June 12, 1928. 1,673,112

J. F. GAGE, JR.

DISPLAY CONTAINER

Filed Feb. 29, 1924

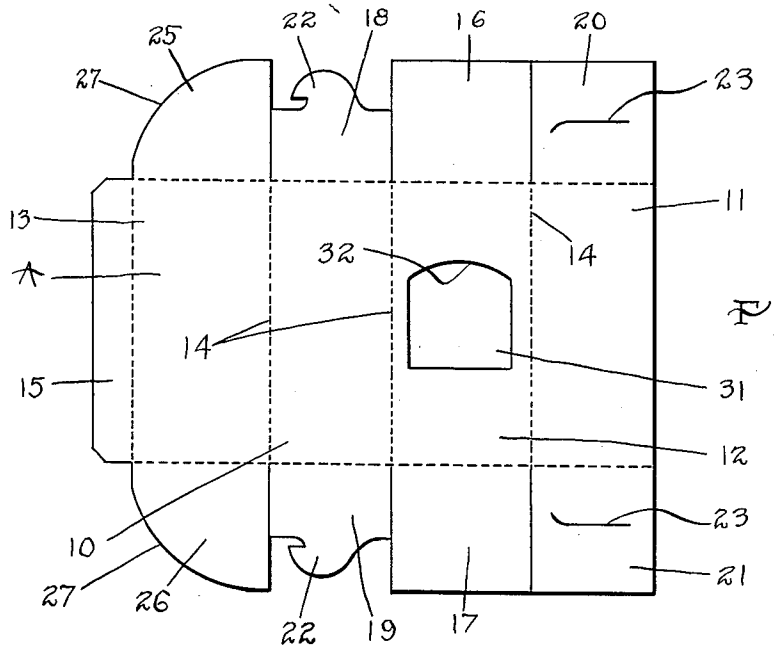


Fig. 4

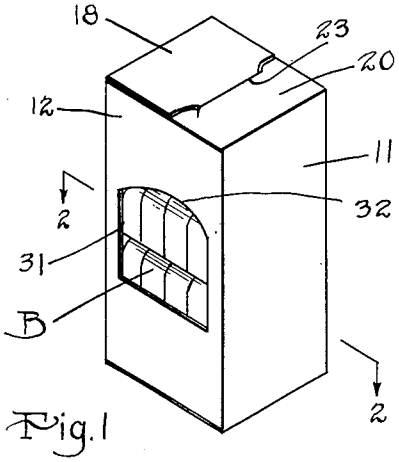


Fig. 1

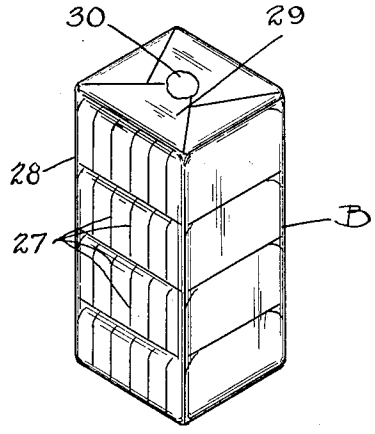


Fig. 3

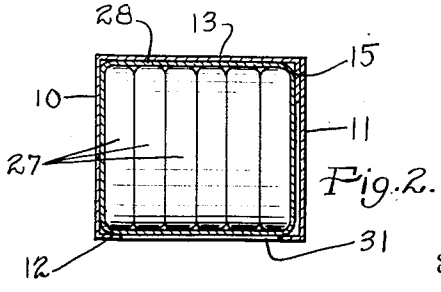


Fig. 2.

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UNITED STATES PATENT OFFICE.

JOHN F. GAGE, JR., OF ST. PAUL, MINNESOTA, ASSIGNOR TO PURITY BAKING COMPANY, OF ST. PAUL, MINNESOTA, A CORPORATION OF MINNESOTA.

DISPLAY CONTAINER.

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My invention relates to display cartons and has for its object to provide a structure whereby breakable articles may be readily packed to avoid breakage thereof and whereby the same may be readily viewed and displayed for advertising purposes.

Another object of the invention resides in providing a structure whereby toast or similar substances may be packed in suitable cartons to prevent the breaking thereof and to permit the same to be readily seen while contained within the cartons.

A still further object resides in wrapping the article contained within the display container with a transparent, air-tight wrapper adapted to be placed about the articles to seal the same, to place the articles so wrapped within a suitable container having a window through which the contents may be viewed through the transparent wrapper thereof.

A specific object of the invention resides in arranging toast or similar substances in a number of rows and of wrapping the toast so arranged with a transparent, air-tight wrapping paper, sealed at the ends thereof, to form an air-tight enclosure therefor through which the toast may readily be viewed and to place the parcel so formed within a carton having a window along one side thereof through which the parcel situated within the carton may be viewed to show the contents of the same.

The full objects and advantages of my invention will be found in the detailed description thereof and are particularly pointed out in the claim:

In the drawings illustrating my invention in one form,

Figure 1 is a perspective view of my invention.

Figure 2 is a sectional view taken on line 2—2 of Figure 1.

Figure 3 is a perspective view of the contents of the carton prior to being placed therein.

Figure 4 is a developed view of the stock from which the carton may be made.

In selling toast, cookies and other similar substances, it is highly desirable to have a package through which the article to be sold may readily be seen or viewed. Such an arrangement greatly facilitates the sale of the article giving the purchaser an opportunity to see in advance the nature and quality of the goods he intends to purchase. When such a transparent wrapper is used the same can be made air-tight to maintain the article within at the proper humidity and maintain the same in a sanitary condition, even though the wrapped parcels containing the goods to be sold are considerably handled. With such an arrangement, however, considerable difficulty has been found, particularly with toast, in the same breaking and becoming crumbled upon handling. My invention allows of the parcels of the goods to be made in the usual manner and furthermore permits the same to be used in conjunction with the carton for preventing breakage thereof, at the same time displaying a portion of the goods through the wrapper provided to enclose the same, thereby giving the goods the same advantages as is ordinarily the case, together with the additional advantages of the prevention of breakage thereof.

The carton A which comprises a portion of my invention is shown in developed form in Figure 4, and comprises side walls 10 and 11, together with a front wall 12 and a rear wall 13 connected by score lines 14. To the ends of the front 12 are connected end walls 16 and 17, while the side walls 10 and 11 have issuing outwardly therefrom end walls 18, 19, 20 and 21. The end walls 18 and 19 are formed with tongues 22 which are adapted to engage slots 23 formed in the end walls 20 and 21, so that when the walls 10, 11 and 12 are folded on the score marks 14 and the tongues 22 engage with the notches or slots 23, the carton is held together with the back 13 hingedly connected thereto. This back serves as a cover and is formed with a flap 15 issuing outwardly therefrom along one edge thereof and with end walls 25 and 26 connected to the ends thereof formed with grooved portions 27 permitting the same to be inserted adjacent the end walls 16 and 17 when the box is erected, so that a permanent closure is provided. When the back or cover 13 is closed the box takes the appearance shown in Figure 1.

The toast or other articles to be positioned within the container A is illustrated at 27 in Figure 3 and is arranged in layers as shown to provide the proper size or shape of parcel as required. The same is then wrapped in a suitable transparent wrapping

paper 28 which is folded over at the ends as illustrated at 29 and sealed by a seal 30. With this arrangement the contents may be wrapped in an air-tight enclosure through which the contents thereof may readily be viewed.

In the front wall 12 of the carton A is cut a window 31 which extends completely through the same and is positioned substantially at the center thereof. This window may have a curved upper edge 32 as illustrated or may have any other suitable or desirable shape or formation desired, such being a matter of choice or design. The complete package which is illustrated at D in Figure 3 containing the toast or other article wrapped within the wrapper 28 is inserted within the carton A and the cover or back 13 closed to completely confine the same within said carton. In this position the parcel or package B may be viewed through the window 31, the contents of said package being visible through the portion of the wrapper 28 positioned in front of said window.

With my particular invention packages of toast such as ordinarily are put up, may be employed by selecting cartons of the proper size and constructing them in accordance with the invention. In this manner practically no additional expense will be required other than the provision of the cartons of the desired construction. Goods so put up, the same may be very conveniently piled or stacked upon the shelves or in the warehouse of the distributors without danger of breakage or tumbling down. In addition, the packages may be handled considerably more than ordinarily without danger of breakage of the contents of the same. At the same time all of the advantages of the wrapping of the goods in the transparent, air-tight wrapper are to be had, namely, that the goods can be seen through the wrapper and at the same time perfect sanitation and proper humidity are maintained.

I claim:

In a display package including a protector having an opening in the front thereof through which goods therein may be readily viewed, said protector being formed from a blank having the part constituting the front provided with said opening, parts secured to the top and bottom of said front constituting the ends, parts secured to the sides of said front constituting the sides of the protector, a part secured to one of said sides constituting the back, one of said sides having tongues at the top and bottom, the other side having slits therein at the top and bottom with which said tongues are adapted to connect and said back having its flaps formed with a 90 degree arc to slip under the tongue and slit connections of the sides whereby the protector can be maintained in box-like condition.

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