Dec. 3, 1968 A. C. RUNIONS 3,414,122

MAILING CARTON FOR PHOTOGRAPHIC PRINTS AND/OR THEIR NEGATIVES

Filed Dec. 29, 1967 3 Sheets-Sheet 1

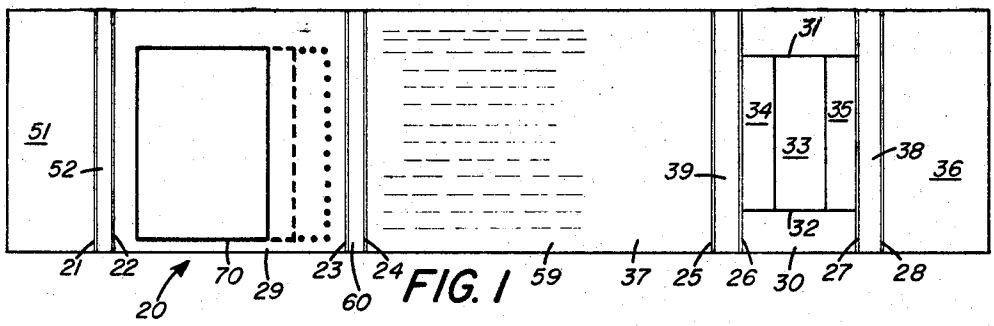


FIG. 1

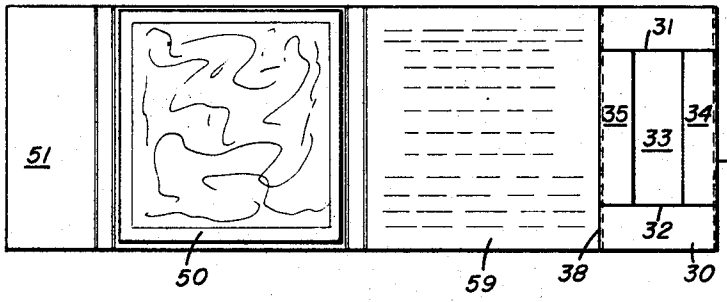


FIG. 2

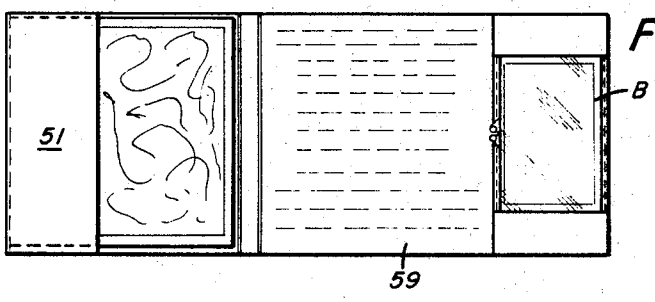


FIG. 3

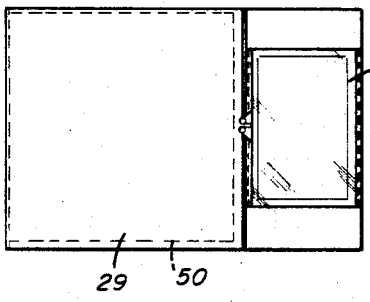


FIG. 4

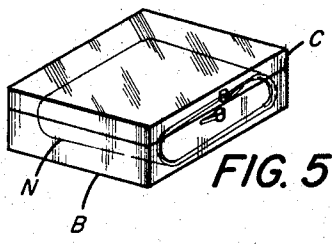


FIG. 5

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MAILING CARTON FOR PHOTOGRAPHIC PRINTS AND/OR THEIR NEGATIVES

Filed Dec. 29, 1967 3 Sheets-Sheet 2

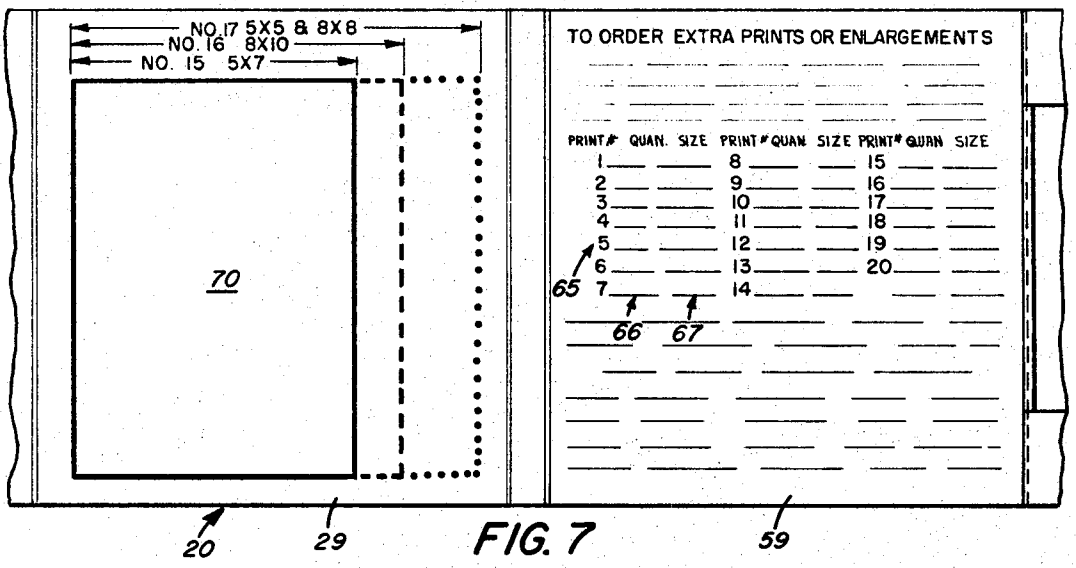


FIG. 7

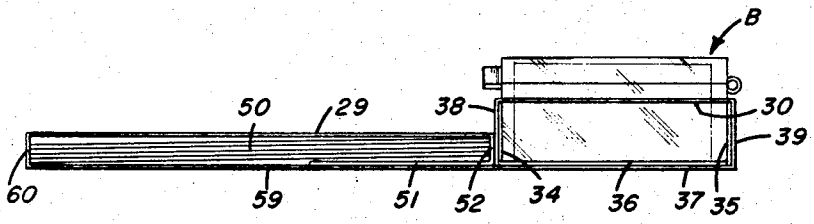


FIG. 6

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MAILING CARTON FOR PHOTOGRAPHIC PRINTS AND/OR THEIR NEGATIVES

Filed Dec. 29, 1967 3 Sheets-Sheet 3

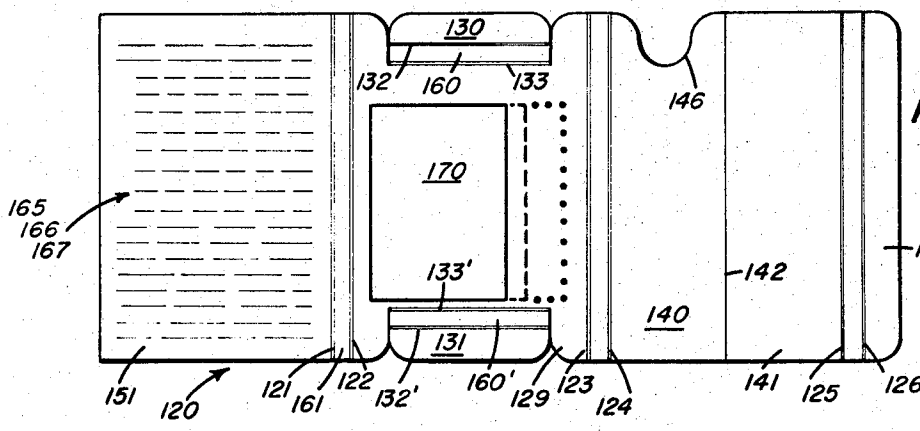


FIG. 8

FIG. 9

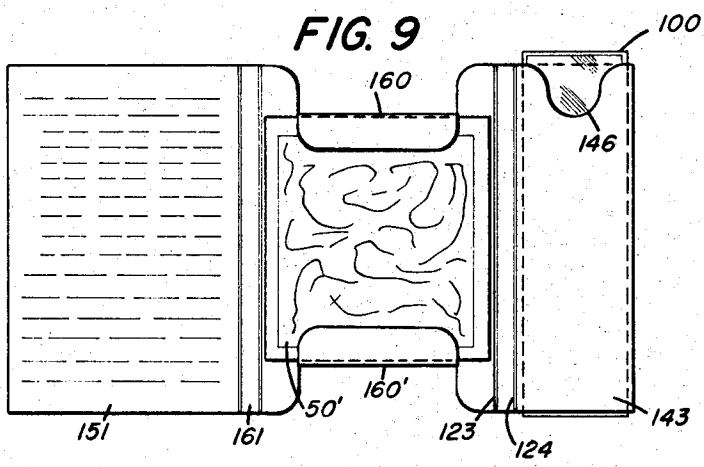


FIG. 13

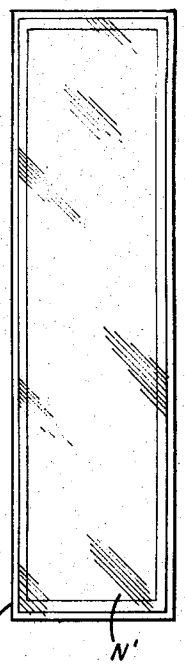
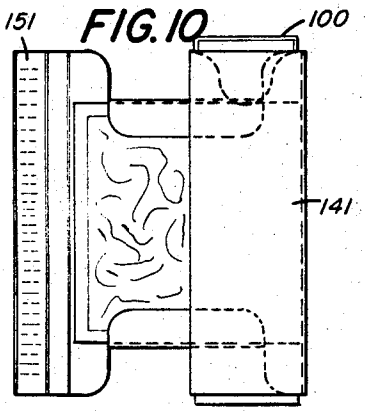


FIG. 10



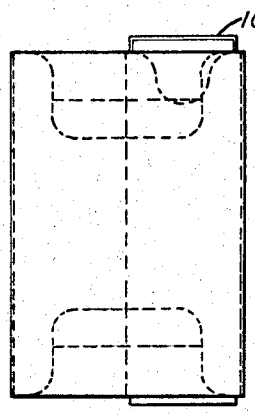
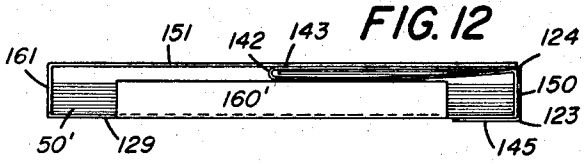


FIG. 11

FIG. 12



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United States Patent Office 3,414,122 Patented Dec. 3, 1968

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MAILING CARTON FOR PHOTOGRAPHIC PRINTS AND/OR THEIR NEGATIVES

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Filed Dec. 29, 1967, Ser. No. 694,575
9 Claims. (Cl. 206—47)

ABSTRACT OF THE DISCLOSURE

A carton which can be used by a film processor to mail a set of photographic prints and their corresponding negatives to a customer, and which can then be used by the customer to return the negatives to the processor for ordering extra ones of any of the prints. The carton is made from, and is stored practically until use as, a scored, cut and printed flat sheet of relatively heavy paperboard. For the most part, it is formed up as it is loaded with a customer's order of photographic prints and their corresponding negatives.

The present invention relates to a carton in which a film processor can return a customer's photographic prints and the negatives corresponding thereto, and which can also be used by the customer to return the negatives to the processor when ordering extra ones of any of the prints.

Ordinarily when a roll of exposed color negative film, e.g. Kodacolor, of the 126 and 135 sizes is mailed to a film processor without special instructions, the processor will process the negatives and make a three times enlarged print from each printable negative. Rolls of film in the 126 size come in 8, 12, and 20 exposure lengths, while rolls of film in the 135 size come in 20 and 36 exposure lengths. If all of the negatives of a given roll of film are printable, then for each processed roll of film the processor will have to return to the customer anywhere from 8 prints and 8 negatives up to 36 prints and 36 negatives.

In order to keep each set of negatives and prints from any one roll of film together, it is customary to give an order number to each roll of film as it is received. This order number is stamped on a package into which the negatives of that roll are placed, and each print made from that roll of negatives has stamped on its rear side the same order number. So that any print and its corresponding negative of a given roll of film can be readily matched, it is customary to sequentially number, or otherwise identify, each negative of the roll and to stamp a number on each print corresponding to the number of the negative from which it was printed. Accordingly, in a roll of film consisting of 12 exposures, the processed frames or negatives will be numbered, or otherwise coded, sequentially 1 to 12. If all of these negatives are printable, there will be 12 prints numbered 1 to 12 in this order. If, for any reason, one or more of the negatives is unprintable, the number of prints will be less than the number of negatives. In this case the unprintable negative will be skipped in numbering the prints so that the numbering of the prints made will correspond with that of their respective negatives.

For returning a customer's order to him, it has been customary to use a double-compartment envelope. The prints are placed in one compartment and the corresponding negatives in the other compartment and the envelope is sent through the mail. Not only is this manner of return most unattractive to the customer, but the prints and negatives are liable to be damaged or scratched because of the flimsy nature of the package.

It is an object of the present invention to provide a carton for the return of the customer's photographic prints and their corresponding negatives which not only protects the prints and negatives against damage during transit, but also provides an attractive package in which the customer can retain his prints and negatives for repeated viewing.

Another object is to provide a carton of the type described which can be readily formed up from a flat sheet of scored and cut paperboard stock. This makes for an inexpensive carton and one which occupies a minimum of storage space when in a knocked-down condition.

A further object is to provide a carton of the type described which can be used by the customer for readily ordering extra ones of any of the prints which he desires made and at any one of a selected number of enlargements.

The novel features that I consider characteristic of my invention are set forth with particularity in the appended claims. The invention itself, however, both as to its organization and its methods of operation, together with additional objects and advantages thereof, will best be understood from the following description of specific embodiments when read in connection with the accompanying drawings in which:

FIG. 1 is a plan view, approximately to half scale, of a flat sheet of paperboard scored, cut and marked to form a carton constructed in accordance with one embodiment of the present invention,

FIG. 2 is a plan view of the carton showing the right-hand end of the sheet folded up to form the receptacle for accommodating a package of negatives of the type shown in FIG. 5, and showing a stack of photographic prints placed on one of the panels of the sheet,

FIG. 3 is a plan view of the carton showing the left-hand flap of the sheet folded into overlapping relation with the stack of prints and the negative package inserted into its receptacle,

FIG. 4 is a plan view of the carton showing the panel carrying the prints folded over onto the center panel of the sheet to complete the carton,

FIG. 5 is a perspective view showing the type of package of negatives that this embodiment of the carton is designed to accommodate,

FIG. 6 is an end view of the completed carton shown in FIG. 4, but shown approximately to full scale.

FIG. 7 is a full scale plan view of a part of the sheet from which the carton is formed, and illustrating the order form printed thereon to permit the carton to be used for ordering extra prints of selected sizes,

FIG. 8 is a plan view, approximately to half scale, of a flat sheet of paperboard scored, cut and marked to form a carton constructed in accordance with another embodiment of the present invention,

FIG. 9 is a plan view of the carton showing the right-hand end of the sheet folded up to form the receptacle for accommodating a package of negatives of the type shown in FIG. 13, a stack of photographic prints placed on one of the panels, and the end flaps cut from said panel folded into overlapping relation with the stack of prints,

FIG. 10 is a plan view of this embodiment showing the receptacle for the package for negatives folded into overlapping relation with the stack of prints, and for lack of space, showing the left-hand panel partially folded upwardly,

FIG. 11 shows the left-hand panel folded over the stack of prints to complete the carton,

FIG. 12 is an end view of the completed carton shown in FIG. 11, but shown approximately to full scale, and

FIG. 13 is a plan view, approximately to three-quarter

scale, of a package of negatives which this second embodiment of the carton is designed to accommodate.

Generally speaking, the carton of the present invention is made from, and is stored practically until use as, a scored, cut and printed flat sheet of relatively heavy paperboard. For the most part, the carton is formed up as it is loaded with a customer's order of photographic prints and their corresponding negatives.

In FIGS. 1 to 4 and FIGS. 6 and 7 an embodiment of a carton constructed in accordance with the present invention is disclosed which is designed to accommodate a customer's order of photographic prints and processed negatives when the negatives are placed in a separate package of the type shown in FIG. 5. In this instance, all of the customer's negatives are left in one continuous strip and the strip of negatives N is coiled up and placed in a plastic box B having a hinged cover C. This box can be transparent, as shown, and can have its cover sealed closed with a pressure-sensitive tape to prevent it from becoming accidentally opened during mailing. The shape, size and construction of this box in which the negatives are packaged is immaterial so far as the present invention is concerned, and the one shown for illustrative purposes is a commercially available item. The purpose of this box is to keep the negatives sealed for protection from dust and scratches during transit and during the time the customer retains them. It will be appreciated that this box could have any shape other than that shown, e.g. circular, elliptical, square, etc., in which case the carton would be cut to accommodate any shape of box which is used. The significant feature here is the depth of the box, which must be deep enough to contain a coil of negatives without necessitating the coil being so flattened as to crease the negatives.

Coming now to the present invention, a generally rectangular flat sheet of relatively heavy paperboard **20** is provided with spaced transverse score lines **21**, **22**, **23**, **24**, **25**, **26**, **27** and **28** to permit the folding of the sheet along these lines. The space between score lines **22** and **23** constitute a first panel **29** having substantially the same dimensions, e.g. 3½" x 3½", as the photographic prints to be mailed in the carton. It is on this panel that the stack of photographic prints are placed flatwise when the carton is loaded. The section **30** bounded by score lines **26** and **27**, and which ultimately forms the top wall of the receptacle for the package of negatives of the type shown in FIG. 5, is cut through along lines **31** and **32**, and has the center portion **33** removed to leave flaps **34** and **35** hinged along portions of score lines **26** and **27** respectively. The dimensions between lines **31** and **32** is substantially equal to the length of box B, while the dimension between score lines **26** and **27** is substantially equal to the width of box B.

When the wing **36** to the right of score line **28** is folded up and over into face-to-face relation with an area **37** of complementary size to the left of score line **25**, see FIG. 2, a receptacle for receiving the negative box B is formed. Referring to FIGS. 2 and 6, it will be seen that during this folding operation the top wall **30** becomes parallel to and spaced from the area **37**, and the wing **36** lying flush thereon, by side walls **38** and **39** which are formed between the two sets of score lines **27**, **28**, and **25**, **26**, respectively. When the receptacle for the negative box is thus formed, it is retained by cementing the wing **36** to the area **37**.

When it is desired to load the carton, a stack **50** of photographic prints is placed on panel **29**, as shown in FIG. 2. The flap **51** to the left of score line **21** is then folded over into overlapping relation with the top of the stack of prints as shown in FIG. 3. During this folding operation the space between score lines **21** and **22** forms a side wall **52** which confines the left-hand edge of the stack of prints and prevents them from sliding off the panel **29** to the left. Next, the box B of negatives is inserted into the opening in the top wall **30**, as shown in FIG. 3. In response to this insertion, the flaps **34** and **35** are folded inwardly and against the inside faces of the side walls **38** and **39** of the receptacle, see FIG 6. These flaps serve to frictionally retain the negative box in the receptacle and, along with the side walls **38** and **39**, provide double side walls to strengthen the receptacle.

The final operation in forming the completed carton is to fold the panel **29** along score lines **23** and **24** over onto the top of the panel **59**, as shown in FIG. 4. During this folding operation the separation between score lines **23** and **24** forms the upstanding side wall **60** which confines the edge of the stack of prints opposite that confined by side wall **52**. The surfaces of the stack of prints are now completely covered to protect them from damage and the corresponding negatives and prints are assembled in one neat carton for return to the customer. For mailing to the customer, this carton can be slipped into any suitable form of mailing envelope, not shown.

After a customer has received and looked over his prints, there may be one or more of them which appeal to him so much that he would like extra prints made. On some occasions the customer might like to have an enlargement made of a certain print if he knew what service was available along this line. In the past it was necessary for the customer to mail the selected print and all of the negatives back to the processor in order to obtain extra prints or enlargements thereof, because it is difficult, even for an expert, to match a color negative to its corresponding print by visual inspection with transmitted light. This procedure is undesirable to the customer and may often discourage reorder business for at least two reasons. First, the customer loses possession of a prized print for the time it takes to fill his order; and secondly, the print is apt to be lost or damaged while in transit to and from the processor in a conventional mailing envelope.

The present carton is designed to be used by the customer for readily ordering extra prints and/or enlargements thereof, and to enable him to do this in such a manner that he is not temporarily deprived of the possession of one or more prints he wants extra prints made of, and he need not worry about his prints or negatives being damaged during shipment.

To this end, the inside face of panel **59** is provided with printed instructions as how to order extra prints made at one of several different sizes of enlargements which are available. Along with such instructions, illustrated by horizontal broken lines in the drawings, the face of panel **59** carries one or more vertical columns **65** of consecutive numbers entitled "Print #" beginning with 1 and proceeding to 8, 12, 20, or 36 depending upon the size roll of film the order relates to, see FIG. 7. Rather than providing four different cartons, e.g. one for each of 8, 12, 20 and 36 exposure rolls of film, only two different ones are needed, e.g. one for 20 exposure rolls and the other for 36 exposure rolls. A carton scored to have sidewalls **52** and **60** high enough to accommodate a stack of twenty prints can also be used to handle stacks of eight or twelve prints. To the right of this column of print numbers there are two columns of blank spaces, one designated **66**, headed "Quan.," in which the customer can write in the number of extra prints he desires of each print he originally received, and the other, designated **67**, headed "Size," in which he can designate the size of enlargement he desires.

To aid the customer in deciding which of several available enlargements he might desire the extra print to be, and to aid him in ordering a certain enlargement, the inside face of panel **29** is imprinted with a enlargement masking guide **70**. The smaller of the masks, designated No. **15**, is outlined with a solid line and relates to a 5" x 7" enlargement. The second mask, designated No. **16**, is defined by a broken line and relates to an 8" x 10" enlargement. The third mask designated No. **17**, and defined by lines in the form of a series of dots, relates to 5" x 5" and 8" x 8" enlargements. It will be appreciated that the sizes of the different masks Nos. **15**, **16** and **17**

do not actually correspond in size to the enlargements they represent, but they merely indicate the differences in format of these enlargements with respect to the standard size print (3½" x 3½") originally received by the customer. For example, the masks Nos. **15** and **16** are rectangular and could be horizontal (H) or vertical (V). Mask **17**, on the other hand, is of square format like the print originally received.

When using this carton to order extra prints, the customer indicates in the blank spaces next to the print number the quantity and size desired of each. If an enlargement is desired, the size will be designated by the appropriate one of mask Nos. **15**, **16** or **17**. If mask Nos. **15** or **16** are designated, then an (H) or a (V) is placed next to the designated size, since each of these masks, being rectangular is capable of being horizontal or vertical. Having filled in the order form on panel **59**, and having made sure the order number of the prints desired is the same as the order number on the negative container placed in the receptacle, the carton is folded closed, placed in an envelope, and mailed to the processor.

Rather than handling a whole roll of processed negatives in a continuous strip, some processors find is desirable, or necessary for printing purposes, to cut the roll of negatives into short strips of four negatives each. In such cases the strips of processed negatives N' of any roll of film may be packaged in stacked relation within a thin heat-sealed envelope **100** of the type shown in FIG. 13 to protect them from dirt or scratches. As described above, this envelope of negatives is then given an order number which corresponds to that stamped on the back of each of the prints made therefrom so that a given set of prints and their corresponding negatives will not become disassociated.

In order to accommodate this last-mentioned type of negative package the carton of the present invention can be formed as shown in FIGS. 8 to 12. In this case, a generally rectangular flat sheet of relatively heavy paperboard **120** is cut and scored as shown in FIG. 8. It will be noted that while the sheet **120** from which this carton is made is also generally rectangular, it is shorter and wider than the sheet **20** from which the first-described embodiment was formed. The greater width of this sheet is necessitated by the length of the envelope **100** of negatives that it is to accommodate.

The sheet **120** is provided with transverse score lines **121**, **122**, **123**, **124**, **125** and **126** to permit the folding of the sheet along these lines. The score lines **122** and **123** define a central panel **129** which is substantially the same width as 3S (3½" x 3½") photographic prints which are to be mailed in the carton. The top and bottom edges of panel **129** are cut through, as shown in FIG. 8, to form top and bottom flaps **130** and **131**, respectively. Each of these flaps is provided with a pair of spaced score lines **132**, **133** and **132'**, **133'** respectively, to permit them to fold up and over a stack of photographic prints placed in the center of panel **129**. The score lines **133** and **133'** are spaced apart by the same distance as are score lines **122** and **123** (approximately 3½") so that a 3S print will lie flatwise on panel **129** within these four score lines.

That area of the sheet between the score lines **124** and **125** is divided into two sections **140** and **141** of equal size by a light crease **142** extending transversely of the sheet. When section **141** is bent rearwardly over section **140** along crease line **142**, these two sections form spaced front and back walls of an open-ended pocket **143** into the open end of which the envelope **100** of negatives may be inserted endwise. This open-ended pocket **143** is maintained when a wing **145**, to the right of score line **126**, is cemented in face-to-face relation with the back surface of the right-hand side of the panel **129**, see FIGS. 9 and 12. As clearly shown in FIG. 12 the sections **140** and **141** are merely bent, not sharply creased, at crease line **142** so that they remain slightly separated at all times to receive a negative envelope **100**. To provide access to the envelope of negatives in the pocket **143**, the section **140** has a finger notch **146** cut out of the top edge thereof.

When the section **141** and wing **145** are folded back over section **140** along the crease line **142** to form the pocket for the negative envelope, the score lines **125** and **126** come into alignment with score lines **124** and **123**, respectively, to allow the pocket **143** to fold upwardly and into overlapping relation with panel **129**, see FIG. 12. During this operation the section between score lines **123** and **124**, and the section between score lines **125** and **126** form a double side wall **150** extending substantially perpendicular to the right edge of panel **129**. To the left of score line **121** there is a second panel **151** which is complementary in size and shape to panel **129**, and which is adapted to fold over the latter to complete the carton after it is loaded.

The operations of forming and loading this carton preferably both occur at the time the carton is to be used, as will now be described. After removing a flat sheet **120** of the form shown in FIG. 8 from a stack of the same, that part of the sheet to the right of crease line **142** is bent rearwardly along this crease line and the back surface of wind **145** is cemented to the right-hand edge of panel **129**. The wing **145** can have a suitably adhesive applied thereto for this purpose at the time the blank is formed, or not until it is ready to be assembled. After the negative receiving pocket is formed in this manner, the envelope of negatives **100** is inserted into the open end of pocket, see FIG. 9. Then the stack of prints **50'**, bearing the same order number as the package of negatives, is placed in the center of panel **129** and flaps **130** and **131** are folded up and over and into overlapping relation with the top and bottom edges of the stack of prints, see FIG. 9. In addition to the overhanging portions of these flaps holding the stack of prints down on panel **129**, that portion of each flap between the pairs of score lines **132**, **133** and **132' 133'** form substantially straight, vertical side walls **160** and **160'** which engage and confine the top and bottom edges of the stack of prints. The next step is to fold the open-ended pocket **143**, and the envelope of negatives therein, over onto the top of the stack of prints and in overlapping relation with flaps **130** and **131**, see FIG. 10. At this time the sections between pairs of score lines **123**, **124**, and **125** and **126** become a strong, substantially vertical, double thickness side wall **150** for confining one edge of the stack of prints and strengthening the completed carton against compressive forces applied to the top and bottom of the carton. The carton is completed by folding the panel **151** into covering relation with the stack of prints and the negative carrying pocket overlapping the top of the stack of prints, see FIG. 11. At this time the section between score lines **121** and **122** folds upwardly to form a side wall **161** confining the fourth, and last, side of the stack of prints. The resulting carton is one in which the stack of prints is confined on all four sides, as well as the top and bottom, is one in which the package of negatives is practically invisible from the front of the carton, and is one which is very compact for mailing purposes.

This carton can also be used to aid the customer in ordering extra prints and/or selected enlargements thereof in the same manner as the embodiment first described. In this connection, the inside face of panel **129** is shown as bearing an enlargement masking guide **170** of the same type as used in the embodiment shown in FIGS. 1 to 4 and 6 to 7. Also the panel **151** is shown provided with a print order form **165**, **166**, **167** of the same type as used in the first-described embodiment, and particularly shown in FIG. 7.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent of the United States is:

I claim:

1. A carton for receiving one or more photographic

prints and a package containing negatives corresponding to the prints and comprising:

(1) a generally rectangular sheet of paperboard scored and folded to provide,

(a) a panel of a size and shape to receive and support, in flatwise relation, at least one photographic print;

(b) an open pocket located to one side of said panel for removably receiving and confining said package of negatives;

(c) a flap hinged to one edge of said panel adapted to be folded up into substantially perpendicular relation to said panel to confine a print positioned on said panel against sliding off that edge edge of the panel, and

(d) a second panel complementary in size and shape to said first panel and hinged to another edge of said first panel to fold over and cover the entire area of said first panel and any print supported thereby.

2. The invention of claim 1, wherein a plurality of photographic prints are to be received thereby in stacked relation, and in which said flap has a height as great as the thickness of said stack of prints so as to confine each and every one of said prints in the stack.

3. The invention of claim 2, which is adapted to be returned to the processor with the package of negatives for ordering extra prints, and wherein each of the prints in the stack is individually identified by sequential print numbers corresponding to numbers on the negatives, and which prints are collectively identified by an order number corresponding to an order number on the package of negatives, and in which the inside surface of one of said panels bears an order form for ordering extra ones of any of the prints in the stack, said order form comprising a column of blank spaces in which the quantity of prints desired can be designated, succeeding ones of said blank spaces being prefaced by consecutive print numbers.

4. The invention of claim 3, in which the inside surface of the other panel bears a plurality of superposed enlargement masking guides illustrating the relative dimensions of different print enlargements available, each of said masking guides having an identifying number and a second column of blank spaces on said order form in side-by-side relation with said first column of blank spaces in which the appropriate one of said masking guide identifying numbers is adapted to be written to designate what size of print enlargement, if any, is desired.

5. A carton for receiving a stack of photographic prints and a box containing negatives corresponding to the prints and comprising:

(1) a generally rectangular sheet of paperboard scored and folded to provide,

(a) a first panel of a size and shape to receive and support, in flatwise relation, the stack of photographic prints,

(b) a wall hinged to one edge of said panel adapted to be folded up into substantially perpendicular relation to said panel to confine one edge of the stack of prints,

(c) a flap hinged to the top of said wall adapted to be folded over the top of the stack of prints,

(d) a second wall hinged to the opposite edge of said panel adapted to be folded up into substanding perpendicular relation to said panel to confine the opposite edge of the stack of prints,

(e) a second panel, complementary in size and shape to said first panel, hinged to the top of said second wall to fold over on top of said flap and the stack of prints,

(f) a receptacle for the box of negatives rigidly connected to the edge of said second panel opposite that hinged to the top of the second wall and comprising,

(1) a back wall rigidly connected to and extending from the edge of the second panel opposite to that hinged to the top of the second wall,

(2) a front wall spaced from said back wall by side walls, one of which is hinged to both the front and back walls, and the other of which is hinged only to the front wall and fastened at its free end to the back wall;

(3) said front wall provided with an opening into which the box of negatives is adapted to be inserted for retention purposes.

6. The invention of claim 5 in which said opening in the front wall forming a part of the receptacle for the package of negatives has a hinged flap adjacent two opposing edges thereof foldable down into the space between the front and rear walls in response to the package being inserted into said opening, said flaps serving to frictionally retain said package in the receptacle.

7. The invention according to claim 1, in which said flaps are hinged adjacent the top of the side walls of the receptacle and fold down substantially parallel to said side walls to provide double side walls to strengthen the receptacle.

8. A carton for receiving a stack of photographic prints and an envelope containing negatives corresponding to the prints and comprising,

(1) a generally rectangular sheet of paperboard scored and folded to provide;

(a) a first panel of a size and shape to receive and support, in flatwise relation, the stack of photographic prints,

(b) a flap cut from each of two opposing edges of said first panel and hinged thereto to fold up opposite edges of the stack of prints and into overlapping relation with the top of said stack,

(c) an open-ended pocket formed to one side of said first panel by looping one end of said sheet of paperboard back upon itself and fastening only the free end to the sheet, and into an open end of which the envelope of negatives is to be inserted,

(d) a hinge connection between said open-ended pocket and one of the uncut edges of said panel for folding said open-ended pocket into overlapping relation with the top of said stack of prints, and

(e) a second panel, complementary in size and shape to the first panel, hingedly connected to the edge of the first panel opposite that edge to which the pocket is connected to fold into covering relation with the top of the stack of prints after said flaps and pocket have been folded in, in that order.

9. The invention of claim 8 in which the edge of one wall of said pocket adjacent an open end thereof is provided with a notch to make an envelope of negatives inserted into said pocket readily accessible for removal from said pocket.

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