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MEANS OF DISPLAY AND METHOD OF PACKING

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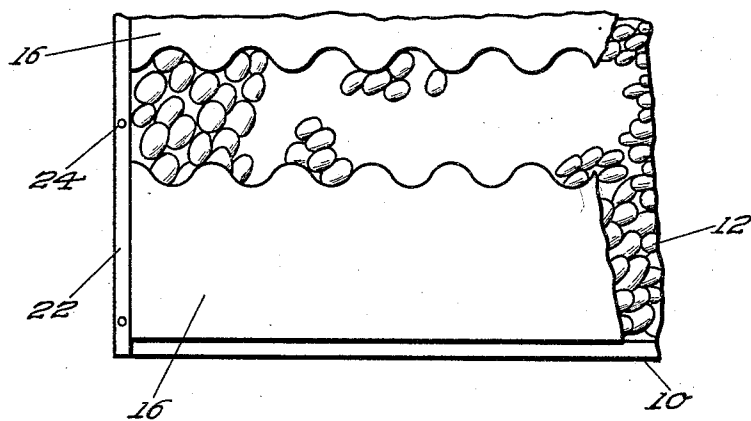


FIG. 1

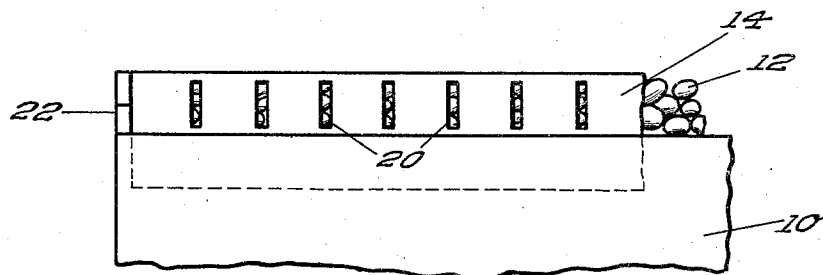


FIG. 2

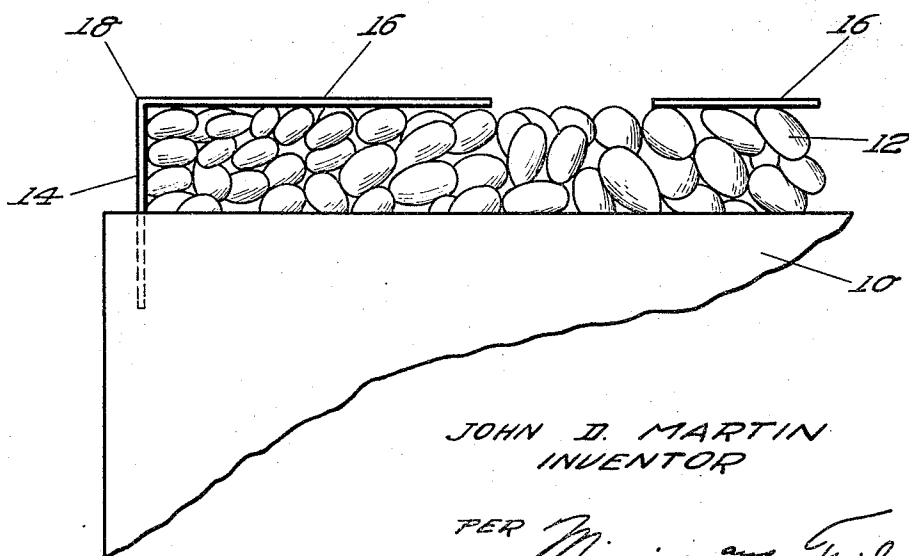


FIG. 3

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MEANS OF DISPLAY AND METHOD OF PACKING

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This invention relates to an improved display container, particularly for food products, such as fruit or the like, and has for one of its principal objects the provision of a novel and useful means of displaying and method of packing such goods.

One of the important objects of this invention is the provision of a method of packing articles which permits the utilization of the shipping box as a display container for the product, and which further includes a method of so displaying the said product whereby a greater portion of the contents of the box is revealed than ordinarily.

Another important object of the invention is the provision of an attractive presentation of various goods such as food products which includes representation of the brand or other desired reading or illustrative matter pertaining to the goods on both the top and side edges of the package while the goods are at the same time also displayed.

Still another and further important object of the invention is the provision for aerating or ventilating the goods in the package of this invention while the same are on display while at the same time being retained in the original shipping package.

Other and further important objects of the invention will be apparent from the disclosures in the accompanying drawing and following specification.

The invention, in a preferred form, is illustrated in the drawing and hereinafter more fully described.

In the drawing:

Figure 1 is a top plan view of one portion of the improved display container of this invention, showing the novel cover used therewith.

Figure 2 is a side elevation of the package, parts being broken away and certain other parts being illustrated in dotted lines.

Figure 3 is a detail view, partly in section, of the device in display position.

As shown in the drawing:

The reference numeral 10 indicates generally a container, preferably of wood or the like which is used for packaging and shipping the goods to be transported and displayed by the novel means of this invention, which goods may be almost any commodity, but which in the particular instance is shown as a fresh fruit such as grapes as indicated at 12.

The box 10 is the ordinary rather shallow wooden box used for transporting such goods and is preferably made shallower than the usual container, thereby serving two purposes, namely, first effecting the saving of material, and second allowing of the introduction and use of the improved cover of this invention.

This cover comprises essentially a piece of cardboard or the like, having two portions 14 and 16 integral with each other but defined by a crease 18 or the like whereby a bending along this line to provide a corner can be effected.

The portion 14 is adapted to be inserted within and along the sides of the box 10 as best shown by the dotted lines in Figure 2, and projects for some distance above and beyond the top edges of these box sides, and a series of ventilating openings or slots 20 is provided in the side 14, these slots also serving as an added means of display, as the contents are somewhat revealed therethrough.

The remaining portion of the cover is bent horizontally over the fruit or other goods as best shown at 16 in Figures 1 and 3, and the inner edge may be scalloped as shown in Figure 1, and any desired ornamentation, lettering, insignia or the like may be applied so as to serve the purpose of identifying the goods by brand name or for various advertising purposes, or some similar use.

In order to prevent the fruit from being extruded or otherwise lost through the open ends of the box, a cleat or series of cleats 22 is provided, these being fastened to the box ends by means of nails or the like 24 and being of a height equal to the exposed edge portion of the cover or carton 14, as shown in Figures 1 and 2. The usual wooden cover or lid, which may be solid or composed of slats, is then applied to these cleats.

After the fruit has arrived at its destination, both the lid and the cleats are removed, thereby presenting an end view of the box

as best illustrated in Figure 3, and a side view as shown in Figure 2 with the exception, however, that the cleats 22 are absent, whereby the contents are permanently and attractively displayed while at the same time the covers or curtains 14—16 adequately retain the same in desired position and also serve to enhance the appearance of the goods, additionally providing suitable ventilating or aerating means.

It will be seen that herein is presented a combination shipping and display carton for various articles of merchandise, and particularly for fresh fruit, which enables such goods to be properly transported to its destination, and upon arrival, to be attractively and suitably displayed with a minimum expenditure of additional time and cost over the usual package. A suitable means of properly identifying and advertising the goods is also presented, the goods being properly preserved against damage or spoilage, and arriving in suitable shape for the ultimate consumer.

I am aware that many changes may be made and numerous details of construction varied throughout a wide range without departing from the principles of this invention, and I, therefore, do not purpose limiting the patent granted hereon otherwise than as necessitated by the prior art.

I claim as my invention:

A display container, including a box adapted for the reception of goods, separate extensions for the box sides, inside the same and adapted to project upwardly from the sides of the box and to be supported in position by the contents of the box, and display covers integral with said side extensions, the side extensions being provided with ventilating openings, said side and cover elements being open at the ends for merchandise display purposes after the container has been opened, and cleats placed over said open ends for lid retaining means when the container is closed.

In testimony whereof I affix my signature.

JOHN D. MARTIN.