June 20, 1939. C. B. GRABEN 2,162,915

ADVERTISING DISPLAY DEVICE

Filed Oct. 10, 1936

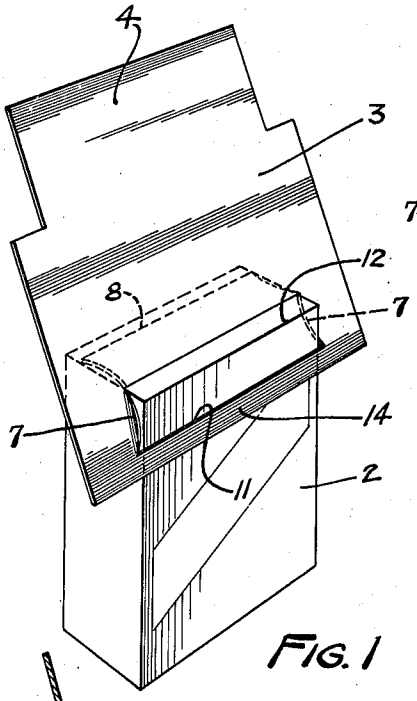


FIG. 1

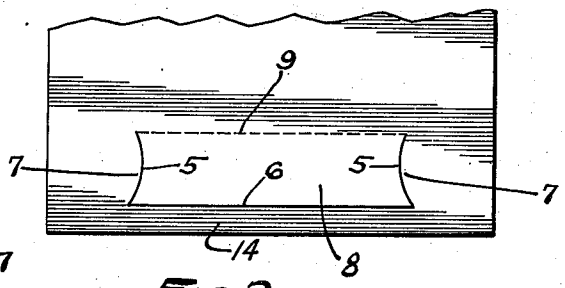


FIG. 2

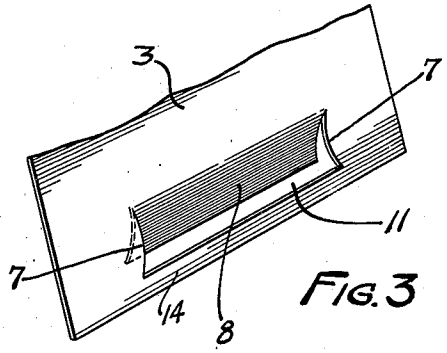


FIG. 3

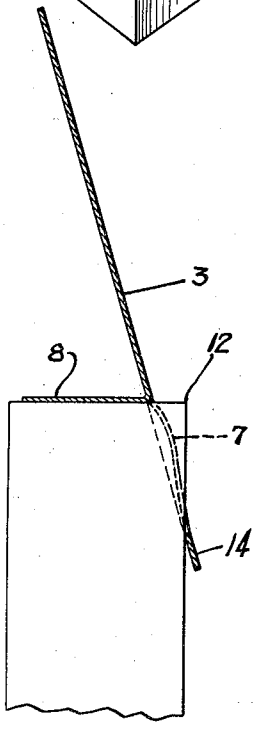


FIG. 4

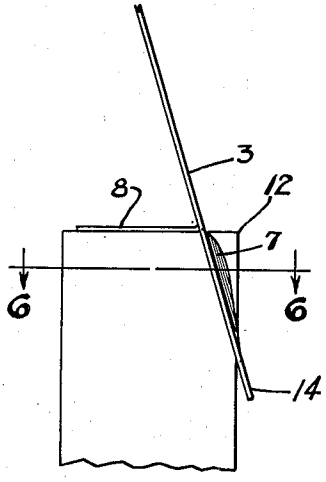


FIG. 5

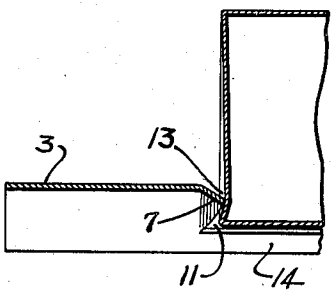


FIG. 6

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Patented June 20, 1939

2,162,915

UNITED STATES PATENT OFFICE

2,162,915

ADVERTISING DISPLAY DEVICE

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Application October 10, 1936, Serial No. 105,021

3 Claims. (Cl. 40—7)

This invention relates to new and useful improvements in advertising display devices, and more particularly to such a device adapted to be detachably secured to a carton or package in such a manner as to support the body of the device in a conspicuous position upon the article.

An important object of the invention resides in the particular means provided for securing the device to the carton, which comprises oppositely disposed convexed portions adapted to engage opposite sides of the body of the carton with sufficient pressure to partially indent the walls thereof, and whereby the carton is not likely to accidentally become detached from the carton, when the latter is moved about from place to place.

Other objects reside in the specific construction of the means provided for securing the device to the body of the carton; in the particular manner of slitting and scoring the lower portion of the body of the device whereby a portion of the material may be bent rearwardly to provide an opening for receiving a corner of the carton, and which rearwardly bent portion acts to stiffen and support the device in proper position upon the package; and in the provision of a simple and inexpensive advertising display device which may be manufactured in quantity production at small cost, and which is so constructed that it may readily be attached to a carton or a package in such a manner that the body thereof is retained in substantially a single plane.

Other objects of the invention will appear from the following description and accompanying drawing and will be pointed out in the annexed claims.

In the accompanying drawing there has been disclosed a structure designed to carry out the various objects of the invention, but it is to be understood that the invention is not confined to the exact features shown as various changes may be made within the scope of the claims which follow.

In the drawing:

Fig. 1 is a perspective view showing a carton with the device attached thereto;

Fig. 2 is a detail view showing the lower part of the device and the particular manner in which it is slitted and scored;

Fig. 3 is a perspective view of the lower part of the device showing the flap formed therein and adapted to be bent rearwardly to engage the top of the carton;

Fig. 4 is a detail sectional view showing the device positioned upon a carton;

Fig. 5 is a view similar to Fig. 4, but showing an exterior view of the device; and

Fig. 6 is an enlarged detailed sectional view on the line 6—6 of Fig. 5, showing how the opposite walls of the body of the carton or package are indented as a result of the securing means of the device engaging said walls.

In the selected embodiment of the invention here shown, there is illustrated in Fig. 1, a carton or package generally indicated by the numeral 2, and which in the present instance is rectangular in shape.

The novel advertising display device herein disclosed is shown comprising a body portion 3 made of flat material, such, for example, as cardboard. The upper portion 4 of the device may be relatively smaller than the main body portion thereof, if desired, as illustrated in Fig. 1.

An important feature of the invention resides in the novel means provided for supporting the device in a conspicuous position upon the carton or package 2. As best shown in Figs. 2 and 3, the lower portion of the body 3 of the device is slitted along the lines 5—5 and 6, the lines 5—5 being substantially upright and inwardly curved whereby convexed tabs or portions 7—7 are formed, as best shown in Fig. 3. The portion 8 defined by the slits 5—5 and 6 is adapted to be bent rearwardly, as shown in Fig. 3, when securing the device to the carton. To facilitate rearwardly bending the flap 8, the material is preferably suitably scored, as indicated at 9 in Fig. 2, whereby the material may readily be bent rearwardly from the position shown in Fig. 2 to that shown in Figs. 4 and 5.

The spacing between the convexed tabs 7—7 is such that when the flap 8 is bent rearwardly to provide the opening 11 for receiving the corner 12 of the carton, the innermost portions or edges of said tabs will engage the side walls of the carton with sufficient pressure to partially indent them, as clearly illustrated at 13 in Fig. 6. It will also be noted by reference to Figs. 1 and 6, that the tabs 7—7 will be bent forwardly as a result of engaging the side walls of the carton during the operation of mounting the device on the package, whereby said tabs will dig into the walls of the carton and thus securely support the device thereon in the position shown in Figs. 1 and 4.

When the device is attached to the carton, the flap 8 is bent rearwardly so that it will seat against the top wall of the carton and the lower straplike portion 14 of the device will prevent the tabs 7—7 from spreading, whereby they will

retain their grip on the side walls, or the corner of the carton, as clearly illustrated in the drawing.

The entire device may be made from a single piece of sheet material, as shown in Fig. 1, and prior to use, the devices may be stacked in a pile, as each is entirely flat. The device may be quickly and conveniently attached to a carton by simply grasping the lower part of the body thereof, and, with the thumbs rearwardly bending the flap portion 8 to provide the opening 11 for receiving the corner 12 of the carton. The entire device is then shoved onto the carton until the lower straplike portion 14 engages the front wall of the carton, at which time the tabs 7—7 will engage the side walls of the carton in the manner shown in Figs. 1 and 6, and thereby retain the device on the carton, as shown in Fig. 1. When secured to the carton as shown in Figs. 1, 4 and 5, the body of the device and the straplike portion 14 at the bottom thereof, will be disposed in substantially the same plane. From actual experience I have found that when the novel device herein disclosed is attached to a carton of the character illustrated in Fig. 1 it will grip the carton with sufficient pressure to prevent it from accidentally becoming detached from the carton, even though the latter may be roughly handled in moving it about from one place to another. I have also found that the carton, with the device attached thereto, may be conveniently transported from place to place, as a single unit, by simply grasping the upper portion of the device, the connection between the two being such that the weight of the carton is not likely to cause the carton to become detached from the device. The tabs 7—7, because of their unique shape, so firmly secure the device to the carton, that the device will not become detached therefrom, should the carton accidentally be tipped over, or drop from a counter, which obviously makes the device more desirable.

The body of the device may be of any suitable size or shape without departing from the scope of the invention. It is also to be understood that the device may be used in connection with different types and forms of cartons or packages by slightly modifying the size and shape of the slitted portions which cooperate to provide the opening 11 for receiving a corner or portion of the body of the carton.

I claim as my invention:

1. The combination with a card board carton comprising flat top and front walls, and oppositely disposed flat parallel end walls, which walls cooperate to provide an elongated corner of the carton, of an advertising display device including a body portion of flat material having an elongated, transverse straight slit therein, opposing slits connected to and extending upwardly from the opposite ends of said transverse slit and defining between their upper extremities a transverse straight fold line parallel to and of substantially equal length to said transverse slit, said transverse and upwardly extending slits defining a flap portion which may be bent along said fold line out of the plane of said body portion to provide a substantially rectangular opening in said body portion for receiving said elongated corner of the carton, said opposing slits at their meeting points with the transverse slit and fold line being spaced apart a distance as great as the overall width of the carton from end wall to end wall, and said opposing slits between their meeting points with the transverse slit and fold line curving inwardly towards each other and being more closely spaced than the overall width of the carton from end wall to end wall, whereby when the display device is mounted on the carton and the elongated corner thereof is received in said opening, the inwardly curved wall portions formed by said upwardly extending curved slits, will grip the opposite flat parallel end walls of the carton with sufficient inward pressure to partially indent them thereby to retain the device on the carton whereby it is not likely to become displaced, or detached therefrom.

2. A display device for mounting on a rectangular carton comprising a flat body portion of sheet material, a substantially rectangular carton-receiving opening adapting the device to be supported by the upper part of a carton, said opening being defined by a transversely extending straight upper edge adapted to engage the carton top wall, a straight lower edge parallel to and of equal length with said upper edge adapted to engage the carton front wall, and side edges at the opposite ends of the opening meeting the extremities of the upper and lower edges in corners, said opposite side edges of the opening being arc-shaped, and curving inwardly towards each other between the upper and lower corner so as to be more closely spaced at their middle portions than at their meeting corners with the upper and lower edges, and being thereby adapted to press against and frictionally engage the opposite side walls of a carton having a transverse dimension between its side walls substantially equal to the length of the upper and lower edges of the opening.

3. The combination with a carton having flat front and top walls, and opposite flat parallel side walls of a display device comprising a flat body portion of sheet material, a substantially rectangular opening in the body portion defined by transversely extending straight parallel upper and lower edges respectively adapted to engage the carton top and front walls, and being of a length as great as the distance between the opposite carton side walls, and side edges at the ends of the opening substantially shorter in length than the vertical dimension of the carton, said side edges meeting the opposite ends of the upper and lower edges in corners and being spaced from each other at intermediate points of their length a distance both less than their spacing at the upper and lower corners, and less than the transverse dimension of the carton between its opposite side walls, said side edges of the opening defining transversely narrow, oppositely projecting anchoring tabs adapted to press against the carton opposite side walls.

CLIFFORD B. GRABEN.