Feb. 14, 1939. F. J. ADDIS ET AL 2,147,134

MERCHANDISE PACKAGE AND DISPLAY

Filed Oct. 24, 1936

Fig. 1.

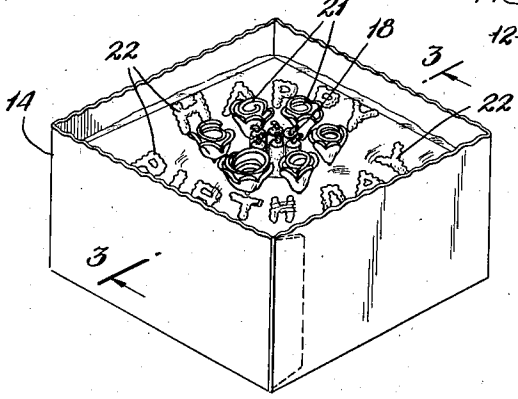


Fig. 3.

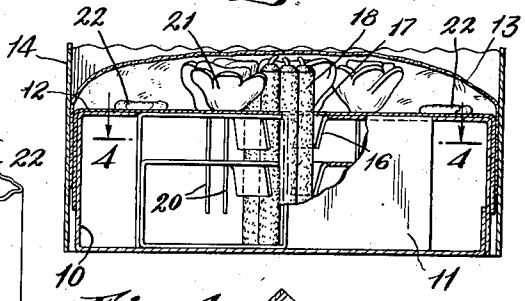


Fig. 4.

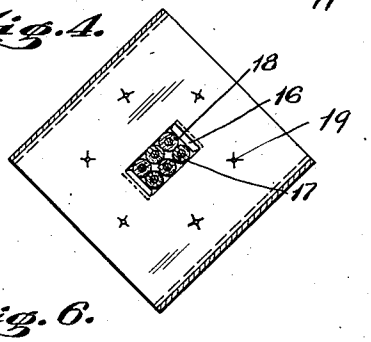


Fig. 6.

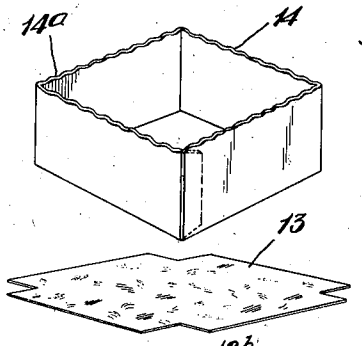
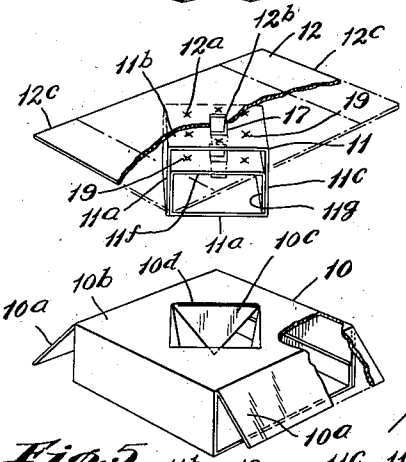


Fig. 2.



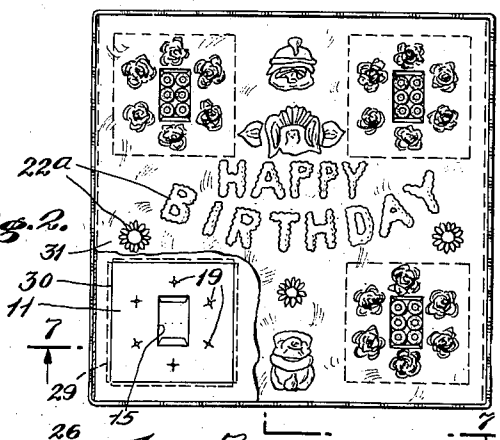


Fig. 7.

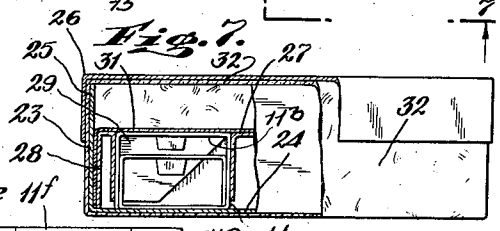
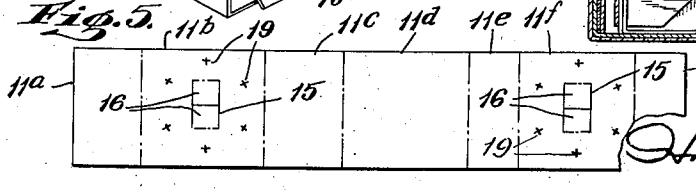


Fig. 5.



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MERCHANDISE PACKAGE AND DISPLAY

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8 Claims. (Cl. 206—44)

This invention relates to boxes or containers used in the packing, shipment as well as display of merchandise, and particularly to merchandise of the candle holder and cake ornamental display devices, so as to provide an assortment in one package suitable for use in trimming and ornamenting a cake; and the object of the invention is to provide a candle holder and candle supporting unit formed from a single strip of light cardboard or similar material cut and formed to provide a candle receiving and supporting compartment and means arranged adjacent the compartment for supporting a plurality of candle holders in upright position and about the periphery of the candles mounted in said device to form an attractive display of the complete candle and candle holder assemblage; a further object being to provide means in the form of a box element for locking said supporting unit in predetermined position or positions thereon to provide within the boundary walls of a resulting box or package an attractive display of the merchandise being sold including various types and kinds of other cake ornaments or decorations; a further object being to provide a "cellophane" or other transparent sheet as an enclosure for the merchandise placed on display to protect such merchandise in shipment as well as when arranged on display on a counter, said "cellophane" or other sheet also serving to support the articles against displacement from the holder; and with these and other objects in view, the invention consists in a package unit of the class and for the purpose specified, which is simple in construction, efficient in use, and which is constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawing forms a part, in which the separate parts of our improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a perspective view of one form of package unit which we employ.

Fig. 2 shows perspective and sectional views of the several parts of the unit shown in Fig. 1 in separated or exploded relationship.

Fig. 3 is a partial section on the line 3—3 of Fig. 1, with parts of the construction broken away.

Fig. 4 is a partial section on the line 4—4 of Fig. 3.

Fig. 5 is a plan view of a strip blank from which one part of the device shown in Figs. 1 to 4 inclusive is formed.

Fig. 6 is a plan view of another type of display which we employ, omitting the cover therefor; and,

Fig. 7 is a side and sectional view of the structure shown in Fig. 6, the section being substantially on the line 7—7 of Fig. 6.

In forming the device shown in Figs. 1 and 3 of the drawing, we employ a filler part or reinforcing part 10, a candle and candle holder supporting part 11, an ornament supporting sheet and covering 12, a transparent retaining sheet 13 and an outer box part proper or annular band 14, which parts are shown in their relative positions for assemblage in the exploded view of Fig. 2 of the drawing. The part 10 is fashioned from a single sheet of material folded to form a flat box as seen in Fig. 2 of the drawing having its end walls open and adapted to be closed by flaps 10*a*; whereas, the top wall 10*b* is die cut centrally thereof to form a plurality of rectangular flaps 10*c* which are folded downwardly or into the part 10 to form supporting walls for the part 11, which is mounted in the aperture 10*d* formed in the top wall 10*b*.

The part 11 is also formed from a single piece of material in the form of an elongated strip diagrammatically shown in Fig. 5 of the drawing in its extended position, and this strip is scored to form a side wall part 11*a*, a top wall part 11*b*, a side wall part 11*c*, a bottom wall part 11*d*, and shorter side wall part 11*e*, the latter being disposed adjacent the side wall 11*a* and preferably secured thereto in forming the part 11. An intermediate wall part is shown at 11*f*, which extends between the side walls 11*a* and 11*c* intermediate the walls 11*b* and 11*d*, and at 11*g* is shown another side wall similar to the wall 11*e* and arranged inwardly of the side wall 11*c*. When the various walls of the part 11 are completely folded and secured together as stated, a sturdy rectangular supporting part is formed. This part is used for supporting candles and candle holders by providing H-shaped cuts 15 in the walls 11*b*, 11*f*, centrally thereof to form opposed flaps 16 adapted to be folded downwardly to form openings or apertures 17 in which candles 18 are adapted to be supported as indicated in Figs. 3 and 4 of the drawing, and also illustrated in Fig. 1. Six candles are supported in the apertures 17 and are adapted to rest at their lower ends upon the bottom wall 11*d* of the support 11 with the upper ends of the candles projecting above the top wall 11*b*. The top wall 11*b* and intermediate wall 11*c* are also provided with correspondingly spaced apertures, X-slots or the

like 19, six of which are employed on each wall so as to provide means for receiving the wire stems 20 of six candle holders, the floral heads 21 of which are arranged above and rest upon the upper wall 11b of the part 11 or the sheet 12 arranged thereon. The floral heads 21 are spaced circumferentially about the candles 20 as may be seen in Fig. 1 of the drawing to produce an attractive grouped display of the holders and candles, giving a more or less bouquet or floral display which is arranged centrally of the complete package as seen in Fig. 1 of the drawing.

In practice, we also provide the sheet 12 as a display and covering sheet for the top of the parts 10 and 11, it being understood that the top wall 10b and the top wall 11b are in common alinement with each other. This sheet may have printed markings 12a indicating the location of the apertures or slots 19 so as to facilitate the insertion of the stems 20, and will also be provided with a central aperture 12b adapted to register with the apertures 17 so as to facilitate the mounting of the candles in the holder. The ends 12c of the sheet 12 are folded over the sides of the part 10, whereas the width of said sheet is made to correspond with the width of the part 10.

Upon the upper surface of the sheet 12 may be arranged floral ornaments, symbols or other ornamental devices for use in trimming or decorating a cake, these devices being preferably composed of colored hardened sugar products commonly known in this art. At 22, we have indicated in Figs. 1 and 2 a number of such ornaments arranged around the floral heads 21 of the candle holders, thus producing an attractive display of the complete package.

The part 14 in the construction shown consists simply in a strip of cardboard folded to form a rectangular band or ring preferably provided with a scalloped or otherwise characterized upper edge 14a. The sheet 13 of "cellophane" or other transparent material is cut to a size which will fold over the top of the part 10 with the articles assembled thereon and extend over the side walls of said part to be arranged between said walls and the walls of the part 14 so as to provide a dust-proof covering for the merchandise as well as to provide means to retain the parts against displacement.

In the assemblage of the package and after the parts 10 and 11 have been extended in position for use and assembled one within the other, the sheet 12 is first placed on said parts, after which the candles and candle holders are placed in position, the ornaments being applied before or after the assemblage of the sheet 12 with the other parts whichever may be desired, and then the sheet 13 is placed over the assemblage thus formed and then the box part is passed downwardly over the assemblage, which operation will draw the sheet 13 firmly over the tops of the candles and candle holders and produce a result substantially similar to that illustrated in Figs. 1 and 3 of the drawing. The packages thus formed may be placed in cartons containing one or more dozen thereof and in displaying the merchandise, the merchant simply removes the unit package from the carton and places the same upon the counters face up, in which position, an attractive display may be formed.

In Figs. 6 and 7 of the drawing, we have shown a modified use of the invention, in which construction, four of the supporting units 11 are disposed in one package and arranged in the corner portions thereof in the manner indicated in Fig. 6 of the drawing. With this construction it is preferred to modify the structure of the parts 10 and 14, especially by virtue of the increased size of the complete package. For this reason, a plain conventional box 23 is substituted for the part 14, this box having a closed bottom wall 24 and integral side walls 25, the box being open at the top and adapted to be closed by a detachable cover or lid 26 employed in the shipment of the package. This cover is removed when the merchandise is placed on display.

Substituted for the part 10 is an inverted box part 27, the side walls 28 of which are unattached to each other, in other words, are similar to the walls 10a. The top wall of the part 27 is cut at the four corner portions thereof to form depending and supporting flaps or flanges 29 at the boundary walls of rectangular openings 30, in which openings, the units 11 are adapted to be placed so as to dispose the top walls 11b in alinement with the top wall of the part 27 as clearly seen in Fig. 7 of the drawing. With this construction, a sheet 31 similar to the sheet 12 is employed over the part 27 and the four unit parts 11, said sheet having apertures for registration with the four groups of candles and with markings registering with the slits or apertures 19. Cake ornaments or display devices 22a, similar to the devices 22, will be arranged on the sheet 30 and it is preferred that these be arranged in conjunction with the four displays of candles and candle holders so as to provide an attractive display of the complete package. With this construction, it is also preferred that a transparent sheet 32 be extended over the top open end of the box proper 23 downwardly over the side walls 25 thereof and onto the bottom wall 24, to which wall the ends or edges of the sheet may be secured. This will provide a neat and attractive window top to the entire package when the cover 26 is removed.

It will be understood from a consideration of the structure disclosed in Figs. 6 and 7 of the drawing that two or more of the candle and candle holder supports may be employed in a single unit package and arranged in any desired manner therein to provide an attractive display package as well as to modify the quantity of candles and candle holders as well as other cake ornaments to be merchandised. In the construction shown in Fig. 6, twenty-four candles and candle holders will be provided in one package. It is understood that a lesser number of candles and candle holders may be provided in each unit as well as a greater number thereof when enlarging upon the units. Thus, in using two of the units shown in one package, six or twelve holders and candles will be provided, whereas in using three, eighteen holders and candles will be provided. By standardizing the construction of the part 11, especially with respect to size, the manufacture and sale of a wide range of packages is made possible by simply changing the arrangement of the apertures 30 on the member 27, or, if desired, to use as many apertures as desired without a change in the structure thereof. In the latter case, the sheets 31 will, of course, be printed to suit the different types of packages. These sheets as well as the sheets 12 may have other printed forms of display to be visible at the open end of the package and to offset the articles arranged thereon. The sugar ornaments or cake decorations 22, 22a become adhered to the sheet in mounting the same

thereon, but can be removed by subjecting the back of the sheet to moisture.

In both forms of construction shown, the height of the wall of the parts **14** and **23** is materially greater than the height of the walls of the units **11** as well as the parts **10** and **27** so as to provide display chambers or compartments at the upper open ends of the box, in which chambers, the upper ends of the candles **18**, the floral heads **21** of the candle holders and the ornamental or trimming devices **22**, **22***a* are arranged. By arranging the unit **11** centrally of the part **14**, the candles and heads **21** of the candle holders will be well protected from any crushing stress to which the side walls of the part **11** may be subjected in the shipment of the merchandise. In like manner, the units **11** are spaced from the side walls of the box **23** for a similar purpose. This will obviate destruction to the merchandise while in transit, especially when subjected to undue stress and strain.

Having fully described our invention, what we claim as new and desire to secure by Letters Patent, is:

1. A display package comprising an outer box part and an inner box part, the periphery of the inner box part fitting snugly within the boundary walls of the outer box part the outer box part being open at the top, the inner box part having a top wall arranged below the upper edge of the outer box part to form an article display chamber therein, an article supporting unit detachable with respect to the inner box part, said unit having means for supporting a plurality of articles in perpendicular position thereon and exposed through the upper surface of said unit, and means within and in spaced relation to the periphery of the inner box part and opening through the top wall thereof for receiving and supporting said unit and to arrange the articles on the upper surface of the unit within said article display chamber of the outer box part in spaced relation to the boundary walls of said outer box part.

2. A display package comprising an outer box part and an inner box part, the periphery of the inner box part fitting snugly within the boundary walls of the outer box part the outer box part being open at the top, the inner box part having a top wall arranged below the upper edge of the outer box part to form an article display chamber therein, an article supporting unit detachable with respect to the inner box part, said unit having means for supporting a plurality of articles in perpendicular position thereon and exposed through the upper surface of said unit, means within and in spaced relation to the periphery of the inner box part and opening through the top wall thereof for receiving and supporting said unit and to arrange the articles on the upper surface of the unit within said article display chamber of the outer box part in spaced relation to the boundary walls of said outer box part, and a facing sheet arranged upon upper surfaces of said inner box part and unit and having markings and openings thereon registering with said first named means to facilitate the arrangement and mounting of the articles on said unit.

3. In a shipping and display package for candles and candle holders, a box part open at one end, an insert arranged in said part having a top wall disposed inwardly of the open end thereof, said top wall having an aperture within the peripheral edges thereof, depending members on said insert for supporting said wall in position in the box part, the peripheral edges of said top wall fitting snugly in the walls of said box part, a supporting unit detachable with respect to said insert and arranged in the aperture of said top wall, said unit having vertically spaced horizontal walls, one of which is arranged in alinement with said top wall, said first named horizontal wall and the next adjacent wall of said unit having means for supporting a plurality of candles and candle holders in perpendicular position therein to dispose the upper ends of the candles and candle holders within the box part above said top wall to be visible through the open end of said box.

4. In a shipping and display package for candles and candle holders, a box part open at one end, an insert arranged in said part having a top wall disposed inwardly of the open end thereof, said top wall having an aperture within the peripheral edges thereof, depending members on said insert for supporting said wall in position in the box part, the peripheral edges of said top wall fitting snugly in the walls of said box part, a supporting unit detachable with respect to said insert and arranged in the aperture of said top wall, said unit having vertically spaced horizontal walls, one of which is arranged in alinement with said top wall, said first named horizontal wall and the next adjacent wall of said unit having means for supporting a plurality of candles and candle holders in perpendicular position therein to dispose the upper ends of the candles and candle holders within the box part above said top wall to be visible through the open end of said box, other articles of merchandise arranged upon the upper surface of said top wall around said candles and candle holders and within the open end of said box part, and a sheet of flexible transparent material forming a cover or closure for all of the articles arranged in said box.

5. In a shipping and display package for candles and candle holders, a box part open at one end, an insert arranged in said part having a top wall disposed inwardly of the open end thereof, said top wall having an aperture within the peripheral edges thereof, depending members on said insert for supporting said wall in position in the box part, the peripheral edges of said top wall fitting snugly in the walls of said box part, a supporting unit detachable with respect to said insert and arranged in the aperture of said top wall, said unit having vertically spaced horizontal walls, one of which is arranged in alinement with said top wall, said first named horizontal wall and the next adjacent wall of said unit having means for supporting a plurality of candles and candle holders in perpendicular position therein to dispose the upper ends of the candles and candle holders within the box part above said top wall to be visible through the open end of said box, other similar units arranged and supported in said insert in spaced relation to said first named unit, and all of said units being arranged at the corner portions of said box part and within the boundary side walls of the box part to dispose the candle and candle holders in spaced relation to said side walls.

6. In a shipping and display package of the class described employing an outer box part open at the top, a candle and candle holder supporting unit, an insert member for supporting said unit within the outer box part and in spaced relation to the walls thereof, said member comprising a single sheet of material folded to form top, bot-

tom and side walls, the top wall of said member being arranged below the upper edge of the outer box part and cut and folded to form a large opening inwardly of the peripheral edges of said top wall for receiving said unit and for arranging the articles supported in said unit in spaced relation to the walls of the outer box part, and the boundary edges of said opening including depending flaps engaging the periphery of said unit to retain the same against displacement in said member.

7. A shipping and display package for candles and candle holders comprising an outer box part open at the top and bottom, an insert member of less vertical dimensions than the outer box part and arranged and fitting snugly in said outer box part, said member having top, bottom and side walls, the side walls of said member being disposed in juxtaposition to the walls of said box part with the bottom wall of said member arranged in alinement with and forming a closure for the bottom of said outer box part, the top wall of said member being fashioned to form a large opening having depending flaps disposed inwardly of and in spaced relation to the side walls of said member, and a candle and candle holder supporting unit arranged in the opening of said member and supported against displacement in said member by said flaps.

8. A shipping and display package for candles and candle holders comprising an outer box part open at the top and bottom, an insert member of less vertical dimensions than the outer box part and arranged and fitting snugly in said outer box part, said member having top, bottom and side walls, the side walls of said member being disposed in juxtaposition to the walls of said box part with the bottom wall of said member arranged in alinement with and forming a closure for the bottom of said outer box part, the top wall of said member being fashioned to form a large opening having depending flaps disposed inwardly of and in spaced relation to the side walls of said member, a candle and candle holder supporting unit arranged in the opening of said member and supported against displacement in said member by said flaps, and a characterized sheet arranged upon the upper surfaces of said member and said unit forming a continuous horizontal partition in said outer box part and providing means for gaging the location of the candles, candle holders and other articles of merchandise upon said unit or member.

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