June 28, 1960 H. A. SWEET 2,942,727

ALPHABETIC WINDOWED MERCHANDISING DISPLAYING FOLDER

Filed Sept. 4, 1957

FIG. 1.

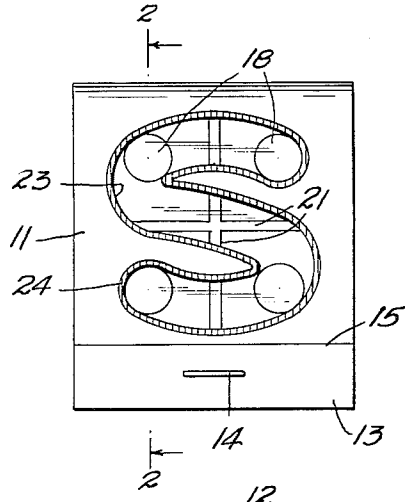
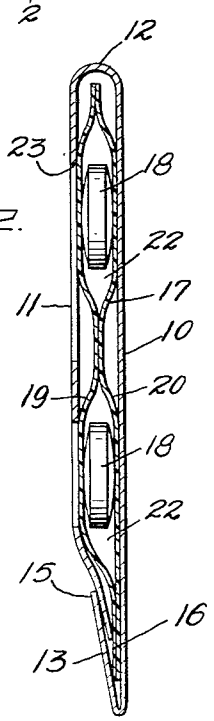


FIG. 2.



INVENTOR.
HOWARD A. SWEET
BY
Howard E. Thompson
ATTORNEY

United States Patent Office 2,942,727 Patented June 28, 1960

2,942,727

ALPHABETIC WINDOWED MERCHANDISING DISPLAYING FOLDER

Howard A. Sweet, 2200 Hudson Blvd., Union City, N.J.

Filed Sept. 4, 1957, Ser. No. 682,043

1 Claim. (Cl. 206—56)

This invention relates to folders for supporting a plurality of products in transparent wrappers or containers. More particularly, the invention deals with folders of this type and kind, wherein one wall of the folder has an alphabetic cutout forming what I term an alphabetic window, rendering the articles arranged in the wrapper or container visible through said wall of the folder.

Still more particularly, the invention deals with a merchandising package of the character described, wherein the transparent wrapper or container has the articles positioned therein in such manner as to occupy various positions in the alphabetic window of the folder.

The novel features of the invention will be best understood from the following description, when taken together with the accompanying drawing, in which certain embodiments of the invention are disclosed and, in which, the separate parts are designated by suitable reference characters in each of the views and, in which:

Fig. 1 is a face view of the folder made according to my invention, illustrating one method of its use; and

Fig. 2 is an enlarged section on the line 2—2 of Fig. 1.

In practice, I provide a folder, comprising a back wall **10**, a front wall **11**, foldable with respect to the back wall, as at **12**, and a supplemental bottom front wall **13** stapled to the back wall, as at **14**, note Fig. 1, to leave an upper front wall retaining flange or strip **15** maintaining the package in closed position, as illustrated in the drawing.

The folder **10** may be composed of paperboard or any other suitable material and, in attaching the staple or other fastening, as at **14**, the same is passed through the lower edge portion **16** of a container or wrapper **17**, in which a number of articles **18** are positioned.

In illustrating one adaptation and use of my invention, the wrapper or container **17** comprises two sheets of transparent or translucent material, namely a front sheet **19** and a rear sheet **20**, these sheets being heat sealed, as diagrammatically illustrated at **21** in Fig. 1 of the drawing, to form four compartments, two of which are shown in section at **22** in Fig. 2 of the drawing, the articles **18** being accordingly definitely positioned in the compartments **22** for a predetermined spacing and arrangement of the articles, four of which are employed in the present construction, as noted in Fig. 1 of the drawing.

The front wall **11** of the folder has an alphabetic cutout forming an alphabetic window **23** which, in the construction shown, is in the form of the letter **S** and this cutout is preferably bordered by a suitable print, or other marking **24**, which can be of any desired color in order to accentuate the letter. In the construction shown, the color red has been chosen.

It will be understood that the letter **S** is only one of any number of alphabetic cutouts that can be employed to display one or more of the articles arranged in the

folder and supported in predetermined position in the folder by the container or wrapper **17**. In this connection, it will be apparent that this container or wrapper can be so constructed as to position the articles in a manner to suit various types and kinds of alphabetic windows formed in the front wall of the folder.

The articles **18** in the construction shown, to illustrate one adaptation and use of my invention, are in the form of tablets which could be drug tablets of any type or kind and the folder, in such uses, can be used as a premium item to be handed to customers, clients or the like to supply a drug that might be usable by the customer or client.

To give one illustration of use, an aspirin-type of tablet can be mounted in the folder and used by undertakers to be handed to persons who may be in need of the drug and, in such instances, the alphabetic window of the folder can be the initial of the undertaking establishment.

It will also be apparent that candies, sample food products of various types and kinds, as well as articles of merchandise, including hardware, can be packaged in a similar manner and used as advertising mediums to be mailed or handed out and, in all instances, the alphabetic cutout or window will preferably be associated with either the product so merchandised or with the distributors of the folders.

In the use of the device, it will be understood that the normally retained front wall **11** will maintain the package at all times in closed position. However, in detaching the front wall from the retaining flange **15**, the package, or container **17** becomes accessible for removal of one or more of the products **18** therefrom; after which, the front wall can be again returned to closed position and the folder retained in further use.

In this connection, it will be apparent that an article of merchandise of the kind defined provides a package which can be conveniently carried in the pocket, purse, in toilet kits or other articles to be available for use at any time and, from this standpoint, can be sold as an article of merchandise for the convenience or more or less emergency use of a minimum number of articles.

A package of this type and kind will also lend itself to sale and distribution through the medium of vending machines. The windowed front wall of the folder, in addition to displaying the merchandise contained within the folder, also informs the user at all times of the number of articles remaining for future use.

Having fully described my invention, what I claim as new and desire to secure by Letters Patent is:

A package for drug tablets comprising an opaque folder, a transparent wrapper inclosing drug tablets in spaced relation, said wrapper being positioned within said folder, means for fixing one edge portion of the wrapper to at least one wall of said folder, one wall of the folder having a cutout forming a window of alphabetic contour extending over the major portion of the area of said wall, and means for definitely positioning the spaced tablets with respect to predetermined areas of and for exposure of all of the tablets through said cutout.

References Cited in the file of this patent

UNITED STATES PATENTS

2,033,998	Prager	Mar. 17, 1936
2,210,385	Salfisberg	Aug. 6, 1940
2,457,924	Salfisberg	Jan. 4, 1949
2,737,290	Volckening et al.	Mar. 6, 1956