April 30, 1968 B. KAREL 3,380,181

ADVERTISEMENT ATTACHMENT FOR GABLE-TOP CONTAINERS

Filed May 23, 1966

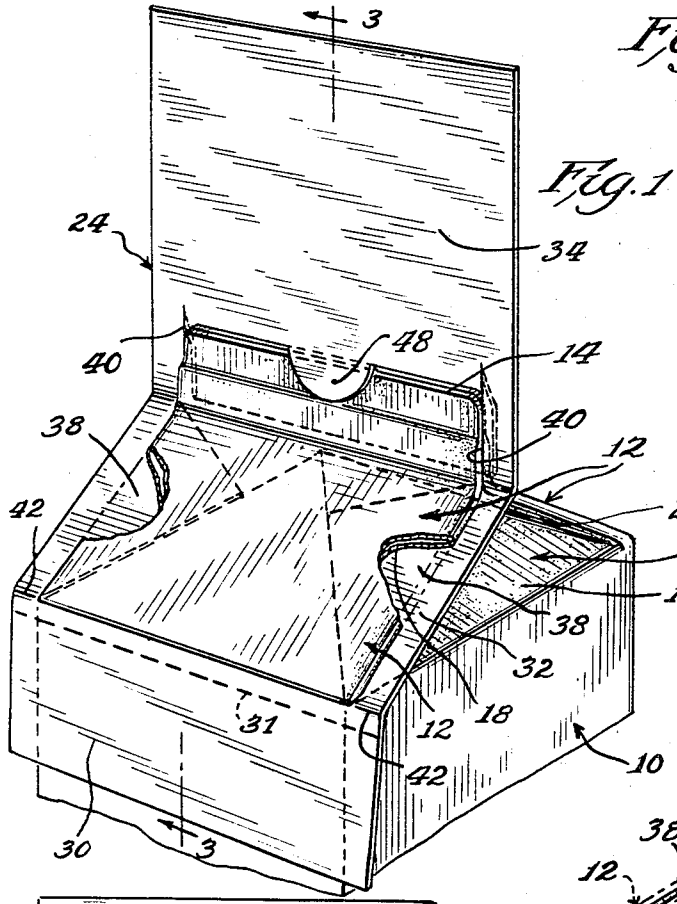


Fig. 1

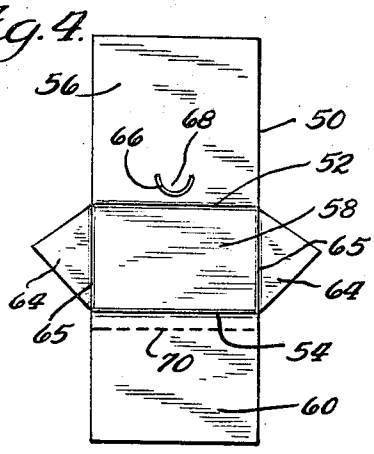


Fig. 4.

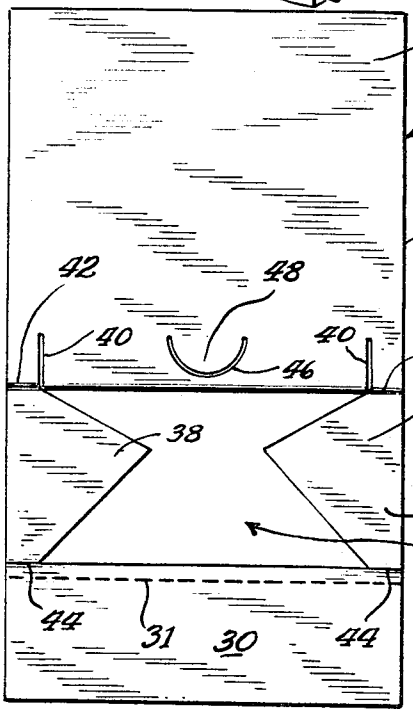


Fig. 2.

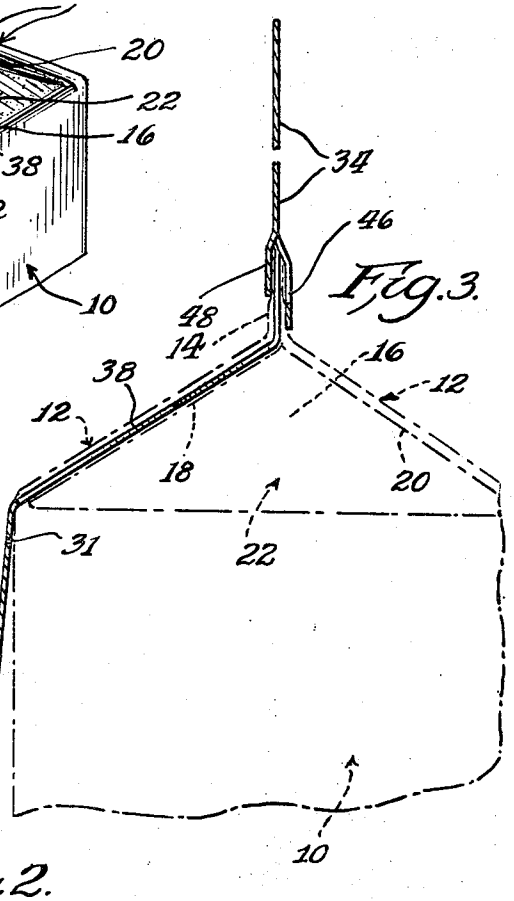


Fig. 3.

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ADVERTISEMENT ATTACHMENT FOR GABLE-TOP CONTAINERS

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ABSTRACT OF THE DISCLOSURE

An advertisement attachment for gable-top containers formed of a single blank of material having a section adapted to extend above the top of the container for advertising copy, with said section having a tab cut therefrom to engage and lock with the top rib of the gable top and with another section of the attachment having triangular-shaped attaching means which are positioned inside the side spaces of the gable-top container.

This invention relates to an advertisement attachment for gable-top containers.

One of the objects of this invention is to provide a very simple and inexpensive attachment formed of paperboard or the like material which will contain an advertisement or other printed information and which may be readily attached to a gable top container to display the advertisement or printed information in a conspicuous manner without defacing or substantially covering any other part of the container.

Another object of this invention is to provide an advertising attachment which is readily detachably secured to the top of a gable topped container.

With this invention an advertising message can be readily attached to a carton so as to display the advertising message in a conspicuous manner without substantially covering or defacing the appearance of the carton. It also provides a tear-off portion which may be used as an ordering blank.

Other objects will become apparent as this description progresses.

In the drawings:

FIGURE 1 is a perspective view showing the preferred form of the invention applied to a tabletop container.

FIGURE 2 is a view of the blank forming the attachment in a flat condition after same has been formed.

FIGURE 3 is a sectional view taken on line 3—3 of FIGURE 1, and

FIGURE 4 is a view of the blank of a modification.

The conventional gable top container to which this invention is applied is generally designated by the numeral **10**, having a pair of inclined roof panels **12** surmounted by an upstanding top rib **14**. Interposed between the roof panels **12** are infolded triangular end panels **16**, **18** and **20** which define the side spaces generally indicated at **22**. This is a conventional construction and forms no part of this invention.

The invention herein, as shown in FIGURES 1 to 3, comprises a member generally designated at **24** which is made for attachment to the conventional gable-top container. The member **24** is formed from a blank or strip of paperboard material **26** which is of generally rectangular shape. The blank has a front rectangular section **30**, an intermediate section **32** and a rear rectangular section **34**. The intermediate section has a cut out **36**. In forming the cut out **36**, inwardly extending triangular-shaped flap members or attaching means **38** are provided which extend inwardly of the opposite sides of the blank into the cut out **36**.

Spaced slits **40** are provided in the rear section **34**. Said slits are inwardly of the sides of the blank and extend to

the cut out **36** adjacent the flaps **38**. Transverse score lines **42** are formed between the flaps **38** and the rear section **24**. Transverse score lines **44** are also formed between the front section **30** and the flaps **38**. The rear section **34** has an arcuate-shaped slit **46** which defines a tab **48**. The front section **30** and the opposite faces of the rear section **34** may have printed material or advertising matter printed thereon, since the purpose of the device is to provide an inexpensive attachment which contains advertising matter or printed material thereon. The front section **30** has spaced perforations **31** extending across the width of same so that the lower portion of section **30** may be detached by the consumer if desired. It may serve as an order blank.

The blank is formed as shown in FIGURE 3 and is readily attachable to the gable-top carton, as in FIGURES 1 and 3. The blank is bent or folded on the score lines **42** and **44** and the flaps **38** are both initially bent downwardly parallel to the sides of the carton **10**. The strip is positioned on the gable top so that the cut out **36** would be positioned over one of the roof panels **12**, with the lower portion of section **34** extending rearwardly of the top rib **14** of the carton and the tab **48** engaging the top rib **14**. The rear section **34** thus assumes a vertical position and extends above the top rib **14** of the carton. The front section **30** extends downwardly adjacent to the vertical wall of the carton. The opposite flaps **38** will extend into the end spaces **22** and the flaps will engage under the triangular end panel **18** (or end panel **22**) to lock or secure the attachment to the top of the container. When the locking flaps **38** are in this locked position the roof panel **12** remains uncovered so as not to interfere with the printed material on the roof panel of the carton. The attachment may be positioned over either of the roof panels **12**.

FIGURE 4 shows a modification. It comprises a blank or strip of paperboard **50** having a generally rectangular shape. Score lines **52** and **54** are provided so that the blank has an upper section **56**, an intermediate section **58** and a lower section **60**. Triangular-shaped flap members or attaching means **64** extend outwardly of the intermediate section **58**. The flaps **64** are folded or bent on score lines **65**. The blank is positioned over one of the inclined roofs **12** of the gable top with the intermediate section **58** overlaying the roof **12** and with the flaps or attaching means **64** tucked into the end spaces **22** of the carton, with the attaching flaps **64** engaging under the triangular end panel **18** (or end panel **22**) to lock or secure the attachment to the top of the container, similarly to that previously described. The upper section **56** has an arcuate slit **66** to define a tab **68** which is secured to the top rib **14** of the carton, as previously described. The lower section **60** would extend over the side of the carton similar to section **30**. Perforations **70** are provided in lower section **60** to permit the section to be torn off.

A very simple and inexpensive advertisement attachment is thus provided which may be readily secured to a gable-top carton.

It will be understood that various changes and modifications may be made from the foregoing without departing from the spirit and scope of the appended claims.

What is claimed is:

1. An advertising attachment for a gable top container, which container has inclined roof panels and infolded triangular end panels which define side spaces, said attachment comprising a generally rectangular-shaped strip, attaching means adjacent the opposite sides of the strip intermediate the upper and lower edges of the strip, said strip when secured to the gable-top container having a section adapted to extend above the top of the gable-top container, said last mentioned section having a tab cut from said section adapted to engage and lock with the

upstanding top rib of the gable top with a portion of the strip positioned over one of the inclined roof panels of the container and in which the attaching means are positioned inside the side spaces and under the triangular end panels of the container.

2. An attachment as defined in claim 1 in which the strip includes a front section, an intermediate section and a rear section, which rear section is the section extending above the top of the gable-top container with the attaching means extending from the intermediate section and with the intermediate section positioned adjacent the inclined roof panel.

3. An attachment as defined in claim 1 in which the portion of the strip positioned over one of the inclined roof panels has triangular-shaped members cut from said portion and facing inwardly toward each other and defining a central space therebetween, with the triangular-shaped members extending inwardly of the side edges of the section which extend above the top of the gable-top container.

4. An attachment as defined in claim 2 in which the intermediate section has triangular-shaped members cut from said intermediate portion and facing inwardly toward each other and defining a central space therebetween, with the triangular-shaped members extending inwardly of the side edges of said intermediate section.

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