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B. ANSEHL

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ADVERTISING DISPENSER

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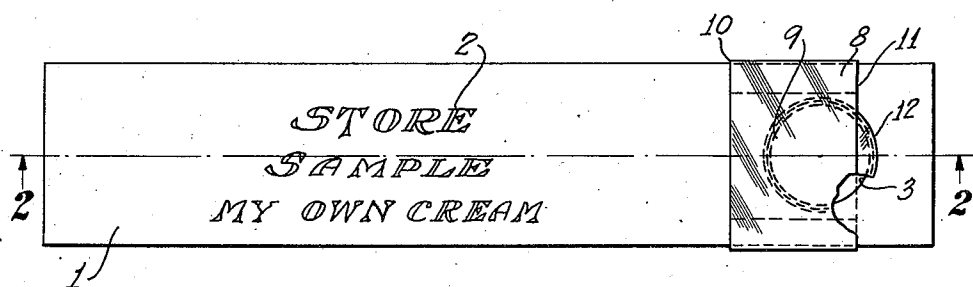


Fig. 1.

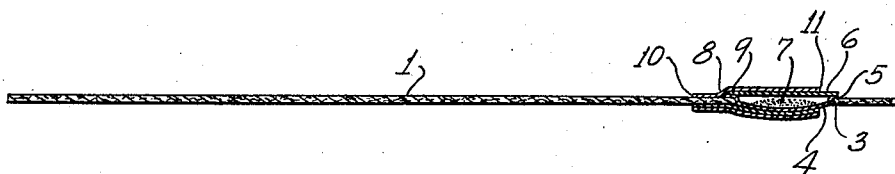


Fig. 2.

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ADVERTISING DISPENSER

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5 Claims. (Cl. 206—82)

This invention relates generally to advertising media and, more particularly, to a certain new and useful improvement in advertising media of the type designated dispensers for the distributive sampling of products of different kinds, such, for instance, as cosmetics, medicinal salves, and the like, my present invention having for its chief object the provision of a simple, readily constructed, and inexpensive, advertising medium comprising an easily opened dispenser for conveniently presenting for use and consumption a relatively small quantity or sample of the particular product and, at the same time, in association with a display-section affording a relatively large area upon which advertising matter pertinent to the particular product may be visibly presented.

And with the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of parts presently described and pointed out in the claims.

In the accompanying drawing,

Figure 1 is a plan view of a sampling dispenser of my invention; and

Figure 2 is a cross sectional elevation view of the dispenser taken approximately on the line 2—2, Figure 1.

Referring now more in detail and by reference characters to the drawing, which illustrates a preferred form of the invention, the dispenser comprises a preferably oblong rectangular flat section 1 constructed preferably of stiff cardboard, or the like, on which any suitable advertising message, such as that indicated at 2, may be printed or otherwise displayed.

Formed in or struck out of the member 1 at or adjacent an end thereof, is a circular opening 3, in which snugly fits a removable flat dish-like container 4 formed preferably of thin sheet metal, or other suitable material.

Formed at the top edge or rim of the container 4, is an annular flange 5, which is diametrically slightly larger than the opening 3 for efficiently retaining the dish or container in operative dispensing position in the card or section 1, as best seen in Figure 2.

A flat circular disk 6, constructed of metal or other suitable material, and having a radius somewhat larger than the longest radius of the flange 5, is adapted for disposition as a closure over the vessel 4, which is well suited to contain any suitable substance or product, such as a cosmetic, medicinal salve, or the like, as indicated at 7, in Figure 2.

In use the dish-like container 4 is placed within the opening 3 of the card or member 1, as best seen in Figure 2. The disk or cover 6 being then placed over the top of the container 4, the container 4 and cover 6 are secured in place on the card 1 by the disposition therearound of a frangible, tearable, or otherwise rupturable wrapping strip 8 preferably constructed of a glazine paper, "Cellophane", tinfoil, waxed paper, or the like.

As shown, the wrapping strip 8 completely transversely encircles the card 1 and the container 4 and its cover 6 in such manner that the free ends of the wrapping strip 8 overlap on, and are adhesively secured to, each other, thereby providing a complete and continuous strip around the end of the card 1, as best seen in Figure 1.

In placing the wrapping strip 8 about the end of the card 1, it is preferable that the wrapping strip 8 extend longitudinally inwardly of the inside portion 9 of the container 4, so that the strip engages the card 1 completely in the area contiguous to the line 10, as indicated in Figure 1.

The wrapping strip 8, at its other edge 11, preferably terminates axially inwardly of the outer portion 12 of the container 4, so that a small portion of the container 4 and its disk-like cover 6 will extend outwardly of the wrapping strip 8 and be free, the strip 8 being drawn sufficiently taut about the card 1, so that the container 4 and cover 6, respectively, will be held securely in place.

When it is desired to remove the cover 6 from the container 4 in order to inspect or sample the contents thereof, the finger-nail, a knife, or some such similar instrument may be inserted under the free edge of the cover 6, and then, with a slight lifting action, the wrapping strip 8 may be torn and allow free access to the sample contents in the dish or container 4.

It will be evident that, after the sampler contents have been utilized, the dispenser may be readily disposed of without any great economic loss.

If the circumferential size of the dish or container 4 is sufficiently large to provide a close fit in the opening or seat 3 of the card 1, there will be a slight deformation of the card 1 when the dish 4 is forced in the card 1 around the outer periphery of the flange 5. This deformation will be sufficient to allow the cover 6 to fit flush across the flange 5 and yet engage the card 1 along the outer peripheral edge of the opening 3, whereby a tight and complete sealing of the contents within the dish or container 4 is provided when the wrapping strip 8 is secured in place.

It is thought that the invention and numerous attendant advantages will be understood from the foregoing description, and it is obvious that changes in the form, construction, arrangement, and combination of the several parts of the dispenser may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

What is claimed and sought to be secured by

Letters Patent is as follows—

1. An advertising sampler comprising a flat display-member, a container frictionally held within the said member, a closure co-operatively associated with the container, and a frangible member secured to the display member and overlying the container and its co-operatively associated closure for detachably securing the container and closure to said member, an edge of the cover extending freely from beneath the frangible member so that the cover may be manually moved for rupturing the frangible member.

2. A dispenser comprising a flat body member upon which advertising matter may be displayed, container means, and a frangible member secured to the body member and overlying the container means for detachably securing the container means to the surface means, an edge of said container means extending freely from beneath the frangible member for facilitating the rupturing of the frangible member in removing the container means.

3. In a dispenser, a flat display-member having a single recess disposed therein, a container dimensioned to fit snugly within said recess, a

flat cover for slidingly overlying the container, and a wrapping strip encircling the display-member contiguous to the container in such a manner as to overlie a part of the bottom of the container on one side of the display-member and overlie a part of the cover on the other side of the display-member for securing the cover, the container, and the display-member in engagement one with the other.

4. In a dispenser, a flat display-member having an opening disposed therein, a container dimensioned to fit snugly within said opening, flat cover means for slidingly overlying the container, and a rupturable wrapping strip encircling the display-member contiguous to the container in such manner as to overlie a part of the bottom of the container on one side of the display-member and overlie a part of the cover on the other side of the display-member for securing the cover, the container, and the display-member in engagement with one another.

5. In a dispenser, a flat display-member having a recess disposed therein, a container dimensioned to fit snugly within said recess, a cover for closure-wise disposition upon the container, and a wrapping strip encircling the display-member contiguous to the container in such a manner as to overlie a part of the bottom of the container on one side of the display-member and overlie a part of the cover on the other side of the display-member for securing the container and the display-member in engagement one with the other.

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