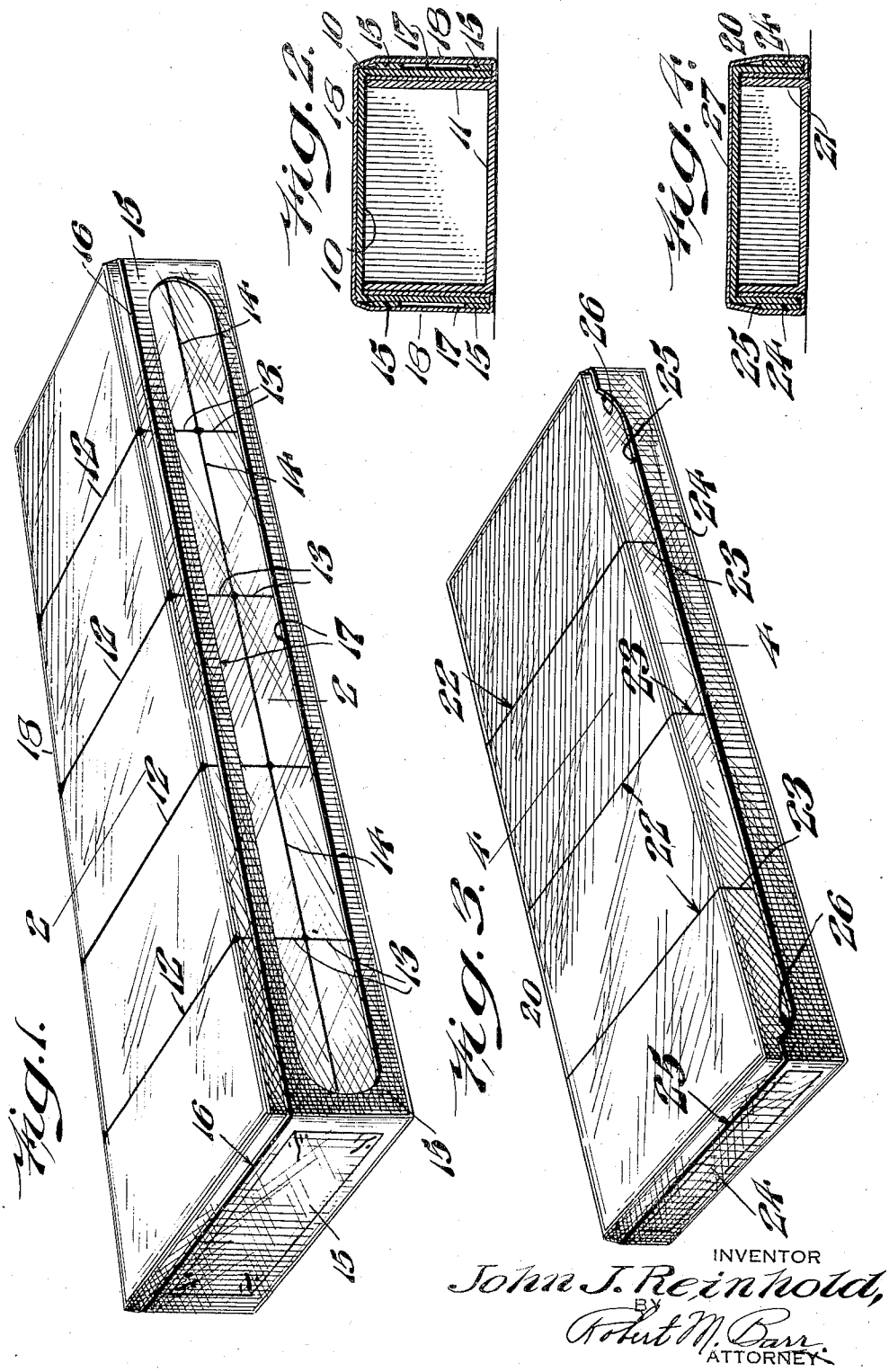
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CARTON FOR PACKAGED GOODS

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CARTON FOR PACKAGED GOODS

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3 Claims. (Cl. 229—8)

The present invention relates to the packaging of merchandise and more particularly to a novel carton for cigarettes.

In the packaging of a number of articles for sale as a unitary package, such for example, as ten packages of cigarettes in a box or carton, it has been the custom to use a cheap pasteboard box which is covered with a paper wrapper having printed advertisements thereon so that the outside of the carton or box is of unsightly appearance and is therefore quite unsuited as a gift package or a package to be left exposed to view in a well furnished room.

Some of the objects of the present invention are to provide an improved container for a plurality of article packages; to provide a box or carton which simulates in appearance the contents thereof; to provide a cover for a box or carton which is so arranged and constructed as to outwardly display a replica of a plurality of packages of articles as though assembled in a tray ready for any one to be removed therefrom for use; and to provide other improvements as will hereinafter appear.

In the accompanying drawing Fig. 1 represents a perspective of a box or carton embodying one form of the present invention; Fig. 2 represents a section on line 2—2 of Fig. 1; Fig. 3 represents a perspective of a modified form of the invention; and Fig. 4 represents a section on line 4—4 of Fig. 3.

Referring to Figs. 1 and 2 of the drawing one form of the present invention is shown as a telescoping type of lid 10 for receiving and concealing the body 11 of the box or carton. In this form the box is of elongated, rectangular shape and of a height such as used to enclose ten packages of cigarettes arranged in two superposed rows of five packages each. As here shown the lid 10 is subdivided by lines 12 parallel to each other and spaced apart to correspond to the width of a package of cigarettes, though this spacing can be varied to accord with the shape of any other article. These lines 12 are continued down the sides of the box as shown at 13 but are intercepted by a median line 14 running lengthwise of each side and so placed as to represent the abutting faces of two superposed rows of packages.

For the purpose of giving the effect of a tray within which the packages representations are stacked, a strip 15 is arranged to extend longitudinally around the two sides and ends of the box cover and may be printed or otherwise made to appear thereon as an element contrasting in a very definite manner from the package representations. As here shown the strip 15 is of paper pasted to the lid or cover and in whatever form it is preferably of less width than the height of the cover so that when its bottom edge is flush with the bottom of the box its top edge will be spaced from the top of the cover to sharply accentuate a ledge 16 which gives the desired effect of the top edge of a tray. Preferably the side portions of the strip 15 are cut away to form respectively elongated slots 17 to give the appearance of a tray of skeleton construction and through which slots 17 the representations of the ends of the packages can be seen. Thus while the contrasting of the strip 15 with the representations of the package gives the desired illusion of a tray containing two rows of stacked cigarette packages, the effect is made complete by the slots 17.

In order to preserve the lid in its original condition it, as well as the strip 15, is preferably enclosed in an outer casing 18 of some suitable tough fabric which is transparent so that the representations of the tray and packages are fully exposed to view.

In the form of the invention shown in Figs. 3 and 4, the box is relatively shallow to give the height of a single row of packages, but the lid 20 which fits over the body 21 is divided by transverse parallel lines 22 and 23 properly spaced on the lid, top and sides to set off an accurate representation of a row of packages. In this instance the representation of a tray in which the packages are supposed to be exposed is obtained by a strip 24 extending around the sides and end of the cover but of a width less than the height of the lid. This strip 24 is so arranged as to form the ledge or line 25 representing the top edge of a tray, and to further the illusion this ledge 25 is longitudinally recessed so that the strip sides are narrower than the strip ends but curve upwardly as shown at 26 to produce the desired effect of an open top tray. A casing 27 of transparent material encloses the lid to protect the parts which form the package and tray representations.

While only two forms are shown in which this invention may be embodied, it is to be understood that the invention is not limited to any specific construction, but might be applied to various forms without departing from the spirit of the invention or the scope of the appended claims.

Having thus described my invention, I claim:—

1. A carton comprising an article receiving body, a lid to fit over said body, means on said

lid to represent a row of packages, and a strip encircling said lid to represent a tray, said strip having cut away portions to expose opposite ends of said package representations.

2. A carton comprising an article receiving body, a lid to fit over said body, means on said lid to represent two superposed rows of packages, and a strip encircling said lid to represent a tray, said strip having slots at opposite sides to expose the respective ends of said package representations.

3. A lid for a carton comprising a cover having transversely arranged parallel lines forming representations of a row of packages, and means encircling said cover to represent a tray, said means being slotted to expose the ends of said package representations.

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