July 5, 1932. H. B. STAATS 1,866,493

ADVERTISING DISPLAY CARTON

Filed Dec. 1, 1931 2 Sheets-Sheet 1

Fig. 1.

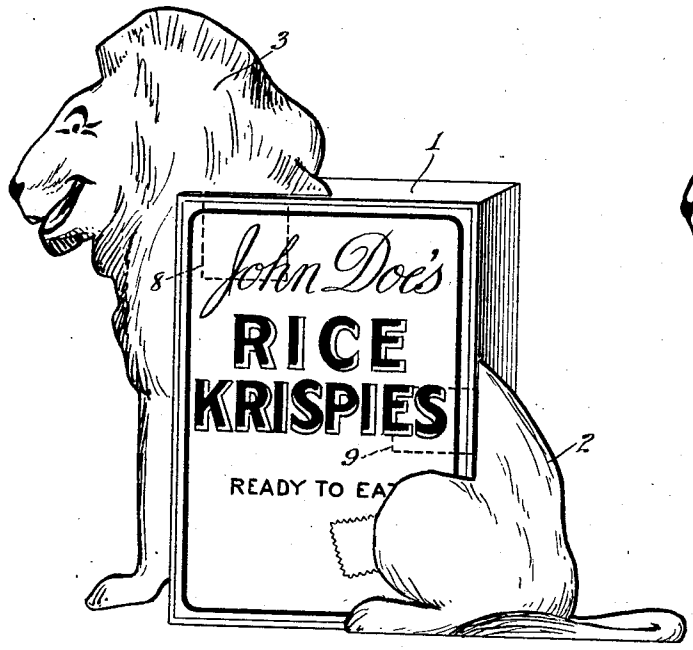


Fig. 2.

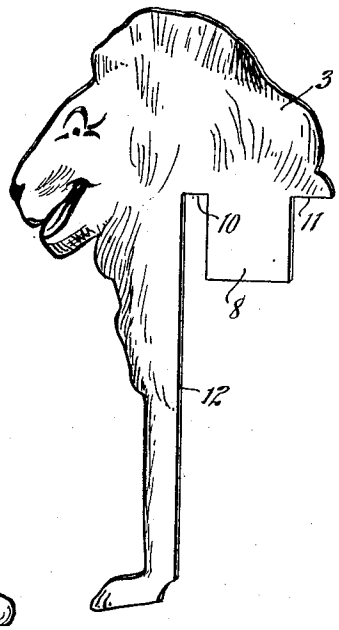


Fig. 3.

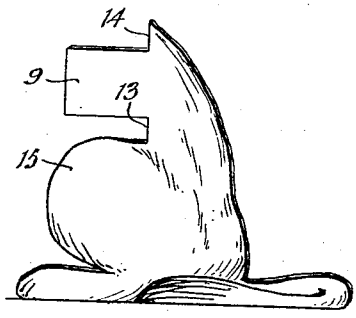
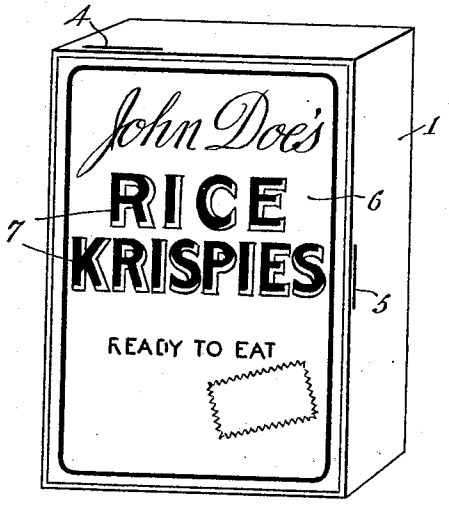


Fig. 4.



WITNESSES

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Fig. 5.



Fig. 6.

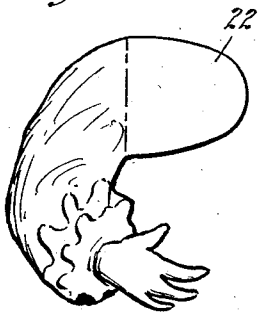
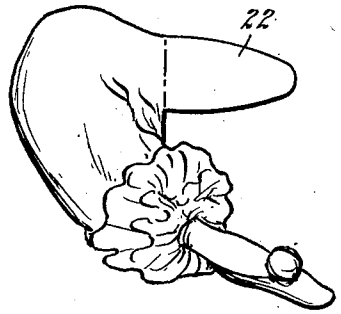


Fig. 7.



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UNITED STATES PATENT OFFICE

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ADVERTISING DISPLAY CARTON

Application filed December 1, 1931. Serial No. 578,366.

This invention relates to display cartons and particularly to an improved advertising display carton, the object being to provide a simplified construction wherein a carton may be used for display and advertising purposes as well as for the purpose of vending an advertised article.

Another object of the invention is to provide a display carton wherein a carton body is presented usable as a vending carton and along with the body is provided portions of figures of animals, people, or other objects, capable of interlocking with the carton to present grotesque figures without detracting from the advertising feature of the carton.

A further object, most specifically, is to provide a combined display carton and toy wherein the carton co-acts with sections of animals, or other objects, in such a way that the carton forms part or all of the body of the animal or other object.

In the accompanying drawings—

Figure 1 is a perspective view of a complete display carton disclosing an embodiment of the invention.

Figure 2 is a side view of the front part of the animal shown in Figure 1.

Figure 3 is a side view of the rear part of the animal shown in Figure 1.

Figure 4 is a perspective view of the carton body shown in Figure 1.

Figure 5 is a front elevation of a modified structure to that illustrated in Figure 1.

Figure 6 is a detail front elevation of one of the arms shown in Figure 5.

Figure 7 is a detail front elevation of one of the legs shown in Figure 5.

Referring to the accompanying drawings by numerals, 1 indicates a rectangular box of desired physical structure designed to contain breakfast foods and other articles. This carton is adapted to be sold to grocery stores and other places to be vended one at a time or several at a time. In order to produce a peculiar and attractive appearance a carton is provided with added members, as shown in Figure 1, consisting of the rear portion 2 of a lion and the front portion 3 of the same lion, the carton 1 acting in a certain sense as the body of the lion. The sections or portions 2 and 3 may be placed inside of the carton 1 before it is sealed, or may be left exteriorly thereof, and sold in connection therewith so as to be later applied.

When the carton 1 is to be vended with breakfast foods or other articles, it is sealed throughout in the usual way for cartons of this kind, but special marks 4 and 5 are provided, said marks being at certain predetermined places, mark 4 being approximately midway between the top and bottom on one edge, while mark 5 is arranged on the top near the front left end corner as the carton is viewed from the front. The front face 6 of the carton is adapted to be provided with legends 7 setting forth the contents of the carton, a manufacturer's name and any other desired advertising or other information.

After the box has been sold and opened at the home of the consumer, the sections 2 and 3 may be removed from the interior thereof, or if supplied along with the box exteriorly thereof, the consumer may make a slit along the marks 4 and 5, and then insert the tabs 8 and 9, as shown in Figure 1, whereupon there will be presented a unique appearing toy for a child. The storekeeper in advertising the goods may take one box and slit the same and apply the sections 2 and 3 as shown in Figure 1. The complete advertising carton may then be placed in the window, show-case, or elsewhere, so as to attract the attention of purchasers. Children will quickly notice the animal feature of the device and will importune their parents to buy the carton, thus causing the sections 2 and 3 to act as an advertising feature for the goods contained in the carton.

In constructing the section 3, for instance, the lines 10 and 11 would form a straight single line if tab 8 was removed, said lines being at right angles to line 12. This is desirable so that part of the section 3 forming lines 10 and 11 may rest on top of the carton 1 while the lower part along line 12 may rest against one edge, thus preventing any wobbling of section 3. Section 2 is made so that the lines 13 and 14 will rest against the edge of the box though the hip portion 15 is deflected slightly so as to slide in front

of part of the carton 1, and thus produce a pinching or resilient action and causing the section 2 to be clamped in place.

The carton may not only include a carton body and animal sections, as shown in Figures 1 to 3, but may includes a carton body 1′, as shown in Figure 5, with other objects associated therewith. In Figure 5 certain sections in connection with the carton 1′ are presented, the entire formation presenting a grotesque clown with the carton 1′ acting as the body. The sections 17, 18, 19, 20 and 21 are all removable. Figures 6 and 7 illustrate how these are formed and how they may be removed. From these figures, it will be seen that the arms and legs have tabs 22 which fit into suitable slits in the carton body 1′. Where the carton body is to be converted into a clown, as shown in Figure 5, the same is marked at the proper places similar to the lines 4 and 5, but the length and position to properly receive the tabs 22 of the receivable arms, legs, and head of the carton. It will be noted that the tab 22 of the head 17 extends through a centrally positioned slot, while the other tab extends through slots positioned in proper places to permit the arms and legs to be properly positioned so as to assimilate the correct position of a human body.

It will be understood that all of the cartons are sealed so that the contents will be protected against the elements, and therefore, they must be slit in the places indicated before the respective figures may be added to the carton body.

I claim:

1. An advertising display carton comprising a carton body formed with marks thereon at predetermined places, said marks acting as guides for slitting the carton body, and sections of figures formed with means adapted to be inserted into the slits when formed, the arrangement being such that when said sections are correctly positioned, the sections and carton body will present a grotesque appearance of an animal or other object.

2. An advertising display carton including a carton box having openings therein, some being on the sides and some on the top, and sections of animals co-acting with said openings, each of said sections having a tab adapted to be inserted through certain of said openings, said sections and carton body presenting a grotesque appearing animal with the carton body acting as the body thereof.

3. An advertising display carton including a carton body formed with slitable sections arranged near one face of the body and sections of an animal formed to fit against the top and side edges of the carton body, each of said sections having a member adapted to be inserted through the walls of the carton body when said slitable members have been slit.

4. An advertising display carton including a carton body and removable sections connected with said body, said sections being parts of the figure of an animal, said sections when applied to the carton body presenting with the carton body a complete animal, the carton body acting as the body of the animal.

5. An advertising display carton including a rectangular carton body, means forming the head, neck and front leg of an animal, said means having a notch with the respective walls at right angles to each other whereby said carton body may fit into said notch, and a rear portion of the same animal formed with a part adapted to fit against one edge of said carton body and a part adapted to overlap the front of said carton body, said last mentioned part pressing the carton body so as to produce a pinching action for holding the respective parts in position.

6. An advertising display carton including a carton body, means forming the head, neck and front part of the animal, said means having a right angle notch so as to receive part of said carton body, said carton body being rectangular, and means forming the rear part of the same animal, said means being mounted at the bottom and on the opposite side of the carton body to said head.

HARRY B. STAATS.