

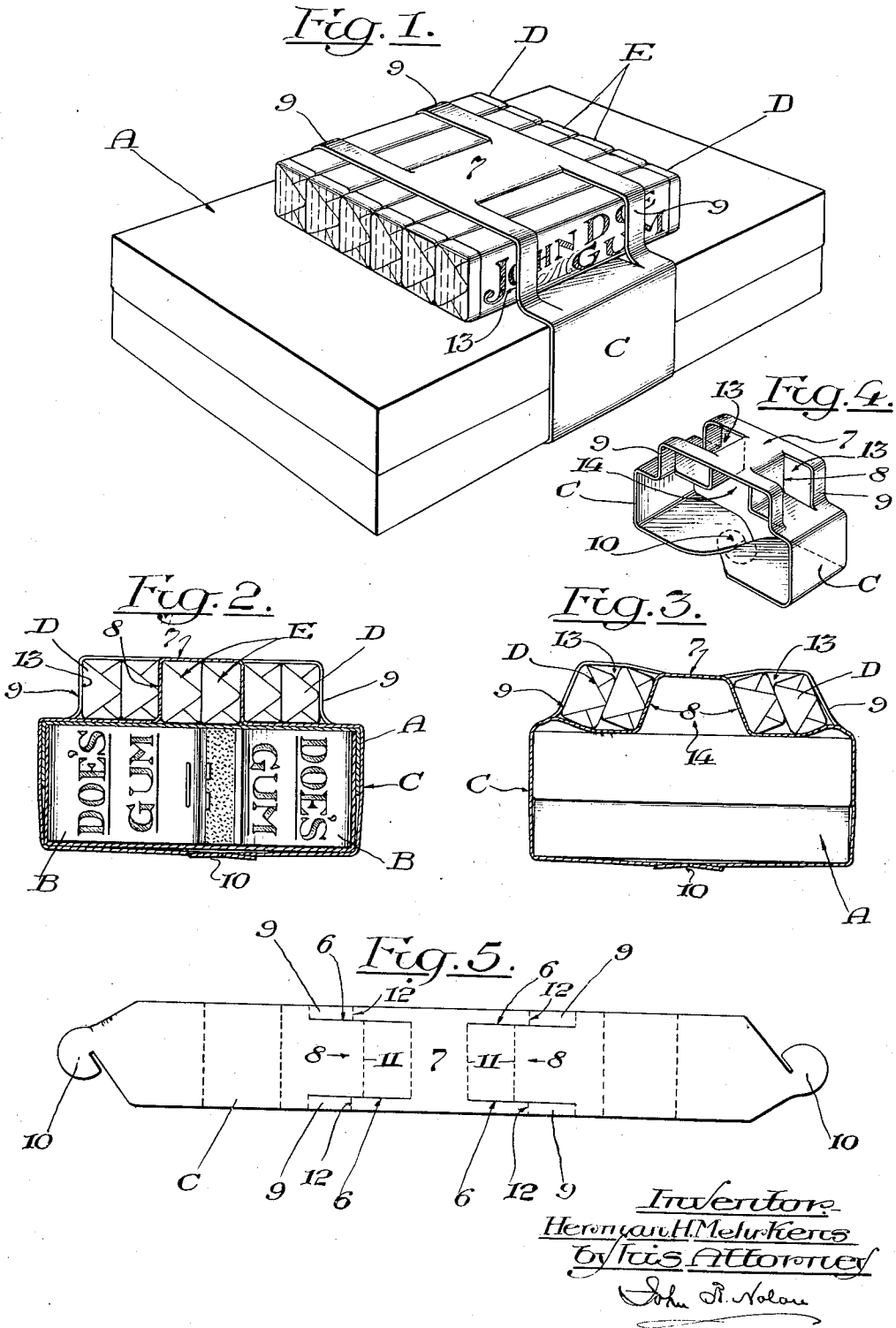
Aug. 13, 1940.

H. H. MEHRKENS

2,211,340

COMBINATION MERCHANDISE PACKAGE

Filed May 7, 1938



UNITED STATES PATENT OFFICE

2,211,340

COMBINATION MERCHANDISE PACKAGE

Herman H. Mehrkens, Valley Cottage, N. Y., assignor to The Diamond Match Company, New York, N. Y., a corporation of Delaware

Application May 7, 1938, Serial No. 206,571

4 Claims. (Cl. 206—47)

This invention relates to a combination package for promoting the sale of merchandise, which package, generally stated, comprises a main package and a supplemental display package securely yet detachably supported on the exterior of the former.

The invention provides a simple and inexpensive combination package especially, though not exclusively, designed for use as a medium to promote the sale of the product advertised on the book matches; that is to say, assuming the advertising matter carried by the match contents of the usual commercial carton is directed to chewing gum, for example, the supplemental package attached to the carton may contain samples of the advertised product and as a result the latter will reach the consumer through the sale of the carton of matches and thus be introduced in the home.

An exemplifying form of combination package embodying my invention will be hereinafter described and the scope of the invention then expressed in the appended claims.

In the drawing—

Figure 1 is a perspective view of a combination merchandise package embodying my invention.

Fig. 2 is a transverse section of the package.

Fig. 3 is an end elevation of the main package or carton, showing the supplemental package, in section, applied thereto preparatory to the fastening of the latter to the carton.

Fig. 4 is a perspective view of the supplemental holder.

Fig. 5 is a plan of the holder blank.

Referring to the drawing, A indicates a rectangular box or carton containing advertising book matches, as B, and C indicates a supplemental holder for samples of the product advertised, as, for example, packets of chewing gum. The blank for the holder, which is shown in Fig. 5, comprises a strip of paper or the like of proper dimensions for its intended purpose but of greater length than required to encircle the box or carton, which strip is slitted longitudinally, as at 6, adjacent the respective sides of the midportion 7 of the strip so as to afford bendable body sections 8 and lateral side or tie members 9 between the portion 7 and the body of the strip. The strip is also provided at its extremities with connecting members, such as the oppositely disposed hook portions 10. The sections 8 are transversely scored, as at 11, and the adjacent side members are also suitably scored, as at 12, thus facilitating the relative flexing or bending of such sections or members to provide

spaced skeleton pockets 13 for the endwise reception of packets, D, of sticks of chewing gum, or the like, and also to provide an intervening central pocket 14 having a closed top and an open bottom for the endwise reception of similar packets, E, which constitute key members effective to lock the holder and its contents to the box or carton, as will presently appear.

To use the hereinbefore described holder, packets, D, are first snugly entered endwise in the spaced pockets 13, as seen in Fig. 3, the partially loaded holder is then applied transversely of the top of the carton, and the ends of the strip are brought down against the sides and under the bottom of the carton, where the hooks 10 are interlocked, as seen. The packets E are then pushed endwise into the central pocket 14, and between the top of the carton and the midportion 7 of the strip, as seen in Figs. 1 and 2, thus bearing against such midportion and perforce tensioning the holder in a manner to lock it and the contained packets upon the carton, which packets are thus bound together in compact parallel relation and co-act with the holder to ensure a firm and substantial union of the carton and the supplemental package.

It is to be understood that my invention is not limited to the details herein disclosed, as the structure may be modified within the principle of the invention and the scope of the appended claims.

I claim:

1. A combination package embodying a main article receptacle, and supplemental articles secured thereon by a strip of greater length than the perimeter of the main article receptacle, said strip having intermediate its end longitudinally spaced pairs of longitudinal slits, the portion of the strip between the respective slits and the adjacent edge of the strip forming tie members, the central portion of the strip between the slits forming bendable body sections, said strip also having end securing means, the tie members and the body section being bent in reverse directions on transverse lines to form open-ended article-containing pockets extending transversely of the strip and overlying the main receptacle, the articles contained in the pockets coacting with the main receptacle and the strip to tension the strip, thus ensuring a stable union of the associated package elements.

2. A combination package embodying a main article receptacle and supplemental articles secured thereon by a strip of flexible material, said strip having two longitudinal slits on each side

of the mid-portion of the strip, there being a body section between each pair of slits and a tie member between each slit and the edge of the strip, said strip also having end securing means, the tie members and the body sections being bent on transverse lines in reverse directions to form open ended article containing pockets on each side of the mid-portion of the strip and extending transversely of the strip overlying the main receptacle, there being an intervening pocket between the first mentioned pockets, formed of the mid-portion of the strip and the main receptacle, the articles contained in the pockets coacting with the main receptacle and the strip to tension the strip, thus ensuring a stable union of the associated package elements.

3. A supplemental package holder of the character described, comprising a strip of flexible material having parallel longitudinal slits on each side of the mid-portion of the strip to form adjacent tie members adapted to form a transversely extending open ended pocket on each side of the mid-portion of the strip when the adjacent

tie members are bent reversely along transverse lines, and a pocket therebetween having an open bottom and a closed top formed by the mid-portion of the strip, the ends of the strip having complementary locking members.

4. A supplemental package holder blank comprising a strip of flexible material having complementary locking members at its ends, two spaced transverse scores adjacent each end of the strip, a pair of longitudinal slits on each side of the mid-portion of the strip, a transverse score extending from the end of each slit remote from the mid-portion to the edge of the strip, a transverse score on each side of the mid-portion extending from the other end of one slit to the other, a second transverse score on each side of the mid-portion extending from one slit to the other between the ends of the slits and transverse scores extending from each slit to the edge of the strip between the last-named scores and the scores extending from the ends of the slits to the edges of the strip.

HERMAN H. MEHRKENS.