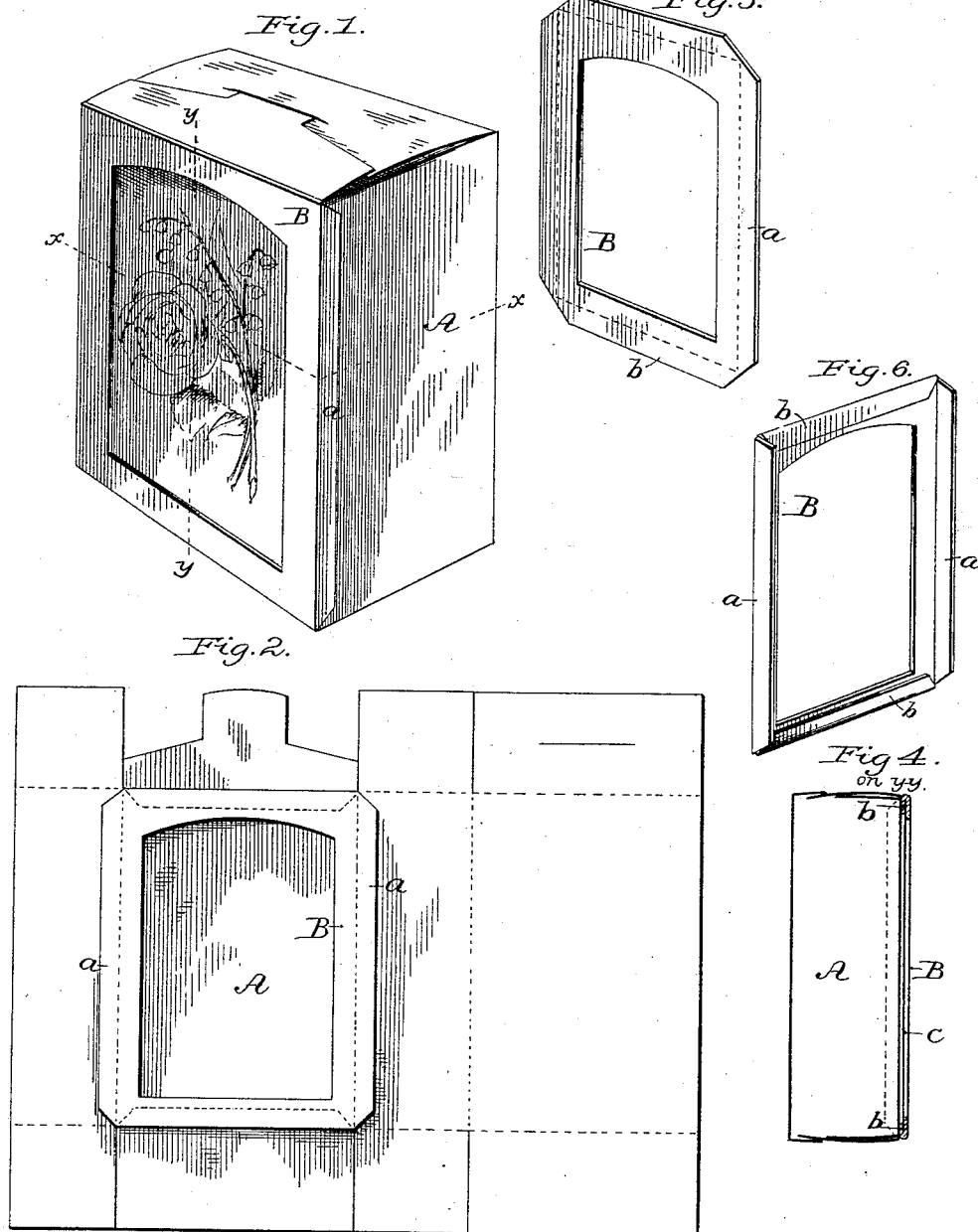


(No Model.)

R. P. BEATTY.
ADVERTISING BOX.

No. 348,611.

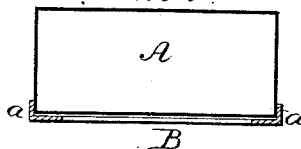
Patented Sept. 7, 1886.



Witnesses

Jas. F. Duffhamel
Walter S. Dodge.

Fig. 3.
on x-x.



Inventor:

Robert P. Beatty,
by Rodgers & Son,
his Attys.

UNITED STATES PATENT OFFICE.

ROBERT P. BEATTY, OF NORWALK, CONNECTICUT.

ADVERTISING-BOX.

SPECIFICATION forming part of Letters Patent No 348,611, dated September 7, 1886.

Application filed May 4, 1885. Serial No. 164,347. (No model.)

To all whom it may concern:

Be it known that I, ROBERT P. BEATTY, of Norwalk, in the county of Fairfield and State of Connecticut, have invented certain new and useful Improvements in Advertising-Boxes, of which the following is a specification.

My invention relates to that class of packing-boxes usually made of paper or straw-board bent to proper form; and it consists in providing one or more faces of said box with a skeleton frame or support for a picture-card or other device. This is accomplished by the construction shown in the accompanying drawings, in which—

Figure 1 is a perspective view of a box constructed in accordance with my invention. Fig. 2 is a face or plan view of the blank used, and Fig. 3 is a section of the box on the line *x x* of Fig. 1; Fig. 4, a section on the line *y y*, and Figs. 5 and 6 detail views.

It is the more general custom with merchants, and especially with retail dealers, to distribute cards more or less ornamental in appearance, with their vocations indicated thereon, and such cards are usually distributed to each purchaser of a certain article. Such distribution is not only an annoyance and bother, but a source of expense, and it is to lessen or obviate this annoyance that my invention is designed.

I provide the boxes to contain any desired article, with a frame or support suitably secured to the face of the box, and between this frame and the face of the box I insert a card of any desired description. After the card has been inserted the upper and lower edges of the frame are bent inward over the corresponding edges of the card and the whole then firmly fastened to the box by cement or glue, with or without additional strips of paper to cover the edges. It will be seen that it is impossible to remove the card without removing the frame or a portion thereof, and that the card is protected while in the frame.

In the drawings, A indicates a box, which is shown as an ordinary bent-paper or straw-board structure; but I do not wish to limit myself to any particular form or style of box.

B indicates the frame or support for the picture C, said frame consisting of a main body cut out to give an opening for the display of the picture or card, side wings or flaps, *a*, and top and bottom wings or flaps, *b*, as shown in Figs. 5 and 6. The frame or sup-

port B is slightly higher than the box when folded into proper shape, and its width slightly exceeds that of the box, in order that its side wings or flaps, *a*, may be bent over and securely fastened to the sides of the box.

Before the picture or other card C is placed in the frame the latter has the appearance represented in Fig. 5; but after the card is placed in the frame the wings *b* of the latter are folded over the upper and lower edges of the card, as shown in Figs. 4 and 6. The card is thus prevented from dropping out which-ever side up the box may be turned. The frame or holder B is then placed against one of the faces of the box A and the wings *b* are pasted or otherwise secured thereto, while the side wings, *a*, are bent over the corners, and are likewise secured to the sides of the box, as shown in Figs. 1, 2, 3, and 4.

It will be noticed that the card is protected from injury while in the holder or frame B and cannot become misplaced, and it will also be seen that the box proper is integral and wholly independent of the frame B.

The frame B may be embossed or rendered more or less ornamental in other ways, and the boxes may have upon their sides printing or any other characters. The card C may be a plain business-card, an ornamental picture-card, or both. I do not limit myself to any particular form or style of frame or card.

The box constructed as herein described obviates the objections noted, the cards being distributed to purchasers only.

I am aware of the patent granted to Tincher, October 3, 1882, No. 265,467, and I make no claim to anything therein shown and described. Said box was designed for a different purpose from mine, and cannot accomplish the objects of my invention. It is obvious that the frame B, whether made integral with the body of the box or separate therefrom, may be composed of several thicknesses, the manner of building up the frame being immaterial, provided it has the wings *a* and *b*.

Having thus described my invention, what I claim is—

In combination with a box, A, and a card, C, frame B, provided with wings *a* and *b*, the former attached to the box and the latter folded over the edges of the card.

ROBERT P. BEATTY.

Witnesses:

HENRY P. PRICE,
JNO. P. TREADWELL.