Dec. 12, 1944. G. W. FRAZER 2,364,843

COMBINATION DISPLAY AND LIQUID PERFUME OR DEODORANT INDICATOR

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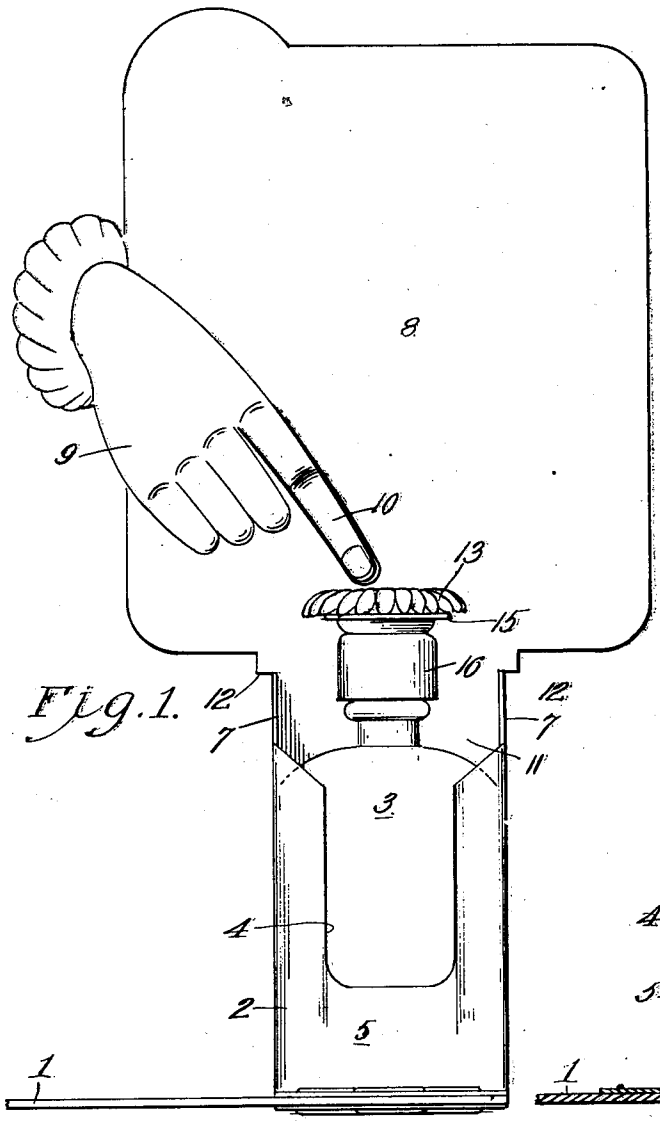


Fig. 1.

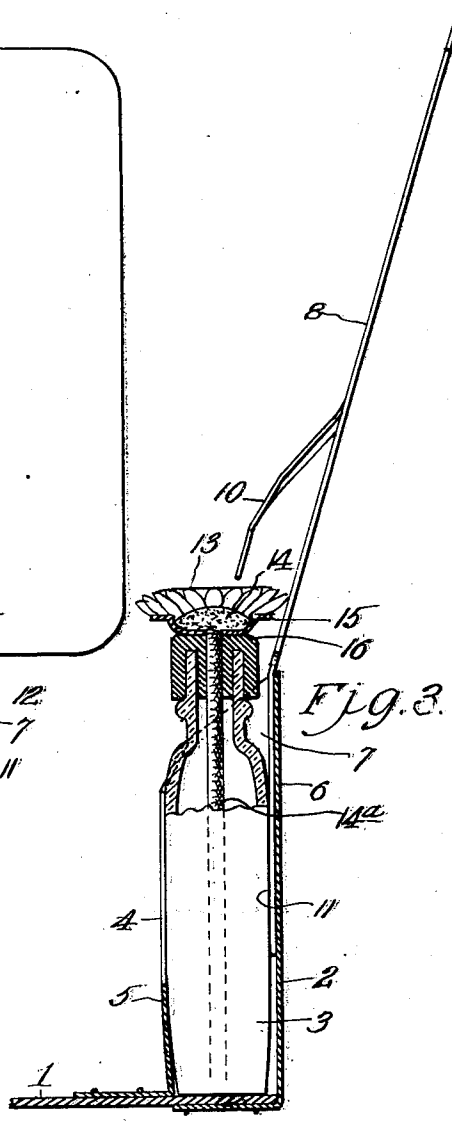


Fig. 3.

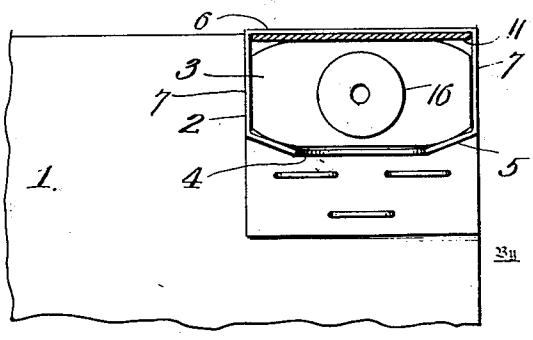


Fig. 2.

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COMBINATION DISPLAY AND LIQUID PERFUME OR DEODORANT INDICATOR

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1 Claim. (Cl. 248—174)

This invention relates to combined display and perfume or perfumed deodorant indicators for attracting the attention of shoppers to bottles or other receptacles of scented substance of character identical with that to which attention is directed by the display, and for enabling anyone, by placing a finger upon a feature above the top of the receptacle containing the substance, and then bringing the finger to the nose, to determine whether the scent is pleasing or not, without the necessity of lifting the display to the nose, or opening the receptacle.

Specifically, my object is to produce a counter display and scent disseminator of the character outlined, in which the receptacle fits snugly but conspicuously in a container (preferably of cardboard), and in combination with the latter, hold a card superposed relative to the container and receptacle, in a position to attract attention to an absorbent scent disseminator at the top of the receptacle and in capillary-relation to the content of the receptacle.

Another object is to provide a relatively large base to rest upon a counter and be fastened to the container to hold it safely upright, and to utilize the base for the reception of receptacles of scented substance for sale, not only conveniently accessible for the shoppers, but also by their position, to discourage the temptation to lift the display from the counter. The receptacles thus arranged, assist in stabilizing the display against tilting or shifting on the counter.

A still further object is to provide an assembly for display and for scent dissemination, of decorative character and simple and inexpensive construction.

With the objects named in view, the invention consists in certain novel features of construction and organization, as hereinafter described and claimed; and in order that it may be fully understood, reference is to be had to the accompanying drawing, in which:

Figure 1 is a front elevation of the combined display and scent disseminator embodying the invention.

Figure 2 is a top plan view of the container and the bottle therein, with part of the display card in horizontal section in the plane of the top of the container.

Figure 3 is a central vertical section of the container and bottle, the display card being shown in elevation.

Referring to the drawing, in detail, 1 is a relatively large base, preferably of stiff cardboard, to rest upon a counter or the like, and 2 is an open-top cardboard or equivalent container for snugly receiving a bottle 3, of liquid perfume or deodorant, the container having an opening 4, in its front wall 5, extending downward from its upper edge, far enough to clearly display a large area of the face of the bottle, i. e. the label thereon (not shown) adapted to contain the name or trade-mark, visible through said opening, by which it is known or identified. The back wall 5, of the container projects to a substantially higher plane than the front wall, and the side walls 7, slope at their upper ends rearward and upward to the upper edge of the back wall.

For attracting attention of possible customers of the bottles of perfume or deodorant of the same character as that in bottle 3, a display card 8, is employed, and adapted for containing the trade name of the liquid or its trade-mark or both, and any other suitable information or decoration (not shown), including the representation of a human hand 9, one finger of the latter being extended and pointing toward the center of a flower or other decorative object, at the top of the bottle. By preference, the display card is cut around the index or pointing finger 10, and the latter is bent forward and downward from the rear knuckle-joint so that its tip end shall be directly above and almost touching the stamen of a flower, to direct an interested person to place her finger upon the stamen to receive the scent or odor and to transfer it to her nose, and thus determine whether it meets her fancy. If so, without waste of time, she can pick up a bottle of corresponding liquid from the counter or from a number of those which may be stationed upon the base 1, for easy accessibility to one in front of the counter and for discouraging lifting or shifting of the combination itself.

To secure the display card reliably in association with the bottle and container, said card is provided with a depending stem 11, to fit in the container between the back wall thereof and the bottle, the latter in effect, clamping the stem in place, so that the body of the card, which preferably slopes upward and rearward from the said stem, shall be held firmly against accidental disarrangement. It will also be noted that the side edges of the stem contact the side walls of the container, and hence serve to prevent edgewise side tilting and therefore insure that the finger 10, shall always point to the stamen of the flower. To insure that the bottom of the body of the card shall be high enough that all of its printed directions or decorative or picture matter shall be visible, it is formed at its lower edge with a pair

of downwardly-facing shoulders 12, for resting directly upon the side walls of the container. The stem 11, will ordinarily be of a standardized length, to accommodate short as well as tall bottles, and in each case find its support upon the said shoulders.

The flower 13, is of artificial type for durability and minimum service attention, and the stamen 14, is of absorbent material and has a depending stem 14*a*, of like or equivalent material. The leaves surround the stamen and are of wax or waxed substance, and are supported and stiffened by an underlying plate 15, resting upon the cap 16, of the bottle. The stem 14*a*, extends from the stamen down through the plate 15, and the cap, and into the liquid content of the bottle, and keeps the stamen moist by capillary action.

From the above description taken in connection with drawing, it will be apparent that I have produced a combination of elements embodying the features of advantage enumerated as desirable in the statement of the objects of the invention, and while I have described and shown the preferred construction and arrangement, it is to be understood that I reserve the right to modifications falling within the spirit and scope of the appended claims.

I claim:

In a device of the character described, a container having a bottom, a back-wall rising from the bottom, a front wall rising from the bottom and spaced from the back wall and of less height than the latter, and provided with an opening; the upper end of the front wall at opposite sides of said opening diverging upwardly to a plane intermediate the upper extremity of the back-wall and the upper end of said opening, and side walls rising from the bottom and uniting the front and back-walls, the upper ends of the side walls sloping upwardly from the high points of the front wall to the upper end of the back wall; the front wall also having a forwardly-projecting flap at its lower end, and a base of greater area than the bottom of the container and projecting therein between said flap and the container bottom and permanently secured to both.

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