

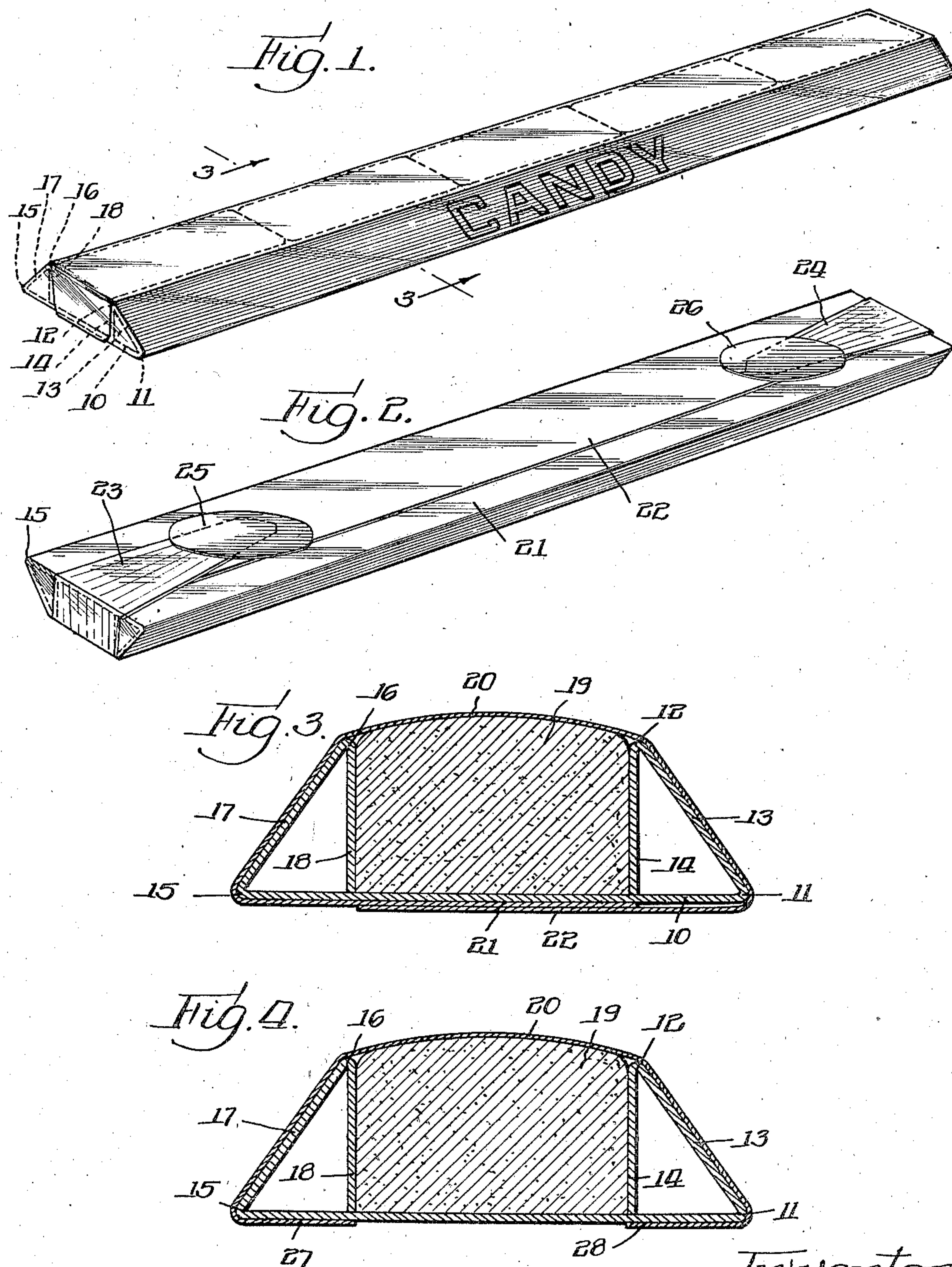
Aug. 2, 1938.

E. S. DOWLING

2,125,833

PACKAGE

Original Filed Nov. 7, 1934



Inventor
Edward Savage Dowling
By Cromwell, Trust & Warden
attys.

UNITED STATES PATENT OFFICE

2,125,833

PACKAGE

Edward Savage Dowling, Indianapolis, Ind., assignor to Shellmar Products Company, Chicago, Ill., a corporation of Delaware

Application November 7, 1934, Serial No. 751,814
Renewed May 26, 1937

9 Claims. (Cl. 206—44)

The present invention relates to containers or packages for merchandising commodities, and has particular reference to improvements in containers of the display type in which the commodity packaged is retained in a protective base member and exposed to the view of a prospective purchaser through a transparent facing sheet.

A principal object of the invention is to provide an attractive, economically constructed, and efficiently protective container for packaging commodities such as candy and the like.

An additional object is the provision of a display container having a relatively rigid framework or backing member, protective sides upon which may be printed suitable display matter, and a transparent facing encompassing the upper or face portion of the backing member.

A still further object is to provide a container constructed of a cardboard backing member having opposed edges folded over to form spaced triangular side frames and a transparent facing sheet encompassing the backing member and side frames and having its edges secured beneath the backing member.

These and other objects will be apparent from a consideration of the following illustrative and explanative description of a preferred embodiment of the invention, and by reference to the accompanying drawing in which

Fig. 1 is a perspective view of a container constructed in accordance with my invention;

Fig. 2 is a bottom view of the container shown in Fig. 1 and disclosing the method of securing the facing sheet to the backing member;

Fig. 3 is a cross-sectional view taken along line 3—3 of Fig. 1; and

Fig. 4 is a view similar to Fig. 3 and disclosing a modified attachment of the facing sheet to the backing member.

The use of transparent wrapping sheets for packaging various commodities has been recognized as a particularly desirable way of merchandising commodities, and as the transparent wrappers, which usually are constructed of some material such as regenerated cellulose, are thin and quite flexible, various combinations of the transparent wrappers with cardboard and other relatively rigid materials have been suggested. Usually, the transparent wrapper is employed as a facing sheet for a package which has a bottom or backing member composed of cardboard. In some cases the edges of the cardboard are scored and folded upwardly to form sides for the package, the ends of the transparent facing sheet extending beyond the cardboard backing member

and being folded beneath and secured to the latter. It is to packages of this type that the present invention pertains, and, as shown in the drawing, I have provided an improved container of the "boat" type in which the cardboard backing member is provided with spaced longitudinal score lines along its edge portions and the panels formed thereby are folded upwardly and over to form triangular side frames spaced apart sufficiently to provide a commodity-receiving channel or compartment therebetween.

In the embodiment of the invention shown in Figs. 1 to 3, a suitable cardboard backing member indicated generally at 10 is provided with longitudinal score lines 11 and 12 along one of its longitudinal edges, and the panels 13 and 14 formed thereby are folded over, as shown in the drawing, to form a right triangular side frame in which the backing member 10 constitutes the base, the panel 14 constitutes the vertical leg, and the panel 13 constitutes the hypotenuse. It will be noted that the panel 13 extends upwardly and inwardly of the container to form the panel which is presented squarely to the vision of an observer of the package when the package is on a shelf below the level of the observer's eye. This structure makes the panel 13 particularly desirable as a display panel upon which may be printed any desired display matter such as trademarks, pictures or the like, advertising the commodity contained within the package.

On the opposite side of the backing member 10 are provided score lines 15 and 16 which form panels 17 and 18 of similar shape and position as the panels 13 and 14, respectively. The panel 17 is folded upwardly and inwardly of the container to form the hypotenuse of the right triangular side frame, and the terminal panel 18 is folded downwardly to form the vertical leg of the triangle.

The vertical panels 14 and 18 of the triangular side frames are spaced apart as shown in Fig. 3 to provide an article-receiving channel or compartment therebetween. In the drawing this commodity is represented by blocks 19 of candy positioned along the channel in closely fitting relation to the vertical panels and extending upwardly to substantially the same height as the triangular side frames. It is preferred that the legs 14 and 18 extend downwardly a sufficient distance to contact the inner face of the backing member, although, in some instances, it will be found possible to provide legs which do not extend completely down to the backing member. Also, it is not essential that the legs 14 and 18

assume a directly vertical position, since with some objects a more inward or outward position will be found to produce a better fit.

In producing the package, the cardboard backing member, provided with the proper scoring, may be folded into erect position and the commodity to be packaged inserted in the article-receiving channel between the triangular side frames. A transparent facing sheet 20 which may be composed of regenerated cellulose or of cellulose acetate or cellulose nitrate base or other equivalent materials, is folded over the commodity in the article-receiving channel, downwardly about the display panels 13 and 17, and inwardly beneath the bottom of the backing member, its edges 21 and 22 being positioned in overlapped relation, as will be seen in Fig. 3. A suitable adhesive is applied between the overlapped edges of the transparent facing sheet to secure the facing sheet in proper position. The end portions 23 and 24 of the transparent facing sheet extend beyond the ends of the cardboard backing member, and after folding the facing sheet about the backing member as described, these ends are folded over the ends of the backing member and secured therebeneath by the application of adhesive labels 25 and 26. It will be understood that other suitable methods of attachment may be substituted for the labels.

As the cardboard backing member is somewhat resilient, the panels 13 and 17 tend to rotate outwardly about the score lines and the panels 14 and 18 tend to rotate about the score lines 12 and 16 by which they are attached to panels 13 and 17. The degree of this tendency for the panels to rotate will be dependent upon such factors as the particular nature of the cardboard and the depth of the score lines. The transparent cellulose sheeting may be drawn tightly about the package and the tension of the sheeting and the panel will retain the commodity in a tightly packaged condition. These factors may be adjusted as desired.

In the modification shown in Fig. 4, the reduced edges 27 and 28 of the transparent cellulose sheeting 20 are adhesively secured along the opposite sides of the backing member in spaced relation with each other. For this embodiment of the invention, one edge of the transparent facing member may be attached beneath one side of the backing member before the commodity is loaded in the package, and after the triangular side frames are folded into position, the free edge of the facing sheet may be folded over the container and adhesively secured beneath the bottom member to complete the formation of the package, it being understood that the extended ends of the cellulose sheeting are folded under and secured to the backing member as described in the embodiment of the invention shown in Figs. 1 to 3.

The container described is easily and economically manufactured and is of particular utility from the standpoint of offering protection to the article or commodity packaged. Also, the package is attractive from the standpoint of symmetry, of shape, and additionally affords an excellent opportunity for the printing of advertising matter in a conspicuous manner.

Various changes in the structure described hereinbefore are possible without departing from the scope of the invention and all such changes are intended to be included in the appended claims.

I claim:

1. A container of the type described, comprising a cardboard backing member having spaced score lines along its longitudinal edges and being folded over to form upwardly and inwardly extending display panels and downwardly extending unattached brace portions forming an article-receiving channel therebetween, and a transparent facing sheet covering said channel and having its longitudinal edges secured beneath said backing member.

2. A container of the type described, comprising a relatively rigid backing member having its longitudinal edges folded upwardly and inwardly to form resilient unattached side frames spaced apart to produce an article-receiving channel, and a transparent facing sheet fitting closely about said frames and over said channel, the longitudinal edges of said sheet being secured beneath said backing member.

3. A container of the type described, comprising a relatively rigid backing member having its longitudinal edges folded upwardly and inwardly from an intervening base to form side frames spaced apart to produce an article-receiving channel having a top opening of less width than said base, said side frames being laterally resilient and unattached at their upper portions intermediate their ends, and a transparent facing sheet fitting closely about said frames and over said channels, the longitudinal edges of said sheet being secured beneath said backing member.

4. A container of the type described, comprising a relatively rigid backing member having its longitudinal edges folded inwardly and at oblique angles relative to the plane of the intermediate base portion of said backing member to form side frames spaced apart to produce an article-receiving channel having a top opening of less width than said base portion, said side frames being laterally resilient and unattached intermediate their ends, and a transparent facing sheet fitting closely about said frames and spanning said channel opening, the longitudinal edges of said sheet being secured beneath said backing member.

5. A container comprising, a relatively rigid sheet of material having laterally spaced score lines separating the sheet into opposite side panels and an intermediate base, said sheet being folded along said score lines to cause said side panels to extend upwardly and inwardly over said base to thereby provide two upwardly exposed advertising display surfaces at the panels and a channel therebetween having an unobstructed top opening of less width than said base, and a transparent sheet snugly engaging said display surfaces and spanning said channel opening and having its edges secured beneath said base.

6. A container comprising, a cardboard sheet having score lines separating the sheet into opposite side panels and an intervening base, said side panels being folded inwardly over said base to provide upwardly exposed advertising display surfaces separated at their upper edges by an unobstructed commodity receiving opening of less width than said base, and a transparent covering sheet snugly engaging said surfaces and spanning said opening, the edges of said covering sheet being secured beneath said base beyond said panels and score lines.

7. A container comprising, a cardboard base having opposite side panels formed integral therewith and folded upwardly and inwardly thereover to provide upwardly exposed advertising display surfaces at the panels separated by an

unobstructed commodity receiving and display opening of less width than said base, and a transparent covering snugly engaging said surfaces and spanning said opening and having its edges secured underneath said base, said panels being resiliently biased away from said base so as to stretch said covering across said opening.

8. A container comprising, a cardboard base having opposite side panels formed integral therewith and folded upwardly and inwardly thereover to provide upwardly exposed advertising display surfaces at the panels separated by an unobstructed commodity receiving and display opening of less width than said base, a transparent covering snugly engaging said surfaces and spanning said opening and having its edges secured underneath said base, said panels being

resiliently biased away from said base so as to stretch said covering across said opening, and means for spacing the upper edges of said panels from said base.

9. A container comprising, a cardboard base having opposite side panels folded inwardly over the top of the base to provide upwardly exposed inclined display surfaces for printed matter and an intervening channel opening of less width than said base, and a transparent covering for said surfaces and opening, said panels being resiliently upwardly biased to stretch said covering over said opening and having stops coacting with said base to limit the movement of the outer panel edges toward the base.

EDWARD SAVAGE DOWLING.