

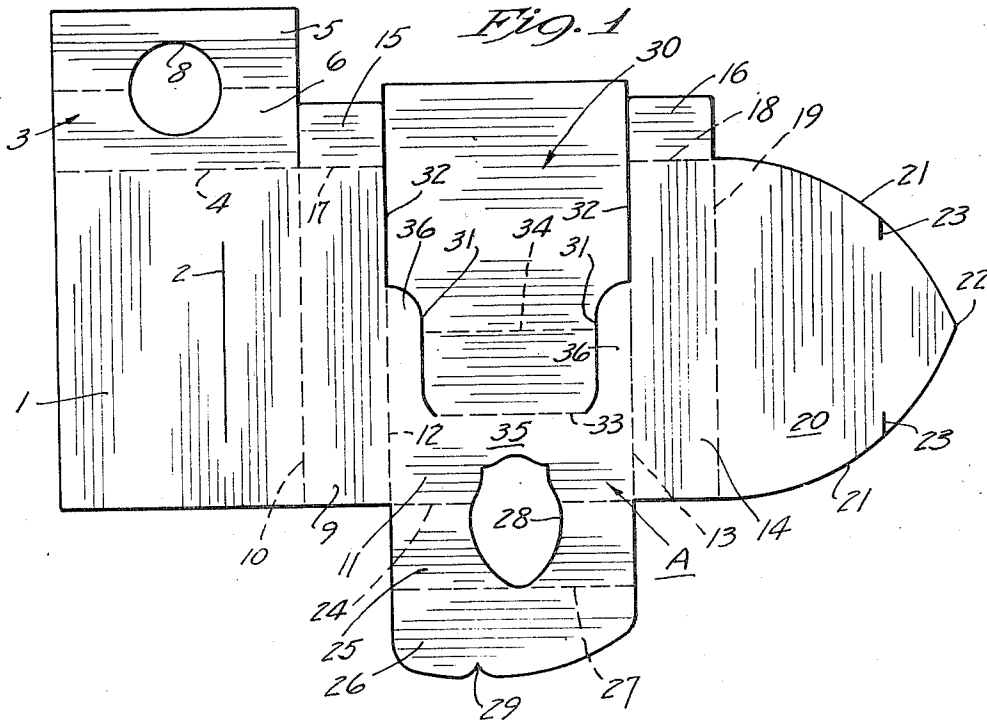
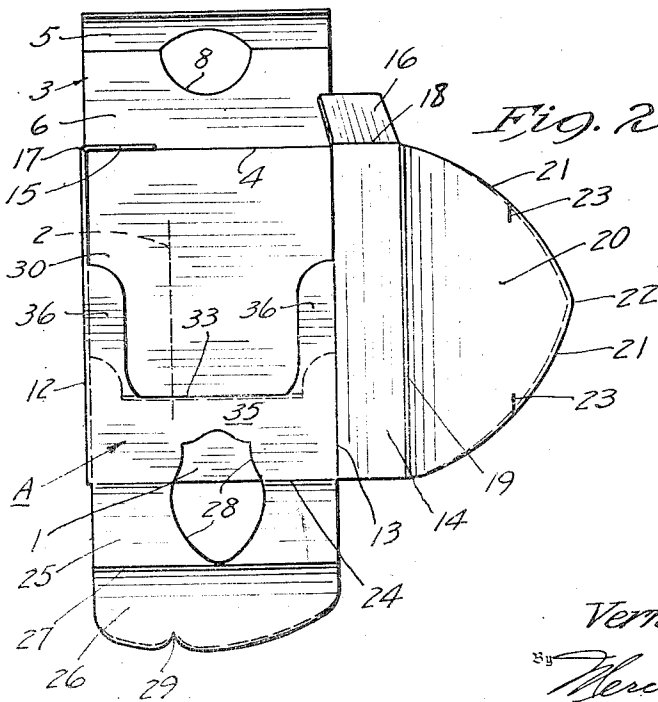
Aug. 12, 1952

V. G. KNUDSON
DISPLAY CONTAINER

2,606,653

Filed Jan. 20, 1951

2 SHEETS—SHEET 1



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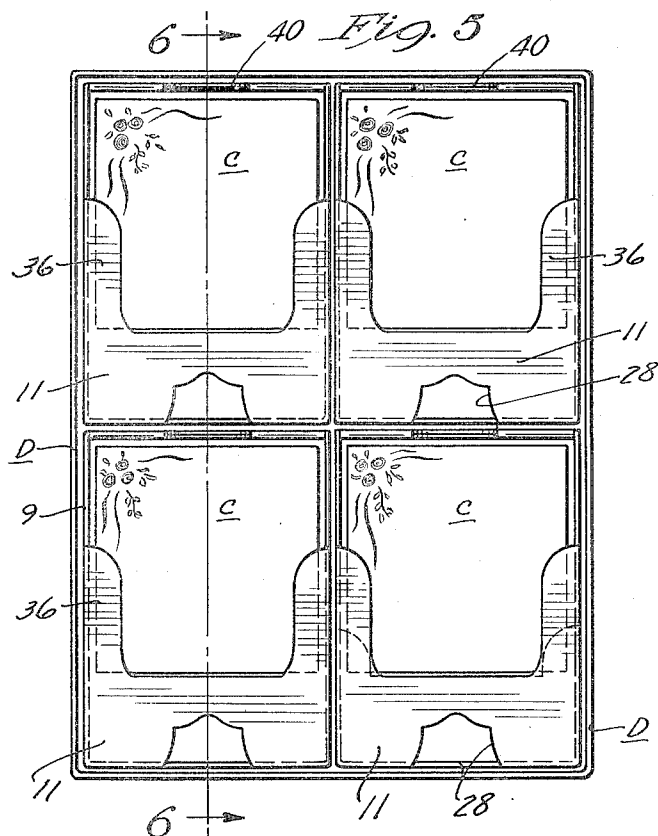
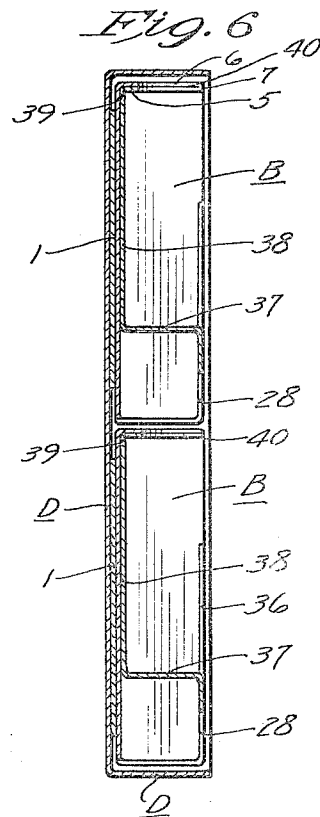
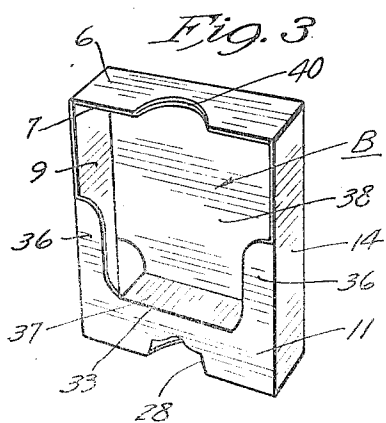
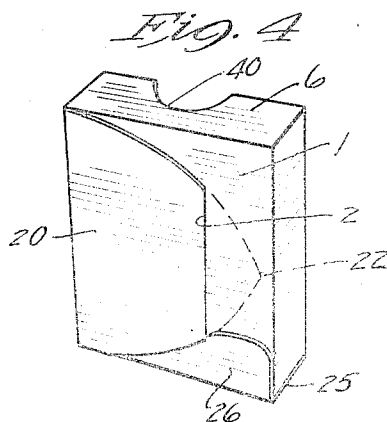
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2 SHEETS—SHEET 2



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DISPLAY CONTAINER

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4 Claims. (Cl. 206—44.12)

1

My invention relates to merchandise display containers and, more particularly, to containers for displaying a plurality of flat items in stacked relationship.

Still more specifically, my invention relates to devices for displaying such merchandise as stacked greeting cards and envelopes, preferably of a miniature size.

The primary object of my invention is the provision of a device of the class above-described, which may be formed inexpensively from a single blank of sheet material.

A still further object of my invention is the provision of a container for displaying merchandise of the class above-described, which provides a merchandise-receiving well into which and from which merchandise may be quickly inserted and removed.

A still further object of my invention is the provision of a display container of the class immediately above-described, which provides means for preventing accidental dislodgment of the merchandise in the well.

A still further object of my invention is the provision of a container of the type above-described, which provides means for facilitating removal of the merchandise therein, irrespective of whether the containers are packed in a larger container in end-to-end relationship.

A still further object of my invention is the provision of novel means, in a container of the class immediately above-described, for permitting easy lifting and removal of the individual containers when said containers are packed in tight end-to-end relationship in a larger display container.

The above and still further objects of my invention will become apparent from the following detailed specification, appended claims, and attached drawings.

Referring to the drawings, wherein like characters indicate like parts throughout the several views:

Fig. 1 is a view in plan of the blank from which my novel container is formed;

Fig. 2 is a view corresponding to Fig. 1 and illustrating the blank of Fig. 1 in partly folded container-forming condition;

Fig. 3 is a view in perspective of my novel container as seen from the top thereof, the scale being reduced with respect to Figs. 1 and 2;

Fig. 4 is a view in perspective of my novel container, as seen from the bottom thereof, the same corresponding to the scale of Fig. 3;

Fig. 5 is a view in top plan of a plurality of

2

my novel containers in closely-spaced end-to-end relationship within a master container; and

Fig. 6 is a view in section, taken substantially on the line 6—6 of Fig. 5.

Referring with greater particularity to the drawings, the letter A indicates, in its entirety, a blank from which my novel container is formed. The numeral 1 indicates a generally rectangular bottom wall element having a longitudinally-extended slit 2 formed in its central portion. A front wall-forming element 3 is connected to the bottom wall-forming member 1 along a transverse fold line 4. Said element 3 is divided into inner and outer wall-forming portions 5 and 6 respectively by the transverse fold line 7. As shown, a preferably circular aperture 8 is diametrically intersected by the fold line 7.

An elongated side wall element 9 is connected to the bottom wall element 1 along a longitudinally-extended fold line 10 and extends laterally therefrom. A generally U-shaped partial upper wall 11 is connected to the side wall 9 along a longitudinally-extended fold line 12 and projects laterally therefrom. The opposite side of the partial top wall 11 is defined by another longitudinally-extended fold line 13 from which a second side wall-forming element 14 extends laterally. It will be noted that side wall elements 9 and 14 are of identical sizes and shape and each thereof has an ear 15 and 16 respectively projecting forwardly thereof along transverse fold lines 17 and 18 respectively. Projecting laterally from side wall-forming element 14, along longitudinal fold line 19, is an anchoring flap 20 having converging sides 21 which terminate in a relatively pointed end 22. Also, preferably and as shown, the anchoring flap 20, along the converging sides 21, is provided with aligned inwardly-projecting slits 23, the importance of which will hereinafter become apparent.

Projecting rearwardly from the partial top wall 11, along transverse fold line 24, is a back wall-forming element 25 having an anchoring lip 26 projecting still rearwardly therefrom along fold line 27. It will be noted that an aperture 28 is positioned partly in the back wall element 25 and partly in the partial top wall element 11. Also, it will be noted that the anchoring lip 26 is notched at 29 for a purpose which will also hereinafter become apparent.

A tongue, identified in its entirety by the numeral 30, is cut from the partial top wall 11 along generally diverging lines 31, which terminate at fold lines 12 and 13 and are cut from the side wall-forming element 9 and 14 along lateral-

3

ly-spaced parallel lines 32, one each of which is in alignment with the fold lines 12 and 13. At its extreme back end, the tongue element 30 is connected to the partial top wall 11 along transverse fold line 33. Forwardly-spaced from the fold line 33, a distance corresponding to the depth of the back wall element 25, is another transverse fold line 34. It will be seen that, when tongue 30 is folded away from the top element 11, along cut lines 31 and 32, only a generally rectangular portion 35 adjacent the back end wall element 25, and laterally-spaced forwardly-projecting web elements 36, remain.

The formation of my novel display carton or container from the blank A is accomplished by bending the side wall element 9 upwardly with respect to the bottom-forming element 1, along fold line 10. Thereafter, the top-forming element 11, with the tongue 30 attached thereto, is bent at substantially right angles to side-forming element 9, along fold line 12, whereby the same overlies the bottom-forming element 1 in spaced parallel relationship thereto (see Fig. 2). The tongue 30 is then bent along fold lines 34 and 35, whereby that portion thereof between said fold lines defines the rear end 37 of a display-receiving well B and the portion 38 forwardly of the fold line defines the floor of said well B. As shown in Fig. 6, the floor 38 immediately overlies and rests upon the bottom-forming element 1 and terminates at 39, immediately adjacent the fold line 4. Next, the opposite side wall element 14 is bent at right angles in the direction of the bottom-forming element 1 and the ears 15 and 16 are bent inwardly in opposing relationship. The front wall-forming element 3 is then bent at right angles along fold lines 4 and 7, whereby to receive, between the inner and outer elements 5 and 6, the ears 15 and 16. It will be noted that the free forward end 39 of the floor element 38 and the downturned free edge of the inner wall-forming portion 5 frictionally abut each other and tend to hold each other in position.

Thereafter, the anchoring flap 20 is bent at right angles along the fold line 19, as shown particularly by Fig. 4, and the pointed end 22 is caused to be inserted in the slit 2, at which point it will be observed that the slits 23 permit that portion of the bottom-forming element 1, immediately adjacent the opposite ends of the slit 2, to be received therein to assure locking. Lastly, the anchoring lip 26 is bent inwardly along the fold line 27 with a portion thereof underlying the anchoring flap 20. It will be noted, particularly by reference to Fig. 4, that the notch 29 aligns with and enters into the adjacent slit 23 of the anchoring flap 20, thus assuring adequate locking of all parts of the container formed thereby.

It will be noted that, when my novel display container is fully formed, the circular aperture 8 becomes a segmental notch 40 which extends downwardly from the fold line 7 as shown particularly by reference to Fig. 3. Notch 40 facilitates removal from the display well B of such compressible stacked items as miniature folded greeting cards C or the like, and their envelopes, not shown, by insertion of the forefinger to a point below the upper most of said cards C. It will also be noted, particularly by reference to Fig. 5, that the opposed web elements 36 adequately retain the compressed cards C within the well B.

Frequently it is desirable to pack a plurality of my novel display containers in a master box or

4

carton D, in order that a choice or selection of cards C, differing in color and design, may be made available to the purchaser. By reference to Figs. 5 and 6, further advantages of my novel structure will become apparent. As there shown, when a plurality of my novel containers are packed in a master box or container D in end-to-end relationship, the notches 40 in the front wall-forming element 3 are aligned with and positioned immediately adjacent the aperture 28, part of which is in the back wall-forming element 25 and part in the partial top wall 11. With this arrangement, the purchaser may readily insert his finger through the aperture 28 and into the notch 40 for the purpose of withdrawing card C from a given container in the lower row of containers—or alternately, he may insert his finger through the notch 40 and into the opening 28 for the purpose of removing the entire container in the row thereabove.

While I have illustrated and described a preferred embodiment of my novel structure, it is obvious that the same is capable of modification without departure from the spirit and scope of the invention as defined in the appended claims.

What I claim is:

1. A blank for forming a display carton for greeting cards and the like, said blank including a bottom wall element, a front wall element connected to said bottom wall element along a transverse fold line and projecting forwardly therefrom, said front wall element being provided with a fold line midway of its length whereby to permit same to be folded double upon itself and defining inner and outer front wall portions, said front portion being provided with a circular opening the center of which intersects the fold line intermediate said outer and inner end wall portions and defining a notch along the upper edge of said portion when said elements are folded one upon the other, a side wall element projecting laterally from said bottom wall element and connected thereto along a longitudinal fold line, a partial top wall element projecting laterally from said side wall element and connected thereto along a longitudinal fold line, a second side wall element projecting laterally from said partial top wall element and connected thereto along a longitudinal fold line, an anchoring flap projecting laterally from said last-mentioned end wall and connected thereto along a longitudinal fold line, said bottom wall being provided with a centrally-positioned slit and said flap having converging side walls and being provided with opposed inwardly-projecting slits inwardly-spaced from its pointed end, the pointed end of said flap being adapted to be received within the slit in said bottom wall element when said before-mentioned wall-forming elements are folded to container-forming positions, the slits in said flap having locking engagement with the side portions of the slit in said bottom wall element, a back wall-forming element projecting rearwardly from said partial top wall element and connected thereto along a transverse fold line in alignment with the back of said bottom wall, a locking lip projecting rearwardly from said back wall-forming element and connected thereto along a transverse fold line, said locking lip having a portion adapted to be received between the locking flap and the bottom wall element, and a tongue connected to said partial top wall element on a fold line extending transversely thereof and forwardly-spaced from the back wall element, said tongue having a reduced portion at its rear end

5

which terminates in spaced relationship to the fold line defining the back end wall element.

2. The structure defined in claim 1 in which said connected partial top wall and back wall elements are provided with an aperture which intersects the transverse fold line separating same and in which said side wall elements are provided with forwardly-projecting ears, each of which is adapted to be received between the inner and outer portions of the front wall element.

3. A generally-rectangular container for displaying a stack of relatively flat merchandise, said container comprising a bottom wall, opposed side walls, front and back end walls and a partial top wall connected to said side walls and said back end wall, said partial top wall including a generally-rectangular portion adjacent the back end wall and laterally-spaced forwardly-extended web elements connected to said side walls, said webs terminating in spaced relation to the front wall, and a tongue connected to said partial top wall intermediate said web elements and depending therefrom into engagement with the bottom wall, said front end wall being provided along its upper edge with a finger notch which facilitates removing of stacked articles from said container and in which said partial top wall and back end wall are provided with connected finger notches which facilitate lifting of said container by engagement of the finger with the top wall intermediate said last-mentioned notch and said depending tongue, said first and last-mentioned notches aligning with each other when a plurality of said containers are placed in end-to-end engagement in a larger display carton.

4. A generally rectangular container for displaying a stack of sheet-like merchandise, said container being formed from a single blank of sheet material and comprising a bottom wall, opposed side walls, front and back end walls, and a partial top wall, said top wall being generally U-shaped and including a rectangular portion connected to the side walls and said back

6

end wall and a pair of forwardly-extending web elements which terminate in spaced relation to the front end wall, and a tongue connected to said partial top wall intermediate said web elements, said tongue depending from said top wall into engagement with said bottom wall and from thence extending forwardly in engagement with said bottom wall and terminating in close proximity to the front end wall whereby to define the floor and rear end of an article-receiving well forwardly spaced from said back end wall, said front end wall being folded upon itself along its upper edge whereby to provide an outer wall portion connected to the bottom wall and an inner wall portion which projects downwardly toward and terminates in close proximity to said floor and bottom wall, said front wall being provided along its central upper edge with a finger notch which facilitates removing of stacked sheet articles from said container well, and in which said partial top and back end walls are provided with matching finger notches which facilitate lifting of said container by inserting a finger therethrough into engagement with the top wall intermediate said back end wall and said depending tongue, said first and last-mentioned notches aligning with each other when a plurality of said containers are placed in end to end engagement in a larger display carton.

VERNIS G. KNUDSON.

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