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C. M. PLOCHMAN
MERCHANDISING PACKAGE

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Fig. 1

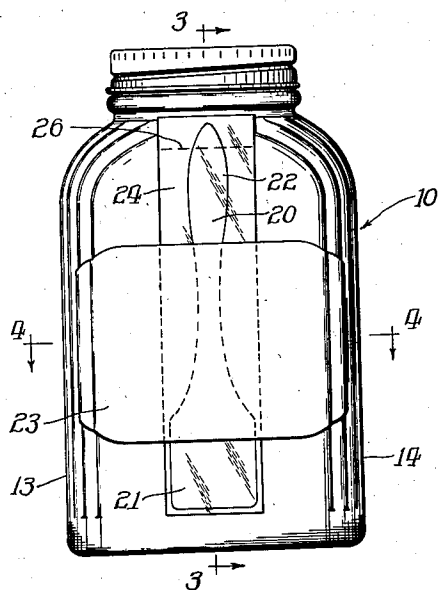


Fig. 2

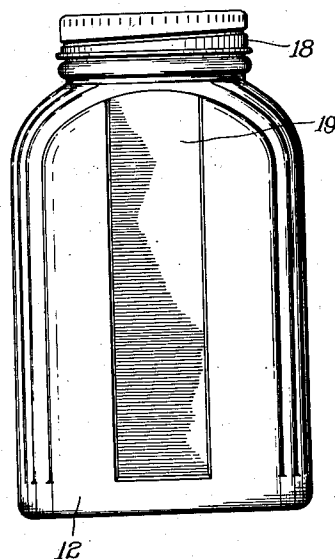


Fig. 3

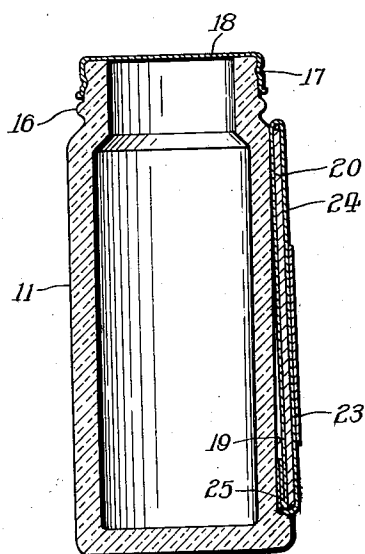
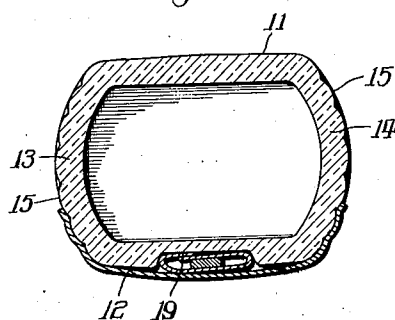


Fig. 4



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UNITED STATES PATENT OFFICE

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MERCHANDISING PACKAGE

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2 Claims. (Cl. 215—6)

An object of the invention is the provision of an improved merchandising package comprising a receptacle or container and an implement or applicator by means of which the contents of the receptacle may be withdrawn or dispensed, and in which the said implement or applicator forms a compact component element of the package.

understood that the jar may be formed of any desired material and used for packing any substances which it may be desirable to withdraw or dispense by means of an implement such as a paddle, fork, spoon or the like.

By way of illustration, I have shown a jar 10 having a pair of opposed, substantially flat walls 11 and 12 and a second pair of walls 13 and 14 which may be convex and formed with longitudinal flutes 15 for ornamentation. These walls converge adjacent their upper ends to form a reduced neck 16 which may be provided in its external surface with grooves defining a thread 17 adapted to receive a cap or closure 18.

In carrying out my invention I provide a recess in the outer face of one of the walls of the jar which recess is of such dimensions and form as to receive the particular type of implement employed to withdraw the contents of the package of which it is a component part. In the specific form of the invention selected for purposes of disclosure, it is contemplated that a plastic substance such as mustard or the like will be purveyed in the jar illustrated and that an implement in the form of a thin flat paddle will be best adapted for removal and dispensing of its contents. To this end the external surface of the wall 12 of the jar is formed, as best shown in Fig. 2, with a shallow longitudinal recess 19 commencing on a line adjacent the bottom of the jar and extending upwardly to open into the space above the side wall adjacent to the neck 16.

A paddle 20 having a flat relatively broad lower section 21 and an elongated handle 22 is adapted to be received in the recess 19. The paddle is substantially of the same thickness as the depth of the recess and its broadened end 21 is somewhat narrower than the width of the recess. The handle of the paddle extends upwardly to substantially the point at which the wall 12 converges into the neck 16, so that the paddle may be readily pulled upwardly and longitudinally of the recess when being withdrawn for use.

The paddle may be restrained against lateral displacement by means of a sheet or label 23 which, in this embodiment of the invention, bridges the recess 19 and is adhesively attached to the side walls of the jar on either side thereof.

When foodstuffs are to be packed in the container, it is particularly desirable to prevent contamination of the paddle and to this end a transparent encasing envelope 24 is employed. Such an envelope may be formed of waxed paper, cellophane or other material of proper strength. Re-

Another object of the invention is the provision of a package of the character described in which one wall of the receptacle is provided with an elongated recess adapted to receive the implement, said implement being of substantially the same width and thickness as the width and depth of the recess in the wall of said receptacle so that the implement will not protrude externally of the plane defined by the surface of said wall when the receptacle and implement are in assembled relation.

A more specific object of the invention is to provide a jar or bottle for plastic or other materials in which an external wall of the jar is formed with a shallow longitudinal recess extending from a line adjacent the bottom of the receptacle and opening into the space above the side walls adjacent the neck of the jar, said recess being adapted to receive an envelope containing the implement, said envelope and implement being secured against lateral displacement from the recess by a label bridging the recess and adhesively engaging the walls of the receptacle on either side of the recess.

Yet another object of the invention is the provision of a package of the character described, the implement of which is removably enclosed in a transparent envelope effective to prevent contamination of the latter during shipment and handling of the package as well as to form a sanitary container to which the implement may be returned when not in use.

Other objects and advantages will become apparent from the following description taken in connection with the accompanying drawing, in which:

Figure 1 is an elevational view of a complete package embodying the preferred form of the invention.

Fig. 2 is a view similar to Fig. 1 but showing the jar only.

Fig. 3 is a vertical sectional view taken along the line 3—3 of Fig. 1.

Fig. 4 is a horizontal sectional view taken along the line 4—4 of Fig. 1.

Referring more particularly to the drawing the invention in its preferred form is embodied in a glass jar especially adapted for packing of food-

ferring to Figs. 1 and 4 it will be seen that the envelope is of such width as to be neatly received within the recess and its lower open end is folded upwardly between the paddle and the wall of the container at 25.

5 The upper end of the handle of the paddle may be exposed to permit its withdrawal from the envelope by tearing the upper end of the envelope. It is contemplated that the body of the envelope may, if desired, be retained in position in the 10 recess 19 to serve as a permanent pocket for receiving the paddle when the latter is not in use. Referring to Fig. 1 the envelope may be scored on a line 26 somewhat below its upper end so 15 that this upper section may be readily torn away without disturbing the body of the envelope, so as to afford access to the upper end of the handle of the paddle. If desired the envelope may be 20 positively restrained against any tendency to slide upwardly out of the recess while the paddle is being withdrawn by adhesively engaging its outer surface with the label 23.

25 It will be seen that I have provided a merchandising package with which an implement may be associated for the withdrawal or dispensing of the contents of the package in which the implement forms a component element of the package and is at the same time satisfactorily guarded against contamination so as to be readily 30 available for repeated use and in which the package constitutes in effect a permanent housing for the implement.

I claim as my invention:

1. A receptacle for food stuffs or the like having

bottom and side walls, the upper portion of said side walls being restricted to define a neck, a longitudinal shallow flat-bottomed recess in one of said side walls extending from a line adjacent the bottom of said receptacle and opening into 5 the space above the restricted upper end of the side wall, a thin flat paddle occupying said recess and being of substantially the same width and depth as said recess, an envelope enclosing said paddle, and a label extending transversely 10 across said recess adhesively engaging said envelope and the body of the receptacle on both sides of said recess to retain said envelope and paddle in said recess, said envelope being formed 15 of a material which may be torn adjacent its upper end to render said paddle available for removal from, and return to the envelope.

2. A receptacle for food stuffs or the like having bottom and side walls, a vertically extending narrow and shallow recess in one of said side 20 walls, a thin flat paddle occupying said recess and being of substantially the same width, depth and length as said recess, an envelope enclosing said paddle and having its end through which the 25 paddle is inserted folded over and held between the paddle and the wall of the recess, and a label of substantial vertical dimension bridging said recess transversely thereof intermediate the ends 30 of the paddle and adhesively engaging the body of the receptacle on both sides of said recess to retain the envelope and paddle in said recess.

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