June 21, 1927. 1,633,444

H. A. FRUITEMA

ADVERTISING OR SAMPLE PACKAGE

Filed Oct. 13, 1925

Fig. 1.

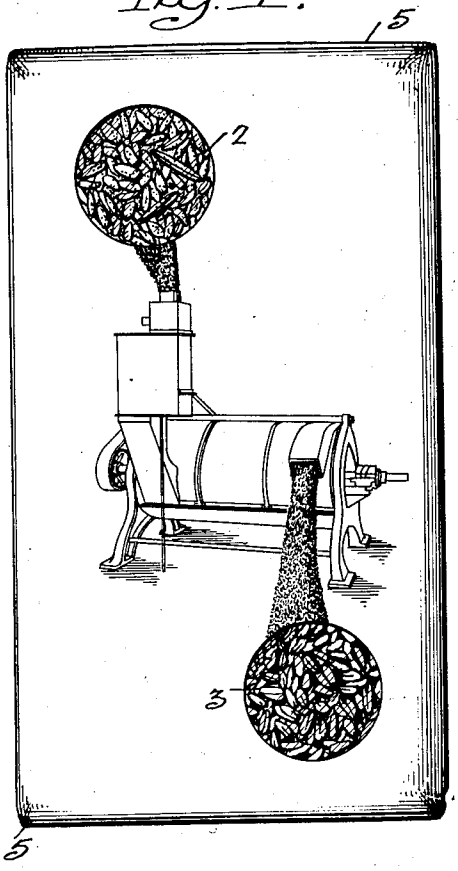


Fig. 2.

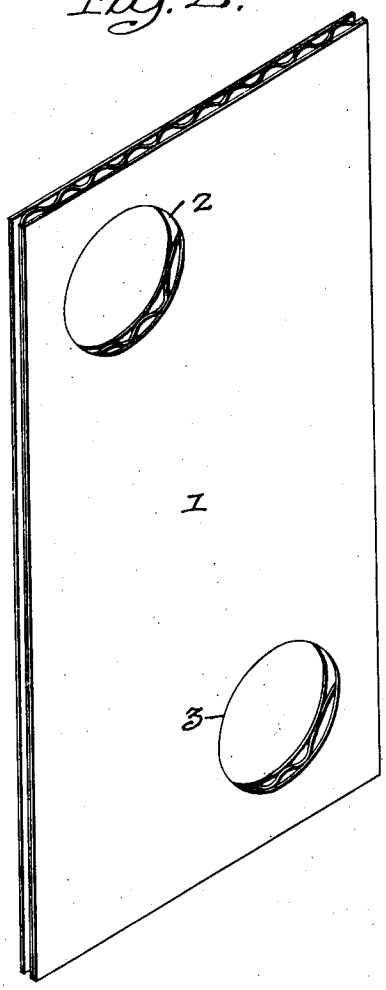
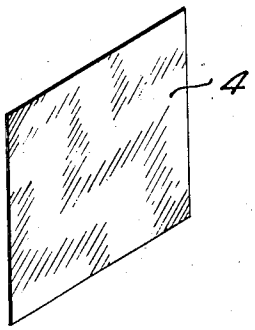


Fig. 3.



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UNITED STATES PATENT OFFICE.

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ADVERTISING OR SAMPLE PACKAGE.

Application filed October 13, 1925. Serial No. 62,326.

The object of this invention is to provide a novel sample or advertising package adapted to display or advertise a given machine or process by illustrating the product formed or treated by the machine or process at different stages of the latter, in conjunction with a graphic illustration of the machine or process and the appropriate placing of the samples relative thereto.

The device, which may vary widely in form, is illustrated in one embodiment in the attached drawings, in which:

Figure 1 shows a view in perspective of the device;

Fig. 2 is a view in perspective of the board member forming the body of the device, and

Fig. 3 shows the transparent cover which confines the samples in the apertures in the body.

With reference to the drawings, the device in the form illustrated consists of a relatively thick sheet 1, which may be of any suitable board-like material, although the well known corrugated cardboard has been found well adapted to the purpose. This body portion 1 has at least one, and preferably two or more, apertures which are closed on at least one side by pieces of transparent material such as celluloid. In the drawing, I have shown two such apertures 2 and 3. One of the transparent cover pieces is shown in Fig. 3 and designated by the reference numeral 4. These transparent cover pieces are made to adhere to one or both faces, as the case may be, of the body 1 by any suitable adhesive. The pockets or recesses formed by the openings 2 and 3 and the one or more transparent cover sheets 4 are filled with the product which is to be displayed, and in the present instance and for the purpose of illustration, I have shown these pockets as filled with wheat, the wheat in pocket 2 being smutty and the wheat in pocket 3 being wheat that has been cleaned by the machine which in the present instance it is desired to advertise. The pockets 2 and 3 as previously described are sealed at the back either by a second transparent sheet or in any other way.

In the present instance I enclose the body in an envelope of paper, as shown in Fig. 1 and designated by the reference numeral 5, and although the envelope 5 may constitute the sealing means at the back of the pockets 2 and 3, it is preferred to close these apertures by means of a separate sealing strip applied to the face of the body 1 by means of adhesive prior to the placing of the aforesaid body in the envelope 5.

As well illustrated, the envelope 5 is apertured in a manner corresponding with the position of the pockets 2 and 3 in the body 1 so that these pockets are exposed through the apertures 6 and through the transparent covers 4 previously described. Depicted upon the envelope 5 intermediate the apertures 6, 6, is a wheat washer and drier, the picture being so positioned that the pocket 2 containing the smutty wheat lies over or adjacent to the intake end of the machine, while the pocket 3 containing the washed and cleaned wheat is adjacent the output end of the machine, and it is ordinarily desirable under these circumstances to illustrate a flow of the material from the one pocket into the machine and from the machine into the other pocket.

The device provides an extremely graphic illustration of the character of work performed by the machine and the results that it is possible to obtain, and is highly desirable as an advertising medium.

Obviously the contents of the pockets may be made visible on both faces of the device, and a picture of the machine also placed on both sides of the envelope container, or different machines adapted to operate successively on the same product might be shown on the opposite sides. In the present instance, the back of the envelope, not shown, is printed with advertising matter pertaining to the machine so graphically illustrated on the forward face.

The device in principle is applicable to many forms of sample display, and I do not wish to limit the invention to the particular form herein illustrated and described. It may be used, for example, to illustrate a complete process involving a plurality of machines or associated apparatus, and pockets being appropriately located to illustrate the product after the various treatment steps of the process. Also the device in principle is applicable for advertising manufacturing machinery, by illustrating the machine, the raw material, and the

manufactured product. The device also is adapted for illustrating various types of mill machinery, the machine being graphically illustrated in association with displays or samples of different sizes of the milled product obtainable from the machine.

I claim:

1. An advertising package including a picture of the thing advertised, together with pockets having transparent covers rendering their contents visible from the outside of the package, said pockets being appropriately located with respect to the said picture to graphically illustrate the function of the thing pictured.

2. An advertising package including a picture of a mechanical device, together with pockets having transparent covers rendering their contents visible from the outside of the package, said pockets being appropriately located with respect to the said picture to graphically illustrate the function of the device pictured.

3. An advertising package including a picture of a mechanical device, together with pockets adapted respectively to contain material in form or condition before and after passing through said device and having transparent covers rendering said material visible from the outside of the package, said pockets being appropriately located adjacent the intake and discharge parts of the pictured device and thereby graphically illustrating the function of the latter.

4. An advertising package including a picture of a grain-treating machine, together with pockets adapted respectively to hold samples of grain in conditions before and after passing through the machine and having transparent covers rendering the contained grain visible from the outside of the package, said pockets being appropriately located adjacent the intake and discharge ports of the machine to graphically illustrate the function of the pictured machine.

5. An advertising package comprising a relatively thick sheet of board material having spaced openings closed on both sides, the closure on at least one side being of transparent material, and an envelope for said cardboard having openings corresponding with the openings in the cardboard at least on that side corresponding with the said transparent covers and having on the outside and intermediate said openings a picture of a mechanical device, one of said openings being located adjacent the intake end of said device and the other opening adjacent the discharge end of said device and being adapted respectively to hold samples of material before and after being acted upon by said device.

HENRY A. FRUITEMA.