

Aug. 7, 1923.

1,464,388

R. A. LAMBERT

COLLAPSIBLE DISPLAY CARTON

Filed Jan. 22, 1921

3 Sheets-Sheet 1

Fig. 1.

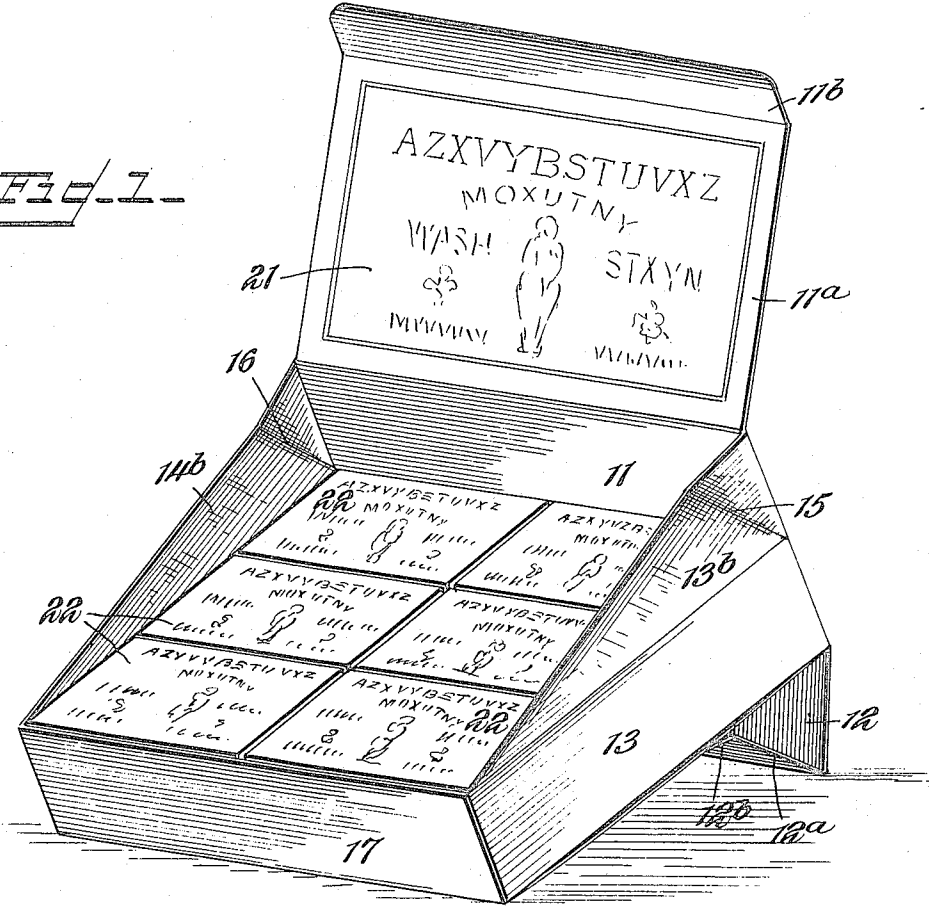
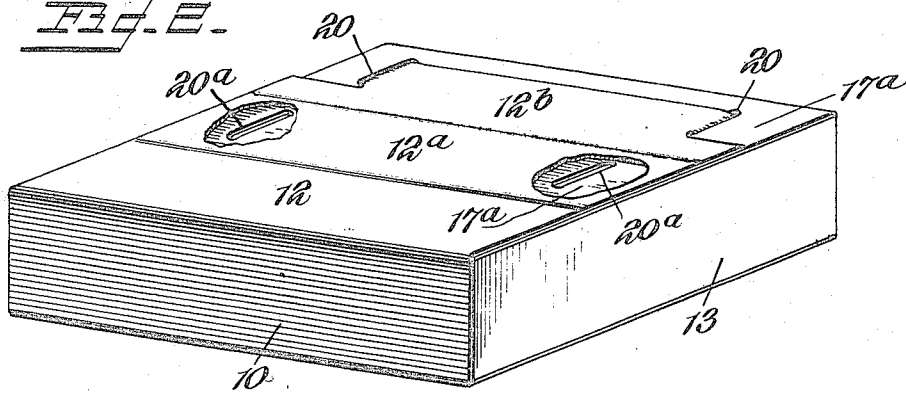


Fig. 2.



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3 Sheets-Sheet 2

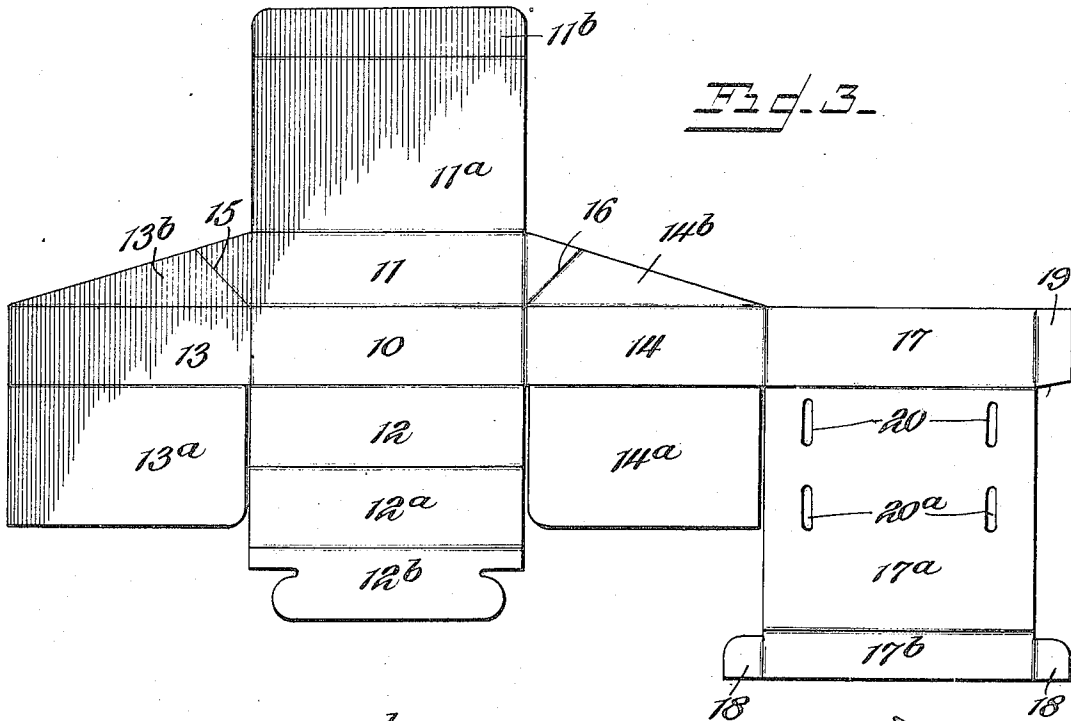


Fig. 3.

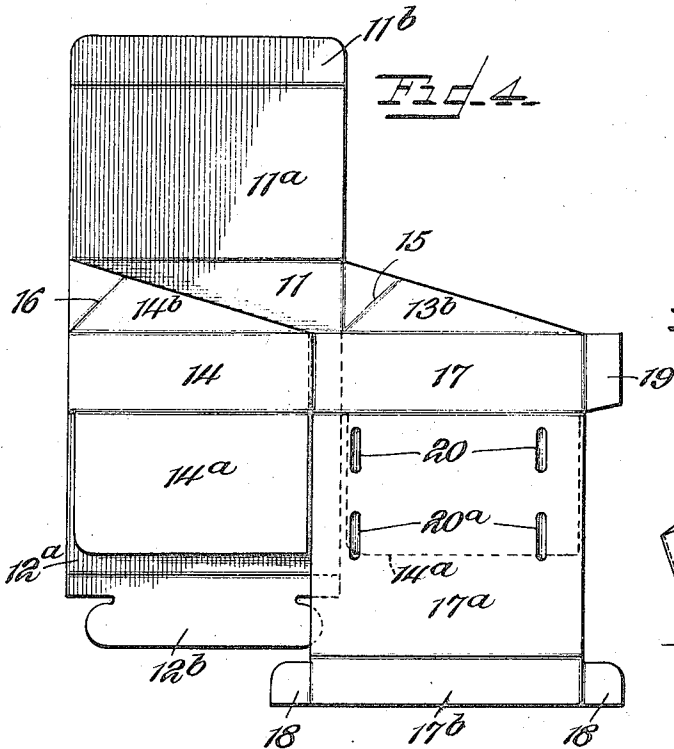


Fig. 4.

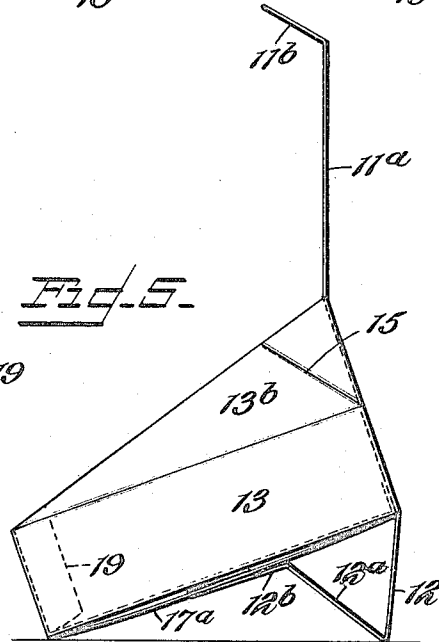


Fig. 5.

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3 Sheets-Sheet 3

Fig. 6.

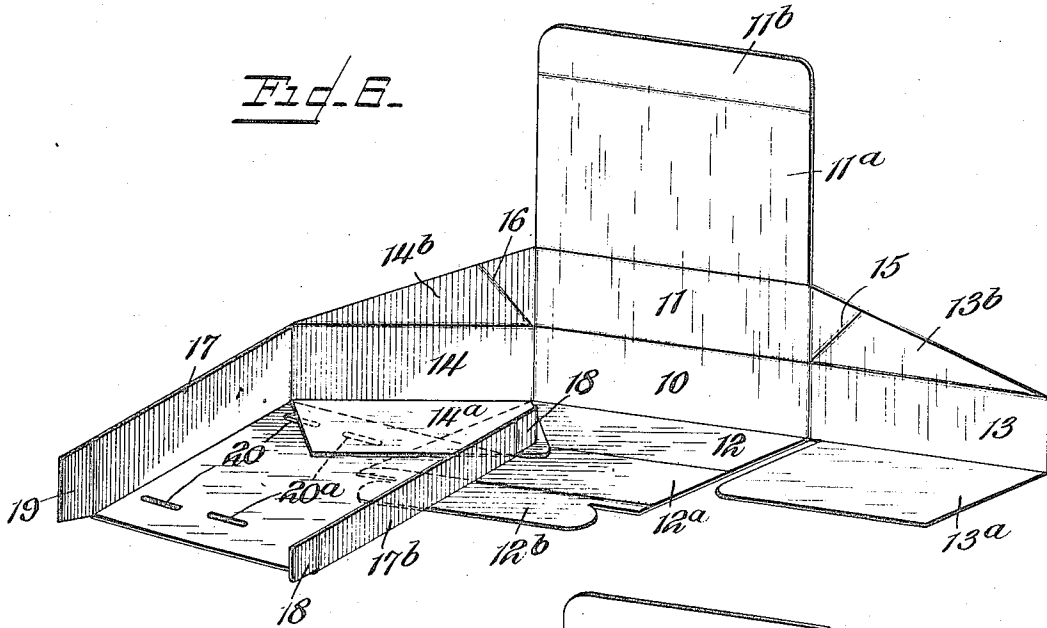


Fig. 7.

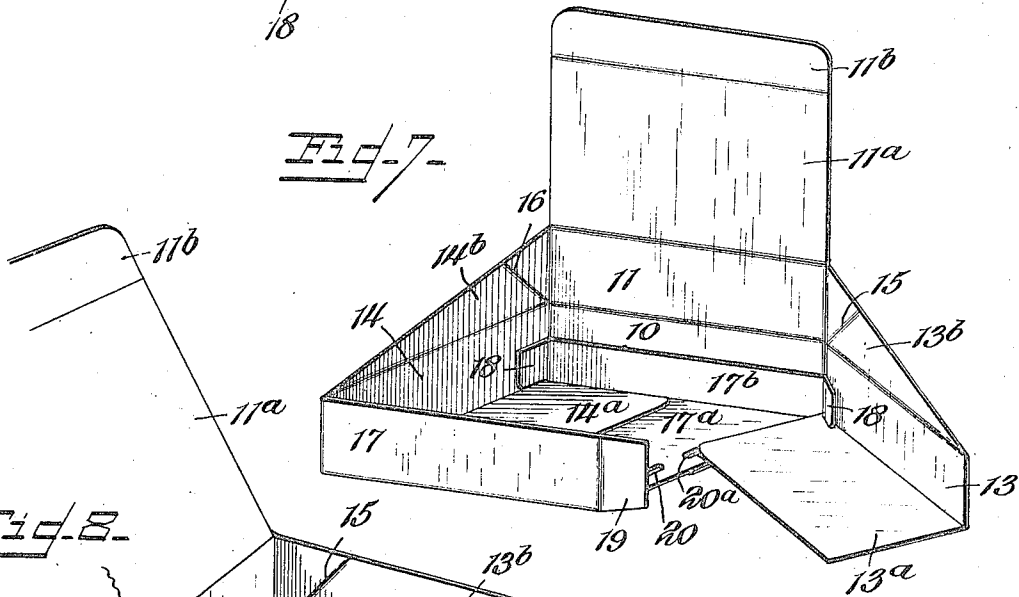
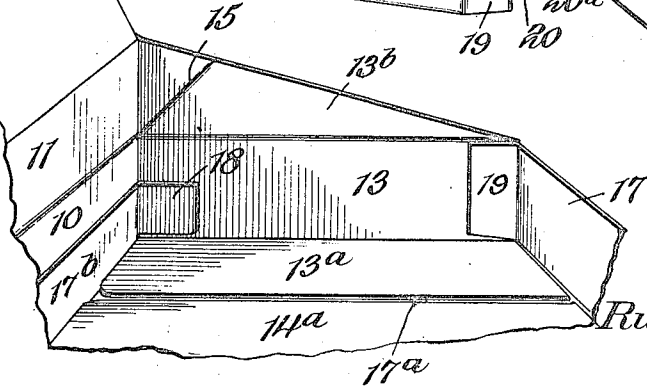


Fig. 8.



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## UNITED STATES PATENT OFFICE.

RUSSELL ARTHUR LAMBERT, OF SPRINGFIELD, MASSACHUSETTS.

## COLLAPSIBLE DISPLAY CARTON.

Application filed January 22, 1921. Serial No. 439,173.

*To all whom it may concern:*

Be it known that I, RUSSELL A. LAMBERT, a citizen of the United States, residing at Springfield, in the county of Hampden and State of Massachusetts, have invented a new and useful Collapsible Display Carton, of which the following is a specification.

This invention relates to folding pasteboard boxes of the type which are designed to display the goods they contain.

An object of the invention is to provide a carton which is capable of being supported upon a flat surface in a tilted position with its cover held open so that its contents may be more readily observed.

More specific objects are to provide an improved easel for a folding pasteboard box; and to provide an improved cover supporting means.

A further object is to provide an easel which may be flattened out and connected directly to the bottom of the carton so that the box may rest upon its bottom when desired.

Other general objects of the invention are to provide a carton which is made from a one-piece blank, which may be shipped flat to occupy a minimum of space, and which is easily set up to form the complete box.

The invention will be best understood from a consideration of the following detailed description taken in connection with the accompanying drawing forming part of this specification, with the understanding, however, that the invention is not confined to any strict conformity with the showing in the drawing, but may be changed and modified so long as such changes and modifications mark no material departure from the salient features of the invention as expressed in the appended claims.

In the drawing:—

Fig. 1 is a perspective view of the improved carton shown supported in a tilted position by its easel so as to display effectively the goods it contains.

Fig. 2 is a perspective view showing the bottom of the box uppermost with the easel member laid out flat and united to said bottom.

Fig. 3 is a plan view looking from the outside of the blank.

Fig. 4 is a plan view looking at the inside of the box, showing the blank folded along one line and ready for shipment.

Fig. 5 is a side elevation of the box in displaying position.

Figs. 6 and 7 are perspective views illustrating two steps in the formation of the box.

Fig. 8 is a fragmentary perspective view showing the interior of the box after the parts have been united.

The improved carton is preferably rectangular when set up and therefore is formed from a blank comprising four side portions respectively designated by the reference numerals 13, 10, 14 and 17. The entire blank is cut from a single piece of material and the sub-divisions of the blank are for the most part formed by score lines or crease lines whereby the sub-divisions may assume angular positions relative to each other when the box is being formed.

Separated from the side portion 10 by a fold line is a cover which is divided by a pair of crease lines or score lines into the cover sections 11, 11<sup>a</sup> and 11<sup>b</sup>. All these parts are rectangular in plan except that the corners of the cover portion 11<sup>b</sup> may be rounded, since this cover portion serves as a flap to hold the cover closed. Forming a continuation of the side portion 10 at each end thereof are side portions 13 and 14. A false bottom flap 13<sup>a</sup> is integral with the portion 13 but is separate from the remainder of the blank. The other side portion 14 has a similar false bottom flap 14<sup>a</sup>. The two side portions 13 and 14 each have a triangular flap 13<sup>b</sup>, 14<sup>b</sup>, respectively. These flaps are integral with the cover 11 as well as with the side portions 13, 14. Each comprises a right triangle, the short leg of which represents the crease line between the cover and the bracing flap, while the longer leg is the division line between the bracing flap and the side portion. The hypotenuse of the triangle extends between the end of either side portion 13 or 14 and the cover itself. These bracing flaps 13<sup>b</sup>, 14<sup>b</sup>, as their name suggests, form braces or supports for the cover of the carton when the latter is open for display purposes. In order to permit the cover to be closed, each bracing flap has a fold line running from the right angle of the triangle to the hypotenuse and making an angle therewith preferably not a right angle. The bracing flap 13<sup>b</sup> has a fold line 15 and the flap 14<sup>b</sup> a fold line 16. One of the fold or crease lines of the cover, i e.,

that line which divides off the portions 11 and 11<sup>a</sup> of the cover, extends transversely across the cover from one base angle of the triangle to the other. This enables that part of the cover above said fold line to be bent so as to stand vertically when the box is displaying its wares.

Integral with the side portion 10 is an easel divided by two crease or fold lines into three sections designated 12, 12<sup>a</sup> and 12<sup>b</sup>. The sections 12 and 12<sup>a</sup> are preferably alike in that both are rectangular and of substantially the same dimensions, but the part 12<sup>b</sup> comprises a locking flap having a tab or tabs engageable with the bottom of the box in two or more positions. The easel flap, when the box is being made, stays on the outside of the box underneath the bottom.

Continuous with the side portion 14 and on the opposite end of the blank from the side portion 13 is the fourth side portion 17. The last-named part forms the front of the box when made up. The end of the side portion 17 has a tab 19 adapted when adhesive is applied thereto to hold one corner of the box together, as will be described. Formed integrally with the side portion 17 is the bottom of the box, which, however, is separate from all other sub-divisions of the box. This bottom is sub-divided by a crease or score line into the parts 17<sup>a</sup> and 17<sup>b</sup>, the latter being a rectangular flap bearing end tabs 18. The true bottom of the box is formed by section 17<sup>a</sup>.

At least two pairs of slits are provided in the bottom 17<sup>a</sup>, that pair nearer the side portion being designated 20, and the pair more remote therefrom being designated 20<sup>a</sup>. These slits are spaced apart the proper distance to receive the locking parts of the tab member 12<sup>b</sup> of the easel. When it is desired to support the box flat upon its base, the tab member 12<sup>b</sup> will be engaged with the slits 20, as seen in Fig. 2. Then the easel will be maintained flat against the bottom of the box. If, however, the box is to be used for display purposes, the tab member 12<sup>b</sup> will be engaged with the slits 20<sup>a</sup>, when the box will assume the position shown in Figs. 1 and 5. With the box in the latter position, the part 12 of the easel will be nearly vertical and the part 12<sup>b</sup> is held flat against the bottom of the box which assumes an acute angle with the base upon which the box rests. The box constructed in accordance with the invention is particularly adaptable for use in drug stores upon the glass counters thereof, where it may display to great advantage a wide diversity of merchandise, for example, soap, cigarettes, candy, or the like. A box so used will have the inner face of the cover section 11<sup>a</sup> provided with an advertisement 21. The ar-

ticles in the box are conventionally indicated at 22.

The manner in which the blank of Fig. 3 is folded to form the box of Fig. 1 is best understood from a study of Figs. 6, 7 and 8, which are believed to be clear enough to render a detail description superfluous. It is sufficient to say that the box of the present invention is permanently held together by the uniting of the two tabs 18 and the tab 19 to the inside of the box. This uniting is preferably done by mucilage. Two tabs 18 are joined to the inner walls of the side portions 13 and 14, while tab 19 is made fast to the other end of the side portion 13. The false bottom flaps 13<sup>a</sup> and 14<sup>a</sup> cover the true bottom 17<sup>a</sup> so that the slits 20 and 20<sup>a</sup> are hidden. The cover flap 11<sup>b</sup> when folded fits just inside the front wall 17 of the box and the cover itself encloses the bracing flaps 13<sup>b</sup> and 14<sup>b</sup>.

This improved box is simple and economical in its manufacture, is easily shipped, and is readily set up by unskilled persons so as to form either an ordinary container or a display receptacle. The box once made is strong and durable, presents a pleasing appearance and aids in the selling of the goods which it contains.

What is claimed is:

1. In a display carton, four side portions, a cover portion integral with one of the side portions, cover bracing flaps each integral with one of the side portions and also integral with the cover, and a bottom portion integral with the fourth side portion and having securing means adapted to be made fast to more than one of the side portions, whereby the box is held in set up position.

2. In a display carton, four side portions, a cover portion integral with and directly connected to one of the side portions and extending from one side thereof, an easel portion integral with the same side portion and extending from the opposite side thereof, cover bracing flaps each integral with one of the other side portions and also integral with said cover, and a bottom portion integral with the fourth side portion and having securing means.

3. In a display carton, four side portions extending end to end and continuous with each other, a cover portion integral with one of the intermediate side portions, an easel portion integral with the same side portion and extending in an opposite direction from the cover portion, cover bracing flaps each integral with one of the other side portions and also integral with said cover, a false bottom flap integral with each of the same side portions which have the cover bracing flaps, and a bottom portion integral with the fourth side portion and having securing

means, said cover bracing flaps each having a fold whereby they may be enclosed within the box when the cover is closed.

4. In a display carton, four side portions, a cover portion integral with one of the side portions, cover bracing flaps each integral with one of the other side portions and also integral with the cover, a bottom portion integral with the fourth side portion, an easel member integral with the same side portion which carries the cover, said bottom portion having a pair of tabs, said tabs being united with the side portions which carry the bracing flaps adjacent the junction of said side portions with that side portion carrying the cover and easel, and means for adjustably uniting and detachably uniting the easel with the bottom member.

5. In a display carton, four side portions, a cover portion integral with one of the side portions, cover bracing flaps each integral with one of the other side portions and also integral with the cover, a bottom portion integral with the fourth side portion, an easel member integral with the same side portion which carries the cover, said bottom portion having a pair of tabs, said tabs being united with the side portions which carry the bracing flaps adjacent the junction of said side portions with that side portion carrying the cover and easel, false bottom flaps integral with those side portions having the bracing flaps, said false bottom flaps being adapted to cover the bottom portion on the inside of the carton, means for uniting the end of the fourth side portion with the end of the side portion most remote prior to the folding of the carton, and means for interlocking the easel and bottom member whereby the easel may support the carton in a tilted position or else may be held flat against the bottom.

6. In a carton, four side portions, a cover portion integral with one of the side portions and connected thereto by a fold line and divided by a pair of spaced crease lines into three cover sections, cover bracing flaps, each integral with one of the adjacent side portions and also integral with one of the cover sections, each flap comprising a right triangle, the long leg of which is the fold line between the flap and the side portion,

and the short leg of which is the fold line between the cover section and the flap, while the hypotenuse of the triangle is the outside edge of the flap, and a fold line leading from the right angle of the triangle to the hypotenuse thereof, whereby the flaps serve to hold the cover sections upstanding to display the goods within the carton and permits the cover sections to close over the same.

7. In a display carton having a cover, a pair of bracing flaps for the cover integral with one side of the carton and also with the cover, each flap comprising a right triangle, a fold or crease leading from the right angle of the triangle to the hypotenuse thereof and making an angle other than a right angle with said hypotenuse, whereby the flaps may hold the cover upstanding to display the goods within the carton but permit the cover to close over them, said cover having a transverse crease or fold extending between the base angles of the two triangles whereby that portion of the cover beyond the portion joined to the bracing flaps may be bent out of the plane thereof so that the cover will give an unobstructed view of the contents of the box.

8. In a display carton, four side portions, a cover portion integral with one of the side portions and extending from one side thereof, an easel portion integral with the same side portion and extending from the opposite side thereof, and a bottom portion integral with the side portion at one end of the blank but separate from the rest of the carton, means for uniting the last mentioned side portion with the side portion at the other end of the blank, tabs provided on said bottom portion for uniting the latter to the two intermediate side portions, and means for interlocking said easel portion and said bottom portion, whereby the easel may support the carton in a tilted position or may be folded and held flat against the outside of the bottom.

In testimony, that I claim the foregoing as my own, I have hereto affixed my signature.

RUSSELL ARTHUR LAMBERT.