

June 18, 1940.

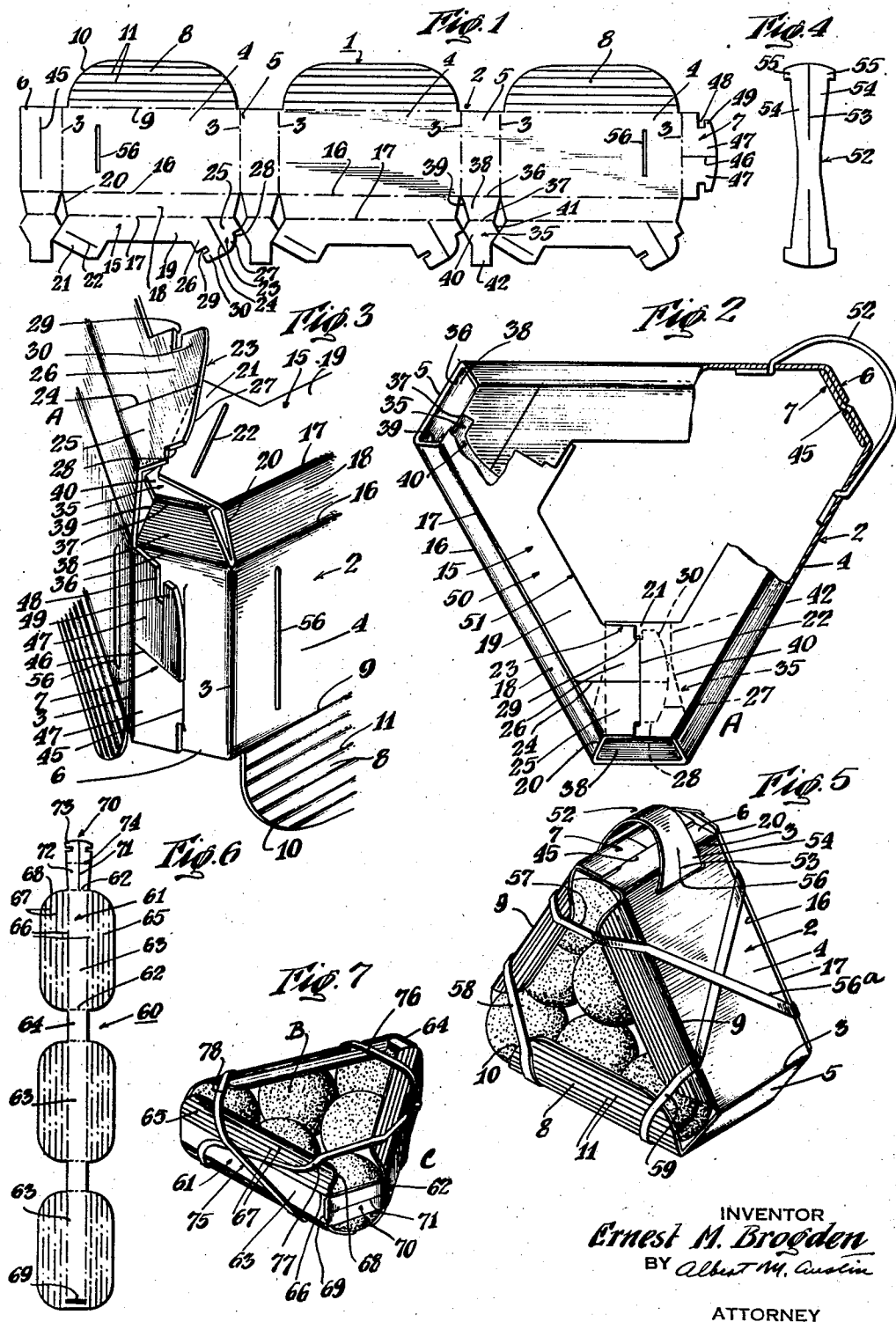
E. M. BROGDEN

2,205,341

MERCHANDISING PACKAGE

Filed April 27. 1936

3 Sheets-Sheet 1



June 18, 1940.

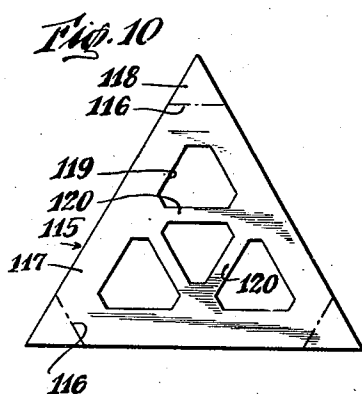
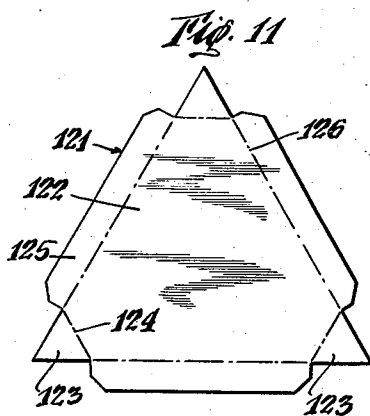
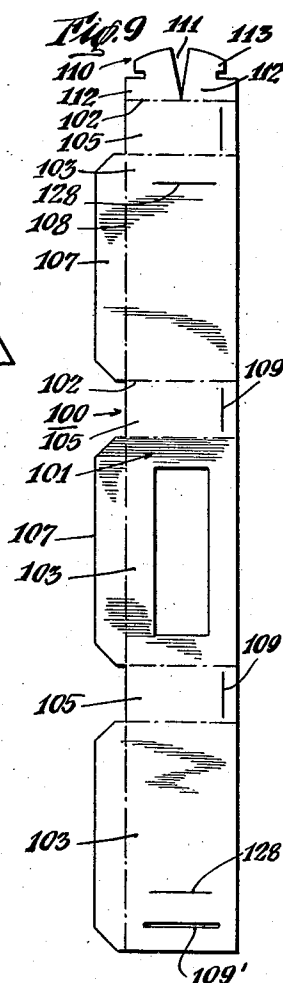
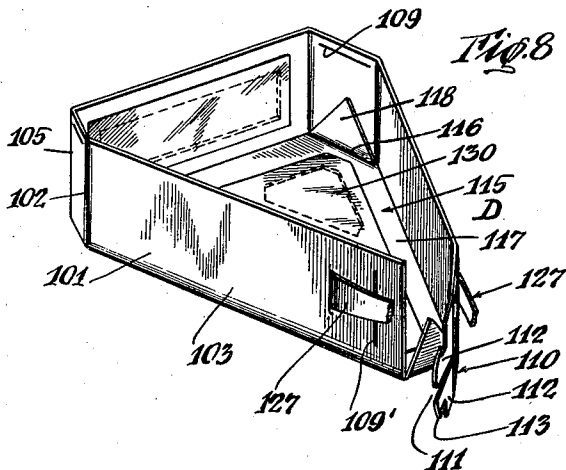
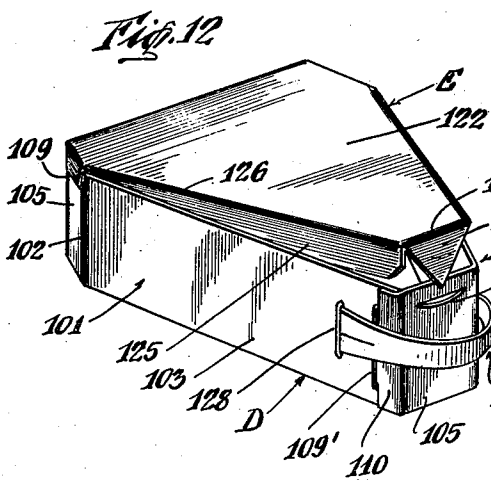
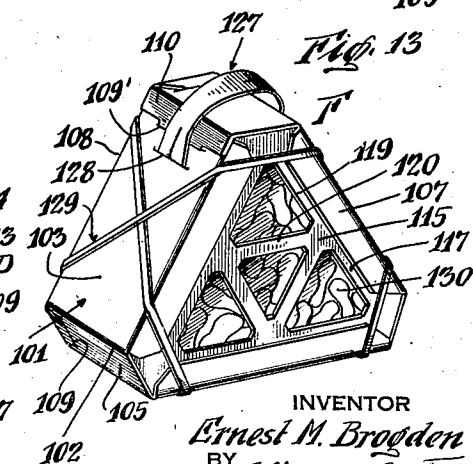
E. M. BROGDEN

2,205,341

MERCHANDISING PACKAGE

Filed April 27, 1936

3 Sheets-Sheet 2



INVENTOR
Ernest M. Brogden
BY *Albert M. Austin*
ATTORNEY

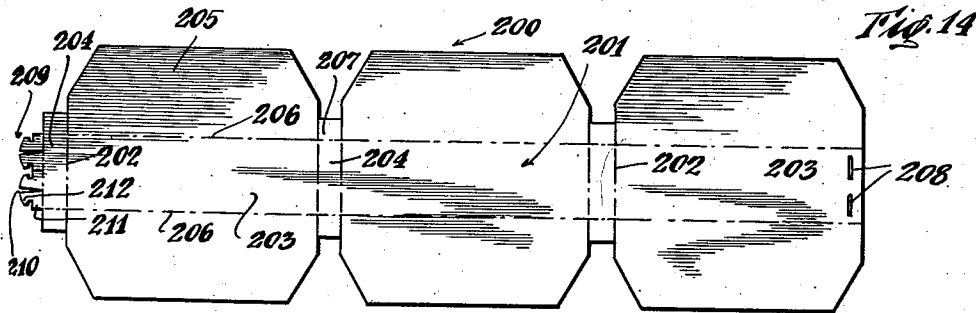
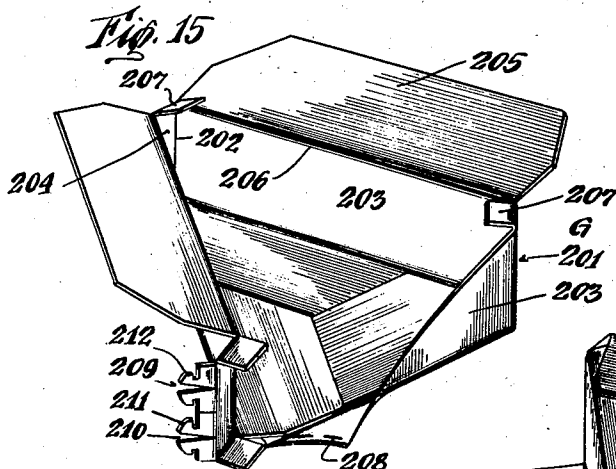
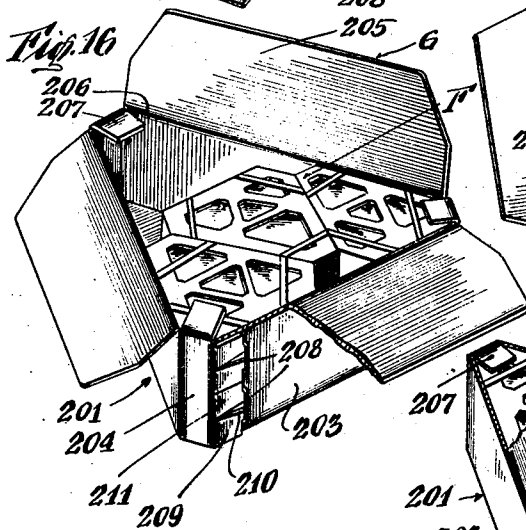
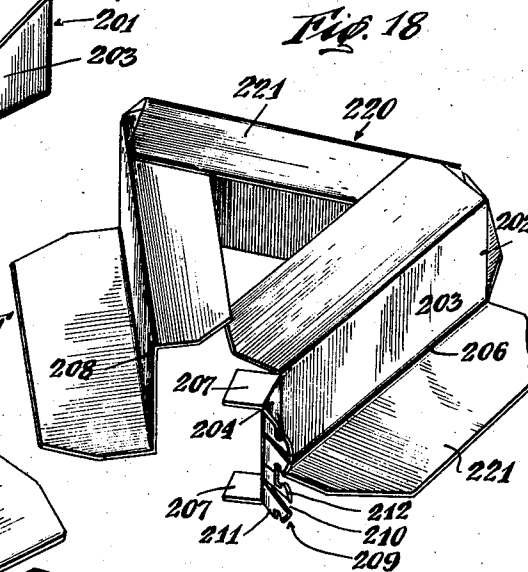
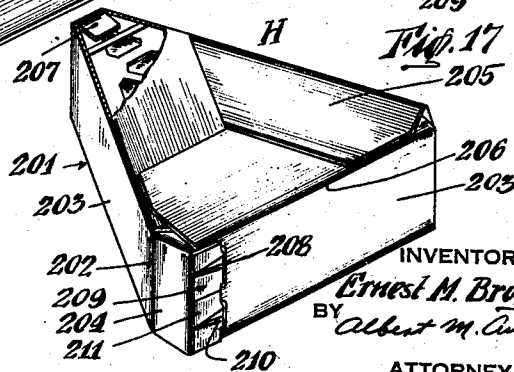
June 18, 1940.

E. M. BROGDEN
MERCHANDISING PACKAGE

2,205,341

Filed April 27, 1936

3 Sheets-Sheet 3



INVENTOR
Ernest M. Brogden
BY *Albert M. Austin*
ATTORNEY

UNITED STATES PATENT OFFICE

2,205,341

MERCHANDISING PACKAGE

Ernest M. Brogden, Orlando, Fla., assignor to
Bank of The Manhattan Company, as trustee,
New York, N. Y., a corporation of New York

Application April 27, 1936, Serial No. 76,630

19 Claims. (Cl. 206-44)

This invention relates to merchandising packages and particularly to a novel package which is attractive in appearance and which may be economically and easily assembled, packed, shipped, stored, and conveniently carried.

In merchandising numerous commodities it is often desirable to divide them into units of predetermined numbers of quantities and assemble each unit in a package of convenient size and shape whereby the units can be readily shipped, stored and dispensed. Such package should be inexpensive to manufacture, attractive in appearance, easy to pack, and so constituted as to amply protect the contents against injury during shipment, storage and handling thereof.

In accordance with my invention a container is provided which is assembled from a strip of paperboard or other formable sheet material bent along a plurality of transverse fold lines to define the side wall portions of a container of generally prismatic shape. Suitable end closures formed separable or as an integral part of the side wall-forming strip are provided. The container may be further strengthened and reinforced by applying a binder to the container after the same has been filled.

My improved container constructed in accordance with this invention is suitable for receiving sizable articles of generally globular or rotund shape, material in bulk, or a number of individual smaller packages. The container may be provided with openings in one or more end or side faces which openings may be left uncovered, or they may be covered with a transparent material, thereby permitting inspection of the contents in either case without opening the package.

Preferably the package has a generally triangular prismatic shape which permits the package to be conveniently stacked with a minimum liability of crushing or damaging either the container or the contents. A loop handle may be attached to an apical portion of the container so that the package can be suspended from the handle and thus conveniently carried.

Various other features and advantages of the invention will be apparent from the following particular description and from an inspection of the accompanying drawings.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection

with the accompanying drawings forming a part thereof, in which:

Fig. 1 is a top plan view of one form of blank suitable for forming a container in accordance with the invention;

Fig. 2 is an enlarged face view of a container set up from the blank shown in Fig. 1 and a handle assembled therewith;

Fig. 3 is an enlarged fragmentary perspective view showing the construction of a corner portion of the container shown in Fig. 2;

Fig. 4 is a top plan view of a blank suitable for forming a carrying handle for the container;

Fig. 5 is a perspective view of a complete package formed from the container shown in Fig. 3;

Fig. 6 is a top plan view of another form of blank suitable for forming a simplified form of container;

Fig. 7 is an enlarged perspective view of a package assembled from a blank similar to that shown in Fig. 6;

Fig. 8 is a perspective view of another form of container;

Fig. 9 is a top plan view of a blank suitable for forming the side wall or frame portion of the container shown in Fig. 8;

Fig. 10 is a top plan view of a blank suitable for forming an end wall closure or top face portion of the assembled container in Fig. 8;

Fig. 11 is a top plan view of a blank suitable for forming another end wall closure for the container shown in Fig. 8;

Fig. 12 is a perspective view of the container shown in Fig. 8 with the cover partially applied;

Fig. 13 is a perspective view of a completed package formed from the container shown in Fig. 8;

Fig. 14 is a top plan view of a blank from which a container of further modified form may be made.

Fig. 15 is a perspective view of the blank shown in Fig. 14 partially set up to form a container;

Fig. 16 is a perspective view of the container shown in Fig. 15 partially packed with prismatically-shaped articles;

Fig. 17 is a perspective view of the container fully packed and closed, certain parts being broken away to illustrate certain features of the construction; and

Fig. 18 is a perspective view showing a slightly modified type of blank partially set up to form a container.

In the following description and in the claims, various details will be identified by specific names for convenience, but they are intended to be as

generic in their application as the art will permit. Like reference characters denote like parts in the several figures of the drawings.

In the drawings accompanying and forming part of this specification, certain specific disclosure of the invention is made for purposes of explanation, but it will be understood that the details may be modified in various respects without departure from the broad aspect of the invention.

Referring now to Fig. 1, there is shown a blank 1 comprising an elongated strip portion 2 adapted to form the container body proper, said strip portion having a plurality of spaced, transverse fold or bending lines 3, constituted preferably by score lines, and dividing the strip into a plurality of rectangular main side sections 4, and a plurality of much shorter rectangular corner sections 5, one of which is formed by a slit-tongued corner flap 6 and a cooperating connecting tongue 7. The length of each main side section 4 is much greater than its width or dimension transversely of said strip portion, while the corresponding dimensions of each corner section 5 are in the reverse relation.

Extending from each side section 4 is a cover flap 8 bendable transversely thereof about a score line 9 at the edge of the side section and preferably having arcuate corners 10. The cover flap 8 is preferably made flexible by suitable means, for example, by the provision of a series of spaced parallel score lines 11 whereby the cover flap 8 is adapted to conform to the shape of such of the contents of the package as may protrude from the container body, as will appear more fully hereinafter. At its base or junction with the cooperating side section 4, each cover flap is substantially co-extensive longitudinally with said side sections, the flaps 8 being thus spaced apart at their bases along the edge of the strip portion 2.

Extending from the side of each side section 4 opposite the cover flap 8 is a face flap 15 bendable about a score line 16 and divided by a score line 17 into a bevel section 18 and a face section 19. The bevel section 18 is elongated and preferably has inclined ends 20 converging outwardly from the side sections 4. The face section 19 is elongated and has one end formed as a connecting tab 21 provided with a slot 22 and the other end formed as a connecting tongue 23. A longitudinal slit 24 divides the connecting tongue 23 into half tongues 25 and 26. The half tongue 25 is formed with an arcuate outer edge 27 and a recessed shoulder 28 and the half tongue 26 is formed with a slot 29 providing a barb 30.

As will be seen, the cover flaps 8 and the face flaps 15 constitute, broadly, face sections of the blank, and are hereinafter sometimes so designated. In the assembled container, they extend inwardly over the faces or ends of the container body proper and serve to retain or hold articles in predetermined arrangement therein.

Extending from each corner section 5 and from corner section 6 is a corner flap 35, bendable about a score line 36 aligned with the score lines 16. A score line 37 aligned with the score lines 17 divides the corner flap 35 into a bevel section 38 which has outwardly converging edges 39 and a face section 40 having a generally hexagonal shape and a rectangular extension 42.

The end corner flap 6 is provided with a slit 45 adapted to receive the connecting tongue 7. The connecting tongue 7 has a slit 46 divid-

ing it into two half tongues 47, each of which has a notch 48 providing a barb 49.

The blank 1 is set up to form a container as follows: The strip 2 is bent along score lines 3 so that the side sections 4 and corner sections 5 are disposed angularly. The corner flaps 35 are tucked in and each tongue 23 is inserted in the adjacent slit of the adjacent connecting tab 21. Preferably the half tongues 30 and 27 are compressed in overlapping relation in order to permit easy insertion into the slit 22. When the half tongues are released they spring apart and separate to lock the barb 30 and shoulder 28 against the ends of the slit 22. As shown particularly in Fig. 2, the corner flaps 35 overlie the interlocked tongue 23 and tab 21, thus protecting these members and providing a smooth interior surface at the corners of the container.

After all of the face flaps have been connected, the ends of the strip are connected by overlapping the half tongues 47, of the connecting tongues 7, and inserting them in the slit 45 of the connecting flap 6, whereafter the half tongues 47 spring or are spread apart to lock the ends of the strip 2 together. When the blank 1 has been set up as described, it forms a container A of the type illustrated in Figs. 2, 3, and 5, which in end or face view has a generally equilaterally triangular configuration with blunt or beveled apexes or corners; the interlocked face flaps 15 providing a kind of permanent retaining flange or bottom member 50 having in this instance a central exposure opening 51 likewise generally equilaterally triangular in shape, as is also the central exposure opening left uncovered on the opposite face of the container body by the cover flaps 8 when these latter are bent over into covering position. The container A is then in condition to be filled. However, if desired, a carrying handle may be assembled with the container prior to filling.

Referring to Fig. 4, the handle may be formed separately from a blank 52 of paperboard or other suitable material and having slits 53 extending inwardly from each end to divide the ends into half strips 54, each of which is provided with a single barb head 55. The handle 52 is assembled with the container A by overlapping half-strips 54 and inserting the ends of the handle 52 into slits 56, respectively, which may be provided in the strip 2 adjacent the ends thereof. Thus the handle extends across one of the shorter sections of the container body and is interlockingly engaged with slits 56 in the sections on opposite sides thereof.

The container is packed by disposing the contents therein and thereafter bending the cover flaps 8 over against the contents which may protrude from the container body proper, and applying a suitable binder or fastening means, which may be an elastic band 58a crossed to form a series of loops 57, 58 and 59, respectively engaging the apical portions of the container, as shown in Fig. 5.

Where the contents are articles of generally globular shape, they may be arranged in one or more layers consisting of a suitable number of articles, such as three or six, in a layer. By way of example, a two-layer package has been shown, but any desired number of layers may be accommodated by suitably selecting the width of the strip 2. As hereinafter pointed out, the paperboard handle 52 may be collapsed within the package when it is desired to get it out of the way. This may be accomplished simply by

pushing the ends of the handle strip further through the slits 56 until the handle contacts with the container apex or corner which it straddles, the handle ends sliding down between the container side walls and the contained articles.

Commodities are often sold in fractions or multiples of a dozen. Where articles are assembled in a container, as disclosed, in a layer or layers consisting of three or six articles each, the end closures engage each article of the adjacent layer. Thus, although the container is sufficiently open to permit inspection of the contents, nevertheless the contents are positively retained in the container and thus it is, in effect, a "closed" container.

A blank suitable for constituting a simplified form of container is shown in Fig. 6. The blank 60 comprises an elongated strip portion 61 having spaced transverse fold lines 62, which may be constituted by score lines, separating the strip into alternate side sections 63 and corner sections 64. Extending from opposite side edges of the side sections 63 and bendable about score lines 66 are cover flaps 65, which may be rendered relatively more flexible than the side sections by suitable means, as by the provision of a series of spaced parallel score lines 67. The cover flaps 65 may be made in convenient and attractive shapes and, for example, may have their free outer corners 68 arcuate, as shown.

A transverse slot 69 may be provided adjacent one end of the strip 63 and a connecting tongue 70 may extend from the other end of the strip. The connecting tongue 70 may have a slit 71 dividing it into two half tongues 72, each of which is provided with a barb 73 and a transverse fold line 74.

The blank 60 may be set up to form a frame-like container by bending along the fold lines 62, overlapping the half strips 72 and inserting them in the slot 69 to thereby connect the ends of the blank 60. A suitable number of articles such as globular articles B are then inserted and the cover flaps 65 are curved over against the articles B and a suitable binder 75 is applied to the container and the contents. The binder may comprise an elastic band 75 preferably applied in the form of three loops 76, 77 and 78 engaging the apical portions of the container respectively to secure the container against the contents and provide a package C as illustrated in Fig. 7.

Where a predetermined quantity of relatively small articles in bulk is to be packaged, a slightly modified type of container may be provided, and may be formed from three blanks, as illustrated in Figs. 9, 10 and 11. Referring particularly to Fig. 9, there is shown a blank 100 comprising an elongated strip 101 having a series of transverse fold lines 102 dividing the strip into a plurality of side sections 103, and a plurality of corner sections 105. The side sections 103 preferably are rectangular and if desired, one or more may be provided with an opening (not shown) which may be left open, or may be covered with a transparent sheet material.

A face-attaching flap 107 may extend from one side edge of each side section 103 and may be bendable about a score line 108. Each corner section 105 may be provided with a slit 109 adjacent the other side edge of the strip 101, for a purpose hereinafter described. A transverse slot 109' is provided adjacent one end of the strip 102 and a connecting tongue 110 extends from the other end of the strip and is formed with

a V-shaped notch 111 dividing the tongue into two half tongues 112. Each half tongue 112 is provided with a barb end 113 which is adapted to enter the slot 109' at the other end of the strip 101.

Referring to Fig. 10, there is shown a blank 115 suitable for forming a facing member. The blank 115 preferably has a triangular shape and has score lines 116 extending across each corner dividing the blank into a face section 117 and triangular corner tabs 118. If desired, the face sections 117 may be provided with a plurality of openings 119 divided by reinforcing strips 120. The openings 119 may be covered by transparent sheet material 130 (Fig. 8) if desired.

In Fig. 11 is shown a blank 121 suitable for forming a cover member which blank comprises a face section 122, similar to the face section 117 of the blank 115, and corner sections 123 bendable about score lines 124. Side flaps 125 extend from the edges of the face section 122 and are bendable about score lines 126.

The blanks 100 and 115 are assembled to form a container D, as illustrated in Fig. 8. The blank 100 is bent along fold lines 102 and half tongues 112 are forced together and inserted into the slot 109 to connect the ends of the blank. In assembling the blanks, the face-attaching flaps 107 are bent inwardly about score lines 108 and the blank 115 is positioned against the flaps 107 and the corner sections 118 telescoped into the body so as to lie against the inside face of corner sections 105. The blank 115 may be secured to the blank 100 in any suitable manner, as by the use of an adhesive.

A handle 127 which may be generally similar to the handle 52 shown in Fig. 4 may be attached to the container D by inserting the ends through suitable slits 128 formed in the blank 100.

The blank 121 is set up to form an end closure E by bending the side flaps 125 about fold lines 126 and corner sections 123 about fold lines 124. The closure E is assembled with the container D by inserting the corner sections 123 into slits 109 and the telescoping side sections 125 within the side walls of the container D.

The container D is filled prior to applying the closure E and the contents either may be inserted by dumping them in and applying the cover or by arranging the lowermost layer of contents in a predetermined manner and thereafter inserting the remainder of the contents and applying the end closure E. The end closure E may be retained on the container D in any suitable manner. For example, an elastic band 129 may be applied in the manner illustrated in Fig. 13, thereby completing the package F. As thus constructed the end closure blank 115 forms the top of the package through which the neatly arranged contents may be viewed.

Where the contents consist of relatively small articles or material in bulk, suitable closure means for the openings 119 and 106 may be provided and may comprise transparent sheet material of any known type. If desired, the openings 119, 106 may be eliminated but preferably these openings are provided so that the contents can be viewed conveniently without opening the package.

Referring to Fig. 14, there is shown still another form of blank from which a container of relatively large size for receiving a plurality of individual packages may be formed due to its great strength and rigidity. However, the container may be made in any suitable size as will

be apparent from the following disclosure: The blank 200 comprises an elongated strip 201 which is divided by transverse score lines 202 into a plurality of side sections 203 and corner sections

204. Face sections 205 extend from opposite longitudinal edges of the side sections 203 and are bendable about score lines 206. Corner flaps 207 extend from the opposite edges of corner sections 204 and are also bendable about score lines

206. One or more slots 208 may be provided adjacent one end of the strip 201 and an equivalent number of suitably positioned connecting tongues 209 extend from the opposite end of the strip 201. Each connecting tongue 209 is divided by a V-shaped notch 210 into half tongues 211 having barbs 212.

The blank 200 may be set up to form a container by overlapping each half tongue 211 with its complementary half tongue and inserting them in the corresponding slot 208, thereby connecting the ends of the blank. The corner flaps 207 are bent inwardly about score lines 206 whereafter one set of face sections 205 are bent inwardly about score lines 206 and are overlapped as illustrated in Fig. 15 to thereby form a container G. The face sections 205 are overlapped by disposing each face section 205 under the adjacent portion of one of the other face sections 205 and over the adjacent section of the other face section 205, thus providing a substantially positive interlock.

As illustrated in Fig. 15, the face sections 205 may be of such width that they meet at the center of the face of the container and completely close the face. However, if desired, the blank may be formed similarly to the blank 220 illustrated in Fig. 18 in which the face sections 221 do not completely close the face but overlap an amount only sufficient to provide the desirable interlock. In this form of container, the faces are open and thus the contents may be viewed and ventilated without opening the package.

The container G is adapted to receive a predetermined number of sizable articles, or a predetermined quantity of articles in bulk, or a predetermined number of individual packages. The container G is particularly adapted to receive four triangular prismatic packages and, by way of example, the container G is illustrated in Fig. 16 as packed with packages F similar to the package shown in Fig. 13. The container G may be of such size as to be substantially completely filled by four packages F.

Where triangular prismatic packages having bevelled or blunt corners are to be packed, they may be arranged as shown in Fig. 16 with one corner of each package F bearing against the bevelled or blunt corners of the package G and the remaining corners maintained away from the sides of the package G, thus protecting the corners of the smaller packages against crushing. The side sections 203 may be of any desired width, thus providing a package of suitable depth, hence, the contents may be disposed within the package G in any desired number of layers. It will be noted that a dozen small packages may be provided for by arranging them in three layers of four each.

After insertion of the contents, the package H (Fig. 17) may be completed by interlapping the top face sections in the same manner as the bottom face sections. If desired, a suitable binder (not shown) may be provided, but generally this will not be necessary. Also, if desired, a

handle (not shown) may be attached in a manner similar to that described in connection with Figs. 5 and 13.

From the foregoing, it will be seen that the present invention provides a container which can be formed very economically from a minimum quantity of material. The blank from which the container is formed can be assembled quickly and easily without necessitating the use of setting up or assembling apparatus of any kind. The blank or blanks can be shipped flat or folded and can be conveniently stored and handled and set up at the point where the package is to be packed.

The container amply protects the contents from injury but at the same time is adapted to expose the contents to view from one or both sides, whereby the contents can be inspected without opening the package. The container is suitable for packing numerous commodities and is especially well adapted for packing fruits, vegetables, nuts, raisins, and other commodities. Where the container is formed with openings in one or more side walls, ample ventilation of the contents is provided, thus making the container especially suitable for food stuffs which need a certain amount of ventilation.

The package shown in Fig. 5 permits considerable shrinkage of the contents without the contents becoming loose and rattling, inasmuch as the elastic band draws the cover flaps tightly against the contents and maintains the contents against the face and sides of the container. The package shown in Fig. 13 is also well suited for packing commodities which undergo shrinkage since the elastic band tends to retain the cover against the contents.

The triangular prismatic shape of the package renders the package particularly suitable for stacking since a plurality of packages may be disposed in a row with alternate packages inverted and resting with their inclined side walls against the inclined side walls of the remaining packages. The packages may be stacked in any desired number of layers and also in any desired number of rows, since the front and rear faces of the packages are relatively flat. The packages may be disposed either on their sides or on their faces and the contents are amply protected against damage. Where the packages are stacked as above mentioned, the pressure of the superjacent packages is distributed and the supporting packages present the maximum resistance to crushing.

Where individual packages are to be handled, they may be conveniently carried by means of a handle provided in the manner shown and described, the strip being of such ample length that, when in the operative or carrying position shown in Figs. 2, 3, 12 and 13, it forms a handle loop projecting outwardly well away from the face of the intermediate body section which it spans, thus providing plenty of room to accommodate the fingers and enable the handle to be grasped comfortably. When the packages are to be stacked or shipped, the handle of each may be collapsed or pushed down toward the container body, thereby thrusting the end portions of the handle farther through the locking slits and within the package to prevent the handle from being damaged and also to preserve the generally triangular contour of the side walls.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may

be made by those skilled in the art without departing from the spirit of the invention.

What I claim is:

1. A blank of fibrous sheet material suitable for forming a packaging and display container, which blank comprises an elongated strip portion bendable transversely of its length into sections to form angularly disposed sides of a container body proper, and a plurality of retaining or face sections extending from each of the opposite longitudinal edges of said strip portion and bendable transversely thereof and spaced apart at their junction therewith to provide corner gaps in the set-up blank, the retaining or face sections extending from at least one of said edges having provision rendering them more flexible than the side-forming sections and being thereby adapted to conform to the shape of protruding contained articles which they may contact when the container is packed.
2. A blank of the character defined in claim 1, wherein each of such more flexible retaining or face sections is provided with a plurality of bending lines substantially parallel to the adjacent longitudinal edge of said strip portion.
3. A blank of fibrous sheet material suitable for forming a packaging and display container which blank comprises an elongated strip portion bendable transversely of its length into sections to form angularly disposed sides of a container body proper, and a plurality of retaining or face sections comprising two groups extending laterally from the respective opposite longitudinal edges of said strip portion and bendable transversely thereof, at least one group of said retaining or face sections being spaced apart along the adjacent edge of said strip portion at their junction therewith to provide corner gaps in the set-up blank, and being so limited in extent transversely of said strip portion that, when bent inwardly over the adjacent face of the container body, they leave said face uncovered centrally.
4. A blank of the character defined in claim 3 wherein both groups of retaining or face sections are of the stated limited transverse extent.
5. A blank of the character defined in claim 3, wherein both groups of said retaining or face sections are spaced apart along the edges of said strip portion.
6. A blank of the character defined in claim 3, wherein the retaining or face sections of one of said groups have portions adapted and arranged to be interlocked when the blank is set up, while those of the other group are without interlocking provision.
7. A blank of suitable sheet material for forming a packaging and display container having the general form of an equilaterally triangular prism with blunt corners or edges, which blank comprises an elongated substantially rectangular strip portion provided with transverse bending lines dividing it into six substantially rectangular body-forming sections, alternate sections being substantially longer than the transverse width of said strip portion, while the others are substantially shorter than said width, and a pair of retaining or face sections extending oppositely from the longitudinal edges of each of the longer body-forming sections and being bendable about said edges, the retaining or face sections being substantially coextensive at their bases with said relatively long body-forming sections, at least one set of such oppositely extending retaining or face sections narrowing outwardly from their bases and being free from interlock-

ing connections, and the corresponding longitudinal edges of the shorter body-forming sections being free and spacing said bases apart.

8. A blank of suitable sheet material for forming a packaging and display container having the general form of an equilaterally triangular prism with blunt corners or edges, which blank comprises an elongated substantially rectangular strip portion provided with transverse bending lines dividing it into six substantially rectangular body-forming sections, alternate sections being substantially longer than the transverse width of said strip portion, while the others are substantially shorter than said width, and a pair of retaining or face sections extending oppositely from the longitudinal edges of each of the longer body-forming sections and being bendable about said edges, the retaining or face sections being substantially coextensive at their bases with said relatively long body-forming sections, at least one set of such oppositely extending retaining or face sections narrowing outwardly from their bases and being free from interlocking connections, and the corresponding longitudinal edges of the shorter body-forming sections being free and spacing said bases apart, said strip portion having provision for interlocking engagement of its ends one with the other.

9. A blank of the character defined in claim 8, wherein only one set of said sets of retaining or face sections is free from interlocking connections, the other set having provision for interlocking their ends when bent over into face-forming position.

10. A blank of the character defined in claim 8, wherein the set of retaining or face sections free from interlocking connections are of such limited transverse width that, when bent inwardly over the adjacent container face, they leave said face uncovered centrally.

11. A blank of the character defined in claim 8, wherein only one set of said sets of retaining or face sections is free from interlocking connections, the other set having provision for interlocking their ends when bent over into face-forming position, both sets of retaining or face sections being of such limited transverse width that, when they are in face-forming position, both faces of the container are left uncovered centrally.

12. A blank of suitable sheet material for forming a packaging and display container, which blank comprises an elongated strip portion bendable transversely of its length into sections to form angularly disposed sides of a container body proper and having terminal provision for holding the strip portion so bent, a plurality of retaining or face sections extending from one longitudinal edge of said strip portion and bendable inwardly over the corresponding face of the container body to form at least a partial closure therefor, each of said retaining or face sections comprising an outer interlocking portion and a second portion which is intermediate said locking portion and said strip portion and which, when the blank is set up, forms a bevel, and a plurality of cover members for the container extending from the opposite longitudinal edge of said strip portions, said cover members being bendable inwardly over the corresponding face of the container body to retain articles therein and bendable outwardly to uncover such articles and permit inspection thereof.

13. A packaging and display container having the general form of an equilaterally triangular

prism with blunt corners or edges, comprising an elongated substantially rectangular strip portion connected at its ends to form a tubular body, said strip portion being provided with transverse bending lines dividing it into six substantially rectangular body-forming sections, alternate sections being substantially longer than the transverse width of said strip portion, while the others are substantially shorter than said width, and a pair of retaining or face sections extending oppositely from the longitudinal edges of each of the longer body-forming sections and bent about said edges, the retaining or face sections being substantially co-extensive at their bases with said relatively long body-forming sections, at least one set of such oppositely extending face sections narrowing outwardly from their bases and being free from interlocking connections, the corresponding longitudinal edges of the shorter body-forming sections being free and spacing said bases apart.

14. A container of the character defined in claim 13 wherein at least one set of retaining or face sections free from interlocking connection are of such limited transverse width that when in operative position extending across the adjacent container face they leave said face uncovered centrally.

15. A container of the character defined in claim 13 wherein both sets of retaining or face sections are free from interlocking connection.

16. A container of the character defined in claim 13 wherein a handle extends across the connection between the ends of the strip portion and engages body-forming sections at opposite sides of said connection.

17. A packaging and display container comprising an elongated substantially rectangular strip portion of fibrous sheet material connected at its ends and provided with transverse bending lines dividing it into substantially rectangular body-forming sections, a pair of retaining or face sections extending oppositely from the longitudinal edges of spaced body-forming sections bent about said edges and extending par-

tially across the registering container face, at least one set of such oppositely extending retaining or face sections being free from interlocking connections; and a handle extending across the connection between the ends of the strip portion and engaging body-forming sections at opposite sides of said connection.

18. A packaging and display container comprising an elongated substantially rectangular strip portion of fibrous sheet material connected at its ends and provided with transverse bending lines dividing it into substantially rectangular body-forming sections, a pair of retaining or face sections extending oppositely from the longitudinal edges of spaced body-forming sections bent about said edges and extending partially across the registering container face, at least one set of such oppositely extending retaining or face sections being free from interlocking connections; and a handle separately formed of fibrous material extending longitudinally of said strip portion across an intermediate body-forming section and having its ends interlockingly engaged in slits provided in body-forming sections on opposite sides of said intermediate section.

19. A packaging and display container comprising an elongated generally rectangular strip of fibrous sheet material connected at its ends, divided by transverse bending lines into generally rectangular body-forming sections and having provision for retaining articles within the body portion formed by said sections, and a handle separately formed of fibrous sheet material extending longitudinally of said strip portion across an intermediate body-forming section and having its ends interlockingly engaged in slits provided in body-forming sections on opposite sides of said intermediate section, said handle being of such sufficient length that, when in carrying position, it provides a handle loop projecting outwardly a substantial distance from said intermediate section, and being collapsible toward said section to thrust the end portions of the handle farther through said slits.

ERNEST M. BROGDEN.