Feb. 23, 1954 S. GOLDEN 2,670,074

GREETING CARD PACKAGE AND DISPLAY CONTAINER

Filed Oct. 24, 1952

Fig. 1.

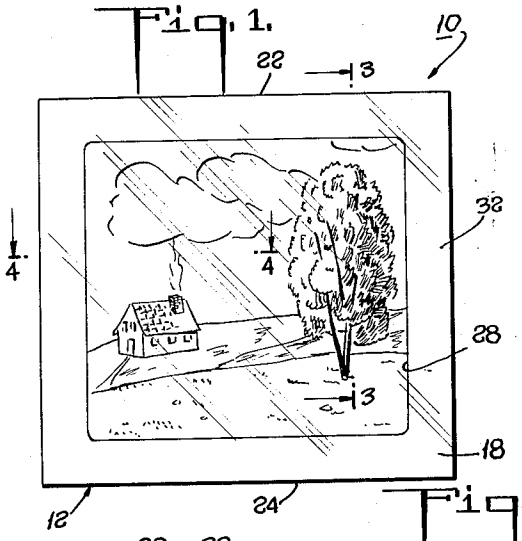


Fig. 2.

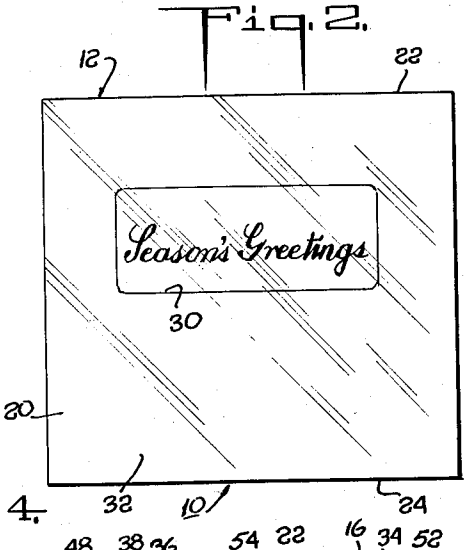


Fig. 4.

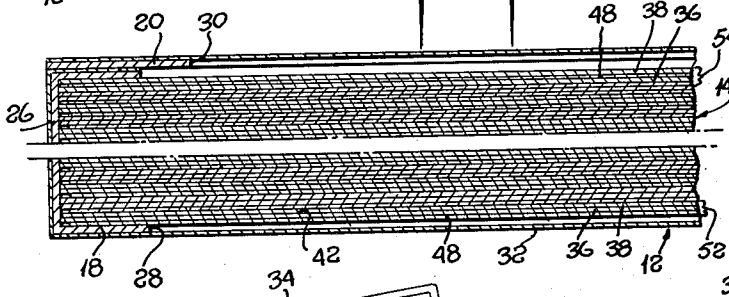


Fig. 5.

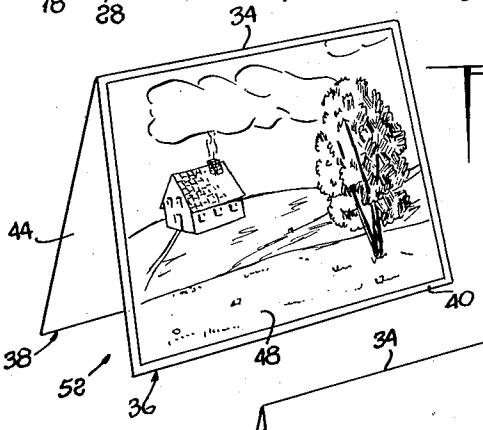


Fig. 6.

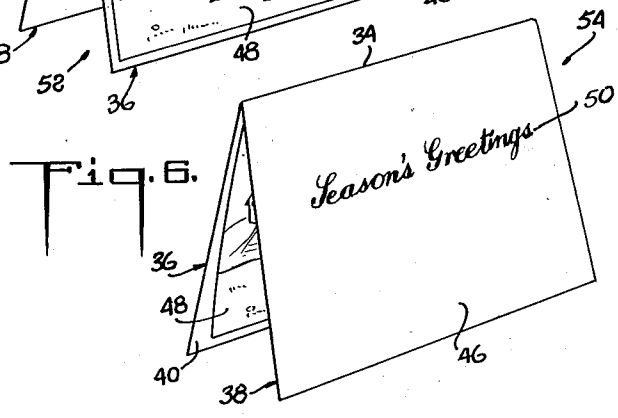
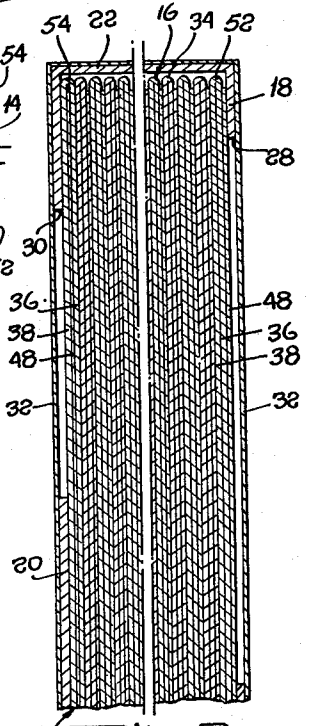


Fig. 3.



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GREETING CARD PACKAGE AND DISPLAY CONTAINER

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4 Claims. (Cl. 206—45.31)

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This invention relates to a greeting card package and to the display container thereof.

A conventional greeting card of the type to which the present invention pertains constitutes a centrally folded paper sheet. In the resulting booklet one outer face carries a picture and one inner face an appropriate greeting. The sale of such cards always has presented considerable difficulty. A customer insists upon inspecting both the picture and the greeting and this cannot be done without handling the card. Accordingly the cards become soiled quickly and the spoilage from handling is high. Some stores avoid spoilage by using one set of cards for display and carrying a clean stock of cards for sale after the customer has made a choice. But this involves extra space and identification numbering of the cards.

It is an object of my invention to provide a container and package of the character described which avoid the foregoing drawbacks.

More specifically it is an object of my invention to provide a container and package of the character described which simultaneously show in a protected manner both the picture and greeting of a set of cards.

Other objects of my invention will in part be obvious and in part will be pointed out hereinafter.

The invention accordingly consists in the features of construction, combinations of elements and arrangements of parts which will be exemplified in the construction hereinafter described, and of which the scope of application will be indicated in the appended claims.

In the accompanying drawings, in which is shown one of the various possible embodiments of the invention,

Fig. 1 is a front view of a greeting card package the constituents of which are arranged and constructed in accordance with my invention;

Fig. 2 is a rear view of said package;

Figs. 3 and 4 are enlarged fragmentary sectional views taken substantially along the lines 3—3 and 4—4, respectively, of Fig. 1;

Fig. 5 is a front perspective view of the top card in the package; and

Fig. 6 is a rear perspective view of the bottom card in the package.

Referring now in detail to the drawings, the reference numeral 10 denotes a greeting card package embodying my invention. Said package consists of a display container 12 and a set 14 of greeting cards 16.

The container includes a front wall 18, a rear

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wall 20, an upper wall 22 and a lower wall 24. The ends of the container comprise flaps 26 of conventional form which permit cards to be inserted in or withdrawn from the container. The container is cut from a blank end assembled in a standard manner. The shape of the container is designed to snugly accommodate the set 14 of greeting cards and to this end the container will have broad front and rear faces and narrow upper, lower and end faces.

In pursuance of my invention the front wall is formed with an opening 28 and the rear wall with an opening 30. The size and location of said openings are related to the greeting cards and, hence, will be described later. Both openings are covered with a clear water-white transparent pane of flexible material. In the preferred form of my invention this is accomplished by laminating on the outer surface of the cardboard blank from which the container is made a pellicle 32 of a water-white clear transparent synthetic plastic resin, such for example as regenerated cellulose or cellulose acetate. It will be understood that the openings 28, 30 are cut out before the pellicle is secured in place and that the lamination is effected in a manner well known to the art, e. g. with the aid of an adhesive. In addition to providing protective panes for both openings the pellicle will form a glossy surface for the entire container so that the finished package will maintain an overall attractive appearance despite much handling.

The set 14 of greeting cards includes two or more cards 16 which preferably are identical, thereby avoiding any incentive to handling of individual cards. Each card includes a picture on one face and a greeting on another face. Usually, and as shown herein, each card constitutes a piece of heavy paper having a central fold 34 which divides the paper into a front panel 36 and a rear panel 38. The front panel has an outer face 40 and an inner face 42. The rear panel has an inner face 44 and an outer face 46. It may be mentioned at this point that, if desired, the card may have two folds but in such case the first fold only is for the purpose of strengthening the panels formed by the second fold.

A picture is provided on the outer face 40 of the front panel 36. The picture can be formed, as by printing, directly on said face or, as illustrated, by printing on a separate piece of paper 48, which may be adapted better to receive the print, and gluing said separate piece on the outer face 40.

A greeting message 50 is suitably printed on the

inner face 44 of the rear panel 38. As a rule the message is located on the upper half of said face.

The several cards 16 of a set are stacked and inserted in the container to make the package 10. The arrangement of the panels of the top and bottom cards of the stack is a feature of my invention. Pursuant thereto the top card 52 has its panels mutually oriented in normal fashion, i. e. the outer face 40 of the front panel is exposed, as is the outer face of the rear panel. The bottom card 54, however, has the location of its panels reversed, that is to say, the inner faces of both panels are exposed, or, in other words, the fold 34 is inside out. The outer face 40 of the front panel of the top card is uppermost in the stack and the inner face 44 of the rear panel of the bottom card is lowermost in the stack. Moreover, the folds 34 of both top and bottom cards are adjacent the upper wall 22.

The opening 28 in the front wall is of such size and so disposed that it will display the exposed picture 48 of the top card and the opening 30 in the rear wall is of such size and shape that it will display the exposed greeting message 50 of the bottom card.

It thus will be seen that there is provided a device in which the several objects of this invention are achieved, and which is well adapted to meet the conditions of practical use.

As various possible embodiments might be made of the above invention, and as various changes might be made in the embodiment above set forth, it is to be understood that all matter herein described or shown in the accompanying drawings is to be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

1. A greeting card package comprising a display container and a set of cards therein, said container having a front wall with an opening and a rear wall with an opening, said openings being covered with clear transparent flexible panes, each card having a central fold defining two panels, a picture on the outer face of one panel and a greeting on the inner face of the other panel, the picture carrying face of the top card of the set being uppermost and the picture being exposed through the opening in the front wall, the bottom card of the set being everted and having the greeting carrying face thereof lowermost, said greeting being exposed through the opening in the rear wall.

2. A greeting card package comprising a set of cards, each card having a central fold defining two panels, a picture on the outer face of one panel and a greeting on the inner face of the other panel, the picture carrying face of the top card of the set being uppermost, the bottom card of the set being everted and having the greeting carrying face thereof lowermost, and means maintaining the cards of the set in the foregoing arrangement and exposing the picture of the top card and greeting of the bottom card.

3. A greeting card package comprising a set of identical cards, each card having a central fold defining two panels, a picture on the outer face of one panel and a greeting on the inner face of the other panel, the picture carrying face of the top card of the set being uppermost, the bottom card of the set being everted and having the greeting carrying face thereof lowermost, and means maintaining the cards of the set in the foregoing arrangement and exposing the picture of the top card and greeting of the bottom card.

4. A greeting card package comprising a display container and a set of cards therein, said container having a front wall with an opening and a rear wall with an opening, each card having a central fold defining two panels, a picture on the outer face of one panel and a greeting on the inner face of the other panel, the picture carrying face of the top card of the set being uppermost and the picture being exposed through the opening in the front wall, the bottom card of the set being everted and having the greeting carrying face thereof lowermost, said greeting being exposed through the opening in the rear wall.

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