Jan. 31, 1956 C. C. BRAUN 2,732,937

BRASSIERE DISPLAY AND MERCHANDISING PACKAGE

Filed Oct. 30, 1953

Fig. 1.

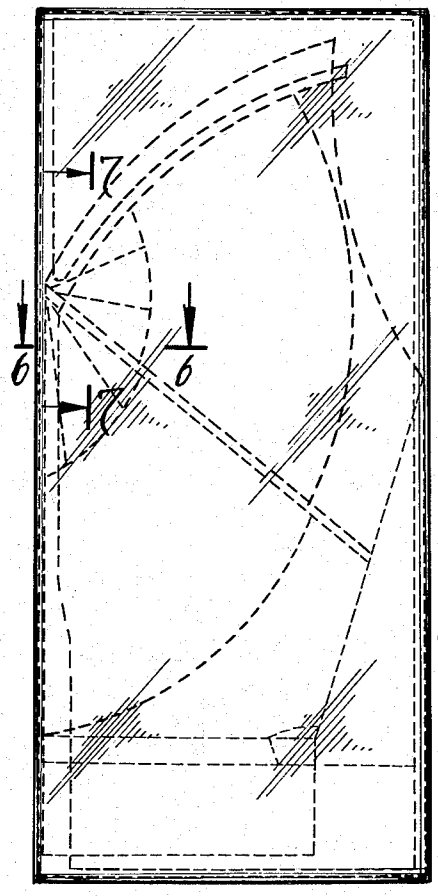


Fig. 2.

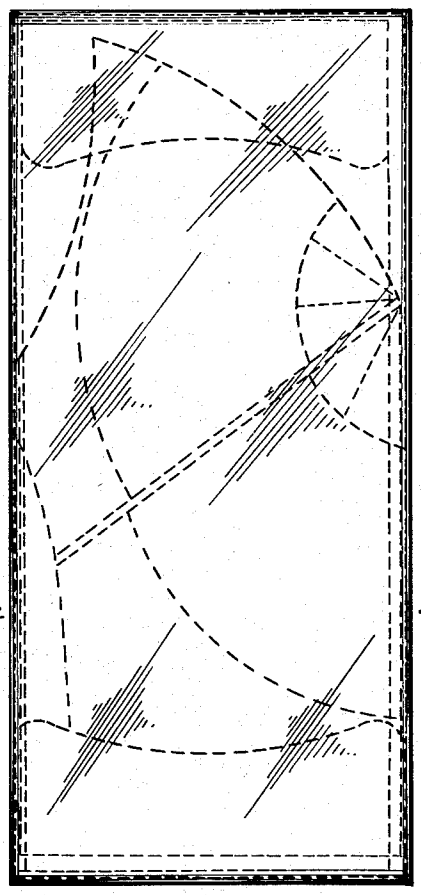
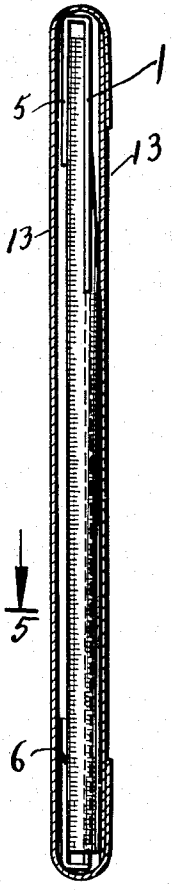


Fig. 3.



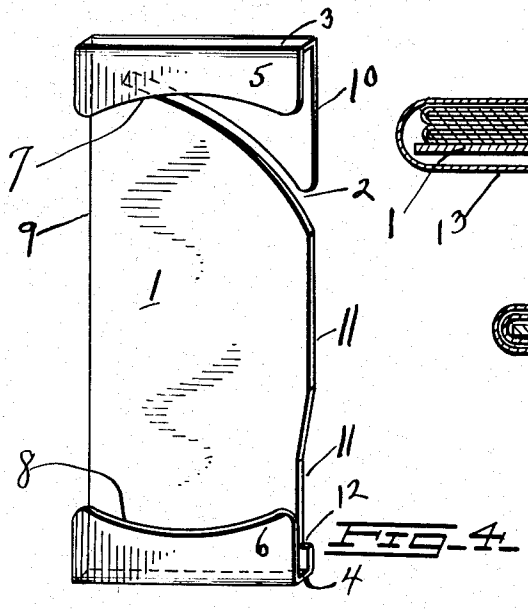


Fig. 4.

Fig. 5.

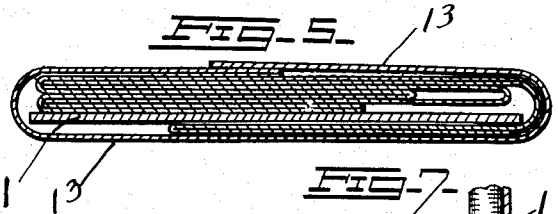


Fig. 7.

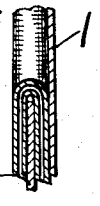
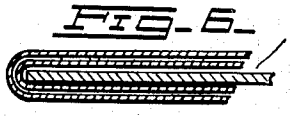


Fig. 6.



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United States Patent Office 2,732,937 Patented Jan. 31, 1956

2,732,937

BRASSIERE DISPLAY AND MERCHANDISING PACKAGE

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Application October 30, 1953, Serial No. 389,346

1 Claim. (Cl. 206—78)

This invention relates to a display package for visually and pleasingly displaying a folded brassiere.

It is an object of this invention to provide a display package of simple construction for effectively and visually displaying a folded brassiere for sale therewith as a unit.

It is another object of this invention to provide a dirt proof package which is adapted to visually display a brassiere.

These and other objects of this invention will become apparent upon reading the following disclosure taken in conjunction with the accompanying drawings in which:

Fig. 1 is a front view of the display package showing a brassiere wrapped therein in outline,

Fig. 2 is a rear view of the display package,

Fig. 3 is a longitudinal sectional view taken substantially through the center of the display package of Fig. 2,

Fig. 4 is a rear elevation of the display rack,

Fig. 5 is a sectional view taken on line 5—5 of Fig. 2,

Fig. 6 is a section view taken on line 6—6 of Fig. 1, and

Fig. 7 is a section view taken on line 7—7 of Fig. 1.

Referring to the drawings and particularly to Fig. 4, a longitudinal display rack is provided with a panel 1 having an arcuate slot 2 disposed in the upper half of the panel. The slot is cut into the panel in substantial depth and is somewhat crescent shaped in appearance. The material of which the rack is made may be of cardboard, plastic or any other sheet material.

The panel 1 in its position lying flat on a support is provided at its top with a vertical wall 3 and at its bottom

with a similar vertical wall 4, said walls 3 and 4 being disposed at right angles to the base portion 1. A rearwardly and inwardly extended flange 5 is integrally secured to and disposed at right angles to the vertical wall 4. Flange 5 terminates in a pleasingly curvatured edge 7 while flange 6 terminates in a similar pleasingly curvatured edge 8. The panel 1 is of substantially rectangular shape and has one of its longitudinal linear walls 9 uninterruptedly disposed between walls 3 and 4. The wall opposed to edge 9 is broken by the slot 2 forming a short linear edge 10 and a longer edge 11. The edge 11 is cut back to provide a shoulder 12 disposed on the side of the package opposed to edge 9.

To form the display package, the brassiere is appropriately folded at the cup sections so that the top section of the brassiere may be confiningly inserted in the slot 2 with a portion of the brassiere resting upon the shoulder 12. The effect of the shoulder is to gather the textile material of the brassiere so that a straight line relationship is present in the wrapped merchandise between edges 10 and 11. The brassiere is securingly disposed between flanges 5 and 6 and the entire package is then tightly wrapped in transparent cellophane 13 to present a rectangular compact substantially hermetically sealed package.

Having described my invention, what I claim and desire to secure by Letters Patent is as follows:

A brassiere display and merchandising package, for sale as a unit, consisting of a panel of substantially rigid material of greater heighth than width, the top and bottom of the panel being formed with rearwardly and inwardly directed flanges, the panel near its top being formed with an arcuate slot extending through an edge of the panel and thence curving upwardly to a point spaced from the opposite edge of the panel, and a brassiere with customary cup areas, the brassiere being folded reawardly of an area constituting one of its cups and exposing that cup from its apex to the opposed side wall thereof, said cup area being passed through the arcuate slot and lying upon the front of the panel with the remaining area of the folded brassiere back of the panel with its top and bottom within said flanges.

References Cited in the file of this patent

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