April 2, 1940. W. C. MILES 2,195,577

DISPLAY PACKAGE

Filed July 24, 1937

Fig. 1.

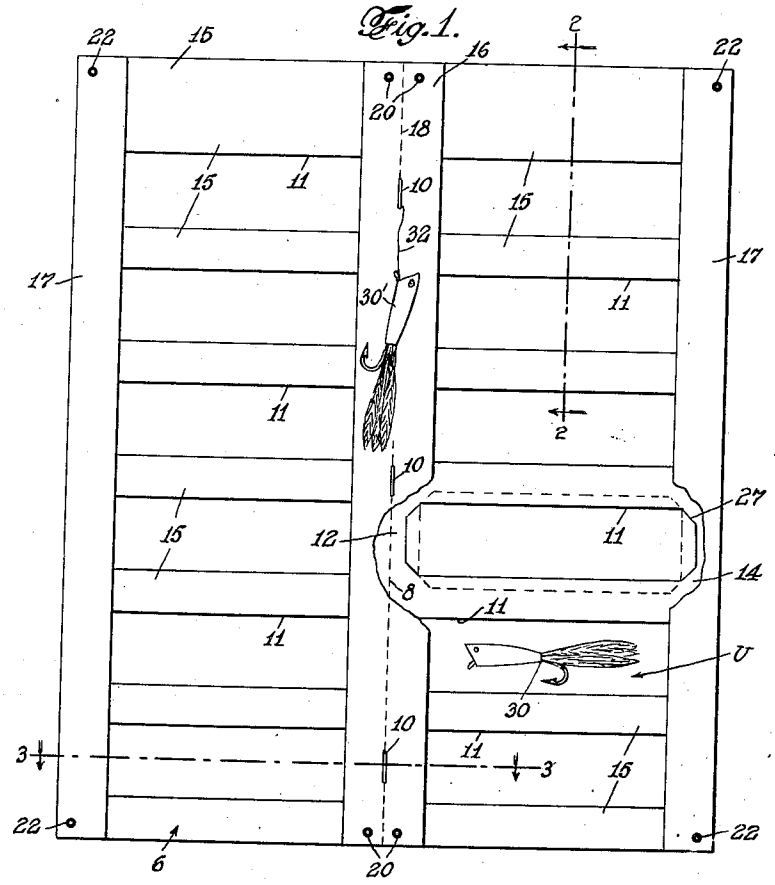


Fig. 2.

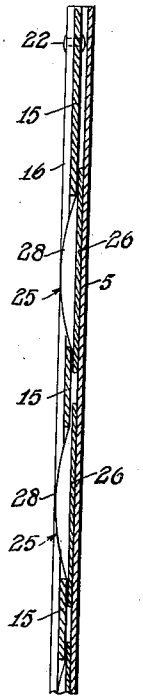


Fig. 3.

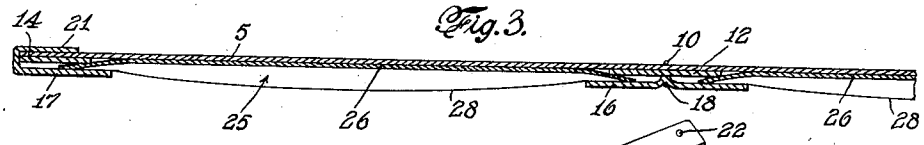
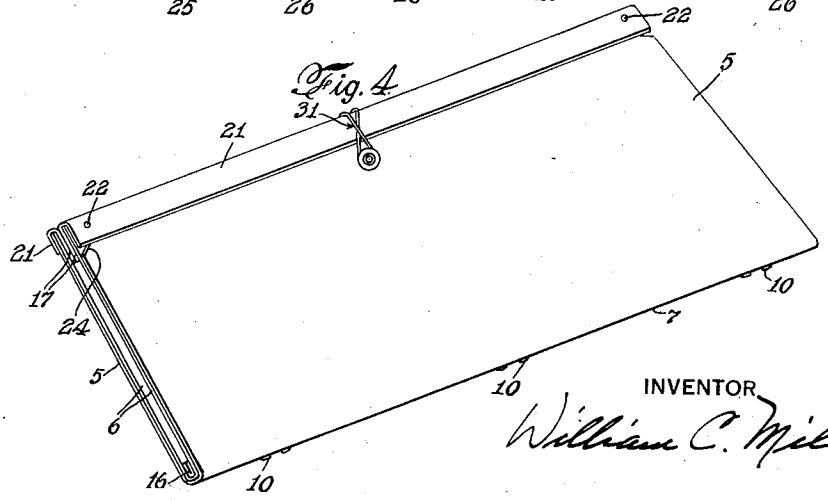


Fig. 4



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Patented Apr. 2, 1940

2,195,577

UNITED STATES PATENT OFFICE

2,195,577

DISPLAY PACKAGE

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Application July 24, 1937, Serial No. 155,424

2 Claims. (Cl. 206—78)

This invention relates to packages adapted for the display of various articles of merchandise.

An important object of the invention is to provide an improved package of the character mentioned which is strong, durable, neat, attractive, compact, and inexpensive to manufacture.

Another important object of the invention is to provide an improved package of the character mentioned which is inherently such that the articles to be carried thereby may be easily placed in and voluntarily removed from their respective display positions, but which is such that they may be effectively held in such positions under all ordinary circumstances and there protected or shielded against contamination, damage, or other deleterious effects, as when the package, together with its contents, is placed in transit, or in stock, or in storage, or on display.

Other objects and advantages of the invention will become apparent from the following description when taken in connection with the accompanying drawing, in which—

Fig. 1 is a face view of a package embodying the invention; Fig. 2 is an enlarged, fragmental, sectional view taken on line 2—2 of Fig. 1; Fig. 3 is an enlarged, fragmental, sectional view taken on line 3—3 of Fig. 1, and Fig. 4 is a perspective view showing the package in a folded or closed condition.

Referring to the drawings, it will be observed that the form of package herein illustrated as an embodiment of the invention includes a cover sheet 5 and a window-sheet 6. These sheets 5 and 6 are substantially equal in size, and are connected to each other along their respective lines of fold 7 and 8 by suitable means such as wire staples 10.

The window-sheet 6 is provided with a plurality of windows 11, of which there are twelve herein illustrated, although the number may vary according to requirements. The windows 11 are blanked or otherwise formed in two groups, one group being located at one side of the line of fold 8 of the window-sheet 6 and the other group at the other side of that line of fold. It is to be observed that the windows are of such dimensions and are formed at such locations with reference to each other and with reference to the edges of the window-sheet that certain portions of the window-sheet remain intact, thus providing a central web 12, a pair of marginal webs 14 and a plurality of connector webs 15.

Carried at the front of the window-sheet 6 are a plurality of framing strips, to wit, an inner framing strip 16 and a pair of outer framing strips 17.

As to the inner framing strip 16, attention is directed to the fact that it overlies the inner ends of the windows 11 and is connected along its line of fold 18 to the window-sheet 6 by the several wire staples 10, which, as hereinbefore stated, serve to connect the cover sheet 5 and the window-sheet 6 to each other along their respective lines of fold 7 and 8. Additionally, the inner framing strip 16 may be connected at its opposite ends to the window-sheet 6 by rivets 20 and/or by pasting its opposite ends to that sheet. Except for connecting the inner facing strip 16 at its opposite ends and along its line of fold 18 to the window-sheet 6, such strip is left free so as to afford a space between its opposite side margins and such lengths of the underlying margins of the central web 12 as are represented by the distance from the upper edge (reference being had to Fig. 1) of each of the uppermost to the lower edge of each of the lowermost windows 11.

Regarding the outer framing strips 17, it is to be observed that they overlie the outer ends of the windows 11, and are folded back on themselves so as to provide at the rear of the window-sheet 6 a pair of retaining strips 21. The framing strips 17, together with their integrally associated retaining strips 21, are connected at their opposite ends to the window-sheet by rivets 22, which may be supplemented, in so far as the outer framing strips are concerned, by pasting their opposite ends to the window-sheet. Except for connecting the outer framing strips 17 at their opposite ends to the window-sheet 6, such strips are left free so as to afford a space between themselves and such lengths of the underlying marginal webs 14 as are represented by the distance from the upper edge (reference being had to Fig. 1) of each of the uppermost to the lower edge of each of the lowermost windows 11. Aside from the connections which are made as between the retaining strips 21 and the window-sheet 6 by the rivets 22, such strips are left free so as to afford a space between themselves and such lengths of the underlying marginal webs 14 as are represented by the distances (reference being had to Fig. 1) from the uppermost to the lowermost rivets 22. As shown most clearly in Figs. 3 and 4, opposite side margins of the cover sheet 5 are adapted to be inserted into the spaces afforded between the window-sheet 6 and the respective retaining strips 21, the corners of the cover-sheet being cut away, as shown at 24 in Fig. 4, so as to facilitate such insertion and at

the same time obviate possible interference by the rivets 22.

In order that articles with which the package is adapted to be used may be held in display position with reference to the respective windows 11, there are provided a plurality of article-supports 25—one for each article and for each window. Each of the supports 25 includes a backing strip 26 of cardboard, or other suitable material which is relatively stiff but yet easily flexed or bowed longitudinally of itself. The backing strips 26 are so dimensioned transversely and longitudinally of themselves that they are adapted to overlie, at the rear of the window-sheet 6, adjacent connector webs 15 and to overlie, at the front of the window-sheet, the central web 12 and the marginal webs 14. In order that opposite ends of the backing strips 26 may be passed through the respective windows 11 from the rear of the window-sheet 6 and conveniently inserted in the spaces provided intermediate the central web 12 and the framing strip 16 and intermediate the marginal webs 14 and the framing strips 17, the corners of the backing strips are cut away, thus providing bevel edges 27 which are so located that they are adapted to abuttingly cooperate with the window-defining edges of the window-sheet in the vicinity of the several corners of the respective windows so as to effectively retain the article-supports against lateral shifting from their respective display positions. Each of the article-supports 25 herein illustrated further includes an open-end "Cellophone" envelope 28, which is so dimensioned transversely of itself as to fairly snugly receive any one of the backing strips 26 and is so dimensioned longitudinally of itself that it is somewhat longer than that strip. In order to close the envelopes 28, the open end of each is folded rearwardly into a contiguous relation to the rear face of its associated backing strip; and in order that the envelopes may conform to the shape of the backing strip, portions of each envelope are folded rearwardly along the length of the bevelled edges 27 of its associated backing strip and into a flat or contiguous relation to that backing strip at the rear thereof.

Regarding the matter of placing the articles to be displayed in the respective envelopes 28, it will be understood that they may be introduced into the envelopes pursuant to introducing the respective backing strips 26, or they may be suitably attached to the individual backing strips and subsequently introduced into the envelopes along with their respectively associated backing strips.

In the interest of clarity, the article-supports 25, when considered in association with articles to be respectively associated therewith, will be hereinafter referred to as display units, one of such units being indicated by the reference character U and illustrated as including a fish lure 30 of the so-called feather minnow type.

Although the display units U are effectively held against lateral displacement from their respective display positions with relation to the windows 11, after they have been placed in display positions by so flexing the backing strips 26 as to enable their opposite ends to be passed through the windows 11 from the rear of the window-sheet 6, it is to be especially observed that they may be readily removed from the package (assuming the cover sheet 5 to be open) by applying a slight pressure to the units so as to cause the backing strips to flex or bow rearwardly a sufficient extent to enable their opposite ends to clear the window-defining edges which are presented by the window-sheet at opposite ends of the respective windows. Despite the fact that the display units U may be easily removed from their respective display positions when the cover sheet 5 is open, they are effectively retained against removal when the cover sheet is closed inasmuch as the cover sheet then lies flat against, and is effectively held by the retaining strips 21 in contact with, the display units at the rear thereof.

By folding the cover sheet 5 and window-sheet 6 along their respective lines of fold 7 and 8, the package per se may be closed, as shown in Fig. 4, in which case the display units U are held in a face-to-face relation and are effectively protected intermediate the leaf-like portions of the cover sheet which then assume a contiguous relation to each other. The package, as when in storage or in transit, may be effectively retained in a closed condition by suitable fastening means, such as an ordinary fastening device of the button-and-string type indicated generally by the numeral 31.

If it is deemed desirable, for display and inspection purposes, to exhibit a specimen of articles carried in display positions with reference to the windows 11, one of such articles, herein exemplified as a fish lure 30' identical with the fish lure 30 hereinbefore mentioned may be suspended as by a cord 32, attached (reference being had to Fig. 1) to the uppermost of the wire staples 10. It will, of course, be understood that if an article is to be displayed in the manner of the fish lure 30', the package, at the time it is equipped with merchandise for shipment, may be supplied with a blank article-support 25, into the envelope 28 of which the specimen article may be placed, as for example, when such article is sold to an "over-the-counter" purchaser.

Although only one form of the invention is herein shown and described, it will be understood that various changes may be made without departing from the spirit of the invention or the scope of the following claims.

What is claimed is:

1. A display package comprising a window-sheet having a window therein, a cover sheet associated with said window-sheet and overlying the rear of said window-sheet, said cover sheet being connected to said window-sheet for movement into and out of closed relation to said window-sheet, a framing strip overlying a portion of said window at the front of said window-sheet, and means for maintaining said cover sheet normally in a closed relation to said window-sheet, said cover-sheet-retaining means including a retaining strip carried by said framing strip and overlying a margin of said window-sheet at the rear thereof.

2. A display package comprising a window-sheet having a plurality of windows therein and having a line of fold traversing said sheet intermediate at least two of said windows, a pair of outer framing strips carried by the side margins of said window-sheet and overlying the outer ends of said windows at the front of said window-sheet, and an inner framing strip carried by said window-sheet and overlying the inner ends of said windows at the front of said window-sheet, said inner framing strip having a line of fold corresponding to the line of fold of said window-sheet.

WILLIAM C. MILES.