

Feb. 3, 1959

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2,872,031

DISPLAY CARTON CONSTRUCTION

Filed June 22, 1956

2 Sheets-Sheet 1

FIG. 1

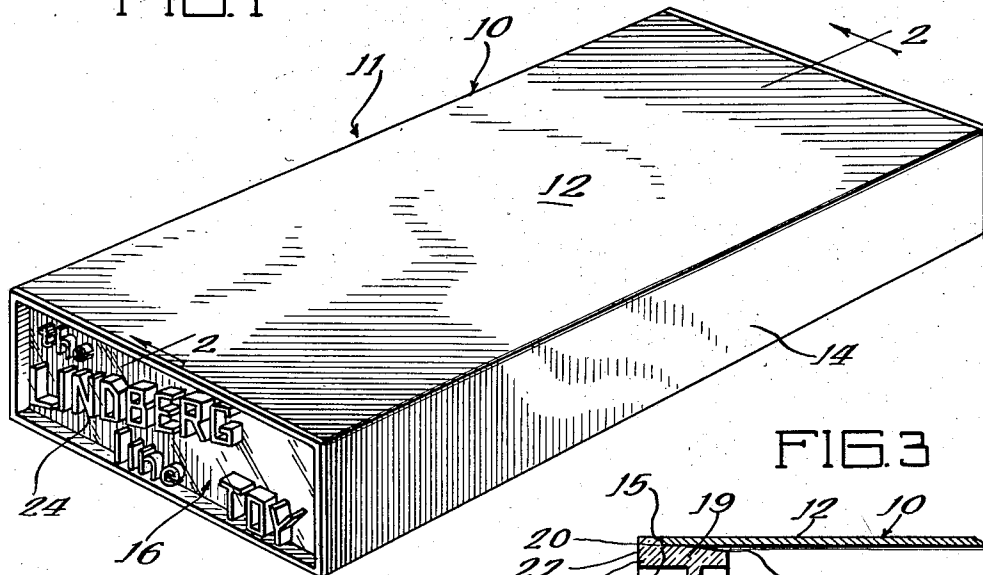


FIG. 3

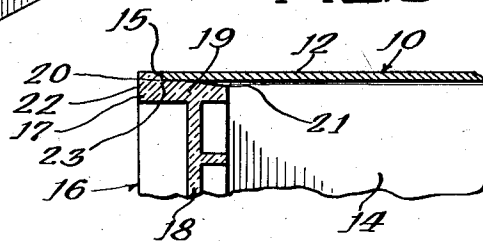
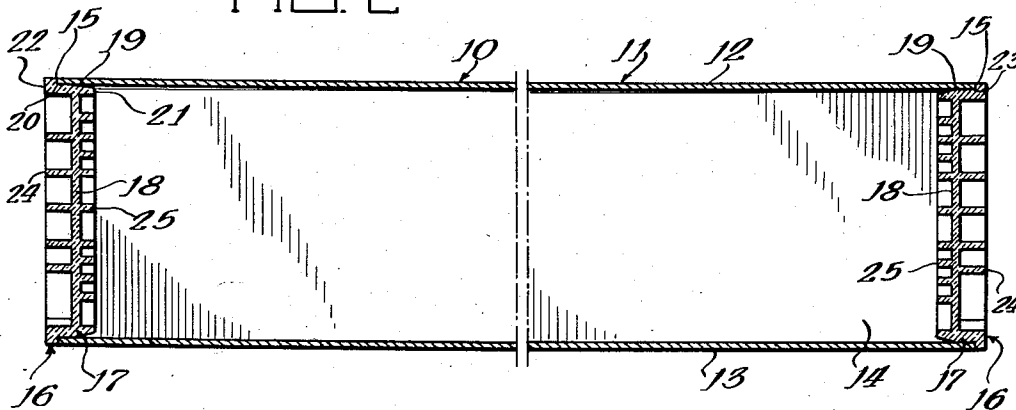


FIG. 2



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FIG. 4

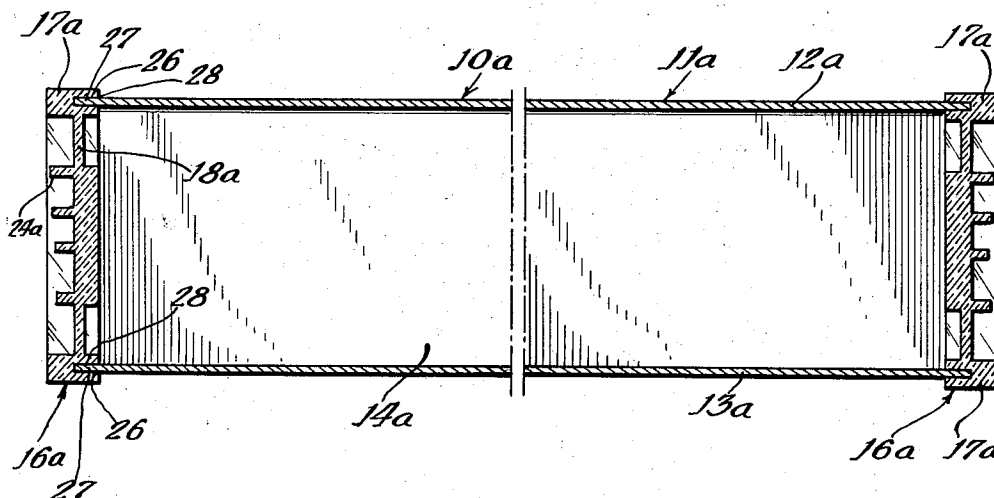
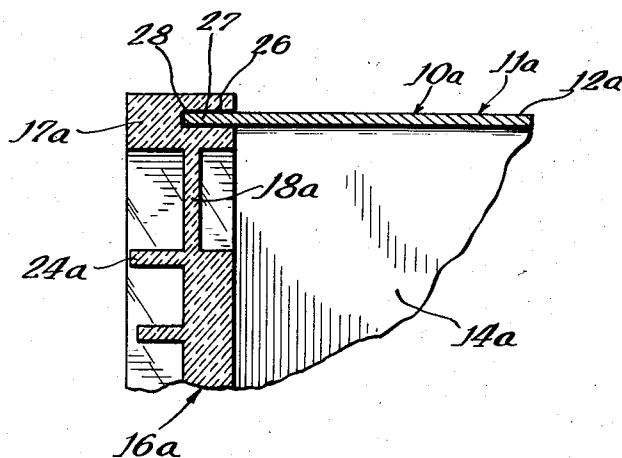


FIG. 5



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DISPLAY CARTON CONSTRUCTION

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1 Claim. (Cl. 206—45.34)

This invention relates to a display carton construction, and more particularly to a display carton construction which is particularly displayed for packaging and displaying construction toy assemblies including toy airplanes, toy boats, and the like.

One of the problems heretofore encountered in the packaging, display and sale of construction toy assemblies, such as toy airplanes, toy boats, and the like, which are intended to be sold to children and assembled by them, is the tendency of children to attempt to remove the toy units from the cartons in which they are exhibited for sale in department stores, and the like, with the result that the cartons frequently become damaged and the entire package unsaleable.

An object of the present invention is to provide a new and improved display carton which is especially adapted for the display and sale of construction toys including toy airplanes, toy boats, and the like, which are sold in disassembled form and are put together or assembled by children.

Another object of the present invention is to provide a new and improved display carton which is especially adapted for the packaging, display and sale of construction toy assemblies, such as toy airplanes, toy boats, and the like, and which is so constructed and arranged that the toy assembly may be securely packaged in the new display carton while, at the same time, being really visible to the prospective child purchaser from the ends of the display carton but in such a manner that the child cannot gain access to the display carton to handle or remove any part or parts of the toy or damage the display carton prior to the sale of the unit.

A further object of the present invention is to construct and arrange the new display carton in such a manner that the toy assembly, or other article, packaged therein may be readily seen through the end walls of the carton but cannot be removed from the display carton or access had to the display carton until the entire package is sold and the carton cut open for removal of the toy assembly or other unit packaged therein.

Other and further objects of the present invention will be apparent from the following description and claim and are illustrated in the accompanying drawings which, by way of illustration, shows a preferred embodiment of the present invention and the principles thereof and what I now consider to be the best mode in which I have contemplated applying the same or equivalent principles may be used and structural changes may be made as desired by those skilled in the art without departing from the present invention.

In the drawings:

Fig. 1 is a perspective view of a display package embodying a preferred form of the present invention;

Fig. 2 is a longitudinal central sectional view of the carton on line 2—2 in Fig. 1 with the article omitted.

Fig. 3 is an enlarged fragmentary detailed sectional view illustrating the manner in which the transparent

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end walls of the display carton are constructed and sealed in the tubular sleeve or body of the form of the new display carton shown in Figs. 1 and 2;

Fig. 4 is a central longitudinal sectional view of a modified form of the invention; and

Fig. 5 is a fragmentary sectional detail view of the form of the invention shown in Fig. 4.

A preferred embodiment of the present invention is illustrated in Figs. 1 to 3, inclusive, of the drawings, wherein it is generally indicated at 10, and includes an elongated tubular sleeve or body portion 11, which is rectangular in cross section, and which may be formed of non-transparent paperboard or like material, and includes a top wall 12, bottom wall 13, and parallel side walls 14, which may be formed from a single blank or paperboard, or like non-transparent or opaque material, and secured together in any suitable manner as by means of adhesive or the like, in a manner which is well understood in the art.

The tubular sleeve 11 has open end portions 15 and each of these open end portions 15 is closed by a transparent end wall member 16, each of which is preferably formed of a suitable moldable transparent resinous plastic, such as polystyrene resin, or the like.

Each of the transparent plastic end wall members 16 includes a body portion 17 having a transverse central wall 18 and each of the body portions 17 has a tapered peripheral marginal edge portion 19 extending therearound and which is tapered inwardly and downwardly from its outer end 20 to its inner end 21.

As shown in Figs. 2 and 3 of the drawing, the outer end 20 of each of the tapered walls 19 terminates at a point somewhat inwardly from the outer surface 22 of each of the plastic transparent end wall members 16 so that a shoulder 23 is provided at each of these points and each of the end wall portions 15 of the tubular sleeve 11 abuts against one of these shoulders 23.

Each of the transparent end wall members 16 may be formed or molded with suitably raised display lettering, such as 24, on its outer surface to provide advertising display material for identification and sale of the toy assembly, or other articles stored in the display carton 10 and similar or additional raised lettering 25 may be molded on the inner surface of each of the end wall members 16, the outer raised lettering 24 and the inner raised lettering 25 being formed integrally with the corresponding center wall 18 in each of the transparent plastic end wall members 16.

In the practice of the present invention, a construction toy assembly, or other article to be sold in the display carton 10, is inserted into the tubular sleeve 11, whereupon each of the tapered walls 19 of the transparent plastic end wall members 16 may be coated with a suitably adhesive cement, or the like. The end wall members 16 may then be inserted into the tubular sleeve 11 until the end wall portions or edges 15 of the tubular sleeve 11 abut the shoulders 23, whereupon after drying, the adhesive cement on the tapered members 19 secures the end wall members 16 in the tubular sleeve 11 and thus completely seals the carton.

When the new display carton has thus been completed and sealed, the toy assembly or other article offered for sale therein may be readily seen or viewed by the prospective purchaser through each of the transparent plastic end wall members 16 but access to the interior of the new display carton 10 is prevented by the fact that the transparent plastic end wall members 16 cannot be removed or detached from the tubular sleeve 11 so that the only way in which access to the new display carton 10 can be had is by mutilating and cutting the tubular sleeve 11 so as to open the same.

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However, the toy assembly, or other article packaged in the new display carton 10, may be readily examined through the transparent end wall members 16 and readily identified by the advertising material formed by the raised lettering 24 formed on the outer surface of transparent end wall members 16.

After the new display carton 10 and the toy assembly or other article packaged for sale therein have been sold, access to the carton may be readily had by cutting the fiberboard sleeve 11 open in any desired manner.

A modification of the invention is illustrated in Figs. 4 and 5 of the drawings, and those parts thereof which are similar or comparable to parts of the invention illustrated in Figs. 1 to 3, inclusive, have been given similar reference numerals, followed by the additional and distinguishing reference character "a."

In the form of the invention illustrated in Figs. 4 and 5 of the drawings, each of the transparent plastic resinous end wall members 16a includes a body portion 17a which has an inwardly opening or facing marginal groove 26 formed therein. Each of these grooves 26 extends partially through the body portion 17a of the end wall member 16a in which it is formed and is adapted to receive a correspondingly shaped and sized end portion 27 of the paperboard tubular sleeve 11a which may be adhesively secured therein by means of any suitable adhesive or glue, as indicated at 28.

It will thus be seen from the foregoing description, considered in conjunction with the accompanying drawings, that the present invention provides a new and improved display carton for the packaging, display and sale of construction toys, such as toy airplanes, toy boats, and the like, or other articles, having the desirable advantages and characteristics, and accomplishing its intended objects, including those hereinbefore pointed out and others which are inherent in the invention.

I claim:

A display carton for toys, construction kits, and like articles including an elongate sleeve of substantially rec-

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tangular cross-sectional configuration, an article to be displayed disposed therein, said sleeve being made of paperboard or like opaque material and having open end portions, a pair of plastic transparent end wall members adhesively secured in the open end portions of said paperboard sleeve to seal said sleeve and prevent removal of the displayed article without substantial damage to the carton, at least one of said end wall members having a rectangular central portion bounded by a marginal edge extending completely therearound and fitted within said sleeve and such marginal edge extending on opposite sides of said central portion of the wall to define inner and outer recesses therewith, said central wall portion having raised lettering formed thereon and confined wholly within that recess formed on the outer side of said one end wall, the outer end of said marginal edge of said one wall terminating in an outwardly directed shoulder engaging the end face of said sleeve and abutting thereagainst, and that portion of said marginal edge of said end wall which extends inwardly from said central wall portion thereof having an inwardly tapered outer surface for initial positioning within the corresponding end of said sleeve.

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