April 23, 1935. M. HORRELL ET AL 1,998,542

CARTON

Filed Jan. 25, 1933 2 Sheets-Sheet 1

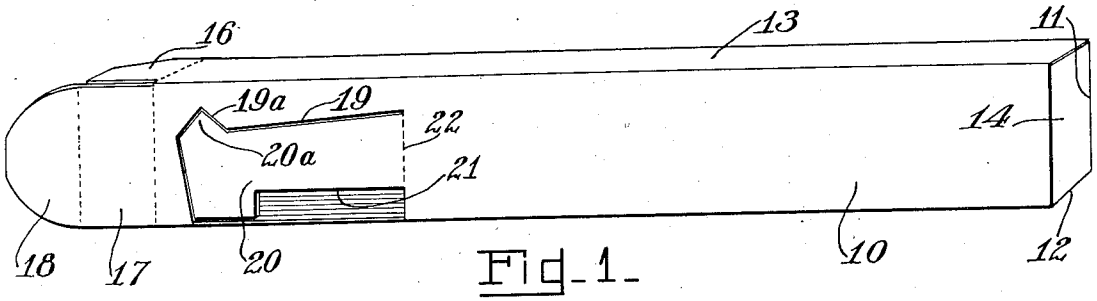


Fig. 1.

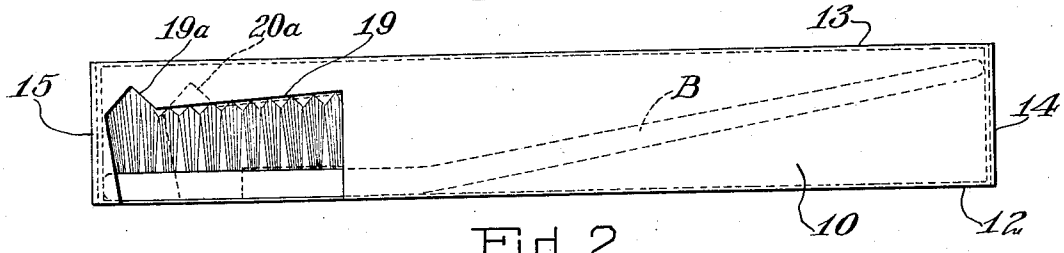


Fig. 2.

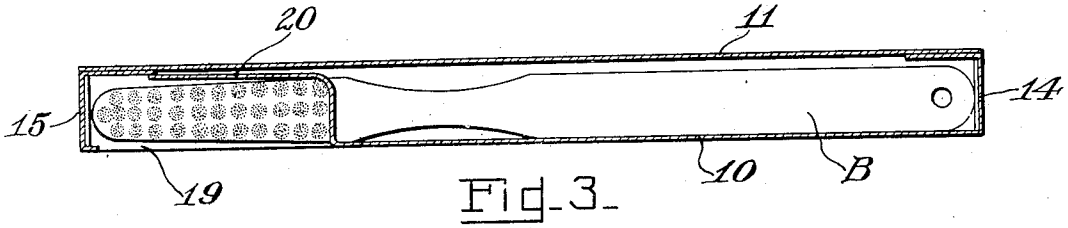


Fig. 3.

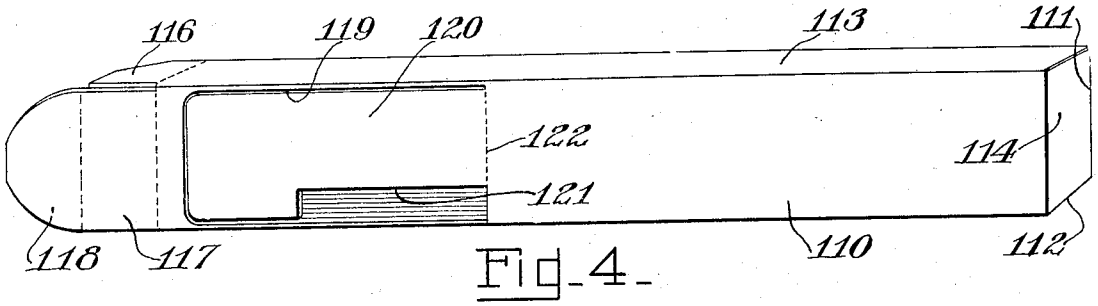


Fig. 4.

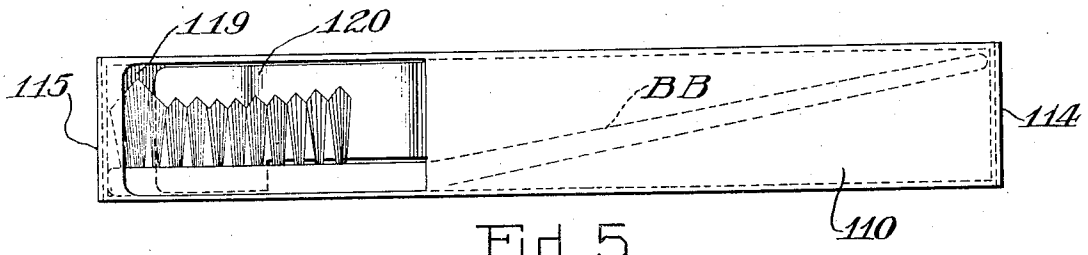


Fig. 5.

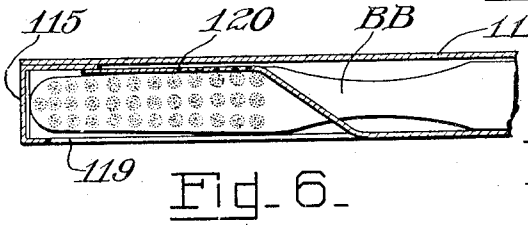


Fig. 6.

INVENTORS:
Martin Horrell
William S. Elliot
by Macleod, Calver, Copeland & Dike
Attys.

April 23, 1935. M. HORRELL ET AL 1,998,542

CARTON

Filed Jan. 25, 1933 2 Sheets-Sheet 2

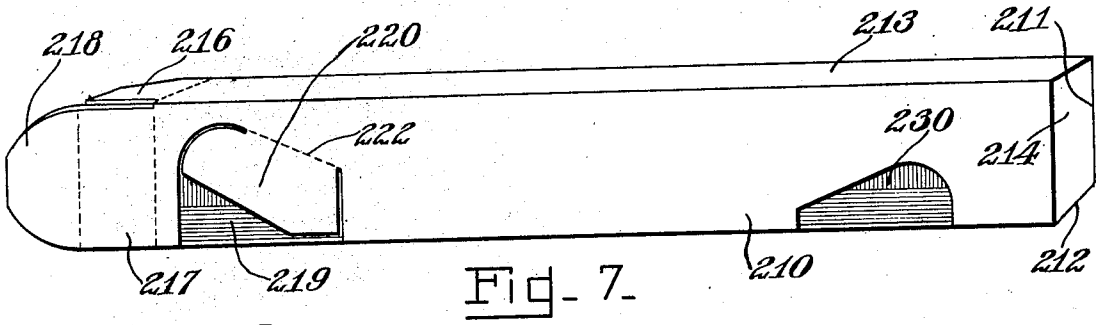


Fig. 7.

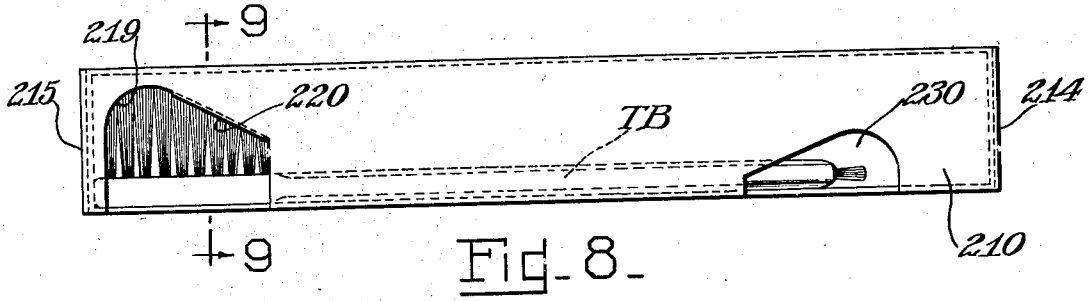


Fig. 8.

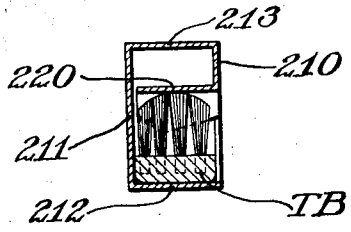


Fig. 9.

INVENTORS:
Martin Horrell
William S. Elliot
by Macleod, Calvin, Copeland & Dike
Attys.

Patented Apr. 23, 1935 1,998,542

UNITED STATES PATENT OFFICE

1,998,542

CARTON

Martin Horrell, New York, N. Y., and William S. Elliot, Northampton, Mass., assignors to Pro-Phy-Lac-Tic Brush Company, Northampton, Mass., a corporation of Delaware

Application January 25, 1933, Serial No. 653,448

10 Claims. (Cl. 206—44)

Our invention relates to boxes or cartons for holding and displaying brushes such, for example, as tooth brushes.

One of the objects of the invention is to provide an improved carton having means for displaying a portion or portions of the brush. Another object of the invention is to provide an improved carton of the foregoing character in which the brush is held in displaying position within the carton against accidental movement or displacement.

Other objects of the invention will appear from the following description and appended claims when considered in connection with the accompanying drawings forming a part of this specification.

In said drawings:

Fig. 1 is a perspective view of one form of empty carton made in accordance with our invention.

Fig. 2 is a front elevation of the carton of Fig. 1, containing a tooth brush.

Fig. 3 is a horizontal section of the carton of Fig. 2, showing the brush in elevation.

Fig. 4 is a perspective view of a modified form of empty carton, embodying our invention.

Fig. 5 is a front elevation of the carton of Fig. 4, containing a tooth brush.

Fig. 6 is a fragmentary horizontal section of the carton of Fig. 5, showing the brush in elevation.

Fig. 7 is a perspective view of a further modified form of empty carton, embodying the invention.

Fig. 8 is a front elevation of the carton of Fig. 7, containing a tooth brush; and

Fig. 9 is a vertical section taken substantially along the line 9—9 of Fig. 8.

Before explaining in detail the present invention it is to be understood that the invention is not limited in its application to the details of construction and arrangement of parts illustrated in the accompanying drawings, since the invention is capable of other embodiments and of being practiced or carried out in various ways. Also it is to be understood that the phraseology or terminology employed herein is for the purpose of description and not of limitation, and it is not intended to limit the invention claimed herein beyond the requirements of the prior art.

Referring now particularly to Figs. 1, 2 and 3 of the drawings we have shown therein one form of carton embodying our invention, this particular form of carton being adapted for holding and displaying a tooth brush. The carton is formed, preferably, from a single blank of any suitable material, such as cardboard, and is folded to provide an oblong container or carton having front and rear walls 10 and 11, side walls 12 and 13, and end walls 14 and 15. Each end wall is formed by means of flaps or extensions 16 and 17 of the side walls, the flap 17 having a tongue 18 which is adapted to hold the flaps in place when the end wall is closed.

One of the walls, preferably the front wall 10, is provided with an irregularly shaped opening 19 formed by cutting the material of the wall to provide a tongue or member 20 which, it will be noted, corresponds in shape to the outline of the opening 19. The shape of the opening corresponds generally to the outline of the brush head within the carton. The opening 19 has adjacent one end an inverted V-shaped notch 19a. The tongue member 20 has a corresponding projection 20a. The tongue is provided along one edge, namely, that edge adjacent the side wall 12 with a cut-out portion 21 for a purpose to be hereinafter described. The tongue is severed from the front wall along three of its edges but is integral with the front wall at its inner end. When it is desired to insert a tooth brush, such as brush B, into the carton, the carton is set up from its normal flat position into its box form with flaps open. The tongue 20 is then depressed from its normal position within the opening 19 and the brush handle is inserted over the tongue and through the opening or cut out portion 21. In moving, the tongue 20 hinges about its point of attachment to the wall 10 as indicated by the broken line 22. The tongue, due to its flexibility, embraces the head of the brush, provides a background for it, and holds it in the position in which it is best shown in Fig. 3 with the brush head and bristles being positioned adjacent the opening 19 in the front wall. The tongue 20, in addition to supporting the brush head in displaying position opposite the opening 19, also maintains the brush in this position against accidental movement or displacement.

Referring now to Figs. 4, 5 and 6, a slightly modified form of construction is therein shown. In this form of the invention the carton comprises front and rear walls 110 and 111, side walls 112 and 113, and end walls 114 and 115. The end walls are formed by flaps 116 and 117. The flap 117 has a tongue portion 118 which serves to hold the flaps in closed position after the brush has been inserted in the carton. The front wall 110 is provided with a cut-out portion or opening 119 and with a tongue member 120 which normally

projects into the opening and forms a continuation of the front wall 110. Along one edge, the tongue 120 is provided with a cut-out portion 121. When it is desired to insert a brush, such as the brush BB, into the carton, the tongue member 120 is moved into position within the carton to a point in engagement with the opposite or rear wall 111. The brush BB is then inserted, handle first, through the open end 115 of the carton and the handle passes through the space provided by the cut-out portion 121. When the end flaps are closed, it will be seen that the tongue member 120 embraces the head of the brush (Figs. 5 and 6) and holds the head in displaying position adjacent the opening 119. The tongue member 120 hinges at a point indicated by the broken lines 122. The brush is held in displaying position and also against any possibility of accidental movement or displacement.

Referring now particularly to Figs. 7, 8 and 9, a further modified form of the invention is shown. As in the preceding forms, the box or carton of our invention herein shown is of oblong shape formed from a single blank of material and comprises front and rear walls 210 and 211, side walls 212 and 213 and end walls 214 and 215. The end walls are formed by means of extensions of the side walls in the form of flaps 216 and 217, the flap 217 having a tongue portion 218 which serves to maintain the flaps in position when the end of the carton is closed.

The front wall 210 is provided adjacent one end with an opening 219 containing an angularly disposed tongue member or flap 220. Adjacent the opposite end, the wall 210 is provided with a cut-out portion 230 for a purpose to be described. It will be seen that the tongue 220 is severed from the wall 210 at its opposite ends and conforms generally to the shape of the opening 219. The material of the tongue is cut away to provide a substantially triangular space between the tongue and the side wall 212 when the tongue is in its normal position as shown in Fig. 7.

This form of carton is designed particularly for displaying a special type of tooth brush, such as the brush TB (Figs. 8 and 9) in which it is desired to display the head of the brush and also the end of the brush handle. When it is desired to place a tooth brush within the carton, the tongue 220 is moved toward the rear wall 211 to a position substantially at right angles to the front wall 210. The tongue hinges about the point indicated by the broken line 222. In this position the brush TB is inserted and the tongue engages the ends of the bristles to hold the brush in place. The natural flexibility of the material forming the tongue tends to keep the tongue in frictional engagement with the bristles in the brush head and maintain it in displaying position opposite the opening 219. In this position, the end of the brush handle is visible through the opening 230. The tongue 220, in addition to maintaining the brush in displaying position opposite the openings 219 and 230, also maintains it against accidental displacement or movement within the carton.

The entire carton is intended to be enclosed by a wrapper of transparent material, such, for example, as "Cellophane."

We claim:

1. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said front wall having an opening formed therein, and a tongue forming a part of said front wall located within said opening and adapted to be moved into position within the carton to engage and in conjunction with the walls of said carton to support the head of the brush in registry with the opening in said front wall.

2. A carton for holding and displaying a brush, comprising a single piece of material folded to provide front, rear, side and end walls, said front wall having an opening formed therein, and a tongue forming a part of said front wall located within said opening and adapted to be moved toward the rear wall of the carton to engage and in conjunction with the walls of said carton to support the head of the brush in registry with the opening in said front wall, said tongue providing a background for said brush head.

3. A carton for holding and displaying a tooth brush, comprising a cardboard blank formed to provide a relatively narrow oblong container having front, rear, side and end walls, said carton having an opening in its front wall adjacent an end thereof, and a bendable tongue member formed from said front wall extending into said opening and adapted to be moved into position within said carton to resiliently embrace and in conjunction with the walls of said carton to maintain the head of the brush in registry with the opening in said front wall.

4. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said front wall having a window formed therein of a shape conforming to the outline of the brush head to expose said brush head, and a tongue formed from said front wall conforming in shape to said opening and located therein, said tongue engaging said brush head to hold it in registry with said window and having a cut-out portion along one edge thereof to receive the brush handle when the tongue is moved into brush engaging and supporting position within the carton.

5. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said front wall having an opening formed therein, and a tongue forming a part of said front wall located within said opening and adapted to be moved into position within the carton to engage and support the head of the brush in registry with the opening in said front wall, said tongue having a cut-out portion along one edge thereof to provide a space to receive the brush handle when the tongue is in brush engaging and supporting position within the carton.

6. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said front wall having an opening formed therein, and a diagonally disposed tongue member forming a part of said front wall located within said opening, said tongue being adapted to be moved to a substantially right angular position within the carton to engage the brush bristles and support the head of the brush in registry with said opening.

7. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said front wall having an opening formed therein to expose the head of said brush, and a diagonally disposed tongue member forming a part of said front wall located within said opening, said tongue being adapted to be moved to a substantially right angular position within the carton to engage the brush bristles and support the head of the brush in registry with said opening, said front wall having a second opening formed therein to expose the end of the brush handle.

8. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said end walls being adapted to be opened for insert-

ing and removing the brush, said front wall having a window formed therein adjacent one of said end walls of a shape conforming to the outline of the brush head to expose said brush head, and a tongue for holding the brush head in registry with the corresponding window.

9. A pasteboard carton for holding and displaying a brush, comprising front, rear, side and end walls, said end walls being adapted to be opened for inserting and removing the brush, said front wall having adjacent one end thereof an opening formed therein for exposing the head of said brush, and said front wall also having adjacent its opposite end a second opening formed therein for exposing the end of the brush handle.

10. A carton for holding and displaying a brush, comprising front, rear, side and end walls, said carton having a length substantially equal to the length of said brush to prevent endwise movement of the brush within said carton, one of said walls having an opening formed therein for displaying a portion only of the brush, and a tongue for holding the brush head in registry with the corresponding opening.

MARTIN HORRELL.
WILLIAM S. ELLIOT.