Oct. 9, 1962 H. BLONDER ET AL 3,057,466

DISPLAY PACKAGE

Filed Oct. 27, 1959

FIG. 1.

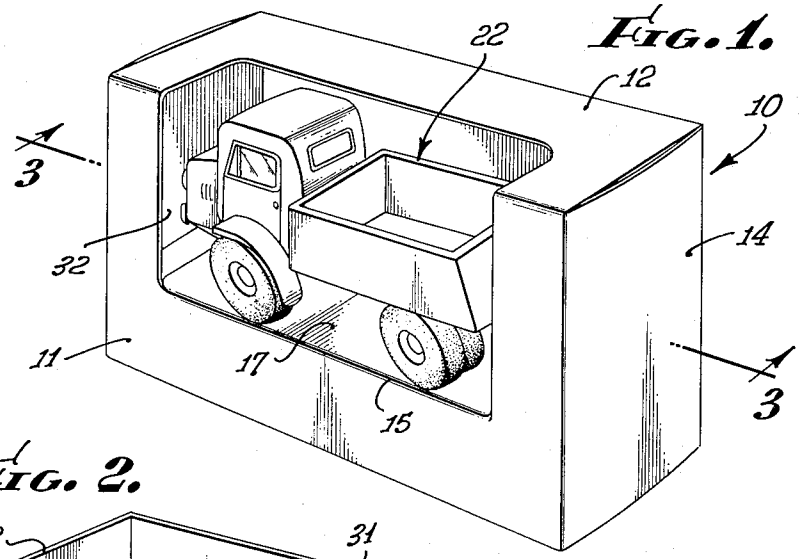


FIG. 2.

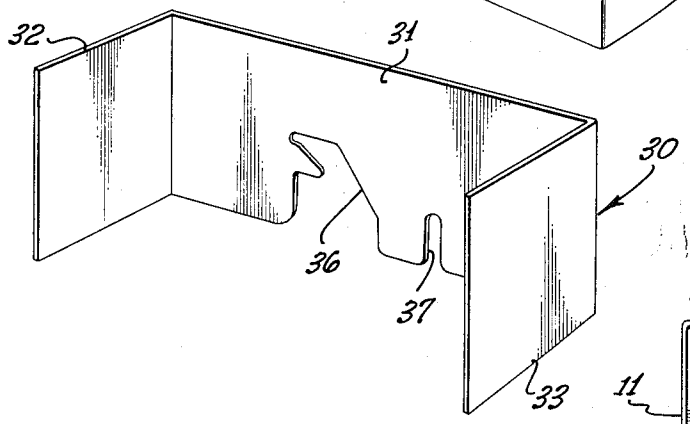


FIG. 4.

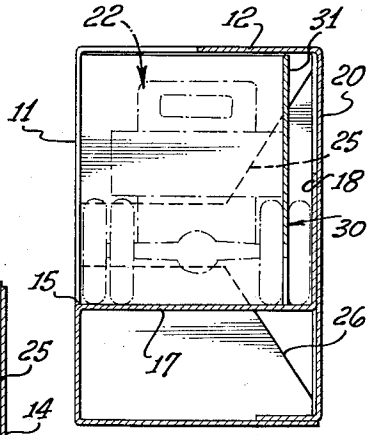
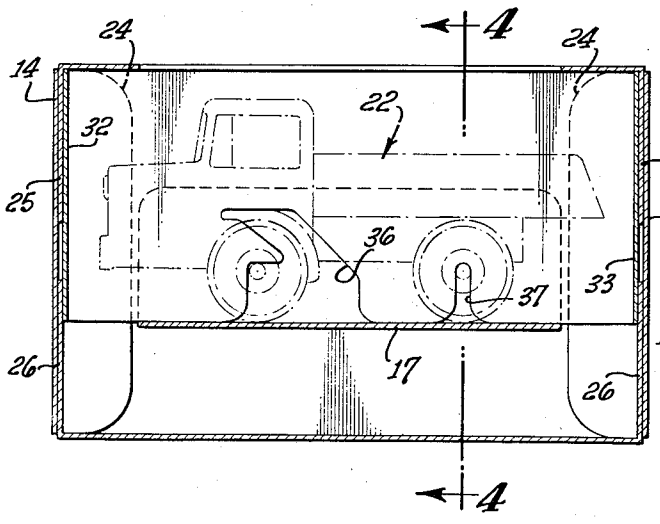


FIG. 3.



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DISPLAY PACKAGE

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This invention relates to improvements in display packages or cartons for merchandise, for example toys.

The invention provides a novel, inexpensive and attractive package or container in which an article of merchandise such as a toy is contained and held for merchandising while at the same time, it is directly visible and on display in the package.

A further feature of the improved package or carton is that the display feature is provided simply by way of a cutout in side walls of the carton, the cutout portion itself being utilized to provide a platform in the carton for an article such as a toy vehicle as an example. Additionally, extremely simple and inexpensive but convenient means are provided for removing the article from the carton and re-inserting it therein on the platform.

The primary object of the invention is the achievement and realization of the above results and advantages.

Another object is to provide a novel, simplified, inexpensive but practical and effective display package or carton for articles of merchandise and in particular toys.

Another object is to provide a carton as in the foregoing having a cutout in side walls thereof to provide visibility, the cutout portion itself being folded into the carton and having a portion attached to the opposite side wall to provide a platform in the carton on which an article is displayed.

Another object is to provide additional improvements in a carton as in the foregoing comprising means for removing the article provided by a strip of material such as cardboard lying against a wall of the container opposite the cutout and attached to the article in the carton on the platform whereby the article may be readily removed and re-inserted in a display position.

Further objects and numerous advantages of the invention will become apparent from the following detailed description and annexed drawings, wherein:

FIG. 1 is a perspective view of a preferred form of the invention having a toy vehicle contained therein;

FIG. 2 is a perspective view of the means or member utilized in the carton for holding, removing and re-inserting the article in the carton;

FIG. 3 is a sectional view taken along the line 3—3 of FIG. 1; and

FIG. 4 is a sectional view taken along the line 4—4 of FIG. 3.

Referring now more in detail to the drawings, numeral **10** in FIG. 1 designates generally a preferred form of the improved carton of the invention. The carton has side walls as indicated at **11** and a top wall **12** and ends including end flap members as indicated at **14** in FIG. 1.

The carton has a cutout as designated at **15** having a major portion of it in the side wall **11** and a minor portion in the top wall **12**, these portions including a corner edge of the carton. The cutout, that is the material of the cutout, is folded inwardly as designated at **17** to form a platform in the carton and the smaller portion of the cutout is folded upwardly within the carton as shown at **18** in FIG. 4 and is secured by any suitable means to the back wall **20** of the carton as shown in FIG. 4.

The material of the cutout accordingly itself provides a platform in the carton on which may be supported an article of merchandise such as the toy vehicle shown as a truck at **22** in the figures.

As may be seen in FIG. 3, as to the construction of the carton otherwise, the end flaps **14** have inwardly turned tabs **24** and tabs **25** and **26** fold inwardly from the top and bottom walls.

The article in the carton such as the toy truck is held in position therein by the member **30** as shown in FIG. 2. The carton itself may by way of example be fabricated from cardboard or the like and the member **30** may be made of cardboard. The member **30** has a longitudinal portion **31** and laterally extending end portions **32** and **33**. In the longitudinal portion **31** are cutouts **36** and **37**. The cutout **36** by way of example is shaped to fit over the front fender of the toy truck **22** as shown in FIG. 3. The cutout **37** forms a slot which receives or fits over the rear axle of the toy truck between the double rear wheels. When the member **30** is in position, the portion **31** occupies a position as shown in FIG. 4. The end tabs **32** and **33** fit flush against the inner walls of the ends of the carton.

From the foregoing, those skilled in the art will observe that the invention provides a unique and inexpensive carton adapted to contain an article of merchandise which is held therein and at the same time provides for display of the article. The article is held in the carton by the novel means provided in the form of the member **30**. The carton may be opened at either end and the toy may be removed simply by withdrawing the member **30**. The article such as the toy may then be re-inserted into a display position on the platform **17** merely by re-inserting the member **30** into the carton. The invention therefore provides a novel and economical package or carton in which articles may be merchandised and displayed and also delivered to the ultimate customer.

The foregoing disclosure is representative of a preferred form of the invention and is to be interpreted in an illustrative rather than a limiting sense, the invention to be accorded the full scope of the claims appended hereto.

What is claimed is:

1. A display container for articles of merchandise such as toys comprising means forming a rectilinear container having a cutout comprising material formed from a relatively large part of one side and a relatively smaller part of an adjacent side, said cutout including a fold at a corner edge of the container, said cutout being folded inwardly to form a horizontal platform within the container spaced from the bottom thereof and having the smaller portion thereof folded along the fold line thereof and secured to an opposite side wall of the container, said platform being adapted to support an article of merchandise such as a toy within the container in a position to be exposed to view through the cutout, said container also including a piece of material lying parallel to said opposite side wall of the container over the platform and having folded end portions positioned to fit against the inside of the ends of the container.

2. The container of claim 1 wherein said piece of material has means for attaching it to a piece of merchandise to be displayed in the container whereby the said piece of merchandise may be removed endwise from the container by withdrawing said piece of material.

3. The container of claim 2 wherein the container has at least one end closure adapted for opening of the container at an end and removing the merchandise therefrom and replacing it.

4. A display carton comprising a rectilinear container having flat sides and ends and end closing flaps, said container having a cutout therein comprising material including a relatively large portion from the side of the container and a relatively smaller portion cutout from the top of the container, said cutout including a fold along one corner edge of the container, said cutout being folded into the container in a position so that the larger part

thereof forms a horizontal support platform inside of the container spaced from the bottom thereof, the smaller portion of the cutout being folded along the fold line and secured against the inner surface of the side wall of the container opposite the larger portion of the cutout, said platform being adapted to support an article of merchandise such as a toy within the container in a position to be viewed through the cutout and removed endwise from the container, said carton including a piece of material positioned to rest upright on the platform opposite the larger portion of the cutout and having end portions folded to fit against the inside of the ends of the container whereby an article of merchandise may be removed by removing said piece of material endwise.

5. The carton of claim 4 wherein said piece of material has means whereby it may be attached to a piece of merchandise in the container whereby the piece of merchandise can be removed endwise by removing the said piece of material.

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