C. L. WHITMORE.

BOX FRONT.

APPLICATION FILED AUG. 5, 1918.

1,299,645. Patented Apr. 8, 1919.

Fig. 1.

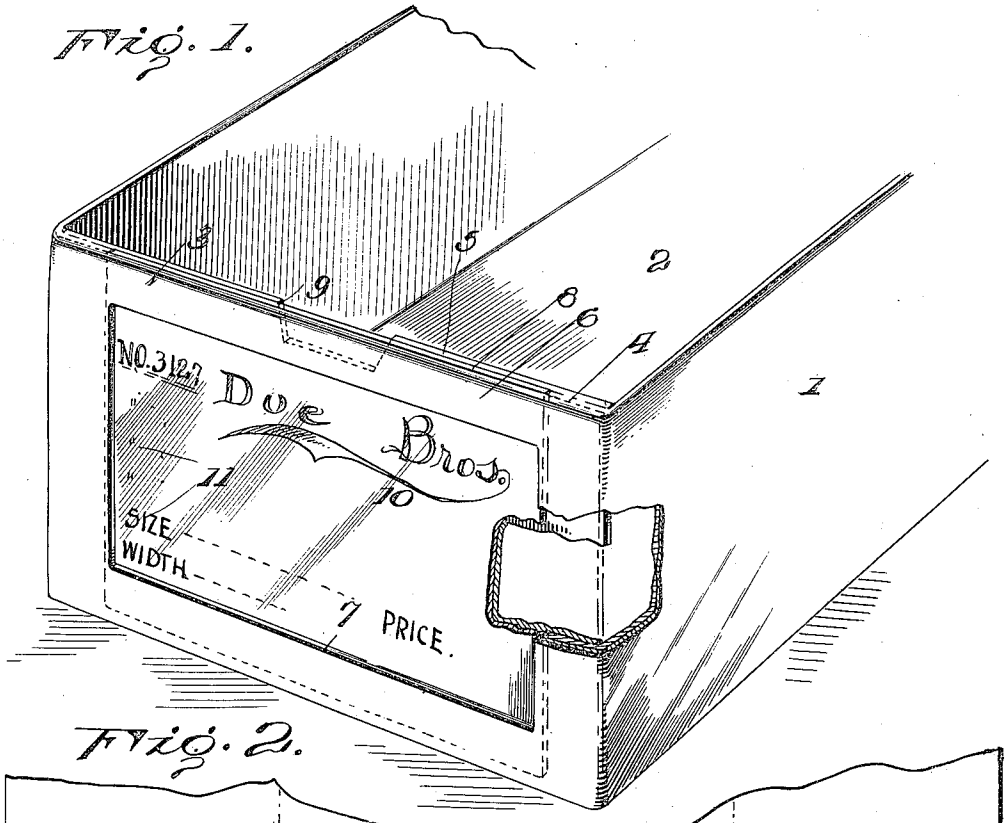


Fig. 2.

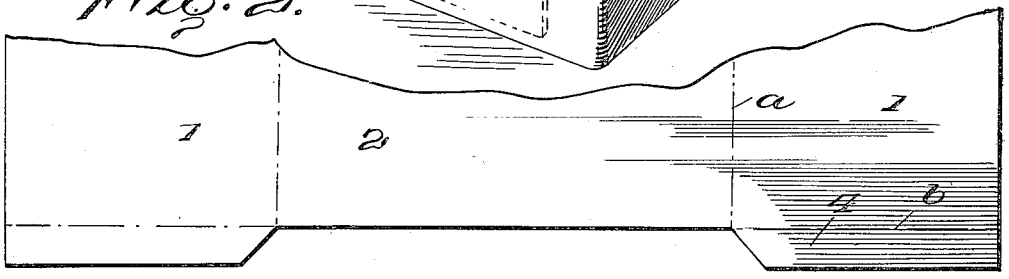


Fig. 3.

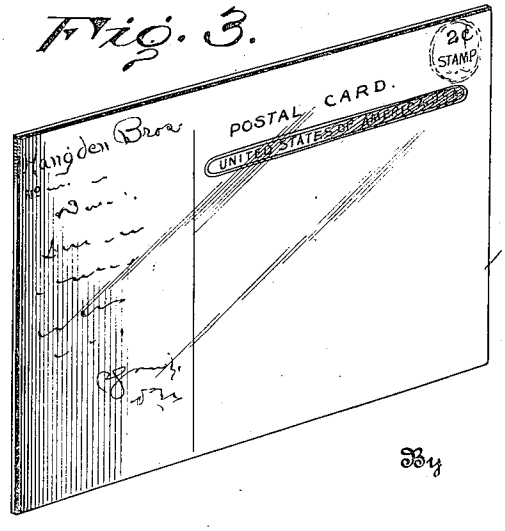
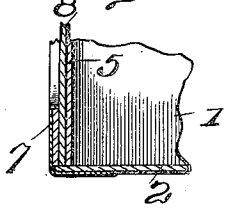


Fig. 4.



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BOX-FRONT.

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Application filed August 5, 1918. Serial No. 248,379.

To all whom it may concern:

Be it known that I, CHESTER L. WHITMORE, a citizen of the United States, residing a Omaha, in the county of Douglas and State of Nebraska, have invented certain new and useful Improvements in Box-Fronts, of which the following is a specification.

This invention relates to box or carton fronts and while the invention is primarily designed for embodiment in boxes to contain shoes, the principles thereof may be carried out in the manufacture of boxes or cartons intended to contain various other articles of merchandise. As a matter of economy it is at the present time customary to ship boxed shoes in strawboard boxes or cases and in the course of shipment these boxes or cases are liable to become crushed with the result that the boxes therein, which contain the shoes, likewise become crushed or damaged. This is, of course, annoying to the dealer receiving the shipment for it becomes necessary for him to place the shoes from the damaged or crushed boxes into new boxes, the fronts of which must then be marked to indicate the size, style, and other data relating to the shoes or other merchandise. A relabeled or marked-over box front is, of course, unsightly upon the shelves and the labels are confusing particularly where the box has previously contained footwear of one make and footwear of another make is placed therein under the conditions mentioned. The present invention, therefore, has as its primary object to provide a box front having a pocket into which may be fitted any desired or suitable label bearing data relating to the article or articles to be contained within the box, the said front having an open face through which the label is exposed. In this manner a dealer receiving a shipment of shoes may place the shoes in boxes of the proper size of which he may have a supply on hand, which boxes may be shipped to him containing the shoes or other articles, and then he might select the proper labels and insert the same within the pockets in the box fronts. Then should any box become crushed or otherwise damaged so as to be unsightly, he may discard that box, first removing the label, then placing the shoes or other articles in a new box and insert the old label into place thus at no time losing the identity of the article.

Another object of the invention is to provide a box front with an identifying label which will tend to perpetuate the trade in the particular make of article to be contained within the box, this being accomplished by printing upon the reverse face of the label matter which will adapt the label to be employed as a post card, so that when one has purchased a pair of shoes or any article or articles contained within the box and finds the same to be satisfactory and desires another pair of these shoes or another one of the articles, it is only necessary to remove the label from the box and employ the same as a medium for ordering the new pair of shoes or the new article, the obverse face of the label bearing all data necessary for the dealer to have in order to fill the order.

In the accompanying drawings:

Figure 1 is a perspective view, parts being broken away, illustrating the present invention;

Fig. 2 is a plan view of one end of the body of the box in blank form;

Fig. 3 is a perspective view of the label removed from the box and looking at the face thereof other than the one exposed to view when the label is in place within the pocket provided upon the front of the box;

Fig. 4 is a detail vertical front to rear sectional view through the lower portion of the front of the box.

In its general appearance, the box embodying the present invention is not dissimilar to the ordinary shoe box, the same including the usual side walls indicated by the numeral 1, and the usual bottom 2. However, in carrying out the present invention the front of the box, which front is indicated in general by the numeral 3, is constructed to provide a pocket to receive the label heretofore referred to. The body of the box is formed from a pasteboard blank the front end of which has the marginal contour shown in Fig. 2 of the drawings. In this figure, the portions of the blank which are to comprise the side walls 1 are provided each with a flap indicated by the numeral 4, and in folding up the blank the same is folded or bent along the lines indicated by the reference letter *a* in

Fig. 2, and the flaps 4 are folded in toward each other along the lines indicated by the letter *b* in said figure so that said flaps occupy a vertical plane in the completed condition of the box. The numeral 5 indicates the front wall proper of the box and this wall is in the nature of a suitably proportioned sheet of pasteboard which is disposed at its ends against the inner faces of the flaps 4 and secured thereto in any suitable manner either directly or by some means holding the wall in place. For example the face of the wall 5 at its ends may be glued or otherwise secured directly to the flaps 4 or the usual glazed paper covering with which boxes of this general class are finished, may be utilized in holding the wall 5 in position against the flaps 4. A frame 6 of pasteboard and rectangular in shape and of substantially the same dimensions as the wall 5, is disposed against the outer faces of the flaps 4 and is either secured directly to the flaps or indirectly held assembled therewith in the manner just described. The opening of this frame is indicated by the numeral 7 and it is through this opening that the label which will be presently described, is visible. The frame 6 extends, of course, the entire width and height of the front end of the box, and it will be understood that when the parts have been assembled in the manner stated, there will be provided a pocket 8 which is adapted to receive the said label. The location of the flaps 4 between the wall 5 and the frame 6 serves, of course, to space these parts so as to form the pocket and it will be understood that the pocket is closed at its bottom by the forward edge portion of the bottom wall 2 of the box as clearly shown in Fig. 4 of the drawings. The pocket is, of course, open at its top, and in order that the label may be readily inserted into place and readily removed, it is preferable that the wall 5 be formed in its upper edge with a finger notch 9, as clearly shown in Fig. 1 of the drawings.

The label above referred to is indicated by the numeral 10 and upon one face there is printed or marked, as indicated by the numeral 11, the size, width, stock number, and other desired data relating to the shoes to be contained within the box to which the label is applied or to any other article or articles to be contained in said box. Of course, this face of the label will ordinarily bear the dealer's name and any advertising matter he may see fit to print thereon, and also usually this face of the label will bear the name of the make of shoe or other article. As heretofore stated and as clearly shown in Fig. 3 of the drawings, the obverse face of the label is printed with matter which adapts the label for use as a post card and while this face of the label is concealed when the label is fitted into the pocket 8, it will be understood that after removal of the label from the box front it may be employed as a medium for ordering another pair of the shoes or another one of the articles previously purchased and found satisfactory.

Having thus described the invention, what is claimed as new is:

A cardboard box having side walls provided at their front ends with flaps turned in at the front of the box over the bottom of the same, a front wall held against the inner sides of the flaps, an open frame held against the outer sides of the flaps and spaced by the said flaps from the said front wall, and a label removably fitted in the pocket formed between the said wall and frame and resting on the bottom of the box.

In testimony whereof I affix my signature.

CHESTER L. WHITMORE. [L. S.]