

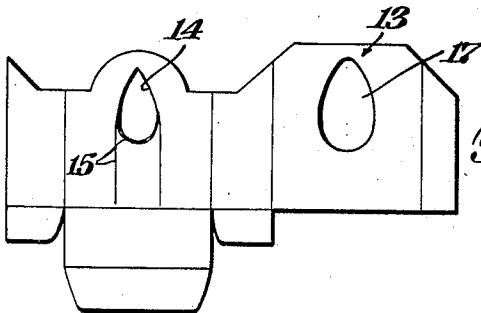
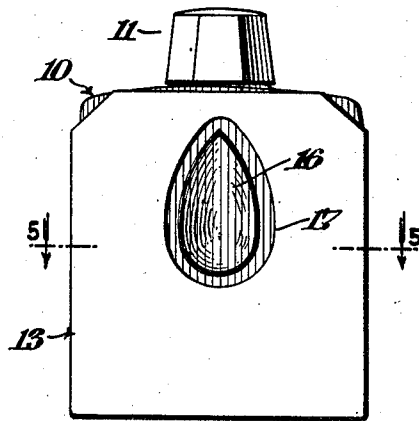
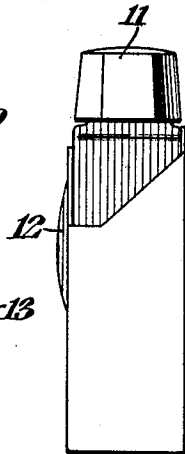
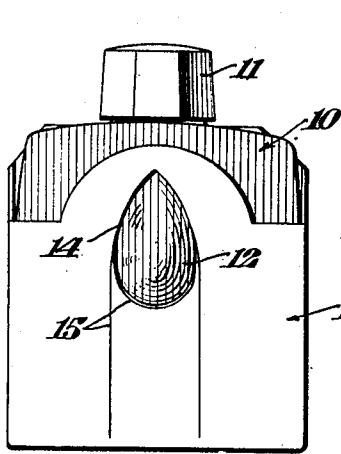
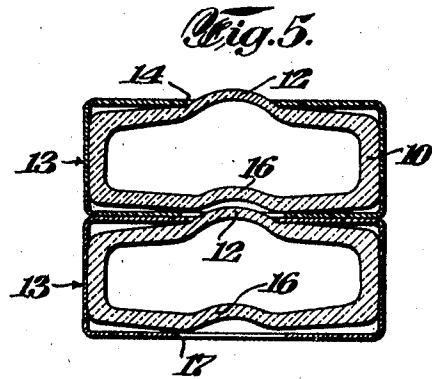
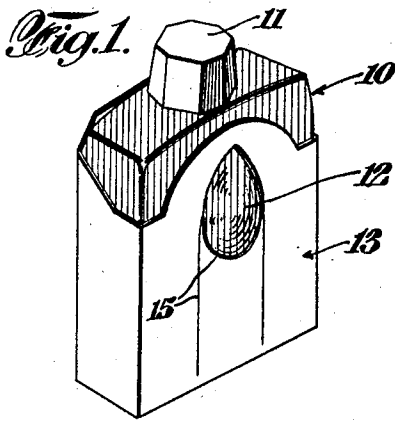
Oct. 20, 1942.

F. NEUSCHAEFER

2,299,277

CONTAINER CONSTRUCTION

Filed Nov. 24, 1939



INVENTOR
Franz Neuschaefer
BY
Ward, Crosby & Neal
ATTORNEY

UNITED STATES PATENT OFFICE

2,299,277

CONTAINER CONSTRUCTION

Franz Neuschaefer, Rye, N. Y.

Application November 24, 1939, Serial No. 305,766

8 Claims. (Cl. 35—59)

This invention relates to container constructions adapted to contain and display in an improved manner, liquids such for example as preparations for treating the finger nails.

Colored liquid preparations, such as finger nail polishes for example, are customarily sold and displayed for sale in small glass bottles, and generally a great many of the bottles containing respectively slightly varying color shades are displayed together. While to a certain degree, the color of the liquid within each bottle is revealed through the glass, it is difficult for the purchaser to determine in this way the appearance which the color will have in use or the exact shade desired to match a color previously used. Accordingly it is now customary to apply a color name to each bottle and to display corresponding color charts in various forms adjacent the bottles to aid the purchaser in selecting the desired shade. However, the distinctions between the different color shades are quite fine and it is difficult to insure that each bottle will always contain the exact shade intended, and it is difficult to print the color charts so that they will accurately represent each of the slightly different color shades or indicate the appearance which the same will have in actual use.

The present invention offers a means for avoiding the above noted difficulties and provides a container which will effectively display the color of the liquid in a manner similar to the appearance of the color shade when applied in use. Further features of the invention include the provision of a container having this improved display feature and yet being in a form such that numerous of the bottles may be securely stacked or placed compactly side by side. Also according to the invention the container is adapted to be provided with a casing of pasteboard or other sheet material for protective purposes and bearing the label, such casing being removably retained on the container in an improved way.

Various further and more specific objects, features and advantages will clearly appear from the detailed description given below taken in connection with the accompanying drawing which forms a part of this specification and illustrates merely by way of example a preferred form of the invention. The invention consists in such novel features, arrangements and combinations of parts as may be shown and described in connection with the constructions herein disclosed.

In the drawing,

Fig. 1 is a perspective view of a container and casing therefor constructed in accordance with the invention;

Figs. 2, 3 and 4 respectively are face, edge and back views of the same;

Fig. 5 is a horizontal sectional view of two of the containers with casings therefor, showing the manner in which the same may be stacked or closely packed together, this section being taken substantially along line 5—5 of Fig. 4; and

Fig. 6 is a developed view of the casing for the container as shown in Fig. 1.

As shown in the various figures, the container may comprise for example a bottle 10 preferably of transparent or substantially transparent glass, and having a closure as at 11 of any suitable well-known type. In case this bottle or container is to be used for colored liquid finger nail polish, for example, then one of its walls, preferably a side wall, is integrally formed with a raised portion or protuberance 12, having a curvature and outline such as to substantially simulate a finger nail or a portion thereof. That is, this protuberance in its preferred form may be made of substantially the same size and outline as a finger nail and with a correspondingly smoothly curved surface. Thus the colored liquid will be revealed and attractively displayed through this curved area in a manner closely similar to the appearance of the color shade when applied to the finger nails.

As above indicated, it is difficult for the purchaser to accurately determine what the appearance of the color shade will be in actual use merely from viewing the color through the ordinary walls of a glass bottle. That is, such walls are of varying thickness and curvatures at different points, the surfaces are such as to generally give irregular reflections of light, and will not have curvatures corresponding to those of the finger nail, and accordingly light reflected therefrom and shadows thereon will not give the same appearance as the color when applied to the nails. The large areas or masses of the color observed through the ordinary walls of a bottle will further prevent the purchaser from appreciating the appearance which it will have in use. On the other hand, by the use of the above described protuberance simulating the finger nail, an area of color may be exposed which quite accurately corresponds to the treated finger nail both as to extent and curvature. Consequently upon viewing the protuberance with the curved body of colored liquid therein, the purchaser is able to accurately check its appearance and shade with one of her finger nails, and with definite assurance that the liquid being purchased is the identical liquid with which comparison is made.

As more clearly shown in Fig. 5, in order to accurately reveal the appearance of the color area, the glass at the protuberance 12 is preferably made relatively thin so as to bring the colored liquid close to the observed surface and also the glass at these areas is preferably of substantially uniform thickness so that the outer convex

surface and the inner concave surface will substantially correspond in curvature.

In order to protect the container during packing and shipment and while being stacked on a counter for display, a boot or casing as at 13 is preferably provided. This may be formed of cardboard or other suitable material cut for example to the shape shown in Fig. 6 and then made up into a box-like structure as appears in Fig. 1. As indicated at 14 an aperture or cut-out portion may be provided in the front face of this casing in order to expose and serve as an outline demarking the finger nail simulation 12. The casing may be of such size and shape as to slidably fit on to the container 10 and the edges at the aperture 14 will engage the protuberance 12 so as to prevent unintended sliding off of the casing.

If desired, portions of the surface of the casing adjacent the protuberance 12 may be embossed or imprinted as at 15 to represent portions of a finger, to thus enhance the realistic appearance of the colored nail simulation. Also the casing is adapted to bear or have imprinted thereon the label and directions for use of the product. If desired, a label may be secured to the front face of the container by an adhesive. In such cases the label may take the form of the front surface of the casing 13 and the other walls of the casing may be omitted. Also if desired the glass walls at points other than the area 12 may be formed of opaque glass or so treated as to be substantially opaque. This will more prominently display the area 12 by contrast.

In order that a large number of the containers may be securely stacked without sliding, one from another, for display on the counter, or packed and shipped without waste space and without danger of breakage of the protuberances 12, the wall opposite such protuberance is preferably formed with a smoothly concaved area or depression as at 16 for receiving and substantially fitting the protuberance on the next adjacent bottle, as shown in Fig. 5. The casing 13 may be suitably apertured as at 17 to expose the concave area 16. The concave area 16 may also offer a further effective way of displaying the color of the liquid in the container.

While the invention has been described in detail with respect to a particular preferred example, it will be understood by those skilled in the art after understanding the invention that various changes and modifications may be made without departing from the spirit and scope of the invention, and it is intended therefore in the appended claims to cover all such changes and modifications.

What is claimed as new and desired to be secured by Letters Patent is:

1. In combination, a container formed of substantially transparent material and adapted to contain liquid preparations for treating the finger nails, a wall of said container being formed with an integral protuberance having a curved surface and an outline such as to substantially simulate a finger nail, and whereby the color of the liquid in the container is revealed there-through in a manner similar to the appearance of the color when applied to the finger nails, and a casing for slidably receiving said container, a wall of said casing having an opening, the edges at said opening engaging the protuberance, thereby retaining the casing against sliding off from the container and also outlining the simulated finger nail.

2. A container formed of substantially transparent material and adapted to contain liquid preparations for treating the finger nails, a wall of said container having thereon a substantially transparent protuberance formed with a curved surface and an outline such as to substantially simulate at least a portion of a finger nail, and whereby the characteristic appearance of the liquid in the container is revealed through such protuberance in a manner similar to its appearance when applied to the finger nails.

3. In combination, a container formed of substantially transparent material and adapted to contain liquid preparations for treating the finger nails, a wall of said container having thereon a substantially transparent protuberance formed with a curved surface and an outline such as to substantially simulate at least a portion of a finger nail, and whereby the characteristic appearance of the liquid in the container is revealed through such protuberance in a manner similar to its appearance when applied to the finger nails, and a layer of material applied to said wall and adapted to bear a label, said layer having a cut-out portion, for exposing and outlining the finger nail simulation.

4. A substantially transparent glass container for colored liquid finger nail polish, a wall portion of said container being curved to simulate a finger nail in contour and outline, whereby the color of the liquid is revealed therethrough in a manner similar to its appearance when applied to the finger nails.

5. A substantially transparent glass container for colored liquid finger nail polish, a wall portion of said container being convexly curved to simulate a finger nail in contour and outline, whereby the color of the liquid is revealed there-through in a manner similar to its appearance when applied to the finger nails, and an opposite wall portion being correspondingly curved in a concave direction, to receive a similar convexly curved portion on another container.

6. In combination, a substantially transparent glass container for colored liquid finger nail polish, a wall portion of said container being curved to simulate a finger nail in contour and outline, whereby the color of the liquid is revealed therethrough in a manner similar to its appearance when applied to the finger nails, and a casing of sheet material slidably embracing said container, said casing having a cut-out portion, for substantially fitting around said curved portion, to retain the casing in place and for exposing and outlining the finger nail simulation.

7. A container having a substantially transparent colorless protuberance on its face in shape and size resembling a finger nail, said container being adapted to contain a colored nail-coating preparation, said protuberance substantially simulating a finger nail when the preparation is viewed through the wall of the protuberance.

8. A container having a substantially transparent and colorless protuberance on its face in shape and size resembling a finger nail, said container being adapted to contain a colored nail-coating preparation, a substantially opaque mask affixed to said container, said mask having an opening surrounding said protuberance, said protuberance substantially simulating a finger nail when the preparation is viewed through the wall of the protuberance.

FRANZ NEUSCHAEFER.