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W. G. HARVEY

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PACKAGE FOR NOVELTY ITEMS

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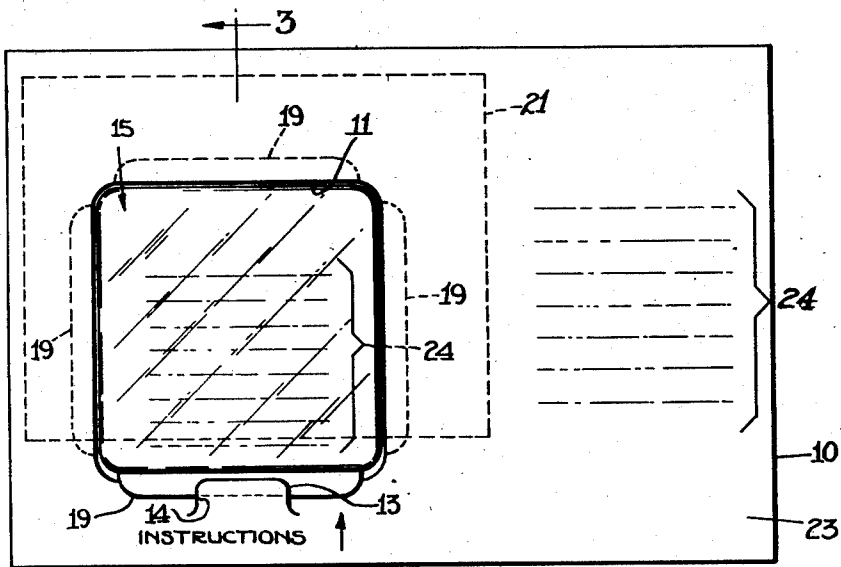


Fig. 1.

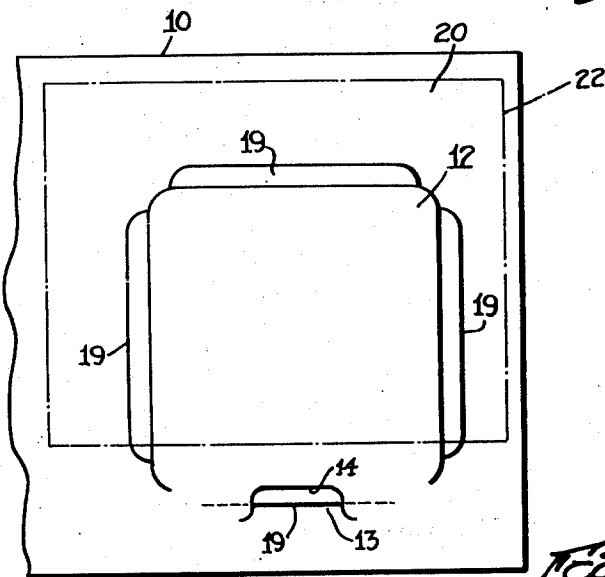


Fig. 2.

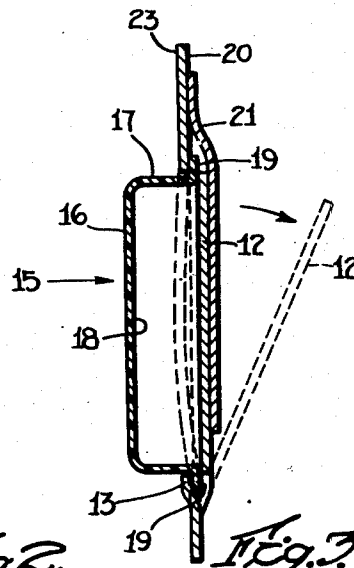


Fig. 3.

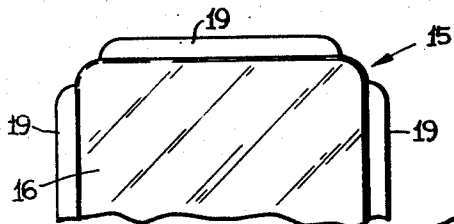


Fig. 4.

Inventor
Wilfred G. Harvey
by
Owen W. Kennedy
Attorney

UNITED STATES PATENT OFFICE

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PACKAGE FOR NOVELTY ITEMS

Wilfred G. Harvey, Leominster, Mass.

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2 Claims. (Cl. 206—78)

1

The present invention relates to containers of the type utilized for the packaging and dispensing of novelty items which preferably are displayed on retail store counters, in order to enhance their salability.

A principal object of the present invention is to provide a combination transparent article container and an opaque display card for use in retail stores.

A further object of the present invention is to provide a combined article container and display card which is designed so as to have a most attractive appearance, but which, at the same time, is most inexpensive of manufacture.

With the above and other objects in view, as will hereinafter appear, the invention comprises the devices, combinations, and arrangements of parts hereinafter set forth and illustrated in the accompanying drawings of a preferred embodiment of the invention, and the advantages attained thereby will be readily understood by those skilled in the art.

In the drawings,

Fig. 1 represents a front view of the present container and display card combination.

Fig. 2 represents a fragmentary rear view of the device disclosed in Fig. 1.

Fig. 3 represents a sectional view taken substantially along the line 3—3 of Fig. 1.

Fig. 4 represents a fragmentary view of the transparent container portion of the present invention.

In its preferred form, the present invention comprises a flat display card member 10 which may be fabricated of any suitable material such as cardboard. This base member or card may be of any desired shape or configuration, and it is provided with an aperture 11 formed by die-cutting a main flap 12 out of the member. It is to be understood, however, that one side of flap 12 is hinged to the card 10, and thus the flap remains as an integral part of the display card. A second or auxiliary flap 13 is formed in the base member 10 by die-cutting the same in a manner similar to that employed in conjunction with the main flap 12, to the end that the auxiliary flap 13 remains as integral part of the member 10, and an aperture 14 is formed in the card.

Associated with the present card 10 is a hollow transparent container element 15 which may be fabricated of any suitable transparent material such as glass or a synthetic plastic. Referring particularly to Figs. 3 and 4, this container element comprises a base member 16, from which

2

projects a side wall portion 17 which, in conjunction with the base member 16, forms a hollow chamber 18. The peripheral portion of the wall 17 is provided with a plurality of outwardly extending flange elements 19, 19.

Referring particularly to Figs. 1, 2 and 3, it is to be understood that the container member 15 is adapted to receive within its hollow chamber 18 any one of a variety of items and thereafter, it may be readily secured to the card 10 in a manner such that a complete container or package is effected. More specifically, after the container element 15 has been filled, the main flap 12 may be pulled away from the card 10 in a fashion as disclosed by the dotted lines in Fig. 3, and thereafter the container element 15 may be inserted into the card aperture 11. Upon inserting the container member within the aperture 11, it is to be particularly noted that one of the container member flanges 19 is adapted to be wedged between the lower or hinge portion of the flap 12 and the auxiliary flap 13. Also, in manufacturing the present device, the aperture 11 is made large enough to receive the container 15, but at the same time, the flanges 19, 19 are so proportioned that they will abut against the rear face 20 of the card 10 whenever the container is inserted through the aperture 11, to the end that the container will be prevented from falling through this aperture. Once the container 15 has been so positioned within the aperture 11, the main flap 12 may be shifted toward its closed position, so as to function as a closure for the container 15. From the above, it is to be understood that if the main flap 12 is held rigidly in its closed position, as best illustrated in Figs. 2 and 3, the container 15 will be locked within the aperture 11 in a manner such that it cannot be removed without again opening the flap 12.

In order to hold the main flap 12 in its closed position, the present invention contemplates the provision of a piece of adhesive material 21 which may be applied directly to the rear face 20 of the base member 10, as indicated in dotted lines in Fig. 1. Referring particularly to Figs. 2 and 3, it is to be understood that this piece of adhesive material 21 may be applied to the rear face 20 of the card in a fashion so that it substantially covers the entire surface of the flap 12 and thus, prevents the latter from opening until the piece of adhesive material is torn away. In Fig. 2, this piece of adhesive material is generally designated by the phantom dot and dash lines 22.

Once the present package unit has been so completed with the desired contents disposed within the container portion 15, it will be readily appreciated by those skilled in the art that this container will present a most attractive package, and at the same time, will be extremely effective as a medium for displaying the contents of the package. In other words, since the container portion 15 of the package is entirely transparent, the package gives the illusion of having the contents thereof resting upon the front surface 23 of the card 10. This latter feature is important for the reason that many novelty items cannot be attached directly on the display surface of a card, for the reason that such an item may comprise a plurality of separate units or, it may consist of one or more fragile elements which would be readily broken or damaged if subjected to physical contact with other items of merchandise. Obviously, in the present invention, the container element 15 not only functions to retain all of the items to be displayed in one location upon the base member, but at the same time, it protects the same from damage, and maintains the items in a sanitary condition.

Referring particularly to Fig. 1, it is to be noted that the flaps 12 and 13 are disposed at the left-hand end portion of the card 10, thus leaving the right-hand end portion thereof as an unbroken surface. The present invention contemplates that this right-hand end portion of the front face 23 of the card 10 should be employed as an advertising area and thus, all appropriate advertisements relative to the merchandise carried within the container portion 15, may be printed or otherwise suitably portrayed upon this surface. Thus, in Fig. 1, various intelligence-transmitting indicia, represented by lines 24, may be printed upon the surface of the card in the form of advertising. Also, the present invention contemplates the idea of providing the front surface of the main flap 12 with appropriate drawings or other suitable indicia 24 which will function either as an advertising medium, or as instructions regarding the assembly or use of the contents which are found within the container portion 14. This is an important feature, for if the items contained in the portion 15 require any instructions for their assembly or use, obviously such instructions must be printed upon the display card, thus requiring the manufacturer to print such instructions either upon the front or back face of the display card. If the instructions were to be printed upon the back face of the card, it would increase the cost of the card, while if they were printed on the front side at any other location other than on the flap 12, they would take up space normally required by the user of such cards for advertising matter. However, in the present invention, since the container portion 15 of the package may be removed from the

display card unit without damaging the flap 12, it is advantageous to use the front surface of the flap for printing the various instructions thereon.

From the above, it is to be understood that a most novel and attractive display card and article container is effected by the present invention. Furthermore, those skilled in the art will appreciate that the present invention is so designed as to make for inexpensive manufacture.

I claim:

1. As a new article of manufacture, a display unit, comprising, a substantially flat card having front and back face surfaces, a flap cut from the body portion of said card to provide an opening, and having one side thereof secured to said card, a permit flexure of said flap, a hollow transparent box having an opening therein, a flange projecting outwardly from the peripheral portion of said box adjacent the box opening, said box being insertible within the flap opening of said card, upon flexure of said flap, so that the major portion of said box projects above the front face of said card and with said flange abutting against the back face of said card, except along the side of said flap that is secured to said card, and means for holding said flap over the box opening for sealing the opening and retaining said box in position on said card.

2. As a new article of manufacture, a display unit comprising, a flat card having front and back surfaces, a flap cut from the body of said card to provide an aperture, with the base of said flap secured to said card to permit flexure thereof, a second flap, smaller than the first flap, cut from the body of the card along the base of said first flap, a hollow transparent box having an opening therein and a flange extending around said opening, said box being insertible within the card aperture upon flexure of said first flap, to project beyond the front surface of said card, with its flange engaging the back surface of said card, as well as said smaller flap, with said first flap serving to close the box opening and to hold said box in position within said card aperture.

WILFRED G. HARVEY.

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