Aug. 29, 1967 U. E. ABEL 3,338,393

DISPLAY PACKAGE

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Fig. 1

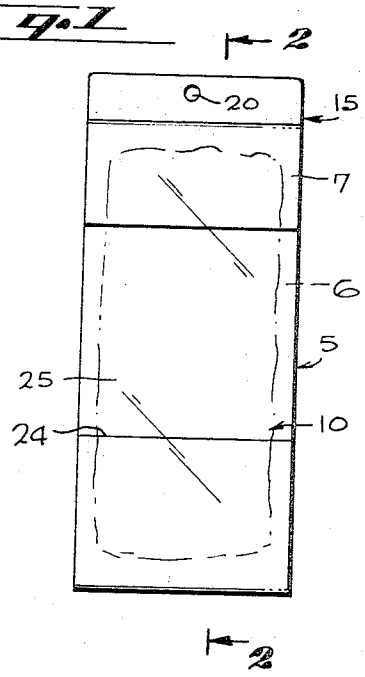


Fig. 2

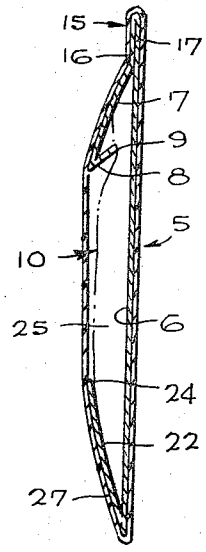


Fig. 3

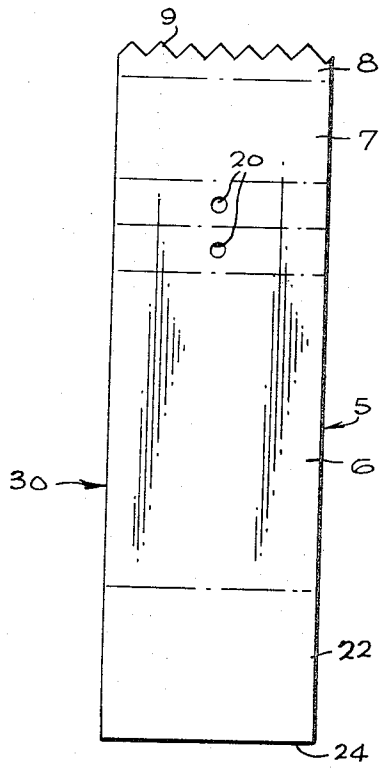
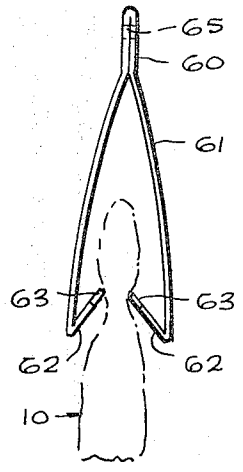


Fig. 9



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Fig. 4

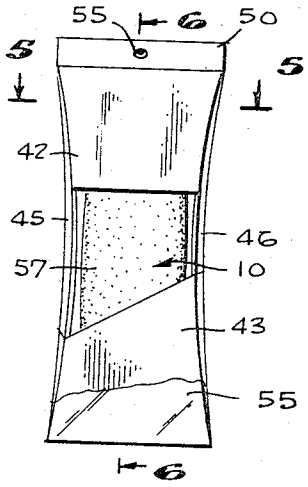


Fig. 5

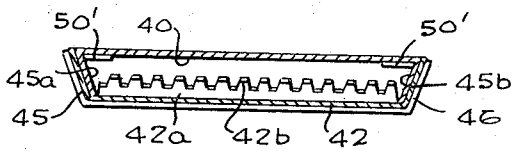


Fig. 8

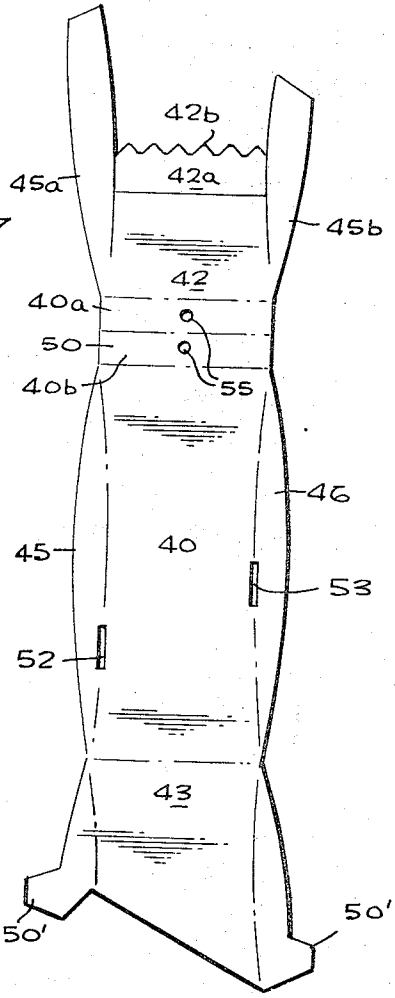


Fig. 6

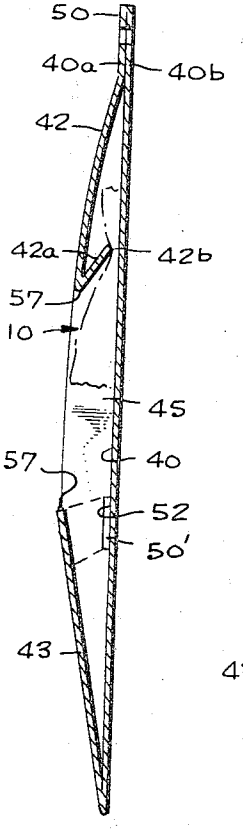
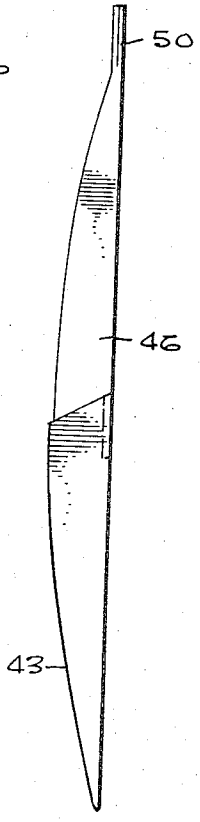


Fig. 7



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3,338,393

DISPLAY PACKAGE

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2 Claims. (Cl. 206—45.33)

My invention has to do with the art of display packages.

To merchandisers, it has long been known that when flimsy articles, such as those made of cloth, are displayed in packages, particularly when the packages are suspended from hooks or the like, as is usually the case when they are displayed on display racks in stores, it is usually necessary to mount the article on a stiffening member, such as a relatively stiff card, to prevent the article from sagging or slipping down and becoming wrinkled in the package, so that the package no longer presents an attractive display; and it adds substantially to the cost of such an item to have to provide such stiffening member.

It is therefore a principal object of my invention to provide a display package for such an article which supports the article against sagging or crumpling up in an end portion of the package, and which accomplishes this purpose without the use of any separate stiffening means.

More particularly, it is an object to provide a display package incorporating means within the upper or top portion of the package for clamping the top portion of the article against the underlying portion of the package and thereby suspending the article in the package.

It is also an object of my invention to provide simple, economical and efficient means for displaying a flimsy article on a display rack.

Other and subordinate objects and advantages of my invention will appear hereinafter.

To better explain my invention, I will now describe with some particularity presently preferred physical embodiments thereof, for which purpose I shall refer to the accompanying drawing wherein:

FIG. 1 is a front elevation;

FIG. 2 is a section taken on line **2**—**2** of FIG. 1;

FIG. 3 is a plan view of the blank from which the device of FIGS. 1 and 2 is formed;

FIG. 4 is a front elevational view of a modified form of my invention;

FIG. 5 is a section taken on line **5**—**5** of FIG. 4;

FIG. 6 is a section taken on line **6**—**6** of FIG. 4;

FIG. 7 is a side elevation;

FIG. 8 is a plan view of the blank of which the device of FIGS. 4 to 7 is formed; and

FIG. 9 is a side elevation showing a further modification.

Referring now to the drawing, I show, in FIGS. 1 and 2, one embodiment of my invention comprising a body **5**, which may be a sheet of relatively stiff material such as cardboard or plastic. The body **5** is made from the integral blank shown in FIG. 3, and has a back wall **6**; an upper end portion **7** folded over the back wall and having its marginal end edge portion **8** folded backwardly at an angle and terminating in a serrated edge **9** to enable a flimsy article of merchandise **10** to be clamped between said edge and said back wall. For the purpose of providing the body with a hanger portion **15**, the extreme upper end portions **16**, **17** are adhered together and provided with registering hook-receiving holes **20**.

The bottom end portion **22** is folded over the back wall and has its free end edge **24** terminating short of the bottom edge of portion **7** whereby to provide a display space **25** through which the displayed article **10** may be visually observed. The purpose of the bottom end portion **22** is to shield the bottom end portion of the displayed item, as well as to hold the item against the back wall.

If desired, the entire body **5** may be enclosed within an envelope **27** of transparent material to protect the displayed article from exposure to the elements, as well as to retain the end portions **7** and **22** in their folded position.

In FIG. 3 I show the blank **30** from which my above described display package is formed.

Thus, to display an item of merchandise in my package it is only necessary to insert the upper end portion of the item between the edge **9** and the back wall **6** after the upper end portion **7** has been folded over, and then to fold the bottom end portion **22** over and apply the envelope **27**.

The item will then remain supported and suspended in the package for display purposes and there is no danger of the item sagging downwardly into the lower end of the package.

Referring now to the embodiment of FIGS. 4–8, the package is shown as comprising a body or package having a back wall **40**, upper and lower front wall portions **42**, **43** respectively, side wall portions **45**, **46** and the top end hanger portion **50**; all those portions being integral and formed from the material blank shown in FIG. 9.

The upper front wall portion **42** terminates in an angularly backwardly folded or bent portion **42***a* having a serrated edge **42***b* disposed to engage and clamp the displayed item **10** between said edge and the back wall **40**.

The hanger portion **50** is formed by folding the blank portions **40***a*, **40***b* upon themselves and adhering them together. Both the latter portions are perforated to provide registering display hook receiving holes **55**.

After the blank is folded into its package form, the side wall portions **45***a*, **45***b* are positioned inside and parallel the side wall portions **45**, **46** respectively, and the tabs **50′** are inserted in the slots **52**, **53** respectively to retain the package in its folded position. If desired, the entire package may be enclosed in a transparent envelope **55**.

As shown in FIG. 4, it will be noted that the adjacent edges of the upper front wall portion **42** and the bottom front wall portion **43** are spaced apart to provide a display window **57** through which the displayed item might be visually observed.

In the embodiment of FIG. 9, I show an adaptation of my invention as an economical display hanger apart from any enclosing package. Here the hanger comprises a single strip of the material bend upon itself and bonded together to form the hanger portions, said portions having extension portions **61** bent angularly outwardly away from each other and each of those portions terminates in a marginal portion **62** folded inwardly and angularly towards each other and each terminating in a serrated edge **63**. The displayed article **10** is engaged by and between the oppositely disposed serrated edges **63**, so that the remaining portion of the article may be suspended below the dis-

play hanger. The portions **60** are perforated to provide registering holes **65** to receive a display hook, not shown.

I claim:

1. In a display device for suspending a relatively flimsy article of merchandise in an upright display position, a body comprising a sheet of relatively stiff material presenting a display surface and having its upper end portion folded upon itself whereby to provide a reinforced upper end portion of said body for the purpose of providing a hanger; said stiffened upper end portion having a depending extension portion terminating in an angularly upwardly disposed flange terminating in an article-engaging serrated edge for retaining the upper end portion of said article clamped against said display surface, and an envelope member enclosing said body and bearing against said article engaging portion with sufficient pressure to maintain said serrated edge in retaining engagement with said article being displayed.

2. The device of claim **1** wherein said body has side extensions providing side walls for said body.

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