

June 18, 1968

L. J. GROWNEY

3,388,787

SHADOW BOXES

Filed Oct. 22, 1965

4 Sheets-Sheet 1

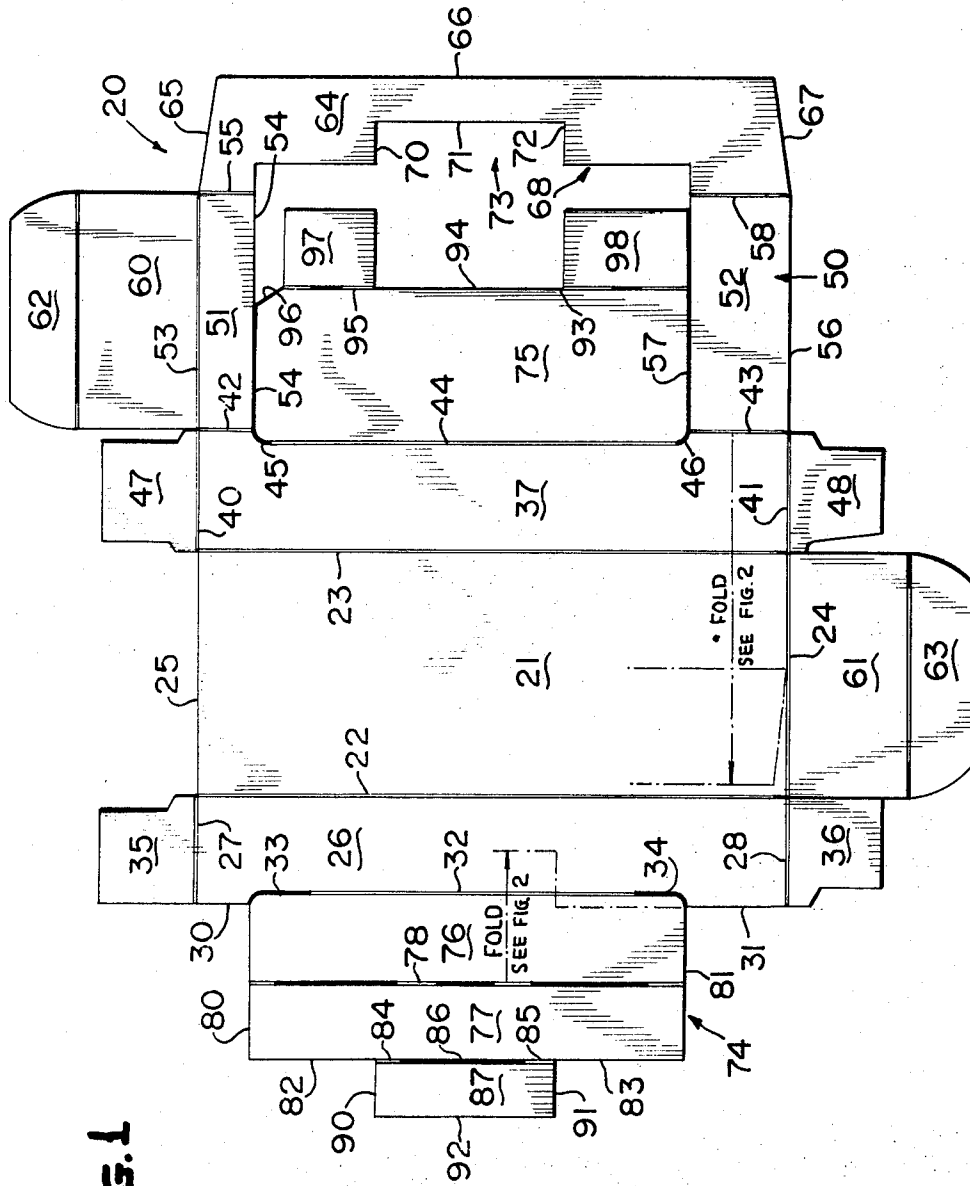


FIG. 1

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4 Sheets-Sheet 2

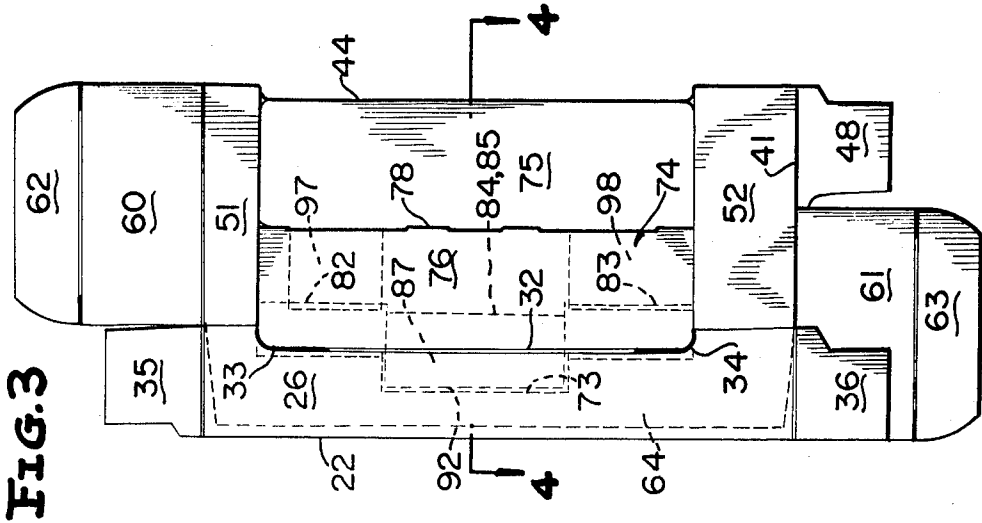


FIG. 3

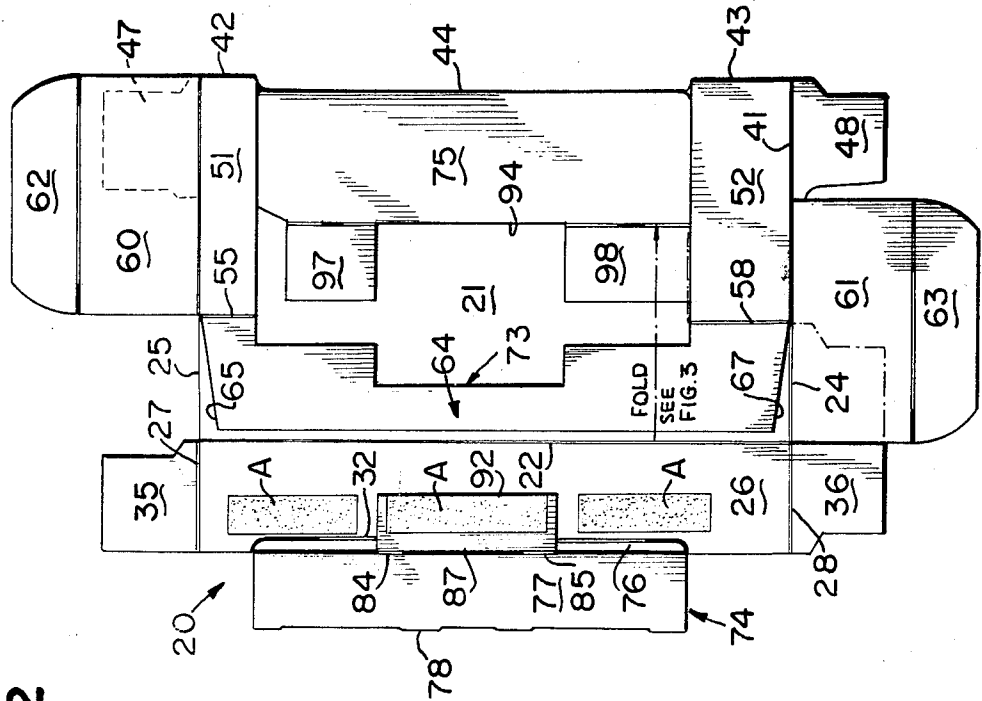


FIG. 2

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FIG. 4

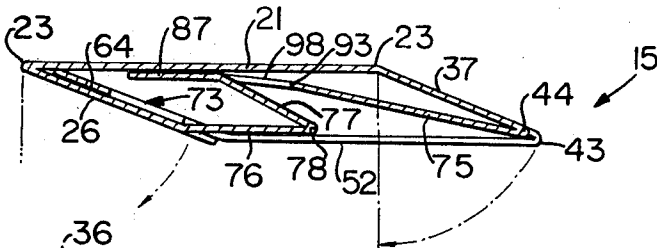


FIG. 5

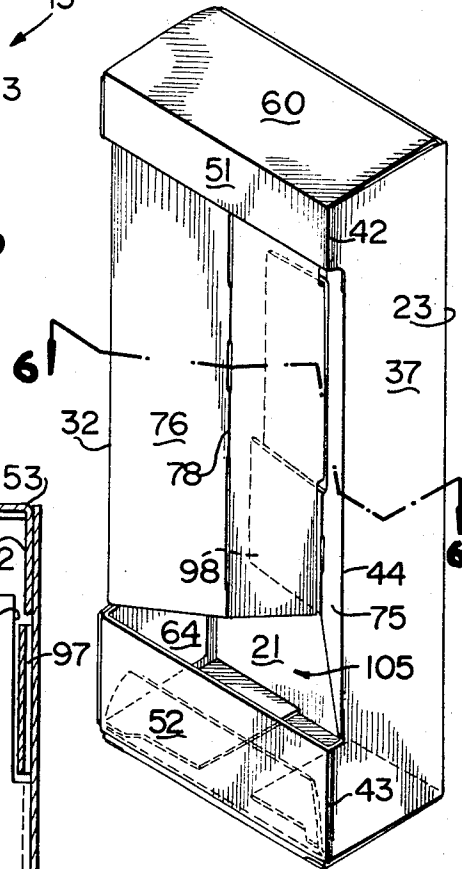


FIG. 6

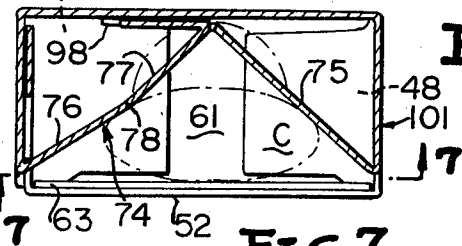


FIG. 7

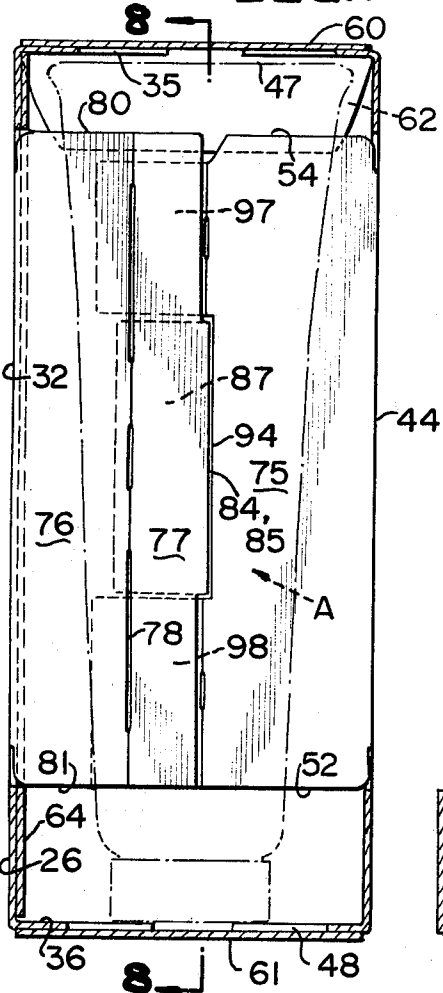
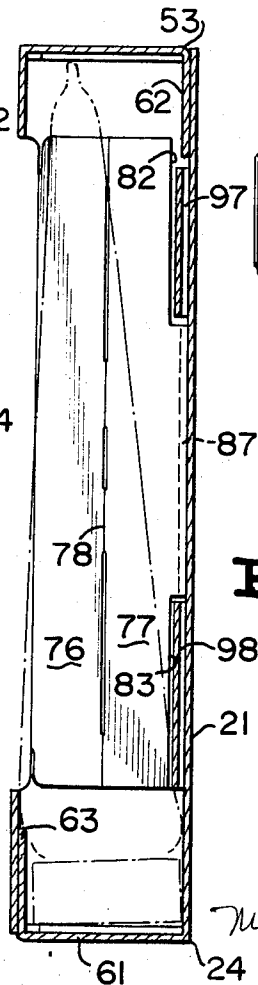


FIG. 8



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SHADOW BOXES

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4 Sheets-Sheet 4

FIG. 10

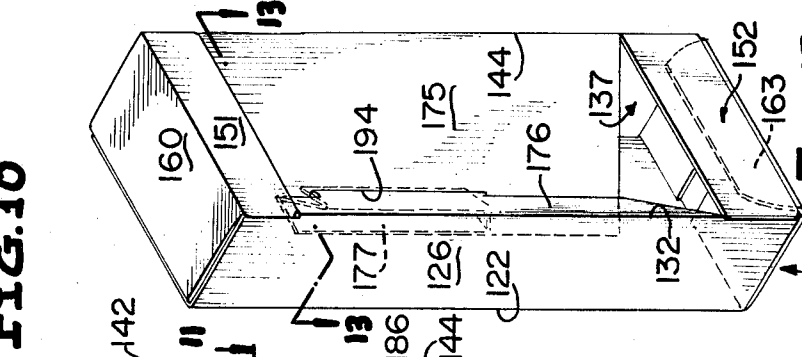


FIG. 12

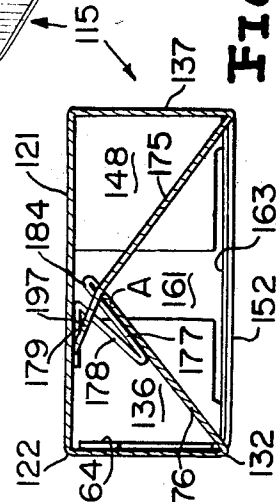


FIG. 13

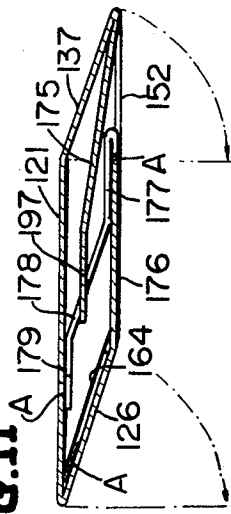


FIG. 9

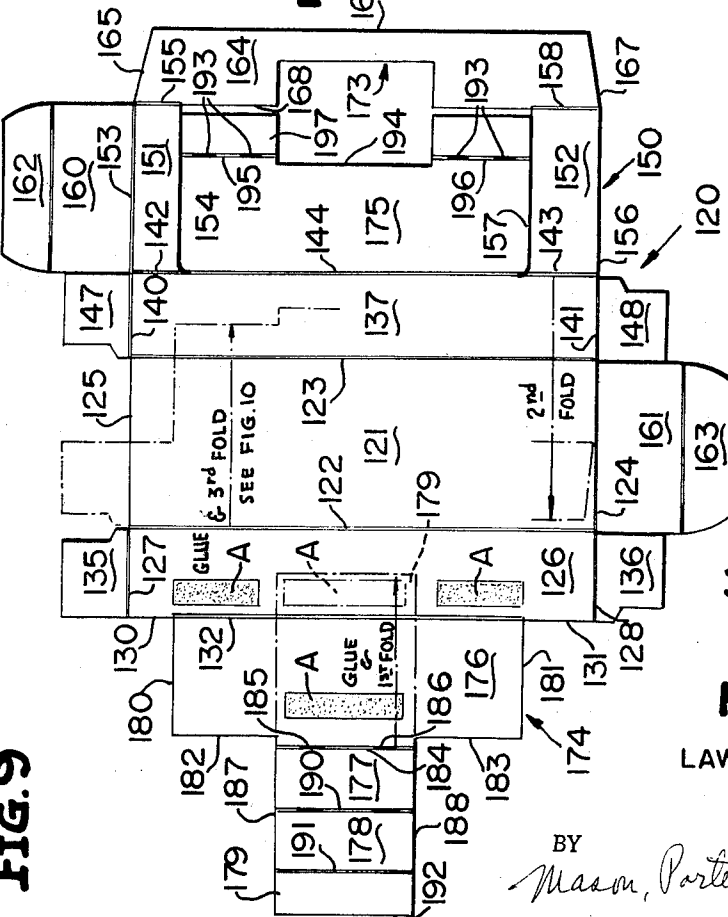
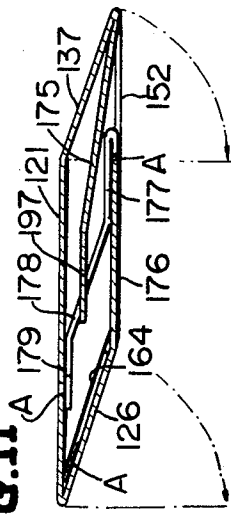


FIG. 11



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3,388,787

SHADOW BOXES

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Filed Oct. 22, 1965, Ser. No. 501,379

21 Claims. (Cl. 206—45.14)

ABSTRACT OF THE DISCLOSURE

This invention relates to shadow boxes which are readily folded to a generally flat planar configuration for purposes of shipment and storage and are equally readily unfolded to a generally tubular configuration for receiving and displaying products packaged therein. This is achieved by securing a terminal end portion of a front panel to a rear wall of the carton and forming therewith a slot which slidably receives a projecting tongue of another front panel. Due to this sliding arrangement the carton can be readily folded, and when unfolded the front panels are automatically disposed relative to each other at an angle no greater than 180 degrees.

An object of this invention is to provide a novel carton which includes a carton body having a pair of side walls, a rear wall and a front wall, the front wall including a pair of side front panels, an upper front panel and a lower front panel, the side front panels each being joined by an associated fold line to the carton body, the upper and lower front panels having associated edges, the edges and fold lines defining a display opening of the carton body through which an article in the carton body can be viewed by prospective purchasers, one of the side front panels being secured to one of the walls, another of the side front panels being slidable relative to the one side front panel, and means for interlocking the side front panels to define an angle of less than 180 degrees therebetween in a first position of the carton, and the interlocking means being disengageable for folding the carton to a generally flat planar configuration for purposes of shipment and storage.

A further object of this invention is to provide a novel container blank formed of a generally planar elongated sheet material member having a plurality of transverse fold lines dividing the member into first side, back, second side and front walls respectively, a first front panel being joined along a first transverse fold line to the first side panel, a second front panel being formed generally from the material of the front wall, the second front panel being partially defined by a second transverse fold line and a pair of transversely spaced cut lines in the front wall, the second front panel normally lying in the plane of the member but being foldable out of the plane along the second transverse fold line, the pair of cut lines partially defining an opening in the front wall, the first front panel being divided by at least a pair of transverse fold lines into at least three panel portions, one of the three panel portions being a free terminal panel adapted to be secured to the back wall, the second front panel being provided with a slot in longitudinal alignment with the free terminal panel and being relatively movable therewith between folded and unfolded positions of the erected blank, the distance between the first transverse fold line and one of the pair of transverse fold lines being substantially equal to the width of the second front panel, and the distance between the pair of cut lines being substantially equal to the length of the first front panel and the length of one of the three panel portions.

With the above, and other objects in view that will hereinafter appear, the nature of the invention will be

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more clearly understood by reference to the following detailed description, the appended claims and the several views illustrated in the accompanying drawings.

In the drawings:

FIGURE 1 is a top plan view of a carton blank prior to being set up into a collapsed carton, and illustrates various walls and panels of the blank including a front panel formed from the material of a front wall and another front panel joined to a side wall along a transverse fold line.

FIGURE 2 is a top plan view of the carton blank of FIGURE 1, and illustrates the initial folding of the blank along transverse fold lines incident to the complete setting up of the carton.

FIGURE 3 is a top plan view of the carton blank of FIGURES 1 and 2, and illustrates the final folding step which transforms the carton blank into a folded collapsed carton.

FIGURE 4 is a sectional view taken generally along line 4—4 of FIGURE 3, and illustrates a pair of relatively slidable front panels of the carton with one of the front panels being secured to a rear wall of the carton body.

FIGURE 5 is a front perspective view of the completely set-up carton, and illustrates a viewing or access opening formed in a front wall of the carton and the front wall panels defining an angle of generally 90 degrees therebetween.

FIGURE 6 is a sectional view taken generally along line 6—6 of FIGURE 5, and more clearly illustrates the relationship of the front panels, and in phantom outline, an article packaged in the carton.

FIGURE 7 is a sectional view taken generally along line 7—7 of FIGURE 6, and more clearly illustrates the relationship of the front panels and the position of the article in the carton.

FIGURE 8 is a sectional view taken generally along line 8—8 of FIGURE 7, and clearly illustrates terminal tabs of one of the front panels in sliding relationship to slots between the other front panel and the rear wall.

FIGURE 9 is a top plan view of another carton blank constructed in accordance with this invention, and illustrates various walls and panels of the blank prior to forming a collapsed carton therefrom.

FIGURE 10 is a top plan view of the blank of FIGURE 9 and illustrates the folded configuration of the blank defining a collapsed carton.

FIGURE 11 is an enlarged sectional view taken generally along line 11—11 of FIGURE 10, and illustrates the sliding relationship between a pair of front panels and the attachment of one of the front panels to a rear wall of the carton.

FIGURE 12 is a perspective view of the carton of FIGURE 11 after the latter has been completely set up and illustrates an opening formed in a front wall of the carton upon the inward folding of the front wall panels.

FIGURE 13 is an enlarged sectional view taken generally along line 13—13 of FIGURE 12, and more clearly illustrates the relationship of various panels of the carton in the erected tubular condition thereof.

A novel carton constructed in accordance with this invention is illustrated in FIGURES 4 through 8 of the drawings, and is generally referred to by the reference numeral 15. The carton 15 is formed from a blank 20 which is best illustrated in FIGURE 1 of the drawings.

The carton blank 20 (FIGURE 1) is a generally planar elongated sheet material member constructed from paper-stock, plastic or similar resilient material.

The carton blank 20 includes a back or rear wall 21 which is of a generally rectangular configuration and is defined by a pair of spaced parallel transverse fold

lines 22, 23, a longitudinal fold line 24, and an opposite panel longitudinal edge 25.

A first side wall or panel 26 is joined to the rear wall 21 along the fold line 22. The side wall 26 is of a generally rectangular configuration, and is defined by the fold line 22, a pair of spaced parallel longitudinal fold lines 27, 28, a pair of aligned transverse edges 30, 31, a transverse fold line 32 parallel to the transverse fold line 22, and cut lines 33, 34 between the transverse fold line 32 and the respective transverse edges 30, 31.

An upper side flap 35 is joined to the side wall 26 along the fold line 27 and a lower side flap 36 is joined to the side wall 26 along the fold line 28.

A second side wall or panel 37 is joined to the rear wall 21 along the transverse fold line 23. The second side wall 37 corresponds in general outline to the outline of the first side wall 26 and is defined by the transverse fold line 23, a pair of parallel longitudinal fold lines 40, 41, a pair of spaced transverse fold lines 42, 43, a transverse fold line 44 parallel to the transverse fold line 23, and arcuate cut lines 45, 46 between the transverse fold line 44 and the respective transverse fold lines 42, 43.

An upper flap 47 is joined to the side wall 37 along the fold line 40 while a lower flap 48 is similarly joined to the side wall 37 along the fold line 41.

A front wall 50 is joined to the side wall 37 along the fold lines 42, 43. The front wall 50 includes an upper front panel 51 and a lower front panel 52. The upper front panel 51 is defined by the fold line 42, a longitudinal fold line 53, a cut line 54 merging with the cut line 45 and parallel to the fold line 53, and a transverse fold line 55. The lower front panel 52 is defined by the fold line 43, a longitudinal edge 56, a cut line 57 merging with the cut line 46 and parallel to the longitudinal edge 56, and a fold line 58 parallel to the fold line 43.

An end panel 60 is joined to the upper front panel 51 of the front wall 50 along the fold line 53 and corresponds to a lower end panel 61 joined to the rear wall 21 along the fold line 24. The end panels 60, 61 include respective end flaps 62, 63.

A terminal panel 64 is joined to the front wall 50 along the fold lines 55, 58. The terminal panel 64 is of an irregular configuration and is defined by an upper edge 65, a transverse edge 66, a lower edge 67, the fold lines 55, 58 and an irregular cut line generally referred to by the reference numeral 68. Portions 70-72 of the cut line or edge 68 define a generally inverted C-shaped slot or opening, generally referred to by the reference numeral 73, which functions in a manner to be described more fully hereafter.

The blank 20 includes a pair of front panels, generally referred to by the reference numerals 74, 75.

The front panel 74 is joined to the side wall 26 along the fold line 32 and includes a pair of panel portions 76, 77 joined to each other along a transverse fold line 78 parallel to the transverse fold line 32. The panel portions 76 are defined by the fold lines 32, 78 and portions of upper and lower longitudinal edges 80, 81 respectively. The panel portion 77 is defined by the fold line 78, portions of the edges 80, 81, transverse aligned edges 82, 83 and a pair of fold lines 84, 85 between which is a cut line 86.

A third terminal panel portion 87 is joined to the front panel portion 77 by the fold lines 84, 85, and is defined by the fold lines 84, 85, the cut line 86, longitudinal edges 90, 91, and a transverse edge 92.

The front panel 75 is joined to the side wall 37 along the fold line 44, and is defined by the fold line 44, the cut lines 45, 46, portions of the cut lines 54, 57, a fold line 93, a transverse edge 94, a fold line 95 and an edge 96.

A tab or flap 97 is joined to the front panel 75 along the fold line 95 while another flap or tab 98 is joined to the front panel 75 along the fold line 93. The distance between the flaps 97, 98 corresponds generally to the

distance between the edges 90, 91 of the terminal flap 87 for a reason which will be more apparent hereafter.

The carton blank 20 is set up or erected to form the carton 15 by first folding the carton blank 20 about the fold lines 42, 44, 43 and 78, as is shown in FIGURE 2 of the drawings. In this initial folded position of the carton blank 20, the panel portion 77 of the front panel 74 is brought into overlying relationship to the panel portion 76 and the terminal panel or flap 87 overlies the side wall 26. The upper front panel 51, the lower front panel 52 and the front panel 75 overlie portions of both the second side wall 37 and the rear wall 21. The tabs 97, 98 overlie the rear wall 21 while the terminal panel 64 overlies the rear wall 21 adjacent the fold line 22.

Adhesive A is applied to the side wall 26 and to the terminal panel 87 at selected areas indicated by stippling in FIGURE 2 of the drawings.

After the adhesive A has been applied to the selected areas the side wall 26 is folded about the fold line 22 in overlying relationship to the terminal panel 64, as is best illustrated in FIGURE 3 of the drawings. This same folding of the side wall 26 about the fold line 22 brings the terminal panel portion 87 and the adhesive thereon into overlying contacting relationship with the rear wall 21 through the slot 73 of the terminal panel 64. In this manner the terminal panel 64 is secured to the interior of the side wall 26 (FIGURE 4) and the terminal panel portion 87 is secured to the rear wall 21. It is to be noted, however, that the front panel 75 and the terminal tabs 97, 98 thereof are not attached to the rear wall 21 but rather, the tabs 97, 98 are slidable in slots (unnumbered) defined between the edges 82, 83 (FIGURE 8) of the panel portion 77 and the rear wall 21.

The now collapsed carton 15 is unfolded to the generally tubular configuration illustrated in FIGURES 5 through 8 of the drawings by unfolding the carton in the direction of the unnumbered headed arrows in FIGURE 4 until the walls 21, 26, 37 and the panels 51, 52 define a generally tubular rectangular carton body, generally referred to by the reference numeral 101. As the carton body is unfolded from the position illustrated in FIGURE 3 to the position illustrated in FIGURE 6 the panel portions 76, 77 of the front panel 74 are unfolded from a position overlying contacting each other to the position shown in FIGURE 6 in which the panel portions 77, 78 are in a generally common plane. This same unfolding slides the tabs 97, 98 from the position illustrated in FIGURE 4 more closely to the side wall 26 to a final position illustrated in FIGURE 6 of the drawings. In this position the front wall panels 74, 75 are disposed at an angle of approximately 90 degrees (FIGURE 6) and define a chamber C into which an article B, such as a tube or similar container of shampoo, toothpaste or other similar material, is housed.

The article B is readily viewed by a prospective purchaser through an opening or window, generally referred to by the reference numeral 105, which is defined by the fold lines 32, 44, and the cut lines 54, 57.

The article B is preferably packaged in the carton 15 after the flaps 36, 48 and the panel 61 has been colsed in the manner best illustrated in FIGURES 7 and 8 of the drawings. The end panel 61 (and/or the end panel 60) prevent the carton 15 from collapsing and thus define interlocking means which prevent the front wall panels 75 and the portions 76, 77 of the front wall panel 74 from similarly collapsing toward the position illustrated in FIGURE 4 of the drawings. The article B is then inserted through the open upper end of the carton body 101 after which the flaps 35, 47 and the end panel 60 are closed. As is best illustrated in FIGURE 8 of the drawings, the article B is longer than the opening 105 and the upper and lower front panels 51, 52 serve to retain the article B in the position illustrated in FIGURES 7 and 8 of the drawings.

Another novel carton constructed in accordance with this invention is best illustrated in FIGURES 10 through 13 of the drawings, and is generally referred to by the reference numeral 115. The carton 115 is formed from a carton blank (FIGURE 9) which is generally referred to by the reference numeral 120.

The carton blank 120 is similar to the carton blank 20 of FIGURE 1 and includes an elongated sheet material member formed of paperstock or similar resilient material.

The carton blank 120 includes a rear wall 121 of a generally rectangular configuration. The rear wall 121 is defined by a transverse fold line 122, a transverse fold line 123, a longitudinal fold line 124 and a longitudinal edge 125.

A first generally rectangular side wall or panel 126 is joined to the rear wall 121 along the fold line 122. The first side wall 126 is defined by the transverse fold line 122, a longitudinal fold line 127, an opposite parallel longitudinal fold line 128, a pair of aligned transverse edges 130, 131 and a fold line 132.

An upper side flap 135 is joined to the side wall 126 along the fold line 127, while a lower flap 136 is joined to the side wall 126 along the fold line 128.

A second side wall or panel 137 of a generally rectangular configuration is joined to the rear wall 121 along the fold line 123. The side wall 137 is defined by the fold line 123, a pair of spaced parallel longitudinal fold lines 140, 141, a pair of aligned transverse fold lines 142, 143 and a transverse fold line 144 between and in alignment with the fold lines 142, 143.

A front wall, generally referred to by the reference numeral 150 is joined to the side wall 137 along the fold lines 142, 143 and 144. The front wall 150 includes an upper front panel 151 and a lower or bottom front panel 152.

The front panel 151 is of a generally rectangular configuration and is defined by the fold line 142, a longitudinal fold line 153, a cut line 154 parallel to the fold line 153, and a fold line 155.

The lower front panel 152 is defined by the fold line 143, a longitudinal edge 156, a cut line 157 parallel to the longitudinal edge 156, and a fold line 158.

An upper end panel 160 is joined to the upper front panel 151 along the fold line 153 and corresponds to a lower end panel 161 joined to the rear panel 121 along the fold line 124. The end panels 160, 161 include respective end tabs 162, 163.

End flaps 147 and 148 are similarly joined to the second side wall 137 along the respective fold lines 140, 141.

A terminal panel 164 is joined to the front wall 150 along the fold lines 155, 158. The terminal panel 164 is of an irregular configuration and is defined by an upper edge 165, a transverse edge 166, a lower edge 167, the fold lines 155, 158 and a cut line 168 having a central generally inverted C-shaped slot or opening 173.

The carton blank 120 includes a pair of front panels 174 and 175. The panel 174 is joined to the side wall 126 along the fold lines 132 while the front panel 175 is joined to the side panel 137 along the fold line 144.

The front panel 174 includes a plurality of panel portions 176, 177, 178 and 179. The panel portion 176 is defined by the fold line 132, an upper edge 180, a lower edge 181, transverse aligned edges 182, 183, and a transverse fold line 184 which is partially slit at 185, 186.

The panel portion 177 is defined by the fold line 184, portions of transverse edges 187, 188 and a fold line 190 having slits (unnumbered) corresponding to the slits 185, 186 of the fold line 184.

The panel portion 178 is defined by the fold line 190, portions of the edges 187, 188 and a fold line 191.

The panel portion 179 which defines a terminal panel of the carton blank 120 is defined by the fold line 191, portions of the longitudinal edges 187, 188 and a terminal edge 192.

The front panel 175 is of a generally rectangular configuration, and is defined by the fold line 144, portions of the cut lines 154, 157, a pair of aligned transverse fold lines 195, 196 and a shallow generally C-shaped slot or edge 194 between the fold lines 195, 196. A pair of slits 193 are formed in each of the fold lines 195, 196.

A tab 197 is joined to the front panel 175 along the fold line 195 while a similar tab 198 is joined to the front panel 175 along the fold line 196.

The carton blank 120 is formed into the carton 115 in much the same manner as that heretofore described in the formation of the carton blank 20 into the carton 15. Adhesive A is first applied to the panel portion 176 of the front panel 174 after which the panel 177 is folded along the fold line 184 into overlying adhesive contact with the panel 176, as indicated in phantom outline in FIGURE 9 of the drawings. This places the terminal panel portion 179 in overlying relationship to the side wall 126.

The front wall 150 is thereafter folded along the fold lines 142, 143 into overlying relationship to portions of the second side wall 137 and the rear wall 121. This same folding action places the terminal panel 164 in overlying relationship with the rear panel 121 adjacent the fold line 122, as indicated in phantom outline in FIGURE 9, the now folded condition of the carton blank 120 corresponding generally to the condition of the carton blank 20 illustrated in FIGURE 2 of the drawings.

Adhesive is then applied to the side wall 126 to each side of the terminal panel portion 179 and to the panel portion 179 itself which overlies the side wall 126 as indicated by the adhesive areas A on the side wall 126 and the panel 179.

Thereafter a third fold is made along the fold line 122, as indicated in phantom outline in FIGURE 9 bringing the side wall 126 into adhesive contact with the terminal panel 164 and the terminal panel 179 in adhesive contact with the rear wall 121 through the slot or opening 173 of the terminal panel 154, as is best illustrated in FIGURE 11 of the drawings. This folding corresponds to the folding of the side wall 26 of the carton blank 20 about the fold line 22 between the positions illustrated in FIGURES 2 and 3 of the drawings.

The carton 115 is now in the flat state illustrated in FIGURE 10 of the drawings, and is unfolded to a generally tubular configuration by unfolding the carton in the direction of the headed unnumbered arrows in FIGURE 11 of the drawings. As the carton 115 is unfolded from the collapsed to the tubular configuration thereof, the tabs 197, 198 slide relative to the panel portions 177, 178 of the front panel 174, and the panel portions 177-179 folds from the generally planar position illustrated in FIGURE 11 to an overlying position illustrated in FIGURES 12 and 13. A portion (unnumbered) of the panel 176 adjacent the fold line 184 is received in the slot 194 between the tabs 197, 198 (FIGURE 13) and maintains the front panels 175, 176 in angular relationship defining therebetween an angle of substantially 90 degrees. The interlocking between the panels 176 and 175 prevent the collapse of the carton 115 as do the end panels 160, 161 when closed in the manner illustrated in FIGURE 12 of the drawings.

An article (not shown) is housed in the carton 115 in the same manner as the article B is housed in the chamber C of the carton 15. The article (not shown) is similarly capable of being observed by a prospective purchaser through an opening (unnumbered) defined by the cut lines 154, 157 and the fold lines 132, 144.

From the foregoing, it will be seen that novel and advantageous provisions have been made for carrying out the desired end. However, attention is again directed to the fact that additional variations may be made in this invention without departing from the spirit and scope thereof as defined in the appended claims.

I claim:

1. A carton which is readily folded to a generally flat planar configuration for purposes of shipment and storage and is equally readily unfolded to a generally tubular configuration for receiving a product comprising a carton body, said carton body including a pair of side walls, a rear wall, and a front wall, said front wall being formed of a plurality of front panels, a first of said front panels being joined to said carton body by a first fold line, a second of said front panels being joined to said carton body by a second fold line, a selected one of said front panels having a line dividing said selected one front panel for folding relative to itself, one of said front panels being secured to one of said walls, and means for interlocking said front panels to define an angle of less than 180 degrees therebetween in the unfolded position of said body to maintain said body in the tubular configuration thereof.

2. A carton which is readily folded to a generally flat planar configuration for purposes of shipment and storage and is equally readily unfolded to a generally tubular configuration for receiving a product comprising a carton body, said carton body including a pair of side walls, a rear wall, and a front wall, said front wall being formed of a plurality of front panels, a first of said front panels being joined to said carton body by a first fold line, a second of said front panels being joined to said carton body by a second fold line, a selected one of said front panels having a line dividing said selected one front panel for folding relative to itself, said first and second front panels being slidable relative to each other between the planar and tubular positions of said carton body, one of said front panels being secured to one of said walls, and means for interlocking said front panels to define an angle of less than 180 degrees therebetween in the unfolded position of said body to maintain said body in the tubular configuration thereof.

3. A carton which is readily folded to a generally flat planar configuration for purposes of shipment and storage and is equally readily unfolded to a generally tubular configuration for receiving a product comprising a carton body, said carton body including a pair of side walls, a rear wall, and a front wall, said front wall being formed of a plurality of front panels, a first of said front panels being joined to said carton body by a first fold line, a second of said front panels being joined to said carton body by a second fold line, a selected one of said front panels having a line dividing said selected one front panel for folding relative to itself, and said first and second front panels being slidable relative to each other between the planar and tubular positions of said carton body.

4. The carton as defined in claim 1 wherein said front wall is further defined by a pair of axially spaced top and bottom front panels, and said front panels being in converging relationship from said top and bottom front panels toward said rear wall.

5. The carton as defined in claim 4 wherein said carton body is provided with end flaps, and said end flaps prevent the collapsing of said carton from the tubular to the planar configuration thereof.

6. A carton which is readily folded to a generally flat planar configuration for purposes of shipment and storage and is equally readily unfolded to a generally tubular configuration for receiving a product comprising a carton body, said carton body including a pair of side walls, a rear wall and a front wall, said front wall including a pair of side front panels, another front panel, said front panels each being joined by an associated fold line to said carton body, said another panel having an associated edge, said edge and fold lines defining an access opening of said carton body through which an article in said carton body can be viewed, one of said side front panels being secured to one of said rear wall, another of said side front panels being slidable relative to said one side front panel, means for interlocking said side front panels to

define an angle of less than 180 degrees therebetween in the unfolded position of said body to maintain said body in the tubular configuration thereof, and said one side front panel is divided into at least three panel portions by at least a pair of fold lines parallel to each other and to the carton body axis.

7. The carton as defined in claim 6 wherein means are provided for guiding the relative sliding between said side front panels.

8. The carton as defined in claim 6 wherein said one side front panel is divided into at least three panel portions by at least a pair of fold lines parallel to each other and to the carton body axis, and means are provided for guiding the relative sliding between said side front panels.

9. The carton as defined in claim 6 wherein said interlocking means is formed by a portion of said one side front panel received in a slot of said another side front panel opening toward said last-mentioned portion in the unfolded tubular configuration of said body.

10. The carton as defined in claim 6 wherein said carton body includes at least one end flap closing an end portion of said body and preventing the collapsing of said body from the tubular configuration to the flat planar configuration.

11. A carton blank comprising a generally planar elongated sheet material member having a plurality of transverse fold lines dividing said member into first side, back, second side and front walls respectively, a first front panel being joined along a first transverse fold line to said first side wall, a second front panel being formed generally from the material of said front wall, said second front panel being partially defined by a second transverse fold line and a pair of transversely spaced cut lines in said front wall, said second front panel normally lying in the plane of said member but being foldable out of said plane along said second transverse fold line, said pair of cut lines partially defining an opening in said front wall, said first front panel being divided by at least a pair of transverse fold lines into at least three panel portions, the distance between said first transverse fold line and one of said pair of transverse fold lines being substantially equal to the width of said second front panel, and the distance between said pair of cut lines being substantially equal to the length of said first front panel and the length of one of said at least three panel portions.

12. The carton blank as defined in claim 11 wherein one of said at least three panel portions is a free terminal panel, and said second front panel is provided with a slot in longitudinal alignment with said free terminal panel.

13. A carton blank comprising a generally planar elongated sheet material member having a plurality of transverse fold lines dividing said member into first side, back, second side and front walls respectively, a first front panel being joined along a first transverse fold line to said first side wall, a second front panel being formed generally from the material of said front wall, said second front panel being partially defined by a second transverse fold line and a pair of transversely spaced cut lines in said front wall, said second front panel normally lying in the plane of said member but being foldable out of said plane along said second transverse fold line, said pair of cut lines partially defining an opening in said front wall, said first front panel being divided by at least three transverse fold lines into at least four panel portions, the distance between said first transverse fold line and one of said three transverse fold lines being substantially equal to the width of said second front panel, and the distance between said pair of cut lines being substantially equal to the length of said first front panel and the length of one of said at least three panel portions.

14. A carton which is readily folded to a generally flat planar configuration for purposes of shipment and storage and is equally readily unfolded to a generally tubular configuration for receiving a product comprising a

carton body, said carton body including a pair of side walls, a rear wall and a front wall, said front wall being formed of a plurality of front panels, a first of said front panels being joined to said carton body by a first fold line, a second of said front panels being joined to said carton body by a second fold line, said first and second front panels being directed generally toward said rear panel in the tubular unfolded condition of said carton, said first front panel includes first and second relatively foldable panel portions, each of said first and second front panels having terminal end portions, said first front panel terminal end portion being fixedly secured to one of said walls, said second front panel terminal end portion being freely movable relative to said walls and to said first front panel terminal end portion, and weakening line means for folding said first and second foldable panel portions of said first front panel relative to each other during the folding and unfolding of said carton.

15. The carton as defined in claim 14 wherein said front panel terminal end portions are in sliding relationship to each other, means for guiding the relative sliding of said front panel terminal end portions in planes parallel to the carton body axis, and said other front panel terminal end portion being completely disconnected from any of said carton body walls.

16. The carton as defined in claim 14 wherein the one wall to which said one front panel terminal end portion is secured is said rear wall.

17. The carton as defined in claim 16 wherein said front panels are normally disposed at an angle of no greater than 180 degrees in the unfolded position of said tubularly configured body.

18. The carton as defined in claim 16 wherein a gap is formed between the terminal end portion of said one front panel and said one wall to which said one front panel terminal end portion is secured, and the other front panel terminal end portion is slidably received in said gap.

19. The carton as defined in claim 18 wherein said other front panel terminal end portion includes a tongue which projects into said gap.

20. The carton as defined in claim 14 wherein the said one wall to which said one front panel terminal end portion is secured is said rear wall, said other front panel terminal end portion includes a tongue projecting into a gap between said rear wall and said one front panel terminal end portion, said front panels are disposed at an angle of no greater than 180 degrees in the unfolded tubularly configured position of said body, and means for interlocking said front panels in said last-mentioned position.

21. A carton blank comprising a generally planar elongated sheet material member having a plurality of transverse fold lines dividing said member into first side, back, second side and front walls respectively, a first front panel being joined along a first transverse fold line to said first side wall, a second front panel being formed generally from the material of said front panel, said second front panel being partially defined by a second transverse fold line and a cut line in said front wall, said second front panel normally lying in the plane of said member but being foldable out of said plane along said second transverse fold line, said cut line partially defining an opening in said front wall, said second front panel being divided by a fold line into at least a pair of panel portions, opening means defined by a panel portion of one of said front panels for receiving a tongue defined by a panel portion of the other front panel, and said opening defining means and tongue being in alignment.

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