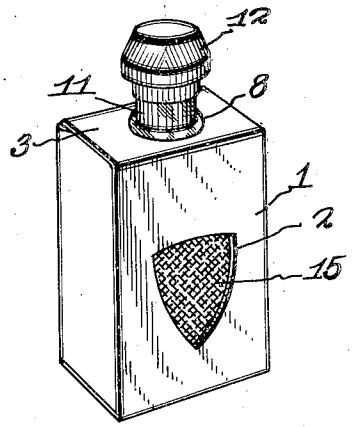
Oct. 8, 1929. S. SHOPFLOCHER 1,731,153

DISPLAY PACKAGE

Filed Aug. 21, 1928

Fig. 1.



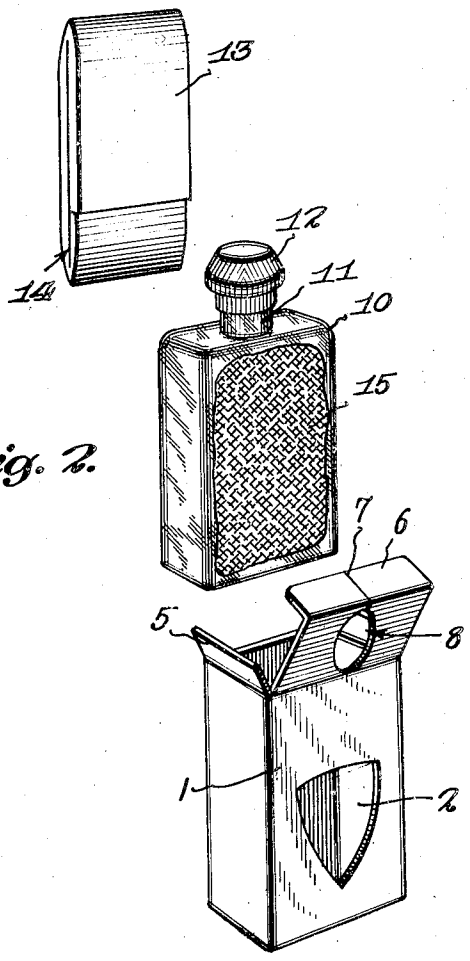


Fig. 2.

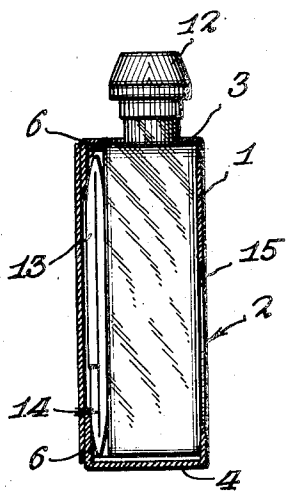


Fig. 3.

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UNITED STATES PATENT OFFICE

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DISPLAY PACKAGE

Application filed August 21, 1928. Serial No. 301,096.

This invention relates to improvements in display packages, having for an object to provide a package particularly advantageous for use in the merchandising of paints and similar coating materials, whereby the container therefor will be effectually received and also, the character of color of the contents will be displayed to a customer in a novel manner, hence, lending to the sales appeal of the commodity, and further, permitting a prospective buyer to definitely select the particular character or color of material wanted.

Another and equally important object of the invention is to provide a package of the character mentioned so constructed as to afford means especially advantageous for containing materials of that type which are merchandised in separate containers, one for the pigment vehicle, such as banana oil, alcohol, etc., and another for the pigment, the pigment being adapted to be admixed with the vehicle at the time of usage of the material.

Other objects of the invention will be in part obvious and in part pointed out hereinafter.

In order that the invention and its mode of operation may be readily understood by those skilled in the art to which it appertains, I have in the accompanying drawings and in the detailed following description based thereupon, set out one possible embodiment of my invention.

In these drawings:

Figure 1 is a perspective view of a package constructed in accordance with the invention showing a container housed within the same.

Figure 2 is a disassembled detail in perspective of the package and the containers adapted to be received thereby, and

Figure 3 is a longitudinal section through the improved package illustrating the manner of arrangement of the vehicle and pigment containers in the same.

Having more particular reference to the drawings, in connection with which like characters of reference will designate corresponding parts, the improved device may be stated to comprise a body or container receiving portion or receptacle, indicated in its entirety at this time by the numeral 1, said receptacle being formed of card-board, heavy paper, or other suitable material, such as conditions or preference may dictate, and having a display window of suitable size and configuration designated by the numeral 2, formed in one wall thereof, as is clearly shown in the Figures 1 and 2. Flaps for closing the opposite ends of the body portion 1 are carried upon or formed integral with the opposite extremities of said body, as is well shown in the Figures 2 and 3, these flaps being designated, respectively, by the numerals 3 and 4, while other and right angularly positioned end flaps 5 are formed upon the right angularly arranged walls of the body and, as will be understood, are adapted, at times, to be folded inwardly and to underlie the foldable end flaps 3 and 4.

Each of these end flaps 3 and 4, are formed with a lip or right angularly disposed or folded flange portions 6, the respective widths of which are such as to permit of their snug and slidable engagement within the adjacent open ends of the receptacle 1, hence, ensuring a fricitonal retention of said end flaps in their closed positions and in so doing avoid undue or accidental outward movement of said flaps with the possible displacement or loss of the contents of the package therefrom.

One of the end flaps, and, in this particular embodiment the flap designated by the numeral 3, is formed with an intermediate and transverse slit 7 extending to the free marginal portion of the lip 6 thereof; a circular or otherwise shaped opening 8 being formed in the intermediate portion of said flap 3 and communicating with said slit 7 for a purpose which will be presently described. Also, at this time, it will be noted that the arrangement or positioning of the opening 8 within the flap 3 is such that with folding or movement of the flap to its closed position, as is shown in the Figure 3, a shouldered or abutment portion 9 will be provided and this shoulder or abutment portion will serve as a means for effectually retaining one of the containers of the material to be received in said package against displacement, this particular detail being more fully hereinafter described.

The receptacle or body portion 1 is adapt-

ed to snugly receive therein a bottle or other container 10 in which the pigment vehicle is preferably contained, said receptacle or bottle being formed with the usual neck 11 adapted to be normally closed through the medium of a stopple 12 and said neck 11, with arrangement of the receptacle 10 in the body 1 being adapted to be extended through the opening 8 of the flap 3 in the manner as shown in the Figures 1 and 3. This arranging of the bottle or receptacle neck 11 through the opening 8 may be readily accomplished by reason of the slit portion 7 of said flap 3 and its lip 6, this permitting the spreading of the opposite portions of said flap and the effectual arrangement of the neck within said opening 8. With engagement of the bottle or receptacle neck 11 through the opening 8 of the flap 3, said flap may be then swung fully inwardly to a closed position with respect to the adjacent end of the body 1 of the improved package, the slit lip 6 being snugly engaged within said adjacent end of the body as is well shown in the Figure 3. Consequently upon this snug engagement of the slit lip in the open and adjacent end of the body 1, it will be understood that relative movement as between the opposite sections or sides thereof will be positively prevented and because of this, disengagement of the receptacle or bottle neck 11 from the opening 8 will be prevented. At the same time, the flap 3 by engaging over the bottle or receptacle neck 11 will serve as an effectual means for retaining said bottle against outward or displacing movement from the package.

Immediately prior to the closing of the flap 3 in the manner above stated, I preferably insert within said body 1 between the vehicle receiving container or bottle 10 and the adjacent and solid wall of said body, a wrapped or similarly arranged package indicated in its entirety by the numeral 13, this package being adapted to contain the particular pigment going to make up the coating material, such for example, as bronze powder, aluminum powder, etc. This package 13, as will be noted, is made up in length and width such as will permit of its snug arrangement within the package in the manner just described, and because of its particular disposition in said package, it will be noted that the normally upper end of said package will be arranged directly adjacent or in longitudinal alinement with the shoulder or abutment portion 9 of the flap 3, and therefore, that longitudinal movement or displacement of said package 13 in a direction toward or by said flap 3 will be prevented.

In this connection, it is of course to be understood that prior to introduction of the bottle or receptacle 10 and the package 13 within the body 1, the normally lower or bottom flap 4 of said body 1 is moved to its closed position whereat the same will overlie the previously infolded side wall flaps 5. Furthermore, it will be understood and appreciated, especially upon reference to the Figure 3, that because of the snug arrangement of the package 13 within the body 1, that is, between the adjacent side of the bottle 10 and the adjacent side wall of the body 1, the lower portion 14 of said package 13 will serve as a means for effecting the slight frictional binding of the lip 6 of said lower or bottom flap 4 against the adjacent portion of the corresponding side wall of the body 1, thereby serving as a means for effectually retaining said lip 6, together with the flap 4, in closed position and against accidental outward swinging or opening.

That the color or character of the pigment contained within the package 13, and consequently, the color of the coating material capable of being produced with the content of my improved package, may be effectually displayed to a prospective purchaser, I engage or arrange upon one side wall of the bottle or receptacle 10, a panel or strip 16, which has the outer face thereof coated with the particular material which will be produced with admixture of the pigment with the vehicle therefor. This sample displaying strip or panel 15 is adapted to be partially exposed through the display window 2 in the body 1 and thus, the same may be readily observed so that a person may definitely ascertain the color and character of the material and thereby effect a satisfactory purchase.

Instead of applying or affixing a panel or strip such as designated by the numeral 15, to the bottle or receptacle 10, it, of course, will be understood, that one side of said bottle may be coated with the material such as will be produced with admixture of the pigment in the vehicle therefor and contained within the improved package, this serving to permit of a definite inspection of the package and the facilitation of a satisfactory purchase.

Manifestly the construction shown is capable of considerable modification and such modification as is within the spirit of my claim, I consider within the scope of my invention.

What I claim is:

In combination, a display package comprising a body container portion having a display window formed in one side thereof, foldable flaps on the opposite ends of said body adapted to normally close the same, one of said flaps carrying an angularly disposed lip, said lip and flap being intermediately and transversely slit to the free marginal portion thereof, the flap having an opening formed in the same communicating with the transverse slit and so arranged as to form a shoulder abutment within the flap adjacent said lip, said lip being of a width to be snugly received within the adjacent and open end of said

body, a pigment vehicle container removably received within said body having the neck thereof extended through said opening in said flap, and a pigment receiving container inserted within the body between one side wall of the same, and an adjacent side wall of said vehicle container, said second mentioned package being of a width to effect its snug engagement within said body and the application of a binding pressure upon portions of said foldable flaps.

In witness whereof I have hereunto set my hand.

SIEGFRIED SHOPFLOCHER.