July 4, 1933. A. SIEGRIST 1,916,995

HOOK DISPLAY CARTON

Filed March 6, 1930

Fig. 1.

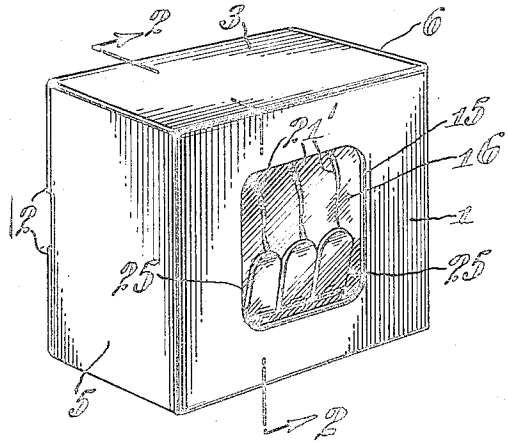


Fig. 2.

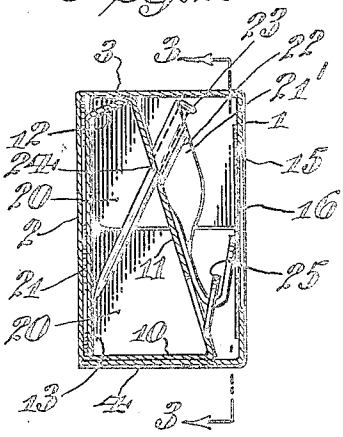


Fig. 4.

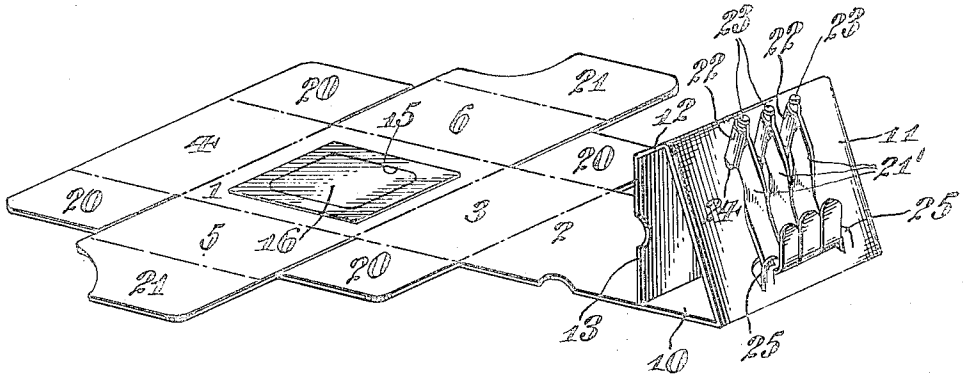
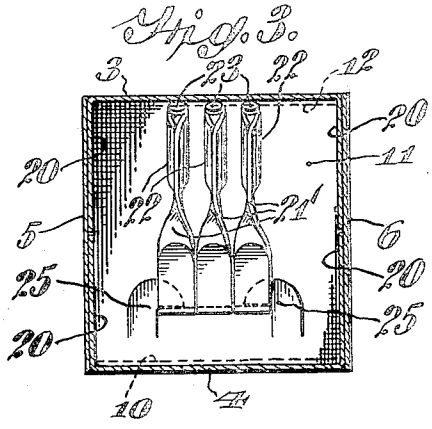


Fig. 3.



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UNITED STATES PATENT OFFICE

ADOLPH SIEGRIST, OF JENKINTOWN, PENNSYLVANIA, ASSIGNOR TO MOORE PUSH-PIN COMPANY, OF PHILADELPHIA, PENNSYLVANIA, A CORPORATION OF PENNSYLVANIA

HOOK DISPLAY CARTON

Application filed March 6, 1930. Serial No. 433,524.

My invention relates to hook packages consisting of small cartons or boxes of pasteboard or other like material so constructed as to inclose the hooks and support them in predetermined positions therein so that they may be viewed through a side of the box, being the front side in the construction shown.

The carton may be employed for holding and displaying hooks of various kinds but I have shown it as it has been adapted for use in the display and distribution of relatively narrow sections or short strips of flat metal.

The general object of the invention is to provide a carton having means interiorly thereof which is adapted to support the hooks in diagonally inclined relation to the planes of the front and rear sides of the box.

It also is an object of the invention to provide a carton having means as indicated for supporting the hooks within the box, and the said box also being provided with means whereby the hooks may be visible through a window provided in one side of the box, the said window being closed by a transparent closing means.

A further object of the invention is to provide a carton having means for supporting a greater or less number of hooks in positions so that they extend transversely of the carton and in inclined relation to opposite sides of the box and also having means for retaining the said hooks in predetermined desired positions.

Other objects and advantages of the invention will be pointed out in the detailed description thereof which follows or will become apparent from such description.

In order that the invention may be readily understood and its practical and desirable features fully appreciated reference should be had to the accompanying drawing wherein I have illustrated an embodiment of the invention in the form which at present is preferred by me.

In the drawing:

Fig. 1 is a view in perspective of a carton or package embodying the invention;

Fig. 2 is a transverse sectional view taken on the line 2—2 of Fig. 1;

Fig. 3 is a view taken on the line 3—3 of Fig. 2 in a plane substantially at right angles to the plane in which Fig. 2 is taken; and

Fig. 4 is a view in perspective showing the blank from which the carton is made and also indicating the initial steps in the manufacture or formation thereof.

In describing the invention I shall refer to the prepared blank shown in Fig. 4 wherein dash and dot lines are shown indicating creases in the material to facilitate the bending thereof into shape to produce the box or carton shown in Fig. 1. After the blank shown in Fig. 4 is bent into the formation of the box or carton the portion 1 becomes the front side of the box and the portion 2 becomes the rear side thereof. The portions 3 and 4 and the portions 5 and 6 become the sides and ends respectively of the box. The portion 2 is formed by an extension of the edge of the side 3. The outer edge of the portion 2 is extended to provide a portion 10 which in the completed box occupies the position shown in Fig. 3 against the inside of the side 4 of the box. The outer edge of the part or section 10 is extended to form the part 11 which in the completed box extends diagonally from one side to the other thereof as shown in Fig. 2. The outer edge of the part 11 is extended and bent to form the supporting and positioning portion 12 which extends across the corner between the rear side 2 and the side 3 of the box. The outer edge of the part 12 is further extended as indicated at 13 which in the completed box occupies a position in contact with or in contiguous relation to the inner surface of the rear side 2 of the completed box. The diagonally extended portion 11 is located in front of an opening 15 provided in the front side 1 of the box. The said opening is closed by a transparent sheet 16. This transparent sheet may consist of what is known as cellophane.

The front and rear sides 1 and 2, the sides 3 and 4 and the ends 5 and 6 are held in assembled relation by a proper insertion of the flaps or extensions 20 which are adapted to fold inwardly toward each other at the opposite ends of the box. These flaps extend underneath the opposite ends 5 and 6, and

the said ends 5 and 6 together with the said flaps 20 are held in place by flaps 21 which extend over the adjoining edges of the flaps 20 and into position between the rear side 2 and the adjoining flap portion 13. The interlocking of the flaps at the opposite ends of the structure is of usual construction and hence will not be described or shown in further detail.

The hooks 21′ are mounted with their rear sides or edges against the front side of the diagonally positioned portion 11 located interiorly of the box or carton. The top ends of these hooks are provided with eyes 22 as usual through which fastening nails 23 are adapted to be passed. These nails 23 extend through openings 24 in the diagonal sheet 11. The lower hook ends are located between the lower portion of the diagonal sheet 11 and the adjoining portion of the front side 1 of the box or carton. As a matter of fact, the lower hook end portions are located in front of the lower part of the window opening 15. To retain the lower end portions of the hooks against lateral movement, that is, against movement about the upwardly or outwardly projecting ends of the nails 23 as pivots I have provided hook members 25 formed by stamping out portions of the diagonal sheet 11 in spaced relation to each other as shown. The hook projections of these portions 25 extend inwardly or toward each other and engage the outermost of the three hooks 21′ in the bend between the bill ends and base portions of the said hooks. The relation of the retaining hook members 25 with respect to the outermost of the three hooks 21′ is clearly shown in Figs. 3 and 4 of the drawing. It will be apparent that with the hook members 25 in engagement with the outermost of the three hooks 21′ the said outermost hooks are prevented from outward lateral movement. By the holding of these outermost hooks in position it follows that the intermediate or middle of the three hooks likewise will be held in position. The outside hooks will prevent movement laterally of the intermediate or middle hook. By the means thus employed the hooks are retained in symmetrical and more or less fixed relation to each other so that they always, when viewed through the transparent sheet 16, appear in normal relation to each other, thereby presenting a neat appearance.

Although I have shown but three hooks 21′ it will be understood that the box or carton may be of a size to accommodate and permit the display of a larger number of such hooks.

It will be seen that by my invention I have provided a hook package comprising a carton so constructed as to support and display the hooks for sale in a most advantageous manner.

Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. A carton for supporting and displaying small articles of merchandise comprising front and rear sides, the front side having an opening therein closed by a transparent sheet and also having a sheet located intermediate the said front and rear sides and extending upwardly in a plane making an acute angle with the plane of the front side, the upper and lower edges of the said sheet being located in contact with the opposite sides of the said carton intermediate of and in spaced relation to the said front and rear sides, the lower portion of the said sheet being integral with a portion extending inwardly from the lower edge of the rear side of the said carton, and the upper edge of the said sheet having an extension extending toward the rear side whereby the rear side operates to retain the said sheet in predetermined position within the said carton.

2. In a display package, a carton made from a single blank of sheet material folded to provide a vertical supporting member, an upper spacing member extending transversely from the upper edge thereof, an inclined article supporting member extending downwardly from one edge of the upper spacing member, a lower spacing member extending from the lower edge of the article supporting member beneath the lower edge of the vertical supporting member, a rear wall extending upwardly from the lower spacing member in contact with the vertical supporting member, an upper wall extending forwardly from the upper edge of the rear wall in contact with the upper spacing member, a front wall extending downwardly from the front edge of the upper wall, and a bottom wall extending from the front wall in contact with the lower spacing member.

In testimony that I claim the foregoing as my invention, I have hereunto signed my name this 3 day of March, A. D. 1930.

ADOLPH SIEGRIST.