July 19, 1966 E. L. KING 3,261,119

PACKAGING AND DISPENSING APPARATUS

Filed Sept. 11, 1964 2 Sheets-Sheet 1

FIG. 1

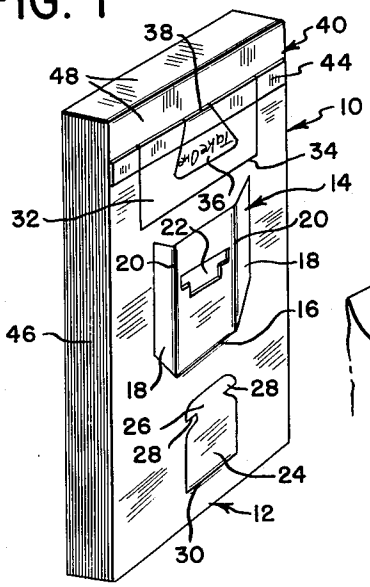


FIG. 2

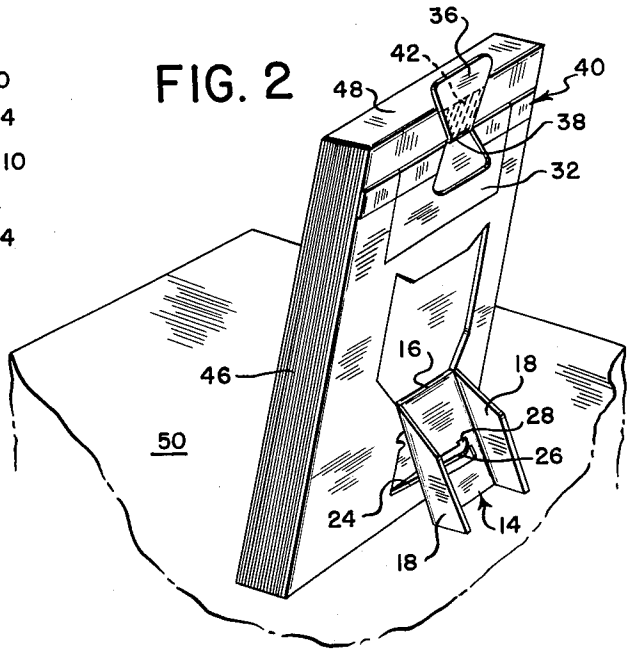


FIG. 3

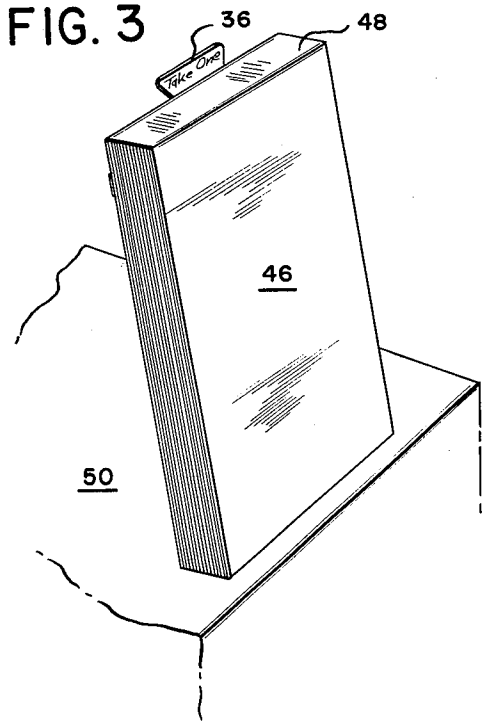
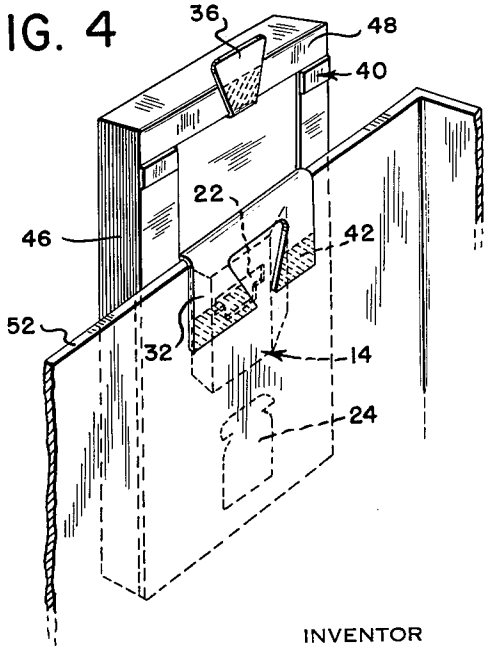


FIG. 4



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PACKAGING AND DISPENSING APPARATUS

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FIG. 5

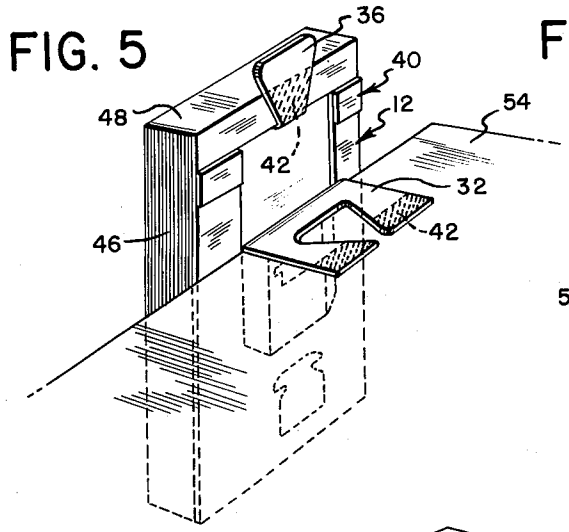


FIG. 6

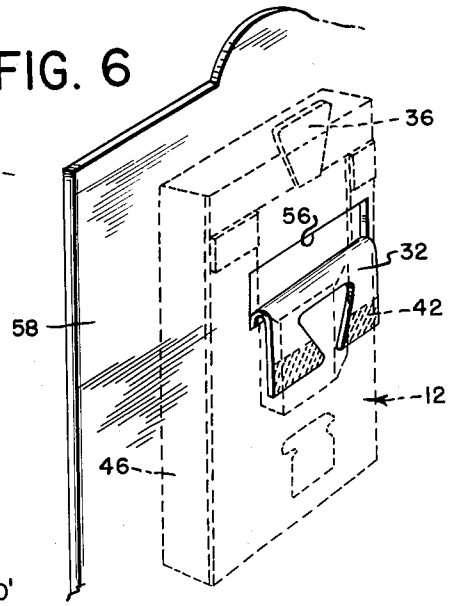


FIG. 7

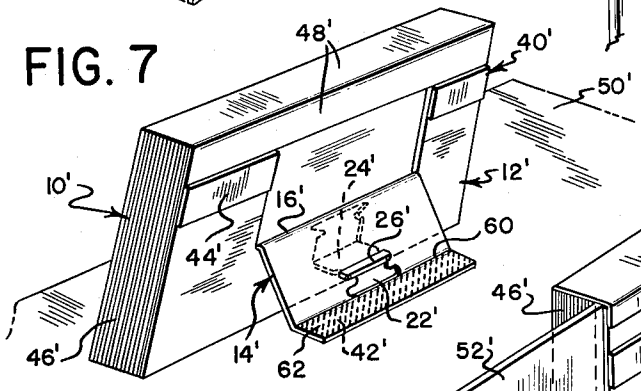


FIG. 8

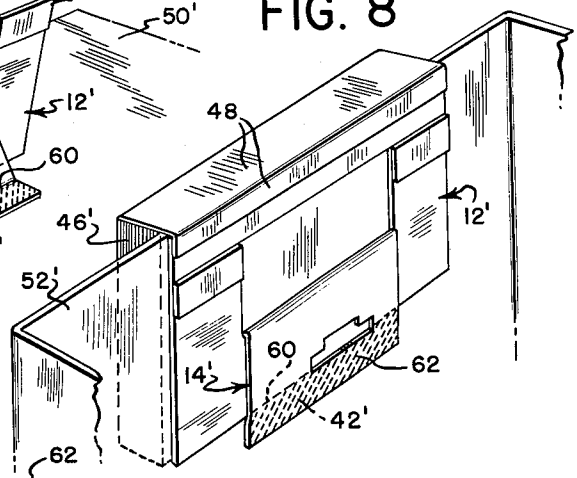
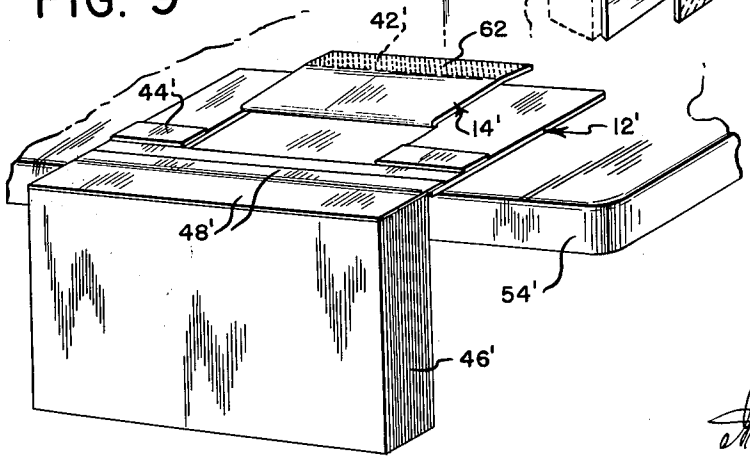


FIG. 9



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3,261,119

PACKAGING AND DISPENSING APPARATUS

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Filed Sept. 11, 1964, Ser. No. 395,725
14 Claims. (Cl. 40—10)

This application is a continuation-in-part of application Serial Number 357,235, filed April 3, 1964, and entitled "Packaging and Dispensing Container."

The present invention relates, generally, to packaging and dispensing apparatus.

More particularly, this invention pertains to an apparatus or device particularly adapted to the packaging of literature, such as, for example, coupons, redemption and recipe slips, contest entries, and the like, for shipping the same in bulk quantities to product sales and service agents, distributors, and the like, which apparatus or device additionally is so constructed and arranged as to be usable as a dispenser for such literature and positionable in a multiplicity of arrangements relative to any number of stationary as well as movable objects.

It is substantially conventional practice to group various types of literature together, and form a pad. For example, coupons, redemption and recipe slips, contest entries, and the like, are made or fabricated into pads, and distributed to various outlets, such as retail establishments and stores, for dispensing to the consumer public. The construction of pads at present, however, limits the manner in which they can be presented to the public. For example, some are capable of being positioned flat upon a counter, but in no other position. Others can be suspended from an object, but again, in no other position. Accordingly, not only are presently available pads limited as far as the number of positions in which they can be disposed is concerned, but also with respect to the number of objects with which they can be operatively associated.

Moreover, at present, the individual pieces of literature forming the pads are connected to one another by a padding means of insufficient strength. Accordingly, more than one such piece is often detached, when, in fact, it is intended, and frequently desired, that only one piece be detached. This same padding means, such as a suitable glue, is used to connect the literature to a backing and support element. The insufficient strength of this type of connection often results in a group or batch of the literature being inadvertently detached, particularly when the supply of literature nears depletion.

Acocrdingly, with each and every one of the above disadvantages and others in mind, it is a primary object of the present invention to provide a packaging and dispensing apparatus or device particularly adapted to the packaging of literature, such as, for example, coupons, redemption and recipe slips, contest entries, and the like, for shipping the same in bulk quantities to sales and service agents, distributors, and the like, which apparatus or device additionally is so constructed and arranged as to be usable as a dispenser for such literature and positionable in a multiplicity of arrangements relative to any number of stationary as well as movable objects.

It is another primary object of this invention to provide a packaging and dispensing apparatus or device that is particularly adapted to any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, which packaging apparatus or device additionally is so constructed and arranged as to present a neat, self-contained dispenser of such literature that is immediately useful in the least amount of space and capable of a multiplicity of arrangements relative to stationary and movable objects, such as floors, counters, shelves, walls, display racks, and the like, quickly and with a minimum amount of involved time and difficulty.

A further primary object of this invention is to provide a packaging and dispensing apparatus or device that is particularly adapted to any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, which packaging apparatus or device additionally is so constructed and arranged as to present a neat self-contained dispenser of such literature that is substantially of the same dimensional extent thereof in each of a plurality of directions, whereby such apparatus or device does not exceed the measurements of the literature, and, in conjunction with the literature, therefore occupies a minimum amount of space.

A still further primary object of the present invention is to provide a neat, self-contained packaging and dispensing apparatus or device that is particularly adapted to any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, which packaging apparatus or device additionally is so constructed and arranged as to present dispenser apparatus for such literature that is easily and readily disposable and replaceable at minimal cost, while yet being sturdy, compact, attractive, and capable of manufacture in large quantities.

An additional primary object of this invention is to provide a neat substantially unitary or integral self-contained packaging and dispensing apparatus or device that is particularly adapted to substantially any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, said device comprising a backing and supporting panel, and a quantity controlled amount of advertising material or literature detachably connected thereto, said device being so constructed and arranged as to present a connection between the material and said backing and supporting element of more than sufficient strength as to enable said device to be arranged in any one of a number of different positions with respect to any number of objects, both stationary and movable, while yet further enabling said material to be individually detached with facility, and further substantially precluding the inadvertent simultaneous detaching of more than one piece of material, and the undesirable separation of the material from the backing and supporting element.

Other objects and important features of the invention will be apparent from a study of the specification following taken with the drawing, which together show, illustrate, describe and disclose a preferred embodiment or embodiments or modifications of the invention and what is now considered to be the best mode of practicing the principles thereof. Other embodiments or modifications may be suggested to those having the benefit of the teachings herein, and such other embodiments or modifications are intended to be reserved especially as they fall within the scope and spirit of the subjoined claims.

In the drawings:

FIG. 1 is an isometric view of one embodiment of a packaging and dispensing apparatus or device constructed in accordance with the principles of the present invention, illustrating the apparatus substantially as it is received at a location of display;

FIG. 2 is a view similar to FIG. 1, but illustrating the packaging and dispensing apparatus or device in one position of display;

FIG. 3 is a view similar to FIGS. 1 and 2, but illustrating the apparatus or device in another position of display;

FIG. 4 is a view similar to the preceding figures, but illustrating the apparatus or device in still another position of display;

FIG. 5 is an isometric view illustrating a further position of use of the apparatus of FIGS. 1 through 4;

FIG. 6 is an isometric view illustrating a still further position of display of the apparatus or device of FIGS. 1 through 5;

FIG. 7 is an isometric view of another embodiment of a packaging and dispensing device constructed in accordance with the principles of the present invention, illustrating this embodiment in one position of display;

FIG. 8 is a view similar to FIG. 7, illustrating this other embodiment in another position of display; and

FIG. 9 is a view similar to FIGS. 7 and 8, illustrating this other embodiment in still another position of display.

Referring now to the drawings, and in particular to FIGS. 1 to 6, there is illustrated therein one embodiment of a packaging and dispensing apparatus or device, constructed in accordance with the principles of the present invention, and generally designed by the reference numeral **10**.

The packaging and dispensing apparatus or device **10** comprises a backing and supporting panel or element **12** that may be fabricated of any suitable material, such as cardboard, and the like. The panel or element **12**, which is of generally rectangular configuration, comprises, in turn, an integral easel flap **14**. The flap **14**, which is of generally trapezoidal configuration, is particularly adapted to be pivotally movable outwardly of and away from the element **12**. To this end, the panel is severed along three sides of the flap, and is scored along the fourth side to provide or present a fold line **16**. The flap **14** itself is scored completely of its length, towards each of the sides thereof, thus defining a plurality of side panels or wings **18**, each of which may be folded along a corresponding one of a plurality of score lines **20**. A slot **22**, of generally T-shaped configuration extends generally transversely of the flap for a purpose presently to be described.

The panel **12** comprises further an easel lock flap **24** that is adapted to be mutually cooperatively engageable with the flap **14**, and particularly within the slot **22** thereof. To this end, the flap **24** is necked down towards or adjacent an end thereof to provide a tab **26** that is particularly adapted to be disposed within and inserted through the slot. The tab comprises a plurality of shoulders **28** which are particularly adapted to abut against that portion of the flap **14** immediately adjacent and surrounding the leg of the T-shaped slot **22** subsequent to insertion of the tab therethrough. Then, unintentional, undesirable and inadvertent removal of the tab from within the slot will be precluded. Similarly with respect to the flap **14**, the lock flap **24** is severed relative to the panel **12** along three sides thereof, and scored along a fourth side to provide a fold line **30**, along which the flap may be pivotally moved or folded outwardly of and away from the panel **12**.

The backing and supporting panel **12** comprises, still further, a mounting or connecting flap **32** integral therewith. This flap is of generally rectangular configuration, and, again, is severed along three sides thereof. The panel **12** is scored along the fourth side of the flap **32** to provide a fold line **34** facilitating pivotally moving or folding the flap outwardly of and away from the panel.

The panel **12** additionally comprises an indicator tab **36** integral therewith but pivotally movable with respect thereto. The tab **36** is of generally trapezoidal configuration, and is provided by severing the connecting flap **32** along three sides of the tab, and scoring the panel **12** along the fourth side thereof to provide a fold line **38**. Accordingly, the tab may be pivotally moved or folded outwardly of the flap **32**, along the fold line **38**, and thence generally upwardly of the panel **12**, enabling a portion of the tab to be seen from generally frontally or forwardly of the packaging and dispensing device **10**, as particularly illustrated in FIG. 3. It will now be understood that any suitable indicia may be disposed upon the aforesaid portion of the tab **36**, such as the phrase "Take One."

The panel or element **12** comprises, still further, a connector or connecting means **40** extending substantially completely of the transverse dimensional extent or width thereof, and substantially adjacent one end thereof. The connector may be of any suitable construction, and, in the illustrated example, comprises a strip of pressure sensitive adhesive **42**, having a suitable removable covering **44** to protect the adhesive until its use is required.

It will now be seen that the connector **40** extends across the connecting flap **32**, the tab **36**, as well, of course, as the remaining portions of the panel **12**. Accordingly, portions of the connector extending across the flap **32** are severed from those portions extending across the panel **12** and the tab **36**. Similarly, that portion of the connector extending across the tab is severed from the portions across the flap. The connector **40** can therefore be used as a whole to perform its intended function, hereinafter to be described. In addition, portions of the connector can be used independently of the remaining portions thereof, enabling the flap **32** and the tab **36** to perform their respective functions.

The packaging and dispensing device **10** comprises further a quantity controlled, predetermined or preselected amount of advertising material or literature **46**. This material comprises pieces of literature that are particularly adapted to be individually detached. Accordingly, the pieces may be detachably operatively associated with one another by a padding means, such as glue, stitching, cheese cloth, and the like, to thereby define each quantity controlled amount of material. In effect, therefore, this material takes the form of a pad that is adapted to be operatively associated with the backing and support panel **12**. It is a criteria that this connection be effected in such a manner as to preclude inadvertent detachment of groups of the literature from the panel **12**, and, in particular, to preclude complete separation of the remaining amount of literature from the panel as it nears depletion. Accordingly, and in addition to the padding means (not shown), a connecting and reinforcing strip **48** is provided, disposed in overlying relationship therewith, and extending from the pad of advertising material to the panel **12**, fixedly operatively associating the former with respect to the latter. The strip may be of any suitable material, having a suitable adhesive applied to one face thereof. In accordance with this construction, the "pad" will be suitably fixedly connected to the panel **12**, each piece of advertising material will be individually detachable with facility, and the possibility of groups of the material being unintentionally detached, particularly when the supply nears depletion, will be substantially minimized, if not eliminated. And, this will remain true regardless of in which position of display the device **10** is disposed, now to be described.

With particular reference now to FIGS. 2 and 3, the packaging and dispensing device is illustrated as being disposed in one position of display, namely, a standing position relative to a surface **50**, such as a table, and the like. To this end, the easel flap **14** and the lock flap **24** are moved from their inoperative positions, as illustrated in FIG. 1. This movement is facilitated by the fold lines **16** and **30**, respectively, and the flaps moved until the tab **24** can be inserted through the slot **22**. Inadvertent removal of the flap **24** will be precluded by the shoulders **28**, in the manner aforesaid. The wings **18** are pivotally moved to the position illustrated in FIG. 2, this movement being facilitated by the fold lines **20**. The wings will now perform the function of stabilizing the device **10** in a standing display position, thus tending to secure it against falling. In effect, therefore, the flaps **14** and **24** define a "stand."

It may now be desirable to move the indicator tab **36** from its inoperative position, as illustrated in FIG. 1, to its operative position, as illustrated in FIGS. 2 and 3.

This is accomplished by removing the covering **44** from that portion of the connector **40** extending across the tab, folding the same along the fold line **38** to the position of FIGS. 2 and 3, and pressing the tab against the strip **48**, enabling the adhesive **42** to fixedly position the tab to the panel **12**. As illustrated in FIG. 3, the proper indicia or legend upon the tab will tend to attract the consumer public, further enhancing the neat and attractive appearance of the device. At this point, it is noted that the material **46** preferably is of the same dimensional extent as the panel **12** to maintain as well as further enhance the appearance of the device. In addition, this particular relationship between the material and the panel facilitates packaging and shipping, by substantially any method. Still further, it will now be understood that each device **10** will arrive at its destination in the same condition in which packed, thus facilitating the desire to display them, the readiness with which they can be displayed, and substantially, if not completely, eliminating waste.

With particular reference now to FIG. 4, the device **10** is illustrated as being positioned in another display position. In this position, the device is particularly adapted to be operatively associated with an object such as a bin **52**. This is accomplished by folding the connecting flap **32** outwardly of and away from the panel **12**, and over and about the bin. The covering **44** is removed from that portion of the connector **40** extending across this flap, so that the adhesive **42** is exposed and may be applied to the bin. The tab **36** may be used in this display position as it is used in the position of FIGS. 2 and 3, movement of this tab being accomplished in the manner aforesaid. The movement of the flap **32** is facilitated by the fold line **34**, and, of course, by the fact that it is severed relative to the tab **36** along three sides of the latter. Accordingly, the device **10** will be adequately suspended from the bin for the display of the material **46**. The flaps **14** and **24** may be retained in their inoperative position, as illustrated in FIG. 1.

With reference now to FIG. 5, the device **10** is illustrated as being disposed in yet another display position. Again, as pointed out above in connection with the display position of FIG. 4, the flaps **14** and **24** are retained in their inoperative position, while the flap **32** and the tab **36** are moved to their operative position. In this display position, however, the flap **32** is folded over and upon the surface of a shelf **54**, to which it is affixed through the medium of that portion of the adhesive **42** extending across the flap. The device **10** will thus be suspended from the shelf, enabling it to function as, in effect, a "shelf-talker."

With reference now to FIG. 6, the device **10** is illustrated as being disposed in still another display position, in which, again, the flaps **14** and **24** are retained in their inoperative position, while the flap **32** and the tab **36** are moved to their operative position. In this display position, however, the flap **32** is inserted through the aperture or slot **56** of a display board **58**, and thence folded over and onto the rear surface thereof, to which it is fixedly attached or adhered through the medium of the adhesive **42**.

It will now be understood that the device **10** may be disposed in many other and additional display positions, only a few of which are illustrated for exemplary purposes and to facilitate an understanding of the present invention. For example, the device **10** can simply be laid or positioned flat upon a counter, table or the like. In any of such display positions, it will further be understood that the tab **36** can be retained in its inoperative position, as particularly illustrated in FIG. 1. When so retained, the whole of the connector **40** can be used to fixedly attach the device **10** to an object, the same being accomplished simply by removing the covering **44** completely across the panel **12**. Accordingly, each and every portion of the adhesive **42** will be effective to perform the intended function.

With particular reference now to FIGS. 7, 8 and 9, wherein like reference characters indicate like parts, but wherein the reference characters are primed, there is illustrated therein another embodiment of a packaging and dispensing apparatus or device constructed in accordance with the present invention, generally designated by the reference character **10'**.

The device **10'** is substantially similar to the device **10**. However, the longitudinal dimensional extent or length of this device extends in a horizontal direction, as opposed to a vertical direction, as does that dimension of the device **10**. Accordingly, the easel flap **14'**, in conjunction with the easel lock flap **24'**, are capable of and perform the functions of the same flaps of the device **10**, as well as the connecting or mounting flap **32**. In this embodiment, however, the flap **14'** is scored along the lower edge of that portion of the connecting means **40'** extending thereacross, enabling the presentation of a fold line **60** that facilitates folding a portion of the flap with respect to the remainder thereof. There is thus defined an easel flap lip **62** that enables the flap **14'** to perform all of the functions of the flap **14** of the device **10**, and the flap **32** thereof, as well. The flap **14'** thus comprises an easel flap, and a connecting flap. The manner in which this is accomplished will now be described.

With particular reference now to FIG. 7, there is illustrated therein the device **10'** as disposed in a standing position relative to a surface **50'**, such as a table, countertop, and the like. The flaps **14'** and **24'** are operatively positioned as illustrated in the same manner as aforesaid in connection with the flaps **14** and **24**. Substantially the same construction of the slot **22'** and the tab **26'** will preclude inadvertent removal of the latter from the former. The lip **62** is folded along the fold line **60**, and is particularly adapted to be positioned upon the surface **50'**. Accordingly, there is presented a "stand" that is so constructed and arranged as to enable the device **10'** to be stably disposed in a standing position. The stability may be further enhanced by removing the covering **44'** from the adhesive **42'**, and adhering the lip **62** to the surface **50'**.

With reference now to FIG. 8, the device **10'** is illustrated as being disposed in a display position relative to a bin **52'**. The procedure is generally the same as that set forth hereinbefore with respect to positioning the device **10** in the display position of FIG. 4. However, in this instance, the wall of the bin is disposed between the panel **12'** and the advertising material **46'**, and then the flap **14'** folded downwardly thereof, enabling the lip **62** to be adhered to the bin wall by means of the adhesive **42'**. It will now be understood that the transverse dimensional extent or width of the flap **14**, and the location relative to the panel **12'**, is chosen so as to enable the lip **62** of the flap to extend downwardly thereof when folded to the illustrated position.

With reference now to FIG. 9, the device **10'** is illustrated as being disposed in a display position relative to a shelf **54'**. The procedure is generally the same as that set forth hereinbefore with respect to positioning the device **10** in the display position of FIG. 5. However, in this instance, the panel **12'** is positioned upon the shelf, and then the flap **14'** folded to the same position as just described in connection with the display position of FIG. 8. Again, removal of the covering **44'** will enable the lip **62** to be adhered to the shelf by means of the adhesive **42'**. While the panel **14'** has been described as movable outwardly of the panel **12'**, it will be understood that the former is movable inwardly of the latter as well, to avoid the necessity of overcoming the thickness of the panel **12'** in connecting the panel **14'** to a surface. This is equally true with respect to the display positions of FIGS. 7 and 8.

At this point, it is noted that, irrespective of whether the longitudinal dimensional extent or length of the advertising material extends in a horizontal or vertical direction, this dimension, as well as the transverse dimensional

extent or width thereof is substantially the same as the same dimensions of the panel **12**. Accordingly, as hereinbefore pointed out, the packaging and dispensing devices **10** and **10'** can be packaged and shipped by substantially any method, will arrive at their destinations in substantially the same condition as shipped, and will present a neat and attractive appearance, thus increasing the desire to have them displayed. This is especially true in view of the facility and ease with which either device can be displayed in so many different display positions relative to so many different objects, whether they be movable or not. Still further, the present invention is enhanced by the fact that the individual pieces of literature can easily be detached singly, precluding their inadvertently being detached in groups and bunches, and without mutilation.

It will be understood that the term "literature," as used in the foregoing description, and if and when used in the ensuing claims, is intended in its broadest possible sense, and, for example, is intended to include such material as coupons, redemption and recipe slips, contest entries, and the like. Accordingly, this term is to be attributed with the broadest possible construction.

While the invention has been shown, illustrated, described and disclosed in terms of the embodiments or modifications it has assumed in practice, the scope of the invention should not be deemed to be limited by the precise embodiments or modifications herein shown, illustrated, described or disclosed, such other embodiments or modifications intended to be reserved especially as they fall within the scope of the claims here appended.

What is claimed is:

1. A packaging and dispensing device comprising, in combination:
- a quantity-controlled amount of advertising material defined by:
- a plurality of pieces of literature;
- means individually detachably connecting said pieces with respect to one another;
- a backing and supporting panel for positioning said advertising material in any one of a multiplicity of arrangements relative to any one of a plurality of stationary and even movable objects, said panel comprising:
- an easel flap;
- an easel lock flap;
- said easel and easel lock flaps being capable of assembly and disassembly with respect to one another; and
- a connector extending across said panel adjacent one end thereof; and
- a reinforcing strip connecting said advertising material to said panel;
- said strip being superimposed relative to said connecting means, and extending from said material to said panel, and being connected to the latter, enabling said pieces of literature to be individually detached, while yet precluding the inadvertent detachment of groups of said literature, particularly as the supply thereof nears depletion.

2. A packaging and dispensing device as defined in claim **1**, wherein:
- said panel further comprises:
- a connecting flap;
- portions of said connector extending across said connecting flap, said portions being severed relative to portions of said connector extending across the remainder of said panel.

3. A packaging and dispensing device as defined in claim **2**, wherein:
- said panel further comprises:
- an indicating tab;
- said tab being defined by a portion of said connecting flap, and being severed with respect thereto, enabling said tab to be movable in opposite directions relative to said flap;
- portions of said connector extending across said indicating tab, said portions being severed relative to the portions extending across said connecting flap, enabling said tab to be connected to said panel, further enabling said tab to be visualized from generally forwardly of said device;
- said connecting flap being connectable with any one of said objects through the medium of the portions of said connector extending thereacross.

4. A packaging and dispensing device as defined in claim **3**, wherein:
- said easel flap comprises:
- a slot therewithin; and
- a plurality of stabilizing wings; and wherein:
- said easel lock flap comprises:
- a necked-down portion adjacent one end thereof defining:
- a tab; and
- a plurality of shoulders;
- said tab being insertable through said slot, enabling said shoulders to abut against the surface of the panel adjacent to and surrounding the leg of the slot.

5. A packaging and dispensing device as defined in claim **4**, wherein:
- said connector comprises:
- a pressure sensitive adhesive; and
- a removable covering strip superimposed with respect thereto.

6. A packaging and dispensing device as defined in claim **1**, wherein:
- said easel flap comprises:
- a slot therewithin; and
- a lip foldable with respect to the remainder of said flap;
- portions of said connector extending across said easel flap along the foldable lip thereof, said portions being severed relative to the portions of said connector extending across the remainder of said panel, enabling said easel flap to define a connecting flap, further enabling said flap to be connectible with any one of said objects through the medium of the portions of said connector extending thereacross.

7. A packaging and dispensing device as defined in claim **6**, wherein:
- said easel lock flap comprises:
- a necked-down portion adjacent one end thereof defining:
- a tab; and
- a plurality of shoulders;
- said tab being insertable through said slot, enabling said shoulders to abut against the surface of the panel adjacent to and surrounding the leg of the slot.

8. A packaging and dispensing device as defined in claim **7**, wherein:
- said connector comprises:
- a pressure sensitive adhesive; and
- a removable covering strip superimposed with respect thereto.

9. A packaging and dispensing device as defined in claim **8**, wherein:
- the width of said easel flap is predetermined to enable the lip thereof to extend beyond an edge of said backing and supporting panel.

10. A packaging and dispensing device comprising, in combination:
- a quantity-controlled amount of advertising material defined by:
- a plurality of pieces of literature;
- padding means individually detachably connecting said pieces with respect to one another;
- a backing and supporting panel for positioning said advertising material in any one of a multiplicity of arrangements relative to any one of a plurality of sta-

tionary and even movable objects, said panel comprising:

an easel flap integrally connected with said panel, and being pivotally movable with respect thereto;

said flap having:

a T-shaped slot therewithin;

an easel lock flap integrally connected with said panel, and being pivotally movable with respect thereto;

said easel lock flap having:

a necked-down portion adjacent one end thereof defining:

a tab; and

a plurality of shoulders;

said tab being insertable through said slot, enabling said shoulders to abut against the surface of the panel adjacent to and surrounding the leg of the slot; and

a connector extending across said panel adjacent one end thereof, comprising:

a pressure sensitive adhesive; and

a removable covering strip superimposed with respect thereto;

said amount of advertising material being of substantially the same dimensional extent in each of a plurality of directions as said supporting and backing panel, enabling said device to be subjected to substantially any method of packaging and shipping; and

a reinforcing strip connecting said advertising material to said panel;

said strip being superimposed relative to said padding, and extending from said advertising material to said panel, and being connected to the latter, enabling said pieces of literature to be individually detached, while yet precluding the inadvertent detachment of groups of said literature, particularly as the supply thereof nears depletion.

11. A packaging and dispensing device as defined in claim **10**, wherein:

said panel further comprises:

a connecting flap;

portions of said connector extending across said connecting flap, said portions being severed relative to portions of said connector extending across the remainder of said panel.

12. A packaging and dispensing device as defined in claim **11**, wherein:

said panel further comprises:

an indicating tab;

said tab being defined by a portion of said connecting flap, and being severed with respect thereto, enabling said tab to be movable in opposite directions relative to said flap;

portions of said connector extending across said indicating tab, said portions being severed relative to the portions extending across said connecting flap, enabling said tab to be connected to said panel, further enabling said tab to be visualized from generally forwardly of said device;

said connecting flap being connectable with any one of said objects through the medium of the portions of said connector extending thereacross.

13. A packaging and dispensing device defined in claim **10**, wherein:

said easel flap comprises:

a lip foldable with respect to the remainder of said flap;

portions of said connector extending across said easel flap along the foldable lip thereof, said portions being severed relative to the portions of said connector extending across the remainder of said panel, enabling said easel flap to define a connecting flap, further enabling said flap to be connectable with any one of said objects through the medium of the portions of said connector extending thereacross.

14. A packaging and dispensing device as defined in claim **13**, wherein:

the width of said easel flap is predetermined to enable the lip thereof to extend beyond an edge of said backing and supporting panel.

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