March 5, 1946. S. ISENBERG 2,396,010

NOVELTY CARTON

Filed May 12, 1944

FIG. 1.

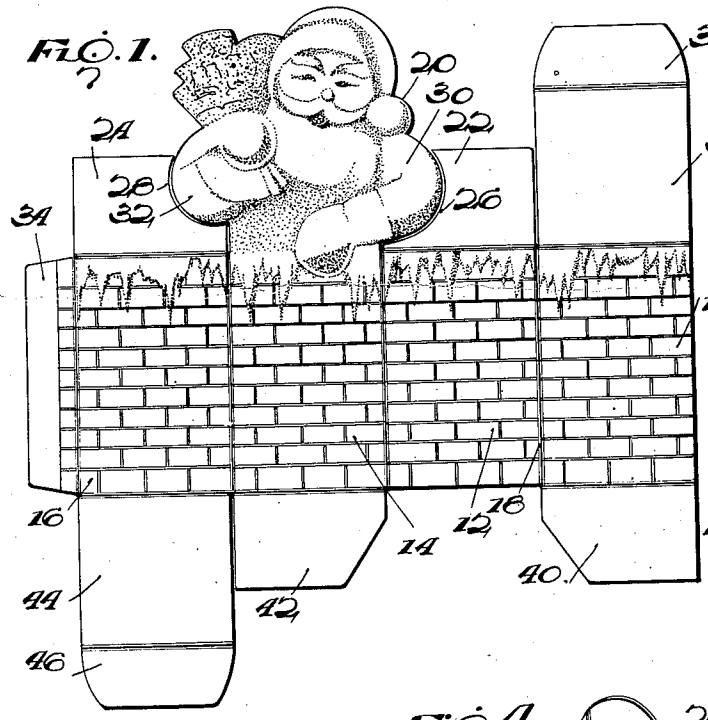


FIG. 2.

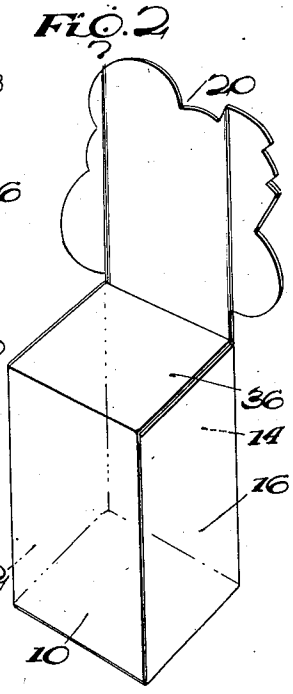


FIG. 3.

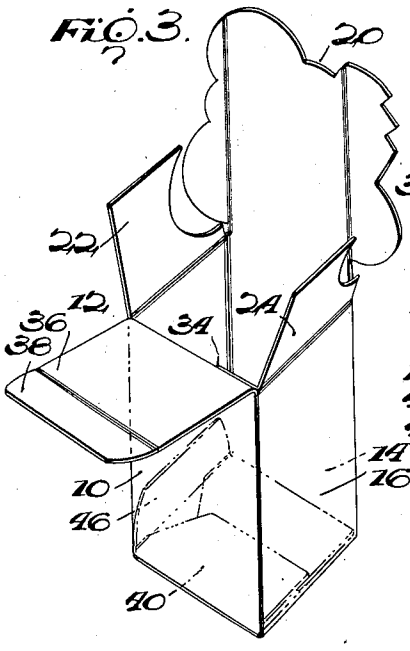


FIG. 4.

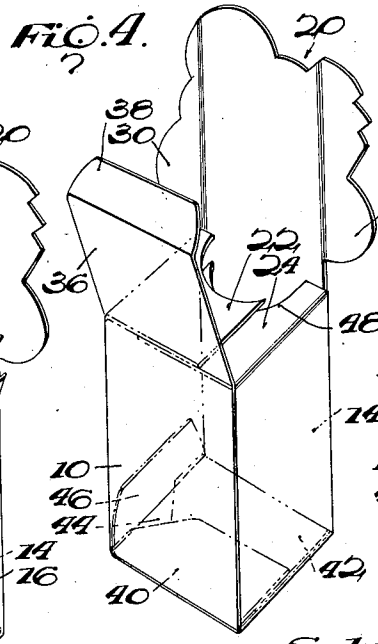
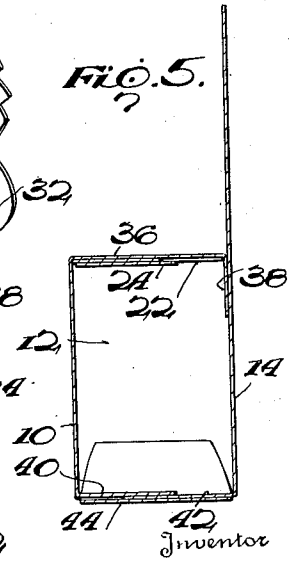


FIG. 5.



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UNITED STATES PATENT OFFICE

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NOVELTY CARTON

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Application May 12, 1944, Serial No. 535,322

1 Claim. (Cl. 229—8)

This invention relates to so-called novelty cartons of the type frequently used for confections and the like.

An object of the invention is to use a minimum of material for the blank from which the carton is formed and at the same time obtain maximum ornamentation together with simplicity and strength of construction.

A further object of the invention is to so correlate the various portions of the blank that the above specified objects are obtained by a novel arrangement which, at the same time, facilitates the ease with which the carton is formed, filled by the confectioner and, ultimately, used to dispense the contents.

These and various other objects and meritorious features of the invention will become apparent from the following description taken in conjunction with the drawing, wherein like numerals refer to like parts throughout the several figures, and wherein:

Figure 1 is a plan view of the blank;

Fig. 2 is a rear perspective of the formed and closed carton;

Fig. 3 is a view similar to Fig. 2 showing the top closure flaps fully opened;

Fig. 4 is a similar view illustrating the top closure flaps in position for dispensing the carton contents, and

Fig. 5 is a vertical section through the closed carton.

Referring now to the drawing, the blank from which the carton is formed is preferably die cut in the usual manner and consists of portions separated by weakened lines or a full die cut. These portions comprise side wall panels 10, 12, 14 and 16, each of which is separated from the adjacent panel by a weakened line such as that indicated at 18.

In the embodiment illustrated each of the wall panels is imprinted with an ornamental design, but it will become apparent that the inventive concept requires only that panel 14 be so imprinted. For purposes of illustration the bricks of a chimney with snow bordering the upper margin thereof have been depicted.

One of the side wall panels, in this instance panel 14, is continued upwardly beyond the upper margins of the other side wall panels and this continuing portion bears an ornamental imprint which complements that carried by the lower portion of the panel, which lower portion functions as a carton wall after the blank has been formed. For purposes of illustration the figure 20 of Santa Claus emerging from the chimney below has been shown, the torso only being visible.

An important feature of the invention resides in the fact that joined by weakened lines to the upper margins of wall panels 12 and 16, which lie immediately adjacent panel 14 on opposite sides thereof, are closure flaps 22 and 24, each of which is die cut as illustrated at 26 and 28 to provide complementary openings in the said closure flaps and at the same time provide correlated portions of the design or ornamentation imprinted on the continued upper portion of wall panel 14.

In the particular embodiment illustrated the round and corpulent characteristics of Santa Claus are emphasized by utilizing that portion die cut from closure flaps 22 and 24 as the protruding elbows 30 and 32, thus treating authentically and realistically the proverbial difficulty encountered by that jolly gentleman in manipulating himself through the limited openings offered by chimneys.

However, it should be fully understood that the particular ornamentation is of no importance insofar as the invention is concerned. A feature of primary importance, however, resides in the fact that portions of the closure flaps adjacent to the continuation of the wall panel 14 are die cut in such manner as to provide a dispensing opening when the carton is formed and closed, as will be more fully described hereinafter, and at the same time provide blank material upon which some ornamentation complementing that which appears on the actual wall portion of the panel 14 immediately below the continuation thereof may be imprinted.

Separated from end wall panel 16 by a weakened line is a tab portion 34 which, when the blank is formed, is adhered to the inner face of panel 10. Closure flap 36 extends from the upper margin of wall panel 10 and is separated therefrom by a weakened line, this flap being provided with a locking tab 38.

Bottom closure flaps 40 and 42 extend below panels 10 and 14 and are separated therefrom by weakened lines as aforesaid. Extending below panel 16 is a third bottom closure flap 44 from which projects a locking tab 46, these three portions being separated from one another by weakened lines as aforesaid.

In forming the carton from the blank, tab 34 is adhered to the inner face of end wall panel 10 and bottom closure flaps 40, 42 and 44 are folded up in the manner illustrated most clearly in Figs. 3 and 4. This bottom closure assembly may be permanently sealed as by means of adher-

ing the various flaps to one another and to the inner walls of the panel if desired, or locking tab 46 may be relied upon to retain the bottom closure in position for all normal purposes.

It should be noted that when the closure flaps 22 and 24 are folded down into overlapping position, as is most clearly illustrated in Figs. 3 and 4, the complementary openings provided by the die cut portions of each closure provide a dispensing opening 48 through which confections, or any other type of properly proportioned merchandise, may be discharged from within the carton after simply raising the main closure flap 36. As hitherto pointed out, the material removed from the flaps 22 and 24 to provide the dispensing opening is utilized to form some integral and complementary portion of the ornamentation imprinted on the continued portion of panel 14. Thus the particular manner of associating the closure flaps 22 and 24 and the ornamental continuation of wall panel 14 permits die cutting to accomplish the dual purpose hitherto emphasized.

It is important to note that considerable latitude for ornamentation is provided by means of the blank constituting a part of my invention and that the carton is in no way weakened or complicated by the need for adhering or securing in some other manner separate ornamental panels. The dispensing opening may, if desired, be permanently formed by sealing the two side closure flaps 22 and 24 in overlapping relation after the carton has been filled, thus necessitating only manipulation of the main top closure flap 36 to permit dispensing the contents.

Furthermore, this main closure flap is very readily opened and closed by virtue of the fact that it is associated with the wall panel opposite the main or continued ornamental panel 14 when the carton is formed. The continued portion of panel 14 therefore forms a guide along which locking tab 38 slides during the closing operation. The carton may be subjected to severe handling and manipulation without destroying in any way the ornamentation, the continued portion of wall panel 14 bearing the complementary ornamentation functioning as a handle or means for grasping the carton. Since this handle or continued portion of panel 14 is an integral part of the wall panel, its use in this manner will not tend to weaken the carton.

Thus it will be seen that among the important advantages of my invention is the fact that one wall of the carton is continued in a single plane when the carton is formed and, together with portions die cut from what would ordinarily be full top closure flaps oppositely disposed, constitutes an attractive ornamentation. Such ornamentation of course is limited in no way as to its subject matter. The carton has, in addition, the considerable advantage of being easily filled and closed by the confectioner inasmuch as the ornamental configuration needs no manipulation during either the filling operation or by the ultimate consumer to bring out its most effective visual aspects.

These features, in combination with the dispensing opening formed in the top of the carton while simultaneously deriving the aforesaid advantages, obtain an extremely desirable carton from the viewpoint of both manufacturer and consumer.

While I have disclosed a specific embodiment of the invention, various modifications will be apparent to those skilled in the art. This is particularly true with reference to the specific ornamentation disclosed and it will be understood that this constitutes no limitation, all arrangements falling within the scope of the appended claim being within the inventive concept involved.

What I clam is:

A blank for a novelty carton consisting of portions delineated by weakened or die cut lines, said portions comprising aligned side wall panels, one of the side wall panels bearing an ornamental design and being continued beyond the top margins of the other panels to include an ornamental design complementing that on the wall portion of said panel, closure flaps adjacent the top margins of the wall panels on each side of the continued panel, said closure flaps being cut away to provide a laterally extended portion of the continued wall panel and to form a dispensing opening when placed in overlapping position on forming the carton, and a third closure flap adjacent the top margin of another panel operable when folded to close said dispensing opening, said laterally extended portion being integral with the continued wall panel and in the same plane therewith when the blank is formed into a carton.

SOLON ISENBERG.