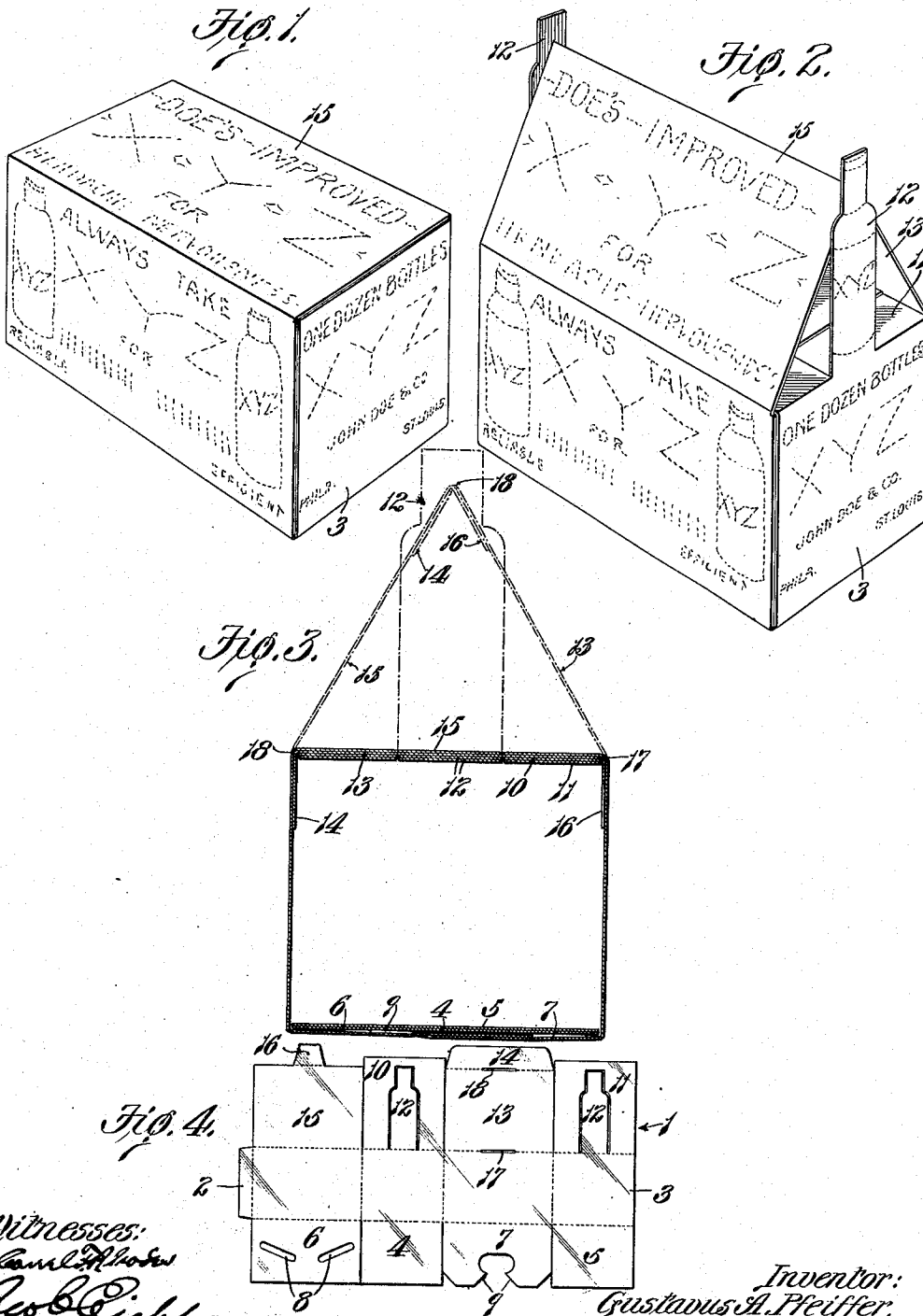


G. A. PFEIFFER.
 CARTON OR BOX.
 APPLICATION FILED JULY 19, 1909.

937,173.

Patented Oct. 19, 1909.



Witnesses:
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UNITED STATES PATENT OFFICE.

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937,173.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, GUSTAVUS A. PFEIFFER, a citizen of the United States, residing at the city of Philadelphia, county of Philadelphia, and State of Pennsylvania, have invented a new and useful Improvement in Cartons or Boxes, of which the following is a specification, reference being had to the accompanying drawings, forming a part hereof, in which—

Figure 1 is a perspective view of my new carton or box closed as when the carton or box is being used as a packing or shipping receptacle; Fig. 2 is a perspective view of the carton or box with the upper top flaps and contents-displaying-tongues in raised position as when the carton or box is being used as a receptacle for displaying or vending the contents thereof; Fig. 3 is a transverse sectional view, showing the carton or box closed in full lines and showing the upper top flaps and contents-displaying-tongues in said raised position in broken lines; and Fig. 4 is a plan view of the carton or box blank.

This invention relates to a new and useful improvement in cartons or boxes, the object being to provide a simple, neat, and attractive carton or box which can be manufactured at slight cost and which is adapted to be used equally well not only as a shipping or packing receptacle, but also as a receptacle for advertising, displaying, or vending the contents thereof.

With this object in view, my invention consists in the novel construction or form of the carton or box blank and in the novel construction or form of the carton or box when folded or set-up, all as hereinafter described and afterward pointed out in the claims.

As shown in the drawings, my carton or box comprises a blank 1, preferably of cardboard or other comparatively stiff paper or material, which is scored along the dotted lines, see Fig. 4, so as to be easily folded.

The body portion of blank 1 is provided at one end with a flap 2, which flap is adapted to be pasted or otherwise secured to the other end 3 of said body portion when the carton or box is set-up or folded, the said body portion of the blank thus forming the four sides of the box when the carton is set-up or folded. On one side of said body portion, the blank 1 is provided with duplicate flaps 4 and 5, which are adapted to

be folded in, with their end portions overlapping, when the box or carton is set-up or folded, said flaps forming or constituting part of the bottom of said box, see particularly Figs. 3 and 4. On the same side of said body portion with said flaps 4 and 5, blank 1 is also provided with flaps 6 and 7, which are adapted to be folded in under said flaps 4 and 5, flap 6 being provided with slots 8 and flap 7 being provided with tongue-portions 9 adapted to interlock or cooperate with said slots 8 to hold said flaps 6 and 7 firmly together when the box or carton is set-up, thus constituting a comparatively strong bottom for the box and one which will not readily pull-apart or open. On the opposite side of said body portion, blank 1 is provided with duplicate flaps 10 and 11, which are adapted to form part of the top of the box when the carton is set-up and which are adapted to be folded-in and overlap in a manner similar to the folding-in and overlapping of said flaps 4 and 5. These flaps 10 and 11, however, are slitted or cut to provide what I term contents-displaying-tongues 12, which are shaped substantially to represent the shape of the particular individual packages which the box or carton is adapted to contain and are adapted to be suitably lithographed or otherwise figured to represent a fac-simile of the same. In the present instance, as shown in the drawings, these tongues 12 are cut or formed to represent a bottle; but it is obvious that the shape or form of said contents-displaying-tongues 12 may be varied to represent, in each instance, the particular individual packages which my box or carton is used to contain. On the same side of said body portion with said flaps 10 and 11, said blank 1 is provided with flaps 13 and 15, which are each preferably of a length and width equal to the length and width of the box or carton when folded or set-up, so that when said box is used as a packing or shipping receptacle and said flaps 13 and 15 are folded-in and locked in closed position as hereinafter appearing, said flaps form or constitute a complete and comparatively strong top or cover for the box. Flap 13, which is adapted to be folded in above said flaps 10 and 11, is provided at its outer end with a projecting flap 14, which flap 14 is adapted to be folded and inserted between the inner side of the box and the side edges

of said inner flaps 10 and 11 when the box is in folded, closed condition, see particularly Fig. 3. Said flap 15, which is adapted to be folded in over said flap 13, is provided at its outer end with a tongue or flap 16, which flap 16 is adapted, when the box is closed, as shown particularly in full lines in Fig. 3, and is being used as a shipping or packing receptacle, to be inserted into a slit 17 in the line of scoring upon which the flap 13 is folded, thereby locking or holding the top flaps of the box in folded, closed position; and in this closed condition the said contents-displaying-tongues 12 are hidden from view and the carton or box provides a neat and comparatively strong receptacle for the storing, shipping, or packing of the goods which it is adapted to contain.

When it is desired to use the carton in vending or displaying the contents thereof, the flaps 13 and 15 are opened and raised until their outer edges meet in the form of a ridge, as shown in Figs. 2 and 3, when the flap 16 is adapted to be inserted in a slit 18 in the line of scoring upon which the flap 14 is folded and the flap 14 is adapted to abut against the upper portion of flap 15, as shown particularly in broken lines in Fig. 3, the flaps 13 and 15 in this open or display position forming a slanting top for the box. And when said flaps 13 and 15 are in this raised position, the said contents-displaying-tongues 12 may be brought to view and extended up at opposite ends of the box, as shown in Figs. 2 and 3, thus clearly indicating to a customer the shape or form of the particular individual packages contained within the carton and presenting to view a fanciful and attractive fac-simile thereof.

As shown in Figs. 1 and 2, the sides and top flaps of my box or carton may, if desired, be suitably ornamented or covered with advertising matter, to add to the attractiveness of my carton or to its advertising properties with respect to the contents thereof.

It is obvious that my carton or box may be made in varying sizes or shapes, to suitably accommodate the particular kind or style of goods or individual packages to be contained therein, and that minor changes in the form or construction of my box may be made and substituted herein, without departing from the nature and spirit of my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. A packing and display carton having contents-displaying tongues thereon representing the individual packages to be contained within the carton, said tongues being adapted to be seen when the carton is being

used as a display-carton and to be hidden from view when the carton is being used as a packing-carton; substantially as described.

2. A foldable packing and display carton having contents-displaying tongues thereon representing the particular individual packages to be contained within the carton, said tongues being adapted to be seen when the carton is being used as a display-carton and to be hidden from view when the carton is being used as a packing-carton; substantially as described.

3. A packing and display carton having contents-displaying tongues thereon representing the particular individual packages to be contained within the carton and cover-flaps adapted to provide one form of cover for the carton when used as a packing-carton and another form of cover for the carton when used as a display-carton, said tongues being adapted to be seen when the carton is being used as a display-carton and to be hidden from view when the carton is being used as a packing-carton; substantially as described.

4. A packing and display carton having contents-displaying tongues thereon representing the particular individual packages to be contained within the carton, cover-flaps adapted to provide a flat top for the carton when used as a packing-carton and a slanting top for the carton when used as a display-carton, said tongues being adapted to be seen when the carton is being used as a display-carton and to be hidden from view when the carton is being used as a packing-carton, and means adapted to hold said cover-flaps in their several positions; substantially as described.

5. A blank for foldable packing and display cartons, the same comprising a body portion adapted when folded to form the sides of the carton, bottom-flaps adapted when folded to form the bottom of the carton, and top-flaps adapted when folded to form the top of the carton, said top-flaps being adapted to provide one form of top for the carton when used as a packing-carton and another form of top for the carton when used as a display-carton; substantially as described.

6. A blank for foldable packing and display cartons, the same comprising a body portion adapted when folded to form the sides of the carton, bottom-flaps adapted when folded to form the bottom of the carton, top-flaps adapted when folded to form the top of the carton, and contents-displaying tongues representing the particular individual packages to be contained within the carton, said top-flaps being adapted to provide one form of top for the carton when used as a packing-carton and another form of top for the carton when used as a display-carton, and said tongues being adapted to

be seen when the carton is being used as a display-carton and to be hidden from view when the carton is being used as a packing-carton; substantially as described.

5 7. A blank for foldable packing and display cartons, the same comprising a body portion adapted when folded to form the sides of the carton, bottom-flaps adapted when folded to form the bottom of the carton, top-flaps adapted when folded to form the top of the carton, contents-displaying
10 tongues representing the particular individual packages to be contained within the carton, said top-flaps being adapted to provide one form of top for the carton when
15 used as a packing-carton and another form of top for the carton when used as a display-carton and said tongues being adapted to be seen when the carton is being used as a display-carton and to be hidden from view
20 when the carton is being used as a packing-carton, and means adapted to hold said top-flaps in their several positions; substantially as described.

25 8. A blank for foldable packing and display cartons, the same comprising a body portion adapted when folded to form the

sides of the carton, bottom-flaps adapted when folded to form the bottom of the carton, top-flaps adapted when folded to form
30 the top of the carton, said top-flaps being adapted to provide a flat top for the carton when used as a packing-carton and being so proportioned and adapted that they may be raised to provide a slanting top for the carton
35 when used as a display-carton, contents-displaying-tongues on said body portion, said tongues representing the particular individual packages to be contained within the carton and being adapted to be hidden from
40 view when the carton is being used as a packing-carton and to be brought to view when said top-flaps are raised and said carton is being used as a display-carton, and means adapted to secure said top-flaps in
45 their several positions; substantially as described.

In testimony whereof, I have signed my name to this specification in the presence of two subscribing witnesses.

GUSTAVUS A. PFEIFFER.

Witnesses:

HARRY E. JAMES,
HALFORD RUNGE.