May 7, 1929. M. L. EMRICH 1,712,337

DISPLAY ENVELOPE

Filed April 22, 1925

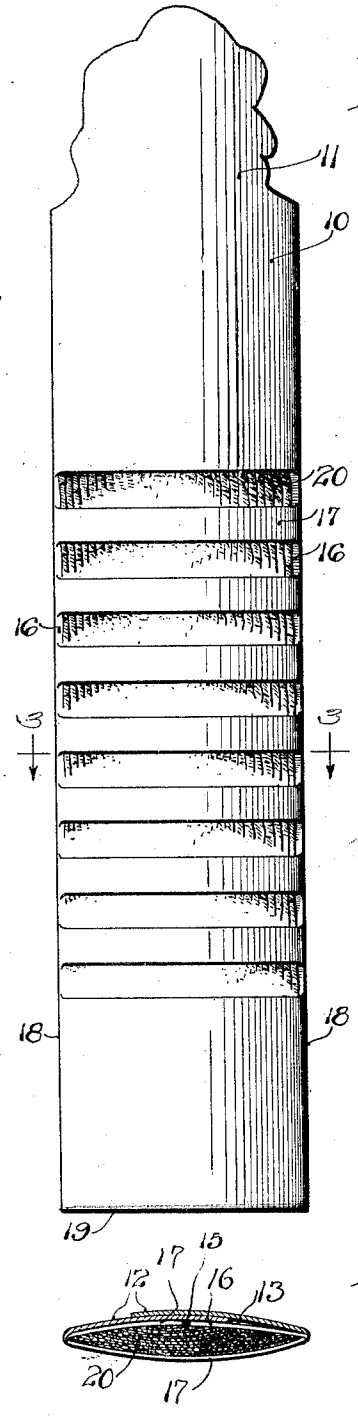

FIG. 2.

FIG. 3.

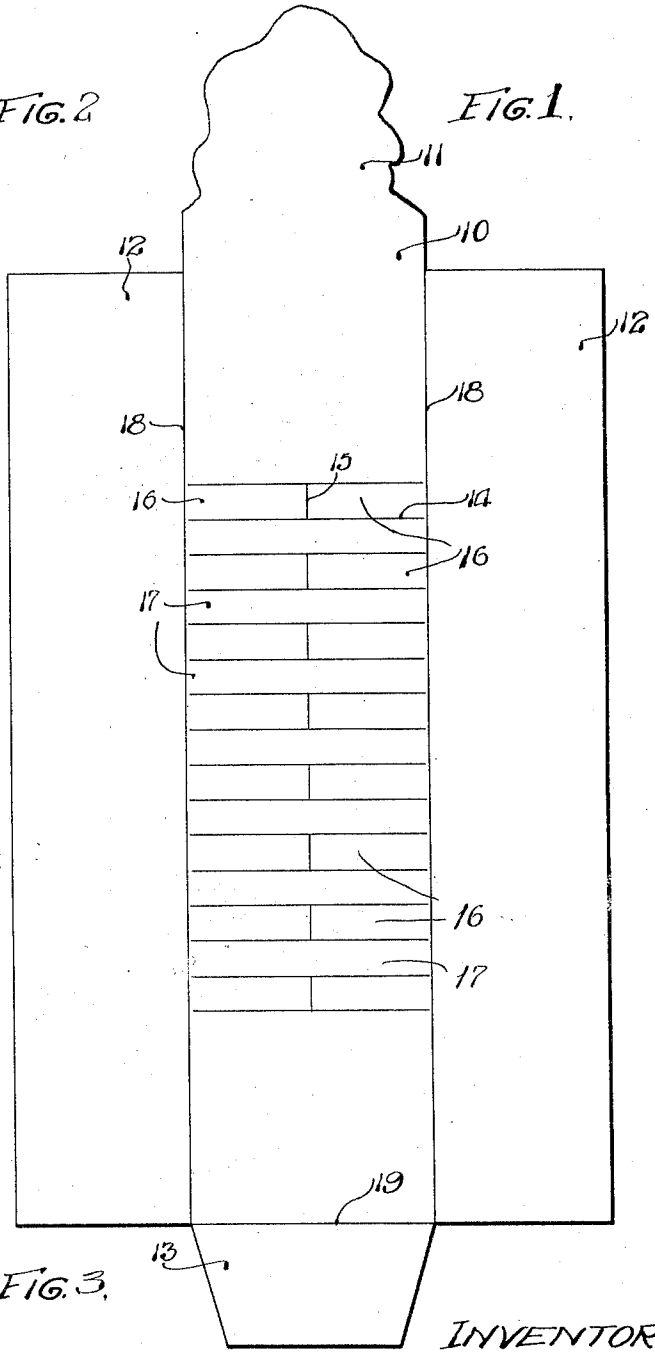

FIG. 1.

INVENTOR:
M. L. Emrich
BY Clewell & Lloyd
ATTY.

Patented May 7, 1929. 1,712,337

UNITED STATES PATENT OFFICE.

MERRITT LOUIS EMRICH, OF LOUISVILLE, KENTUCKY, ASSIGNOR TO UNITED STATES FOIL CO., OF LOUISVILLE, KENTUCKY, A CORPORATION OF KENTUCKY.

DISPLAY ENVELOPE.

Application filed April 22, 1925. Serial No. 24,995.

The present invention has to do with a display envelope and relates particularly to the structural features thereof and to the manner in which it is adapted to securely hold articles on display against displacement.

Among the objects of the invention are the following:—

The provision of a package adapted to hold string articles on display and in regular order;

An improved package for holding strips of tinsel;

An unique structure whereby a plurality of string articles may be held in alignment while displayed and kept in an orderly condition; and

An unique construction for displaying an article in which the material used to make the display openings is employed for maintaining the goods in proper arrangement.

These objects, and such other objects as may hereinafter appear are obtained by the novel construction, combination, and arrangement of the various parts which constitute a complete display envelope, one form of which embodying the invention is illustrated in the accompanying drawing, hereby made a part of this application, and in which:

Figure 1 is a plan view of a blank employed for forming the envelope;

Figure 2 is the front view of an envelope in which the displayed articles are placed; and

Figure 3 is a transverse section on line 3—3 of Figure 2.

Like reference characters are used to designate similar parts in the drawing and in the specification which follows.

Reference should be had to Figure 1. The envelope is formed from a blank 10, the body portion of which may be rectangular or may have an extension 11 adapted to provide an ornamental cutout such as the head of "Kris Kringle" in the present embodiment.

From body 10 are three projections or extensions; the side extension being designated 12 and a bottom extension being designated 13.

The main body 10 is transversely slitted a number of times, such slits being designated 14. This divides the body into a plurality of narrow transverse strips. Alternate strips are slitted as indicated at 15 about midway their ends to provide vision of the contents confined therein. By this arrangement a plurality of transverse ribs 17 extending from one side to the other side of body 10 are secured, and a number of fingers 16 oppositely disposed are arranged intermediate succeeding ribs 17. The body 10 is longitudinally scored at 18 to provide a division between said body and the extension 12 and is further scored at 19 to separate it from the bottom extension 13. Tinsel in the form of long narrow strips of tinfoil or lead foil indicated 20 in Figures 2 and 3, and similar articles are adapted to be packed in the display envelope described. Such tinsel is laid against the inner face of the ribs 17 and the fingers 16 fall upon the back thereof to permit vision between the ribs 17. End extension 13 is folded inwardly over the tinsel 20, then one of sides 12 is folded inwardly, after which the other of said sides is folded over the first and adhesively secured thereto.

This provides a display package with the tinsel plainly visible between the several ribs 17 and securely held against longitudinal or lateral displacement by the fingers 16. The tinsel 20 has no tendency to be accidentally displaced from the display envelope which provides therefor a ready means for its display preliminary to the sale thereof.

The body is unique in its structural features and has a marked efficiency in the selling advantages which it possesses. Its shape is immaterial, and the present embodiment is merely for the purpose of illustrating the unique features of the invention which may be embodied in envelopes of different configurations.

The envelope is adapted to be used in conjunction with an automatic filling machine as well as to be filled by hand. Filled in either way inward pressure upon the sides 12 when lying flat and back up will cause the fingers 16 to approach a position perpendicular to ribs 17. Foil or tinsel 20 is thereupon laid upon ribs 17 at their back, and when the proper quantity of tinsel 20 has been placed thereon, the side to side pressure just described is removed. This allows the fingers 16 to impinge the tinsel 20 and bear thereupon whereby to hold said tinsel 20 in place during the sealing of the enve-

lope, which process has already been described, and until the tinsel 20 is removed for use.

I claim:—

1. A display envelope having a front and back, said front comprising spaced strips of material and intermediate openings for display purposes, the material intermediate said strips providing fingers adapted to rest against the enclosure within said envelope and under display.

2. A display envelope of cardboard or the like having a front comprising a plurality of spaced bars between which the enclosure in said envelope may be viewed, the material of said front between said bars being separated to provide opposed fingers.

3. A display package of cardboard or the like comprising a front having a plurality of parallel slits therein whereby to provide strips of material, a number of said strips being transversely cut to provide fingers having free ends, the enclosure in said package being visible through the spaces produced by forming said fingers, and a back adapted to enclose material placed between said front and said fingers.

4. A display envelope comprising a front having a plurality of slits thereacross, whereby to define ribs, selected ribs thus formed being cut from slit to slit to provide inwardly projecting fingers associated with the uncut ribs, said fingers being adapted to be disposed in the body of or in back of material confined in said envelope whereby such material is held therein and exposed to view intermediate said uncut ribs.

5. An envelope for display purposes comprising a blank of cardboard or the like having a body section, side extensions, and end extensions, the material of said blank being scored intermediate said body portion and said side extensions, said body portion being transversely slit to provide a number of narrow strips, alternate strips being divided into two parts.

6. An envelope as described in claim 5, and in which one of said end extensions comprises a cutout figure.

MERRITT LOUIS EMRICH.