

Feb. 23, 1937.

L. S. DOWNEY

2,071,735

DISPLAY PACKAGE

Filed June 27, 1935

2 Sheets-Sheet 1

Fig. 1.

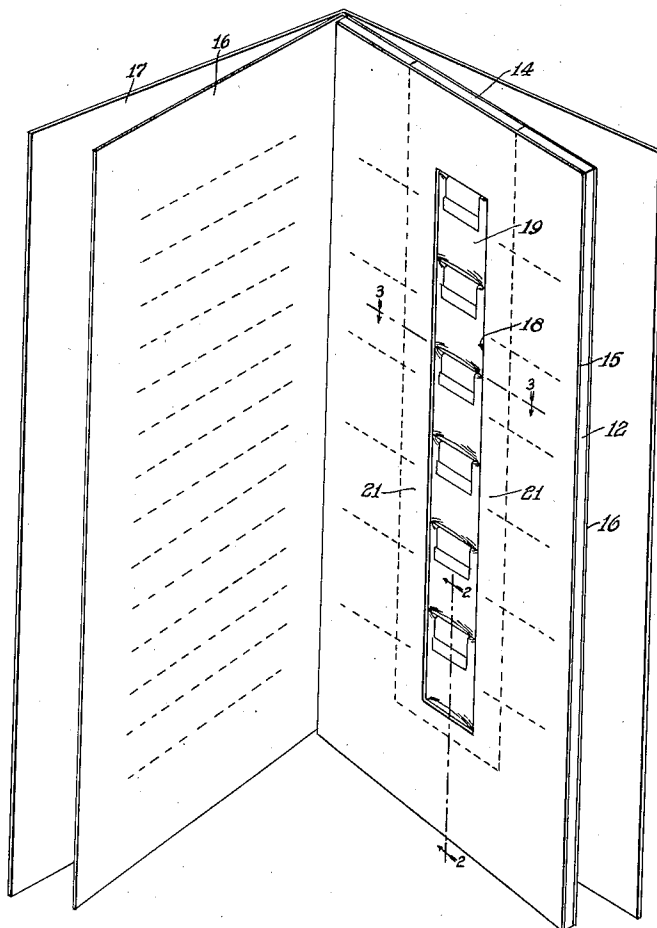


Fig. 2.

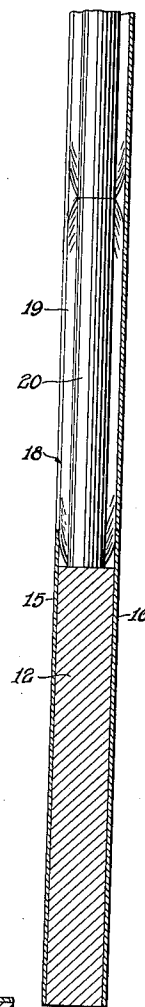


Fig. 3.

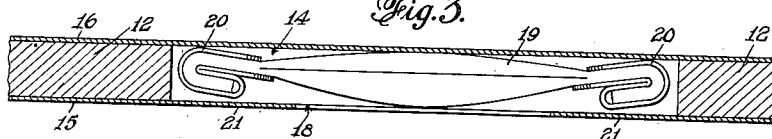


Fig. 4.

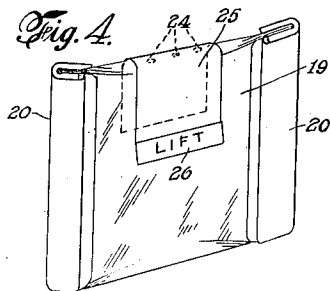
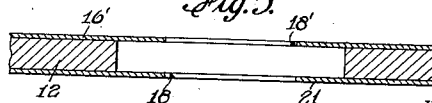


Fig. 5.



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2 Sheets-Sheet 2

Fig. 6.

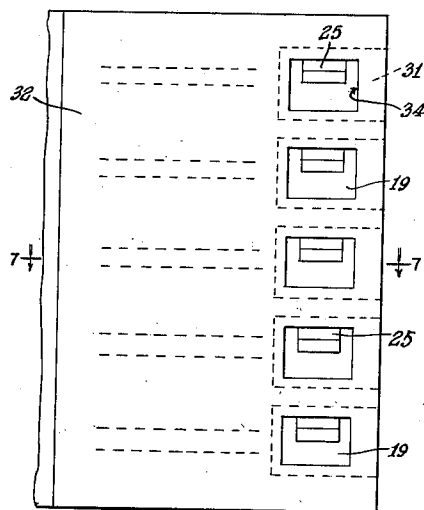


Fig. 9.

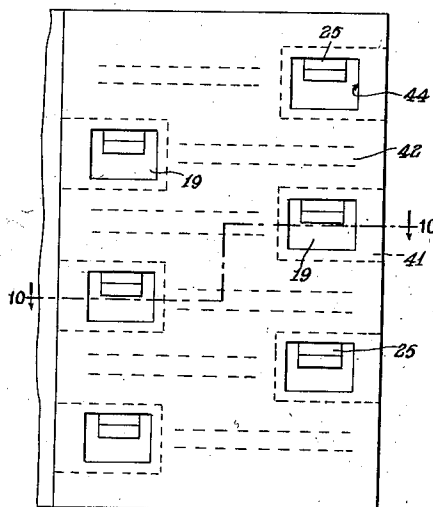


Fig. 7.

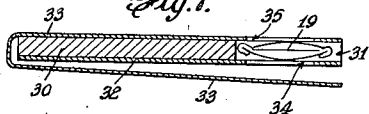


Fig. 10.

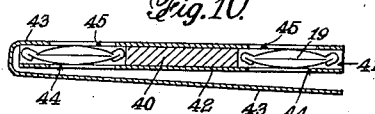


Fig. 8.

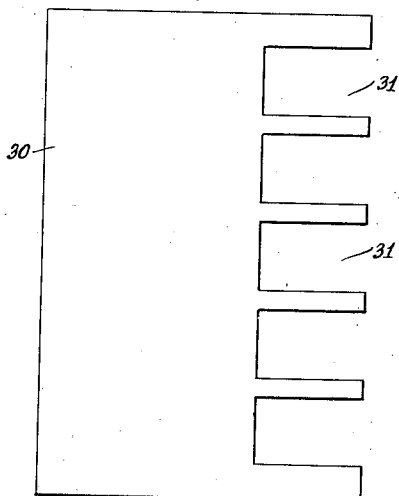
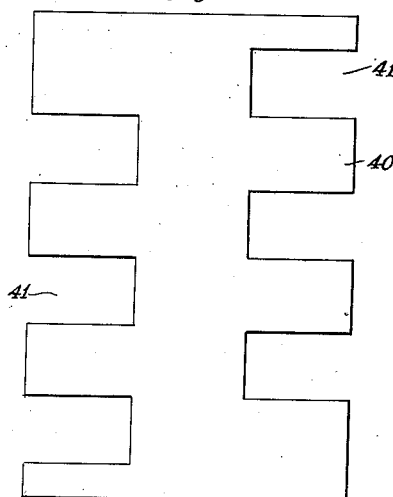


Fig. 11.



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DISPLAY PACKAGE

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Application June 27, 1935, Serial No. 28,650

2 Claims. (Cl. 206—82)

This invention relates to the packaging of materials and more particularly to a package which will contain several different items arranged in such a manner that they will be visible without removal therefrom.

This invention is particularly useful for the packaging of materials which may be sold in relatively small quantities, or for the packaging of samples of materials. It is especially adapted for such goods as cosmetics, paints, pigments and colors, metallic powders and the like.

One object of the invention is to provide for the packaging of an assortment or a number of units of materials adapted to being sold in small quantities, or for the packaging of samples of materials. Another object is to provide a novel form of package having individual containers arranged to be assembled together into a kit or set wherein the several units may be displayed in association with descriptive or other written matter. Still another object is to provide a unit container suitable for use in a package having the objects just stated.

Further objects and advantages of the invention will be apparent from the following description.

The invention may readily be understood by reference to the drawings in which:

Fig. 1 is a perspective view of one type of package embodying the invention.

Fig. 2 is a vertical cross-section of a part of the device shown in Fig. 1 and taken on the line 2—2 thereof.

Fig. 3 is a partial horizontal section taken on the line 3—3 of Fig. 1.

Fig. 4 is a perspective view of one of the capsules which contains the material to be packaged, showing the manner of providing a dispensing opening therein.

Fig. 5 is a partial horizontal section showing a modification of the structure of Fig. 1.

Fig. 6 is a plan view illustrating a further modification, having the cover broken away.

Fig. 7 is a cross-section on the line 7—7 of Fig. 6.

Fig. 8 is a plan view of the spacing member incorporated in the structure of Figs. 6 and 7.

Fig. 9 is a plan view showing a further modification, with the cover broken away.

Fig. 10 is a cross-section on the line 10—10 of Fig. 9.

Fig. 11 is a plan view of the spacing member incorporated in the structure of Figs. 9 and 10.

Referring to the drawings, Fig. 1, the package comprises a spacing member 12 of heavy card-

board or other suitable material, having an aperture 14, the extent of which is shown in dotted lines. A facing is applied to both sides of the spacing member and consists of the sheets 15 and 16 which are preferably stiff paper, such as bristol-board or the like. As shown in Figs. 1, 2 and 3, the front sheet 15 is provided with an aperture 18 which overlies but is smaller than the aperture 14 in the spacing member 12 and which is closed at the top so as to bridge the aperture 14. The other facing sheet 16 is slightly more than twice the area of the spacing member 18 so as to fold over and provide a cover for this member. This whole unit, consisting of the spacing member and its facing sheets, may be further enclosed in an outside cover 17 so as to produce a package in the form of a book, as shown.

The material to be packaged is enclosed in capsules such as that shown in Fig. 4 which are made from short lengths of tubular transparent material such as celluloid, which are flattened, forming the body 19. The tube is closed at both ends by the folded metal end clamps 20. The celluloid is transparent, permitting the enclosed material to be seen. When the material is to be used it may be removed from the capsule in various ways. If it is all to be used at one time the capsule may be opened by cutting off one of the sealed ends with shears or by slitting the celluloid with a knife. If the contents are to be used in small quantities from time to time, means may be provided for opening and resealing the capsule. As shown in Fig. 4, one very convenient way of providing the capsule with an opening is to perforate one edge of the celluloid tube with a pin, making the pinholes 24. As many such holes may be made as may be desired. The holes are then closed by a short strip of transparent "scotch" tape 25, made from "cellophane" or similar material. This tape is provided with a pressure sensitive adhesive which permits the strip to be removed and replaced indefinitely. To provide means for grasping an end of the tape a short strip of paper 26 is secured to the adhesive side. Printing may be placed on it, which will show through the transparent tape, providing instructions for its removal. To open the capsule it is not necessary to wholly remove the tape but only to pull it far enough to uncover the perforations. By pinching the walls of the capsule together the contents, if fluid, will be exuded through the holes. If the capsule contains powder, such as face powder, it may be discharged by repeatedly pinching the sides which, by reason of

the resiliency of the celluloid, will act as a bellows and blow the powder out in a spray.

Referring now to Figs. 1 and 3, it will be seen that the capsules are so proportioned as to fit within the aperture 14 in the spacing member 12. The aperture 18 in the facing 15 is of such dimensions as to expose the bodies of the capsules to view while concealing the end clamps 20. The difference in size between these apertures 14 and 18 also provides retaining edges 21 which securely hold the capsules in place.

Any suitable descriptive matter pertaining to the materials contained in the capsules may be printed on the facings 15 and 16, as shown thereon in dotted lines.

To remove the capsules it is only necessary to push upward on one or more of them and slide them out through the open top of the aperture 14.

Fig. 5 illustrates a modification in which, in addition to the aperture 18 in the facing sheet 15, there is a corresponding aperture 18' in the facing sheet 16'. With this construction it is possible to view the capsule and its contents from either side or, if the capsule contains transparent material, to view it against the light. It has the further advantage of enabling the capsules to be grasped between the fingers and facilitates their removal.

It will be noted in connection with Fig. 1, that to obtain the bottom capsule it is necessary to remove all of the capsules above it. In order to provide for the separate removal of each capsule without disturbing the others, this invention also contemplates the use of the modifications shown in Figs. 6 through 9. In Fig. 6, the spacing member 30, having the form shown in Fig. 8, is provided with apertures 31 along one edge, of such proportions as to receive the capsules 19. The spacing member is covered on both sides by the facings 32 and 33, the latter facing being extended so as to form a cover for the unit. In the facings 32 and 33 are apertures 34 and 35 overlying, but of smaller dimensions than the apertures 31 in the spacing member 30. The modification shown in Figs. 9 and 10 is similarly constructed, except that the spacing member 40 is provided on both edges with apertures 41, which are staggered with relation to one another to provide ample space opposite each opening for printing. The facings 42 and 43 are provided with corresponding apertures 44 and 45 overlying but of smaller dimensions than the apertures 41 in the spacing member 40.

With the embodiments shown in Figs. 5, 7 and 10, in which there are apertures in both the front and back facing sheets, an attractive package of great practicability may be made by not using

the outside cover 17 (Fig. 1) and wrapping the complete unit with its single cover in any of the available transparent cellulosic wrapping materials. When so wrapped the cover with its descriptive printed matter will be visible through the wrapping on one side and the contents of the several transparent capsules will be visible through the wrapping and the aperture in the back facing sheet on the other side, thus making an attractive article of merchandise.

One use contemplated for the structures just described as illustrating this invention, is the packaging of cosmetics in small quantities either for purposes of sampling, or for the arrangement of complete sets of make-up suitable for use by persons having various types of complexions or assembled with respect to their use in conjunction with costumes of various colors. It is apparent that in any of the modifications described above a complete set of five or six items of cosmetic material may be assembled in a package. The various capsules may contain, for example, lipstick, rouge, powder, mascara and other cosmetic items, such that a complete set of make-up may be sold as especially adapted for use with any one type of complexion or with any one costume color. The cover sheets provide ample space for printing the names of the several items, the directions for their use and advertising or other copy.

While the invention has been disclosed in considerable detail with reference to specific examples, other modifications of the invention will become apparent to those skilled in the art without departing from the spirit and scope of the invention as defined in the appended claims.

I claim:

1. A display package comprising a plurality of transparent capsules, an apertured spacing member adapted to receive said capsules so they are laterally removable therefrom, facing secured to both sides of said spacing member and provided with apertures overlying but of smaller dimensions than the apertures in said spacing member, one end of said facing being extended so as to fold over and form a cover for the package.

2. A display package comprising a plurality of transparent capsules, a spacing member having apertures along opposite edges thereof for receiving said capsules and facing secured to both sides of the spacing member and having apertures overlying but of smaller dimensions than the apertures in said member, one of said facings being extended so as to fold over and form a cover for the package.

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