

W. T. JEFFERSON.
ADVERTISING CARTON.
APPLICATION FILED OCT. 27, 1913.

1,148,233.

Patented July 27, 1915.

Fig. 2.



Fig. 1.

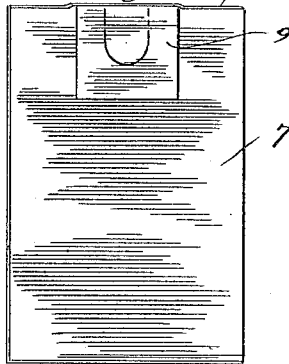


Fig. 3.

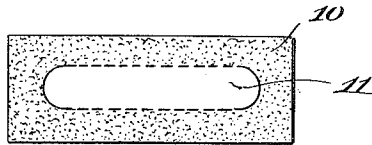


Fig. 5.

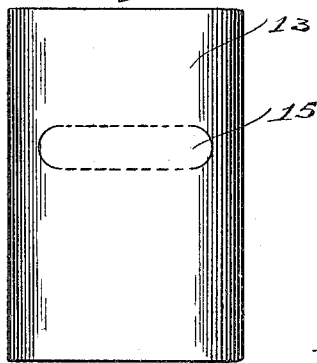


Fig. 4.

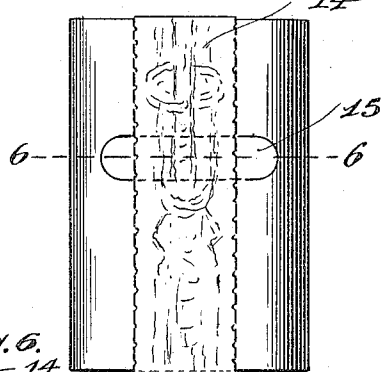
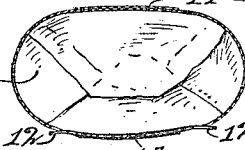


Fig. 6.



Witnesses,

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UNITED STATES PATENT OFFICE.

WILLIAM T. JEFFERSON, OF CHICAGO, ILLINOIS.

ADVERTISING-CARTON.

1,148,233.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, WILLIAM T. JEFFERSON, a citizen of the United States, residing at Chicago, county of Cook, and State of Illinois, have invented certain new and useful Improvements in Advertising-Cartons, of which the following is a specification:

It is a common practice in the trade to give a coupon or premium away with the article sold. This method of advertising has tended to increase sales because the consumer receives something extra, but the profit to the dealer upon the article sold with a premium and a similar article sold without a premium is generally the same, consequently there is no special incentive for the dealer to recommend the sale of one article in preference to another similar article.

It is the purpose of my invention to stimulate sales by giving the dealer a bonus or premium on each article sold, to which my invention is applied. While this idea is, of course, not broadly new, nevertheless, no satisfactory means have been devised for accomplishing the end which I seek to obtain. Any coupon or premium within the package necessitates the possible mutilation of the package before it can be removed and this results in an unattractive package being sold to the consumer. If the coupon or premium is independent of the package it can be used by any dealer or clerk before an actual sale is made. A satisfactory solution of the sales problem must, therefore, necessarily reside in a carton to which the coupon is affixed in such a manner that it may be readily removed by the dealer in the presence of the purchaser without mutilating the package and at the time the sale is made.

While my invention is applicable to many forms of cartons, I have herein shown it as applied to only two different forms and particularly to cartons containing cigarettes, as its many advantages are best illustrated in conjunction with a carton having a seal such as a Government revenue stamp.

In the accompanying drawings, Figure 1 is a side view of my improved form of carton; Fig. 2 is a top view of Fig. 1; Fig. 3 is a bottom view of a coupon showing the adhesive under surface; Fig. 4 is a side view of a modified form of carton; Fig. 5 is a view similar to Fig. 4 with seal removed;

Fig. 6 is a sectional view of Fig. 4 on the line 6—6.

Referring now more particularly to the drawing, the carton 7 shown in Fig. 1 is of the ordinary character with end openings partially encircled by a seal 8, such as a Government revenue stamp, to seal the ends and not permitting of the package being opened except by the breaking of the seal. Between the end of the carton and the under surface of the revenue stamp is a coupon member 9, the major portion of the under surface of which is provided with an adhesive material 10, having a detachable coupon 11 preferably formed integral with the coupon member by perforating along parallel lines and cutting through the coupon member so as to form free ends 12 whereby the detachable coupon may be readily severed from the coupon member. It is to be noted that the underside of the detachable coupon is not provided with an adhesive material so that when the coupon member is applied to the carton it is sealed thereto but permits of the detachable coupon being readily torn therefrom.

In Fig. 4 a slightly modified form of structure is shown wherein the carton consists of a package 13 encircled by a seal 14 and in this construction the detachable coupon 15 is formed integral with the material composing the carton itself. In both forms of cartons, however, it will be noted that the seals 8 and 14 pass over the detachable coupon to leave the ends of the same free as is best illustrated in Fig. 6. It is of course understood that the detachable coupon is to be retained by the dealer and when the purchaser asks for the article contained in the carton as above described, the dealer can readily remove the detachable coupon by grasping it at one end and tearing it along the perforated lines. The freeing of the coupon from the coupon member 9, or from the body of the carton, breaks or destroys the seal 8 or 14 and where such seals are in the nature of Government revenue stamps, the stamp is destroyed by the dealer before the package reaches the consumer. It is therefore obvious that the carton can be thereupon delivered to the purchaser unopened and the dealer is justified in removing the detachable coupon for the

purpose of destroying the stamp, thus the carton is not mutilated to any great degree and the dealer retains the detachable coupon since it has a value attached to it for the benefit of the dealer only.

While it is obvious that there may be various ways of forming a detachable coupon other than as illustrated and described, it will be understood that I am not confined to specific details of construction, except as pointed out in the appended claims.

I claim:

1. An advertising device comprising a carton, a coupon member secured to said carton, a detachable coupon formed integral with said coupon member and detachably

connected thereto by forming perforations in said coupon member and a seal secured to said carton covering a portion of said detachable coupon.

2. An advertising device comprising a carton, a coupon member secured thereto, a detachable coupon formed integral with said coupon member and having its ends cut free from said coupon member and a seal secured to said carton covering a portion of said detachable coupon.

WILLIAM T. JEFFERSON.

Witnesses:

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Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."