwardly to overlie the upper edges of these flaps 28. The tongues 34 are then inserted through the coinciding openings 30 and thence engaged between the outermost flaps 28 and the end flaps. With the cover section thus assembled it will be observed that the tongues 34 hold the end flaps against displacement in one direction as they are positioned upon the outermost flaps 28, while the opposite ends of the extensions 33 overlie in or contact with the innermost flaps 28 and serve to hold them against inward displacement.

With a package or container such as I have herein disclosed, the merchandise may be readily packed therein at the factory and forwarded to the vendor, who, upon removing the top section, may exhibit the merchandise by simply arranging the panel in the position shown in Figure 4, as above set forth. Prospective purchasers can readily view the contents of the container as the entire top is open, and the inner end wall provided with a relatively large side opening.

While I have illustrated and described one embodiment of the invention, I wish to emphasize that I do not limit myself to the exact construction set forth, but that I may make alterations and modifications therein, and such alterations and modifications are only governed by the appended claim.

What I claim is:—

A collapsible carton comprising a bottom panel, side panels, and rear panel, and front panel having a deep display recess cut through the top edge thereof, a top panel hinged to the rear panel and provided with a transverse folding crease intermediate its ends, a flap of greater length than the depth of said recess hinged to the free end of said top panel; tabs formed on both side walls of said carton and extending therefrom into contact with the rear panel and adapted to engage the said top panel and said flap on opposite sides of the hinged connections therebetween to hold said panel and flap aligned in display position and in contact with the rear panel of the carton.

In testimony whereof I affix my signature.

MARIO PERUZZI.