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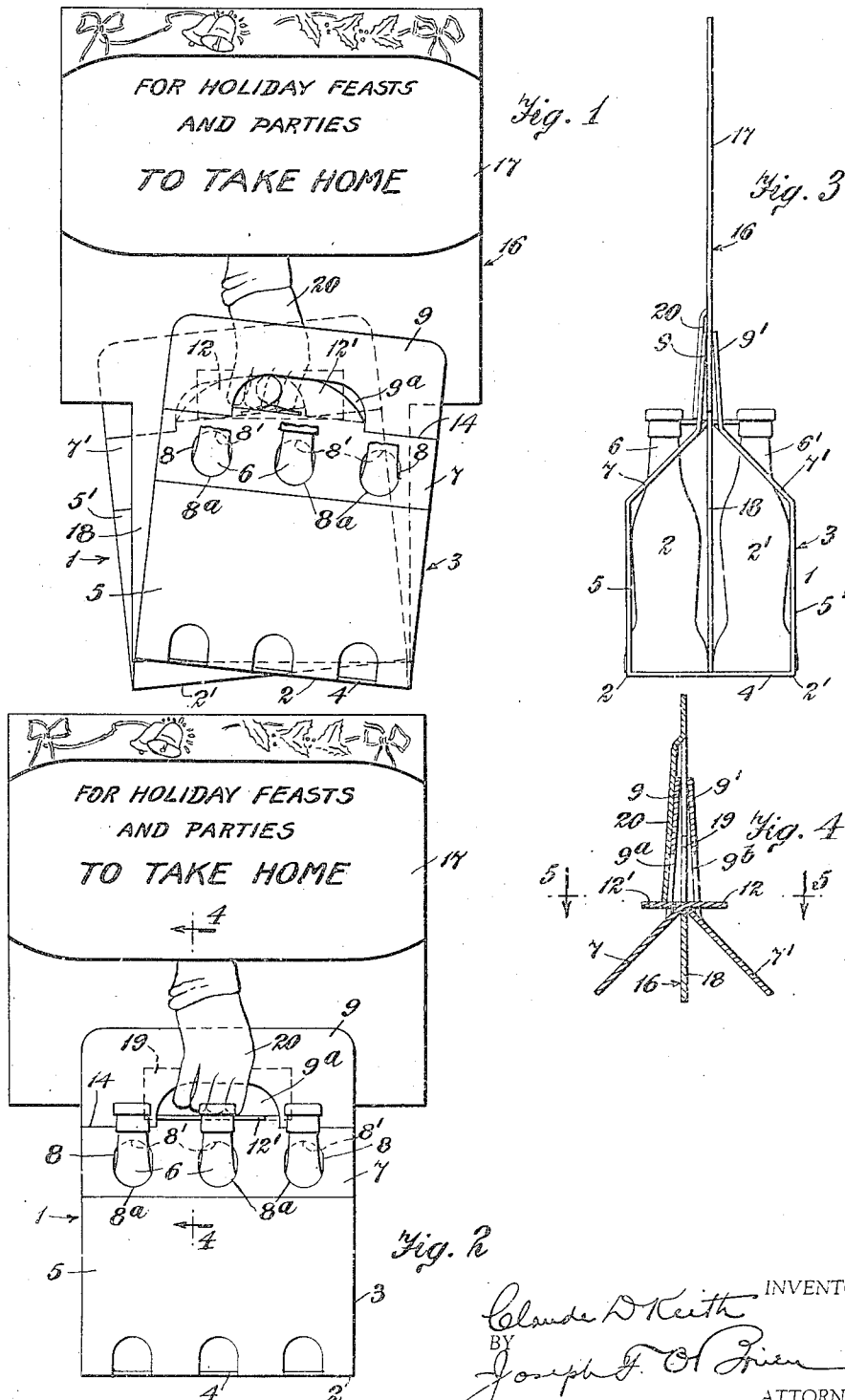
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DISPLAY PACKAGE FOR BOTTLED GOODS AND THE LIKE

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DISPLAY PACKAGE FOR BOTTLED GOODS
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This invention relates to improvements in display packages for bottled goods and the like.

One of the objects of my invention is to cause advertising placards at all times to be held in display position in connection with the goods advertised thereby and to avoid the tendency of storekeepers and clerks to remove the placards from connection with the goods advertised and to place them in horizontal non-displaying position or to throw the same aside.

Another object of my invention is to enable the use of placards of thinner and less expensive cardboard than would otherwise be desirable.

Another object of this invention is to utilize in combination with a bottle carrying carton comprising a flexible strip of material bent to form a prism-shaped body with vertically extending handle flaps provided with a hand-engaging opening, a display placard provided with a base portion extending within said carton and a top display section and an aperture between said top section and base section registering with the handle aperture in said carton, the said display placard and carton being fastened and locked together through said registering openings and a fastening device connected with the carton and adapted to pass through said apertures to lock the carton and said display placard together, whereby said placard and carton form a unitary display package.

With these and other objects in view, the invention comprises the combination of members and arrangement of parts so combined as to co-act and cooperate with each other in the performance of the functions and accomplishment of the results herein contemplated, and comprises in one of its adaptations the species or preferred form illustrated, in which:—

Fig. 1 is a front elevation of a carton of bottled goods and an advertising placard in the operation of being locked in connection with the goods;

Fig. 2 is a similar view of the combined carton and placard after the same have been locked together;

Fig. 3 is an end elevation of the carton and placard in locked position.

Fig. 4 is a fragmentary portion of the engaging members of the carton and placard;

Fig. 5 is a sectional view on the line 5—5 of Fig. 4 looking in the direction of the arrows.

Fig. 6 is a fragmentary diagrammatic view of the engaging members of the carton and placard in open position.

Fig. 7 is a front elevation of the placard removed from the carton, and

Fig. 8 is a view in plan of a cardboard strip creased and cut to produce a carton of the type shown.

Referring now to these drawings which illustrate a preferred embodiment of my invention, 1 indicates a carton adapted to carry two rows of bottles 2, 2'. Said carton is prism-shaped in conformation, comprising a lower rectangular body portion 3, having a bottom member 4 and spaced side wall members 5, 5', connected at their top edges with inclined top members 7, 7', through which the necks or tops 6, 6' of the bottles extend. These inclined top members 7, 7' are bendable toward each other and into abutment at their upper edges, said members being bent in an inclined plane relative to the wall sections. The width of such inclined neck-engaging or top body portions is determined by two parallel pairs of creases depressed in the opposite or external surface of the strip. These neck-engaging or top body portions 7, 7' each have elliptical longitudinally extending insertion apertures 8 through which the tops of bottles are adapted to be projected and the upper and lower edges 8', 8" of which openings are adapted to abut against the opposite sides of the bottle-neck.

On the upper or top edges of the neck-engaging or top body sections 7, 7' and preferably at the middle portions thereof, I provide integral fastener elements 12, 12'. At opposite sides of said integral fastening elements, I provide parallel pairs of creases 14, 14' which are disposed in a plane below said fastener elements, one member of a pair at each side of a fastener element. These creases determine the normal width of the sections 7, 7' and form at such lower position or level a hinged connection between said neck-engaging or top body portions 7, 7' and handle sections or flaps 9, 9' which are thus spaced from each other at the bottom portions thereof and extend in a slightly inclined position into abutment with each other at the top thereof. These abutting flaps or handle sections 9, 9' are bail-shaped in conformation and are provided with hand holes 9^a, 9^b registering with each other to permit ready insertion of the hand of the user in the carrying of the carton.

The upper edges of the neck-engaging or top body portions 7, 7' are securely fastened together by the fastening elements 12, 12' hereinabove referred to and the flaps are unfastened and are bendable outwardly independently of the

fastening members to permit exposure of such fastening members and a more ready and easy manipulation thereof.

As illustrated, the said upper edges of the inclined neck-engaging top body portions 7, 7' are provided with a pair of fastener elements formed integrally therewith and extending from the edges thereof at the middle part of the same. These fastener elements 12, 12' are preferably of identical configuration though in reversed relationship to each other and comprise extension members 11, 11' projecting from said upper edges toward each other beyond the adjacent edges of the said inclined neck-engaging or top body portions to space said edges apart and tongue members extensible over the adjacent inclined body portion comprising foot-portions 12^a, 12^b integral with said base members and laterally projecting tongue-portions 12^c, 12^d offset laterally with respect to each other, said fastening elements having kerfs 13, 13' between said extension members 11, 11' and tongue portions 12^c, 12^d and extending parallel through spaced upwardly from the edges of said inclined neck-engaging or top body portions and also offset laterally with respect to each other. The said extension members of the fastening element are preferably uncreased in relation to said inclined top body members 7, 7' and the tongue portions are bendable from inclined position to horizontal position to enable interengagement upon relative sliding of the abutting inclined edges and after such interengagement to abut at their outer edges against the middle bottles projecting through the said apertures in the adjacent opposite inclined top body portion.

In accordance with my present invention, the said tongue portions 12^c, 12^d have single free laterally-extending ends which are slightly tapered and rounded at the free edge and the opposite ends of the bendable tongue portions merge with the foot or trunk portions 12^a, 12^b which are connected with the extension members and have a curved outer edge meeting with the end of the extension member to form a guiding surface in connecting and dis-connecting the tongues while avoiding free tail portions which catch and stick during connecting and dis-connecting operations.

In the embodiment shown, the bail-shaped flaps 9, 9' are connected with said inclined top body portions on opposite sides of the fastening elements and the creases 14, 14' connecting said flaps with the inclined top body portions are arranged below the plane of the interengaged kerfed portions so that said flaps are bendable independently of the fastening elements and opposite flaps will be slightly spaced from each other when the fastening elements are interengaged. The bail-shaped flaps 9, 9' are provided with handle openings 9^a, 9^b to enable grasping by the user for manipulating the sliding movements of the inclined body portions and fastening elements which are necessary for engagement or disengagement of said fastening element.

In accordance with this invention, I insert between the flaps and between the inclined top members 7, 7' while the carton is in unfastened position, a placard 16 comprising a display portion 17 and a base portion 18 which preferably extends downwardly through the body portion 3 of the carton to the bottom thereof so as to form a separating partition for the two rows of bottles 2, 2'. Said placard is provided intermediate its bottom and top portions with an

opening or hole 19, registering with the handle openings 9^a, 9^b and the fastener elements are adapted to project in opposite directions through the said registering opening 19 during interengagement thereof so as to lock the placard to the carton 1 and to cause said advertising placard at all times to be held in display position in relation to the goods in said carton, and to avoid the tendency of store-keepers and clerks to remove said placard from the goods advertised and to place the same in non-displaying position or to throw the same aside.

In manipulating the fastening element after the carton is erected and the placard is inserted, the tongue portions are preferably initially bent at an obtuse angle to the extension portion of the inclined neck-engaging or top body portion. The flaps are gripped by the user and bent outwardly independently of the inclined top body portions and fasteners connected thereof, and these inclined portions are moved slidably in relation to each other as indicated in Fig. 1 until the tongues are interengaged with each other and with the placard as shown in Figs. 2 and 5 whereupon the flaps are released and will assume the position shown in Fig. 4 with the handholes in registration with each other. To release the tongues from engagement, the flaps are again bent outwardly to expose the fastening elements and upon a sliding movement in the reverse direction the tongues will be disengaged.

In the preferred form of my invention the placard is provided with a cut out hand member 20 adapted to be swung down over one of the flaps into association with the hand openings so as to illustrate the carrying of the carton.

In the embodiment of my invention illustrated, the base portion 18 is preferably made of the same width as the carton and has a bottom portion 18' which rests on the bottom 4 of the carton and retains the upper section 17 of the placard in proper position in relation to the carton, preventing any tilting of the placard to one side or the other. The upper display section 17 of the placard is preferably wider than the base part so as to permit suitable advertising matter or designs to be placed thereon.

Placards of the type under consideration may be formed of thinner or less expensive material than would otherwise be desirable because the lower part is engaged by the filled carton or package which forms a wide solid base therefor eliminating the necessity of providing a foot-piece for the same and also reinforcing the placard at the lower portion of the display section thereof.

Having described my invention, I claim:—

1. A display package for bottled goods and the like, embodying in combination, a carton having a bottom, spaced side walls and a top portion formed of inclined members through which the bottle-necks are adapted to extend, said inclined members being provided with fastener elements extending toward each other and movable into interlocking engagement, and a placard having an opening through which the said fastening elements extend to lock the said placard to said carton.

2. A display package for bottled goods and the like, embodying, in combination, a carton having a bottom, spaced side walls and a top portion formed of inclined members through which the necks of the bottles are adapted to extend, said inclined members being provided with fastener elements extending toward each other and

movable into interlocking engagement and a placard having an opening through which the said fastening elements extend to lock the said placard to said carton, said carton having handle flaps projecting upwardly from said inclined members and having handle openings registering with the opening in said placard.

3. A display package for bottled goods and the like, embodying, in combination, a carton having a bottom, spaced side walls and a top portion formed of inclined members through which the necks of the bottles are adapted to extend, said inclined members being provided with fastener

elements extending toward each other and movable into interlocking engagement, and a placard having an opening through which the said fastening elements extend to lock the said placard to said carton, said carton having handle flaps projecting upwardly from said inclined members and having handle openings registering with the opening in said placard, said placard having a cut-out hand extending downwardly into association with the opening in said placard and adapted to be passed over one of the said carton flaps to illustrate a hand gripping said carton.

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