

May 17, 1960

S. M. DOWNS

2,936,879

CONTAINER DISPLAY KIT

Filed July 16, 1954

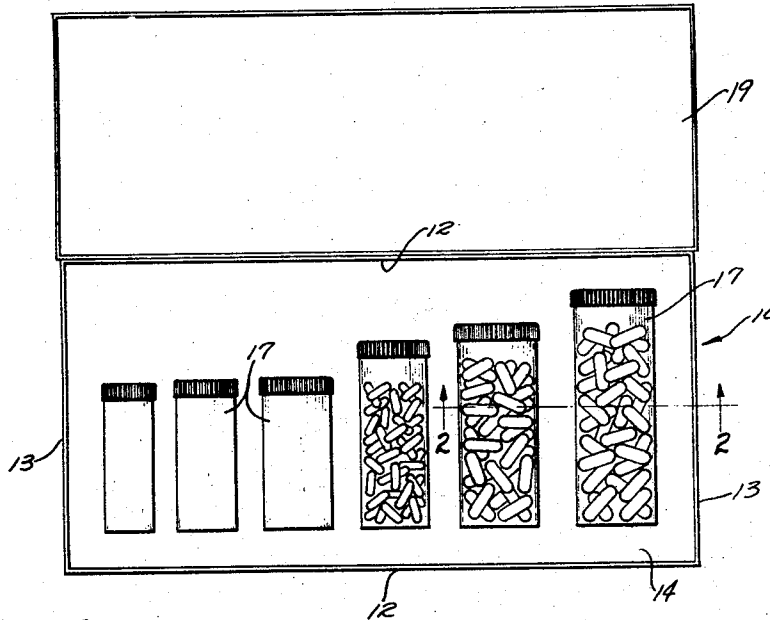


Fig. 1

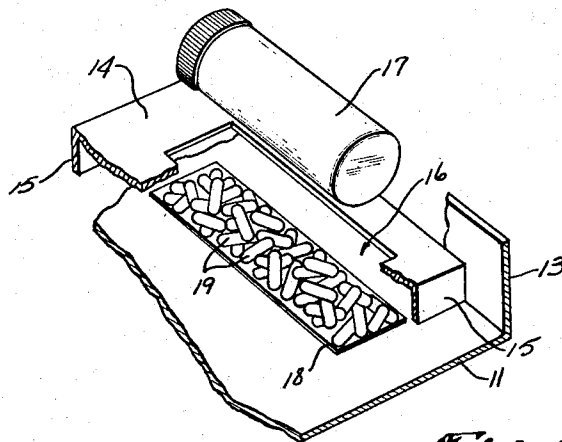


Fig. 3

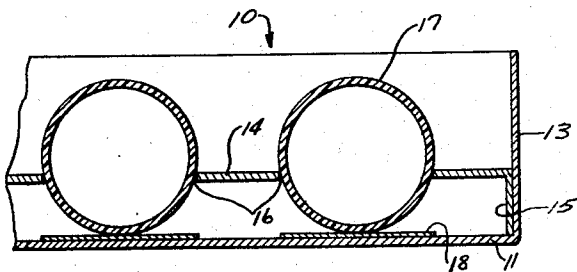


Fig. 2

INVENTOR
SAMUEL M. DOWNS

BY
Rule & Hoge
ATTORNEYS

1

2,936,879

CONTAINER DISPLAY KIT

Samuel M. Downs, Toledo, Ohio, assignor to Owens-Illinois Glass Company, a corporation of Ohio

Application July 16, 1954, Serial No. 443,865

1 Claim. (Cl. 206—45.19)

The present invention is a novel container display kit intended for use by salesmen soliciting orders for transparent glass or plastic vials and the like containers which in practice are intended to contain capsules, tablets, pills and the like perhaps in various colors.

It is conventional procedure for the salesman to carry with him a kit containing sample vials or such containers which are filled with vari-colored capsules or tablets so that the prospective user can readily visualize the actual appearance of the merchandise and more fully appreciate the "eye appeal." The cost of filling a set of vials or such containers, which make up a complete kit, is a rather substantial factor.

It is the primary object of my invention to provide an effective substitute which completely eliminates the need for placing capsules and the like in the containers. To this end my invention, simply stated, consists in providing a container or holder for a plurality of empty glass or plastic vials or the like containers and providing a pictorial representation of vari-colored capsules, or the like, as a background which may be viewed through such vials in a fashion to create the impression that the capsules are in fact inside of the vials. Thus the effect, insofar as eye appeal is concerned, is that of a completely filled container. The expense involved very obviously is negligible as compared with the cost of a sufficient number of capsules, or pills to effectively display the merchandise.

Other objects will be in part apparent and part pointed out hereinafter.

In the drawings:

Figure 1 is a plan view of a display kit embodying my invention.

Figure 2 is a fragmentary sectional view taken substantially along the line 2—2 of Figure 1.

Figure 3 is a fragmentary perspective view with parts in section of one of the vials, its holder and the background pictorial showing of a plurality of capsules.

In the preferred embodiment of my invention, as illustrated in the accompanying drawings, it comprises a closable carton 10 including a rectangular bottom 11, upstanding side and end walls 12 and 13 respectively, and a false bottom 14, or holder, which is spaced a short distance above the bottom 11 of the carton by means of depending marginal flanges 15. This false bottom or

2

holder 14, is provided with a plurality of rectangular openings 16 which, in the disclosed embodiment of my invention, are of substantially the same length as the vials 17 which are to be nested therein, but of slightly less width than the diameter of the vials so that the latter may be supported by the side walls of the openings 16. Immediately beneath each vial, or other container, is a sheet 18 bearing a pictorial representation of capsules 19 or other items, which are particularly adaptable for packaging in the glass or plastic vials 17, or like containers. A suitable cover 19 forms a part of the carton and performs a two-fold function of closing the package and preventing displacement of the vials 17 in relation to the openings 16 of the holder 14.

It is obvious that the openings 16 in the holder 14 may be of a configuration other than that specifically illustrated, so as to similarly accommodate containers which are of other than plain cylindrical form. With the pictorial representation of vari-colored capsules or the like providing the background and the transparent vials or like containers positioned immediately thereabove, the effect or "eye appeal" upon customer and others will for all practical purposes be equally effective as vials filled with capsules or such items.

Modifications may be resorted to within the spirit and scope of the appended claim.

I claim:

A kit for displaying empty transparent hollow containers being offered for sale and creating the illusion that such containers are filled with the product intended ultimately to be packaged therein by the purchases, comprising, a receptacle having a bottom wall, upstanding side walls about the margin of the bottom wall, a cover for the receptacle, a false bottom lying parallel with the receptacle bottom wall and having depending marginal flanges to hold it spaced above and parallel with said receptacle bottom wall, said false bottom having a plurality of different sized vertical openings in said false bottom to accommodate empty transparent hollow containers, one such container positioned in each vertical opening and secured against lateral movement by engagement with the walls defining the opening, the bottom wall of the receptacle having beneath each said opening and viewable through the corresponding container a pictorial representation of a product intended to be packaged in the container.

References Cited in the file of this patent

UNITED STATES PATENTS

876,146	Burt	Jan. 7, 1908
1,501,770	Hanisch	July 15, 1924
2,239,145	Doner	Apr. 22, 1941
2,303,264	Flick	Nov. 24, 1942
2,593,430	Frankenstein	Apr. 22, 1952
2,634,132	Freedman	Apr. 7, 1953

FOREIGN PATENTS

363,721	Great Britain	Dec. 23, 1931
493,325	Great Britain	Oct. 6, 1938