June 21, 1955 S. R. SNIDER ET AL 2,711,038

ADVERTISING DEVICE

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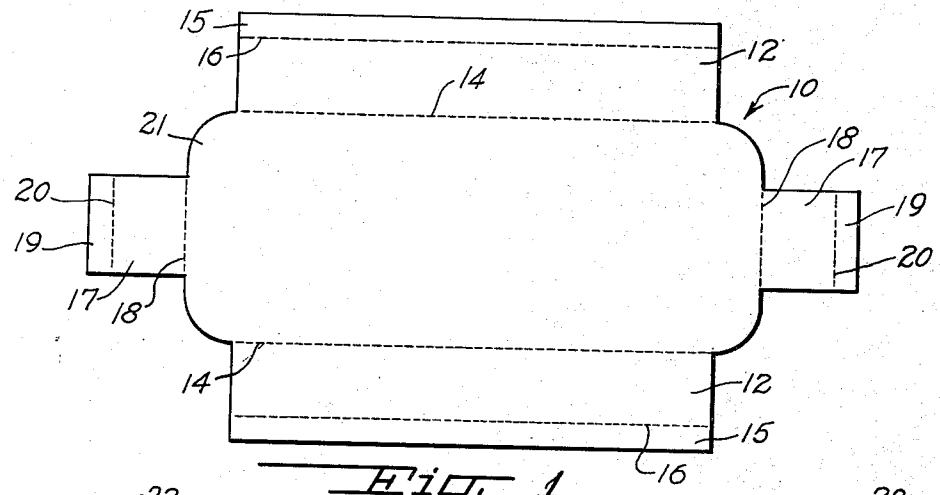


Fig. 1

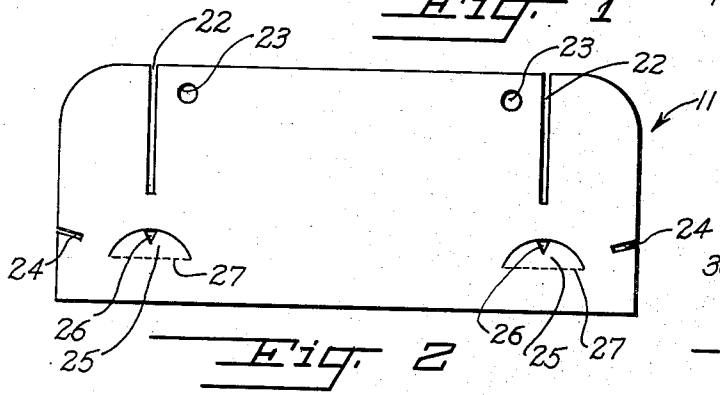


Fig. 2

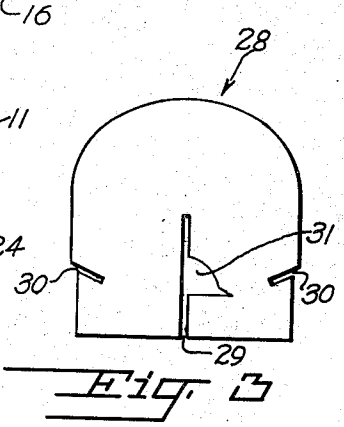


Fig. 3

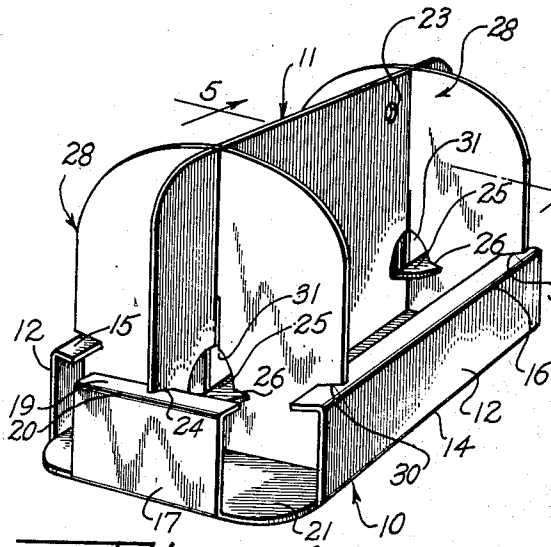


Fig. 4

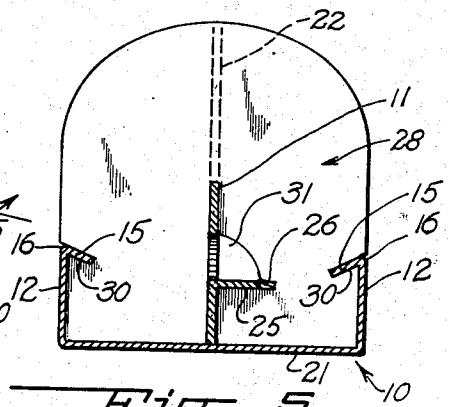


Fig. 5

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ADVERTISING DEVICE

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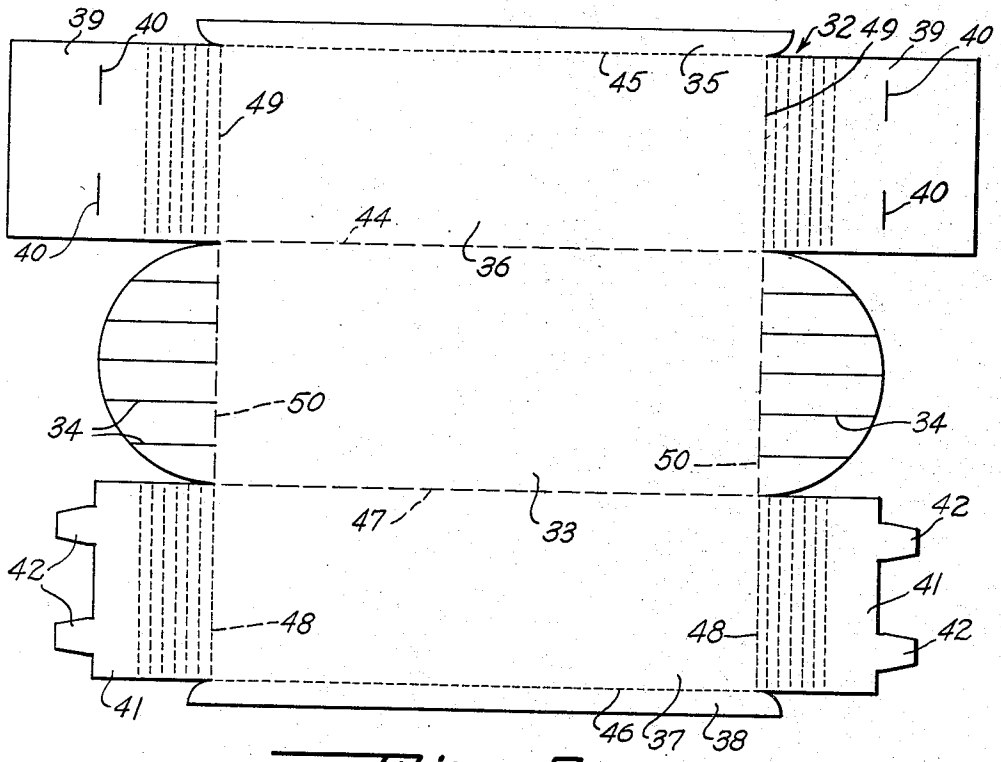


Fig. 6

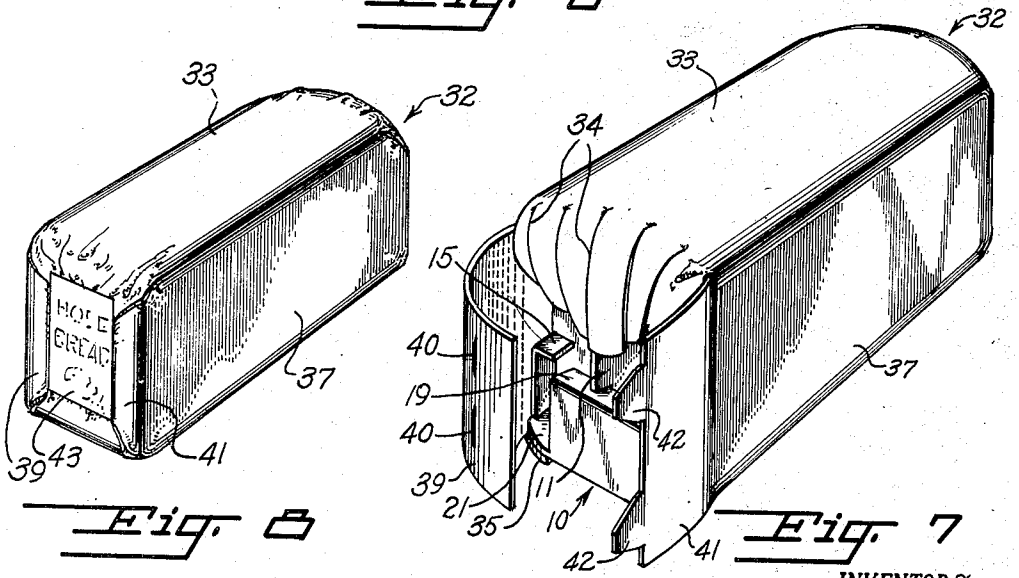


Fig. 8

Fig. 7

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ADVERTISING DEVICE

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5 Claims. (Cl. 40—126)

The present invention relates to an advertising device and more particularly to an advertising device simulating a shaped article as, for example, a loaf of bread, meat loaf, ice cream confection, or the like.

One object of the invention is to provide an advertising device which has the shape of a large loaf of material as, for example, meat, bread, or similar articles, said advertising device being adapted to be readily displayed in various locations to advertise the material which is being simulated and thereby stimulate sale of said material.

Another object of the invention is to provide a dummy preferably in the form simulating a loaf, said dummy being made of suitable material, such as cardboard, synthetic plastics including synthetic foldable vinyl plastics, said dummy including a plurality of pieces or sections which can be readily assembled and disassembled so that when the device is not being used, it can be stored or shipped in a minimum amount of space.

A still further object of the invention is to provide an advertising device which has the configuration of an oversized or jumbo loaf of material as, for example, bread or equivalent materials of the character set forth whereby the device can be suspended or supported in a grocery store, bakery, or other establishment to help stimulate the sale of bread, the device of the present invention including a number of foldable cardboard pieces which are adapted to be folded along predetermined crease lines and then interlocked together to maintain the parts in their assembled positions.

A further object of the invention is to provide an advertising device which is extremely simple and inexpensive to manufacture.

Other objects and advantages will be apparent during the course of the following description.

In the accompanying drawings, forming a part of this application, and in which like numerals are used to designate like parts throughout the same:

Figure 1 is a plan view of the blank for forming the base;

Figure 2 is a plan view of the partition;

Figure 3 is a plan view of one of the cross pieces;

Figure 4 is a perspective view showing the frame;

Figure 5 is a sectional view taken on the line 5—5 of Figure 4;

Figure 6 is a plan view of the blank for making the cover;

Figure 7 is a perspective view showing the means for securing the cover in position;

Figure 8 is a perspective view of the completed advertising device.

Referring in detail to the drawings, the numeral 10 designates the base of the advertising device, and the base 10 may be made of any suitable material such as foldable cardboard. In Figure 1 there is shown the blank for making the base and the blank shown in Figure 1 includes a central portion 21 which constitutes the bottom wall of the base when the base is in its folded position. Arranged along each longitudinal edge of the portion 21 is a wall portion 12, and the wall portions 12 are adapted to be folded along the fold or crease lines 14 to provide vertically disposed side walls. Arranged on the outer edge of each of the walls 12 is a flange 15 which is interconnected with the wall 12 by means of a fold or crease line 16. With the base in the folded or assembled position, the pair of flanges 15 extend inwardly and downwardly slightly toward each other, as shown in Figures 4 and 5. The base 10 further includes a pair of spaced parallel vertically disposed end walls 17 which are adapted to be folded along the crease lines 18, and extending inwardly from the upper edge of each of the end walls 17 is a lip 19 which is interconnected to the end wall 17 by a fold line 20.

The advertising device of the present invention further includes a partition 11 which is also preferably made of cardboard, and the partition 11 is provided with a pair of spaced parallel slots 22 which extend downwardly from the upper edge of the partition for a portion of its length. The partition 11 is further provided with a pair of spaced apertures 23, Figure 2, whereby a wire or cable can be arranged in engagement with the apertures or openings 23 to support the advertising device. The partition 11 is further provided with a pair of inclined opposed slits 24 and formed integral with the partition 11 is a pair of arcuate or semicircular fingers 25. Each of the fingers 25 is provided with a V-shaped cut-out 26, and when the parts are in their folded position, the fingers 25 are adapted to be bent along the crease lines 27 to a horizontal position, as shown in Figure 4.

There is further provided a pair of cross pieces 28 which are also preferably made of cardboard, and the cross pieces 28 are preferably arranged in spaced parallel relation with respect to each other when the device is assembled. Each of the cross pieces 28 includes a slot 29 which extends upwardly from the bottom thereof, and the cross pieces 28 are provided with a pair of opposed downwardly extending recesses 30 for snugly receiving therein the flanges 15 of the base 10. The slot 29 communicates with a cut-out 31, Figure 3, and the cut-out 31 is adapted to receive the cut-out 26 of the finger 25 whereby the parts will be locked in their assembled positions.

There is further provided a cover which is indicated by the numeral 32, and the cover is shown in its extended position in Figure 6. The cover 32 includes a top portion 33, and the ends of the top portion 33 are provided with a plurality of slits or cuts 34 whereby the end portions of the top 33 can be snugly inserted within certain portions of the cover so as to provide a neat package. The cover 32 further includes a side section 36 and a side section 37. Formed integral with the side section 36 is a flange 35 which is adapted to be folded beneath the bottom wall 21. A similar flange 38 is formed integral with the other side section 37.

Arranged on each end of the section 36 is a rectangular flap 39, and each of the flaps 39 is provided with a pair of slits or grooves 40 for a purpos to be later described. The other section 37 is provided on each end with a rectangular body portion 41, and extending from each of the body portions 41 is a pair of tongues 42 which are adapted to engage or be received in the slits 40 when the parts are assembled so as to maintain the cover in its assembled or adjusted position. After the tongues 42 have been arranged in engagement with the slits 40, a suitable label 43 bearing indicia or suitable printing thereon may be glued or otherwise secured to the end of the oversized bread dummy or advertising device of the present invention. Furthermore, other suitable indicia or printing can be arranged on

the exterior of the cover **32** in any suitable manner, as desired.

In forming the completed cover from the blank shown in Figure 6, the section **36** is folded along the crease line **44**, while the section **37** is folded along the crease line **47**. Similarly, the flange **35** is folded along the crease line **45**, while the flange **38** is folded along the crease line **46**. Further, the body portions **41** are adapted to be folded along the crease lines or fold lines **48**, while the flaps **39** are folded along the crease lines **49**. Further, the ends of the top **33** which are to be tucked in between the flaps and body portions are adapted to be folded along the crease lines indicated by the numeral **50**.

From the foregoing, it is apparent that an advertising device has been provided which simulates an oversized loaf of bread. The advertising device of the present invention is especially suitable for use in grocery stores, bakeries and the like. The device of the present invention is adapted to be made of foldable pre-cut cardboard, and includes the base **10**, the pair of cross pieces **28**, the partition **11**, and the cover **32**. To assemble the device, the blank shown in Figure 1 is folded along the crease lines to provide the base **10**. Then the partition **11** is extended longitudinally along the base **10** so that the lips **19** engage in the slits **24**. Then, the cross pieces **28** are arranged at right angles with respect to the partition **11** and the slot **29** registers with the slots **22**. The flanges **15** engage in the recesses **30** and the fingers **25** are bent along the fold lines **27** so that the V-shaped cut-outs **26** engage in the cut-outs **31** whereby the partition and cross pieces will be locked in place. Then, the cover **32** is folded about the frame so that the top **33** is on the top of the frame and the sections **36** and **37** are on the sides of the frame. The tongues **42** engage in the grooves **40** to maintain the cover locked on the frame.

It will be seen that an advertising device has been provided which will simulate an oversized loaf, such as a loaf of bread, a meat loaf, or special confections. The cover **32** is provided with means for preventing accidental disengagement of the cover from the frame, and this means embodies the tongues **42** which cooperate with the grooves **40**.

The device of the present invention may be made of any suitable material, such as foldable cardboard, suitable plastic, or any other desired material.

The wrapping **32** may be considered the primary wrapping. On this primary wrapping there may be provided an outer wrapping on which may be carried printed and descriptive subject matter, art work, and multiple colorations. The ends of the outer wrapping may be closed with a suitable adhesive or with a sticker.

We claim:

1. In an advertising device, a frame including a base, a vertically disposed partition extending longitudinally along said base, a pair of spaced parallel vertically disposed cross pieces extending transversely with respect to said partition and spaced from the ends thereof, and a cover enclosing said frame and detachably connected thereto, said base embodying a horizontally disposed bottom wall, a pair of spaced parallel vertically disposed side walls extending upwardly from said bottom wall, an inturned flange extending inwardly from the upper edge of each of said side walls, a pair of spaced parallel end walls projecting upwardly from said bottom wall, and a lip extending inwardly from each end of each of said end walls.

2. In an advertising device, a frame including a base, a vertically disposed partition extending longitudinally along said base, a pair of spaced parallel vertically disposed cross pieces extending transversely with respect to said partition and spaced from the ends thereof, and a cover enclosing said frame and detachably connected thereto, said base embodying a horizontally disposed bottom wall, a pair of spaced parallel vertically disposed side walls extending upwardly from said bottom wall, an inturned flange extending inwardly from the upper edge of each of said side walls, a pair of spaced parallel end walls projecting upwardly from said bottom wall, and a lip extending inwardly from each end of each of said end walls, said partition being provided with an inclined slit in each end for receiving said lips, there being a pair of spaced parallel downwardly extended slots in said partition, a pair of semi-circular fingers formed integral with said partition and each being provided with a V-shaped cut-out, said cross pieces each being provided with a pair of opposed openings for receiving said flanges therein, there being a slit in each of said cross pieces for registering with the slots in said partition, the slits in said cross pieces communicating with a cut-out for receiving said finger.

3. The apparatus as described in claim 2, wherein said cover includes side sections interconnected together by a top section, a flap extending from the ends of one of said sections and provided with a pair of openings, a body portion extending from the other of said sections, and a pair of tongues extending from said body portion for engagement with the openings in said flap.

4. An advertising device comprising a frame including a base, a partition extending along said base, a pair of cross pieces extending transversely with respect to said partition and spaced from the ends thereof, and a cover enclosing said frame and detachably connected thereto, said base embodying a bottom wall, a pair of side walls extending upwardly from said bottom wall, an inturned flange extending inwardly from the upper edge of each of said side walls, a pair of end walls projecting upwardly from said bottom wall, and a lip extending inwardly from each end of each of said end walls, said partition being provided with an inclined slit in each end for receiving said lips, there being a pair of slots in said partition, a pair of fingers formed integral with said partition and each being provided with a V-shaped cut-out, said cross pieces each being provided with a pair of opposed openings for receiving said flanges therein, there being a slit in each of said cross pieces for registering with the slots in said partition, the slits in said cross pieces communicating with a cut-out for receiving said finger.

5. In an advertising device, a frame including a base, a partition extending longitudinally along said base, a pair of spaced cross pieces extending transversely with respect to said partition and spaced from the ends thereof, and a cover enclosing said frame, said base embodying a bottom wall, a pair of spaced side walls extending upwardly from said bottom wall, a pair of spaced end walls projecting upwardly from said bottom wall, interengaging means on said end walls and partition for maintaining said partition in upright position, means on said side walls for engaging said cross pieces to prevent shifting movement of said cross pieces, and interengaging means on said partition and cross pieces for maintaining the partition and cross pieces connected together, and tongue and groove means on said cover for maintaining said cover secured on said frame.

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