Sept. 15, 1953 J. A. FINE 2,651,862

DISPLAY DEVICE

Filed Aug. 20, 1948

Fig. 1.

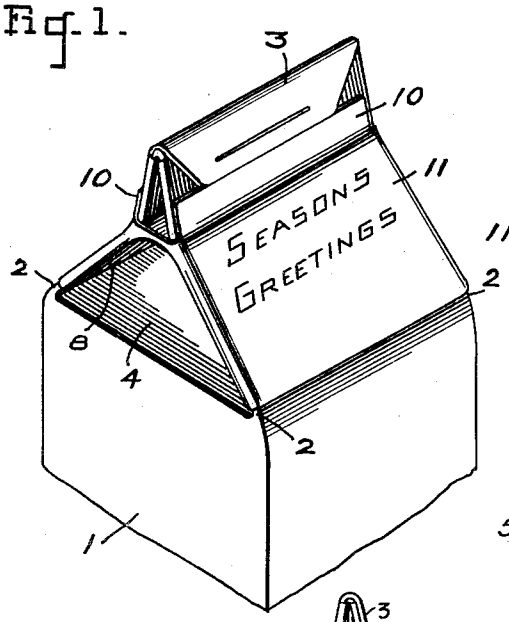


Fig. 2.

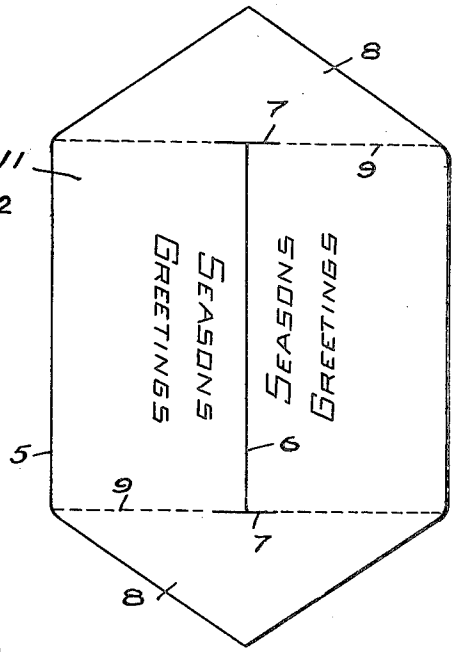


Fig. 3.

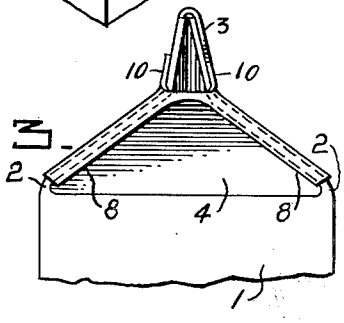


Fig. 4.

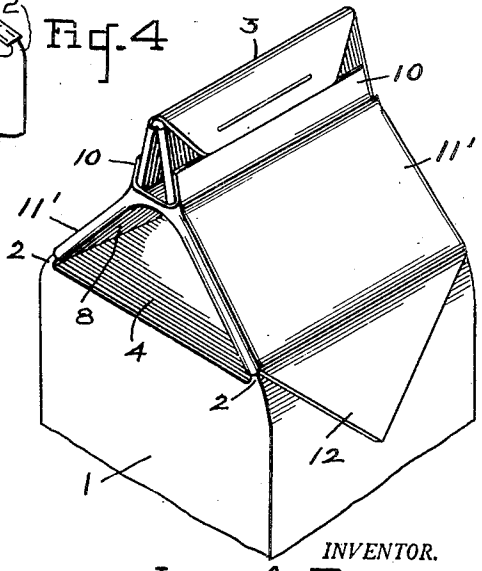
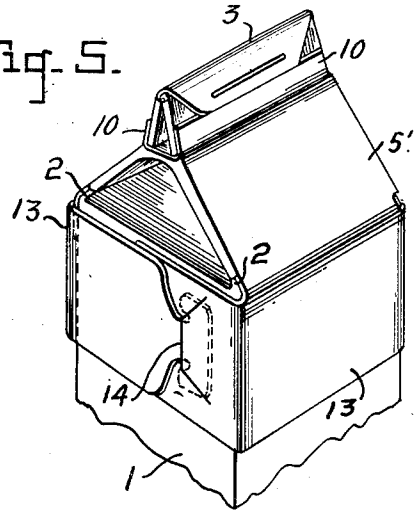


Fig. 5.



INVENTOR.
JOHN A. FINE
BY
Cyrus Kehr & Sweeley
Attorneys

Patented Sept. 15, 1953 2,651,862

UNITED STATES PATENT OFFICE

2,651,862

DISPLAY DEVICE

John A. Fine, Knoxville, Tenn.

Application August 20, 1948, Serial No. 45,337

5 Claims. (Cl. 40—4)

1

This invention relates to improvements in display devices, particularly for displaying ornamental or advertising matter on paper milk cartons.

It has been customary to dispense milk in paper cartons, usually of square shape from top to bottom thereof, because of advantages that have been found in practice in the use of such cartons. Such paper milk cartons usually are printed with advertising matter thereon, but inasmuch as these are purchased in large quantities for use over a long period of time, it has not been possible heretofore to use special display matter applied to certain selected quantities of such cartons, as those distributed on certain days of the week or month, or on special occasions, as was possible for milk dispensed in glass bottles. The display matter used on bottles did not lend itself to use on cartons, because of the difference in the shape thereof which prevented the secure application of the display matter to the cartons.

The object of this invention is to provide a display device which may be applied securely to a milk carton of the shape customarily used in the trade, and yet will be secured effectively to the carton against the danger of accidental displacement therefrom, is simple and inexpensive to manufacture, and may be applied easily and quickly for service, so as not to add appreciably to the cost of dispensing milk in cartons.

This object may be accomplished by constructing the display device from a single sheet or blank of paper having display or advertising areas thereon, with provisions for attaching the device to the carton so that it may be applied readily and quickly and yet secured effectively thereto. It is preferred that the display device include a portion which may be tucked into the recesses at opposite sides of the carton because this has been found to be effective in retaining the display device in place thereon, and it lends itiself to quick and ready application of the device to the carton.

The invention is illustrated in several embodiments in the accompanying drawings in which:

Fig. 1 is a perspective view showing one form of display device applied to a milk carton;

Fig. 2 is a plan view of the display device removed therefrom;

Fig. 3 is a side elevation of the milk carton showing the display device applied thereto;

Fig. 4 is a perspective view similar to Fig. 1, showing a modified form of display device; and

Fig. 5 is a similar view showing another modified form thereof.

The invention is shown applied to a milk carton of conventional construction, as designated generally by the numeral 1, and is described in connection with this milk carton, although it is applicable to milk cartons generally and is not restricted to the form here shown. This carton

2

is usually of rectangular or square shape in cross section and has a closed top for confining the milk therein, provided by converging sides shown at 2, in Figs. 1, 3 and 4, which terminate in a sealing lip 3, joining together the opposite sides of the carton and provide the seal therefor. Intermediate the converging sides 2, the ends or connecting sides of the carton are turned inward, as indicated at 4, providing recesses beneath the opposite ends of the lip 3. This structure forms substantially a prismatic top on the milk carton, when sealed, with a ridge or lip 3 extending transversely thereover from side to side, and having indentations or recesses indicated at the points designated 4, in opposite sides of the top structure beneath the opposite ends of the lip 3. Each of the inturned bottom portions of the recesses 4, is triangular in shape, whereby each of these recesses is substantially in the shape of a hollow triangular pyramid.

The invention comprises a display device adapted to be applied to such a milk carton, to be secured thereto quickly and readily when desired, and should be inexpensive in construction. It is adapted for displaying various materials, either ornamental or for advertising purposes, and may be used for the display of greetings on special occasions, as on Christmas, Easter, etc.

One form of display device is illustrated in Figs. 1, 2 and 3. In this form, a sheet 5 of flexible paper is adapted to contain the desired display which may be printed or otherwise depicted thereon. This sheet 5 has a longitudinal slit 6, extending throughout the major portion of the length thereof, with transverse slits 7 at opposite ends of the longitudinal slit 6, and joined thereto. The opposite ends of the sheet 5 are provided with pointed tabs 8, joined to the body thereof on fold lines 9, which may be scored or not as desired, but tabs 8 are adapted to be folded with respect to the body substantially on the lines indicated at 9. The sheet 5 may be applied to the carton 1, in the manner evident from Fig. 1, by slipping the sheet down over the lip 3, passing the lip through the slit 6, the width of the lip 3 being accommodated by the transverse slits 7, whereby the edges of the slit 6 turn up in the form of lips, indicated at 10, in Fig. 1.

This permits the sheet to pass down to the base of the lip 3, and to be pressed over the converging sides 2 of the carton fitting snugly on the latter. It is preferred that the width of the sheet extend substantially throughout the width of the sides 2, so as to provide a display surface thereon which display material may be depicted by printing or otherwise. The display areas in this form are designated generally at 11.

When the sheet of the display device is thus applied to the carton, it may be anchored securely in place thereon by tucking the tabs into the

recesses 4, beneath the opposite ends of the lip 3. The triangular shape of these tabs causes them to conform substantially to the triangular character of the recess, and it also causes a transverse buckling of each tab due to the converging sides 2 of the carton which will increase the holding action applied to maintain the tab tucked into the recess and thereby effectively retain the display device on the carton.

It will be evident that the display device may be slipped over the carton quickly and readily by hand, and secured effectively thereto by the simple act of tucking in the tabs 8, at opposite ends of the sheet into the recesses 4. Thus special displays may be provided for the respective milk cartons with little loss of time, and these may be printed on paper at little cost, which will, nevertheless, increase effectively the display and advertising value of the cartons.

A modification is shown in Fig. 4, in which additional advertising space may be provided by tabs 12, on each of the display surfaces 11', which tabs 12 extend downward over the sides of the carton 1, to any desired extent. Otherwise, the form shown in Fig. 4 is substantially the same as that described above and illustrated in Figs. 1 to 3.

Still more advertising or display surface may be obtained if desired by extending the sheet to form a band generally indicated at 13, in Fig. 5, which band encircles the carton 1, and is attached to one edge of the sheet 5'. The band 13 may be provided with a detachable connection generally indicated at 14 for securing the band to the periphery of the carton when applied thereto. Otherwise than as described, this form of display device is constructed substantially in the same manner described above in connection with Figs. 1 to 3, and is secured and retained in place on the milk carton in the same manner.

It is also possible to adapt the display sheet of Fig. 2, for use on round or rectangularly shaped glass bottles, if desired. This may be done by inserting the neck of the bottle through the slit 6.

In these forms of devices, the display material adapted for application to milk cartons, retain the display device in place on the carton by tucking in flaps into the recesses formed at opposite sides of the carton, in a manner that enables the device to be applied quickly and readily and yet will be held in place effectively on the carton against accidental displacement therefrom. The display device may be additionally secured to the milk carton, if desired, by providing an adhesive on the back thereof.

While the invention has been shown and described in several embodiments, it is recognized that changes and variations may be made therein, without departing from the invention, except as specified in the claims.

I claim:

1. A display device for a rectangular paper milk carton having a closure at one end thereof formed by a lip with recesses underlying opposite ends of the lip, said device comprising a flexible sheet having a slit extending therein substantially in a straight line and having transverse slits at opposite ends of the first-mentioned slit, substantially straight fold lines extending from the ends of said transverse slits to approximately the edges of said sheet in longitudinal alignment with the transverse slits, and tabs adapted to be tucked into the recesses of said container provided on opposite ends of said sheet at the opposite side of the fold lines from the body of the sheet.

2. A blank for a display device comprising a flexible sheet forming a body having tabs on opposite sides thereof, said sheet having a slit extending therein substantially in a straight line and having transverse straight slits at opposite ends of the first-mentioned slit defining lips at opposite sides of the first-mentioned slit, said transverse slits being positioned between the tabs and the body, said sheet being adapted to fit over a rectangular milk container having recesses in the top thereof with said tabs tucked into said recesses to hold the sheet on the container.

3. A display device for a rectangular paper milk carton having a closure at one end thereof formed by a lip with recesses underlying opposite ends of the lip, said device comprising a flexible sheet having a slit extending therein substantially in a straight line and having transverse slits at opposite ends of the first-mentioned slit, substantially straight fold lines extending from the ends of said transverse slits to approximately the edges of said sheet in longitudinal alignment with the transverse slits, and tabs adapted to be tucked into the recesses of said container provided on opposite ends of said sheet at the opposite side of the fold lines from the body of the sheet, each of said tabs extending throughout the width of the sheet.

4. A display device for a rectangular paper milk carton having a closure at one end thereof formed by a lip with recesses underlying opposite ends of the lip, said device comprising a flexible sheet having a slit extending therein substantially in a straight line and having transverse slits at opposite ends of the first-mentioned slit, substantially straight fold lines extending from the ends of said transverse slits to approximately the edges of said sheet in longitudinal alignment with the transverse slits, and tabs adapted to be tucked into the recesses of said container provided on opposite ends of said sheet at the opposite side of the fold lines from the body of the sheet, said sheet having extensions connected with opposite edges thereof between the first-mentioned tabs in positions to embrace the sides of the carton.

5. A display device for a rectangular paper milk carton having a closure at one end thereof formed by a lip with recesses underlying opposite ends of the lip, said device comprising a flexible sheet having a slit extending therein substantially in a straight line and having transverse slits at opposite ends of the first-mentioned slit, substantially straight fold lines extending from the ends of said transverse slits to approximately the edges of said sheet in longitudinal alignment with the transverse slits, and tabs adapted to be tucked into the recesses of said container provided on opposite ends of said sheet at the opposite side of the fold lines from the body of the sheet, said sheet having an extension connected with one edge thereof and forming a band for encircling the carton.

JOHN A. FINE.

References Cited in the file of this patent

UNITED STATES PATENTS

Number	Name	Date
1,761,448	Magidson	June 3, 1930
2,092,455	Hoen	Sept. 7, 1937
2,184,846	Olsen	Dec. 26, 1939
2,367,371	Painter	Jan. 16, 1945