Nov. 15, 1932. L. E. SHAW 1,888,096

DISPLAY DEVICE

Filed June 2, 1931 2 Sheets-Sheet 1

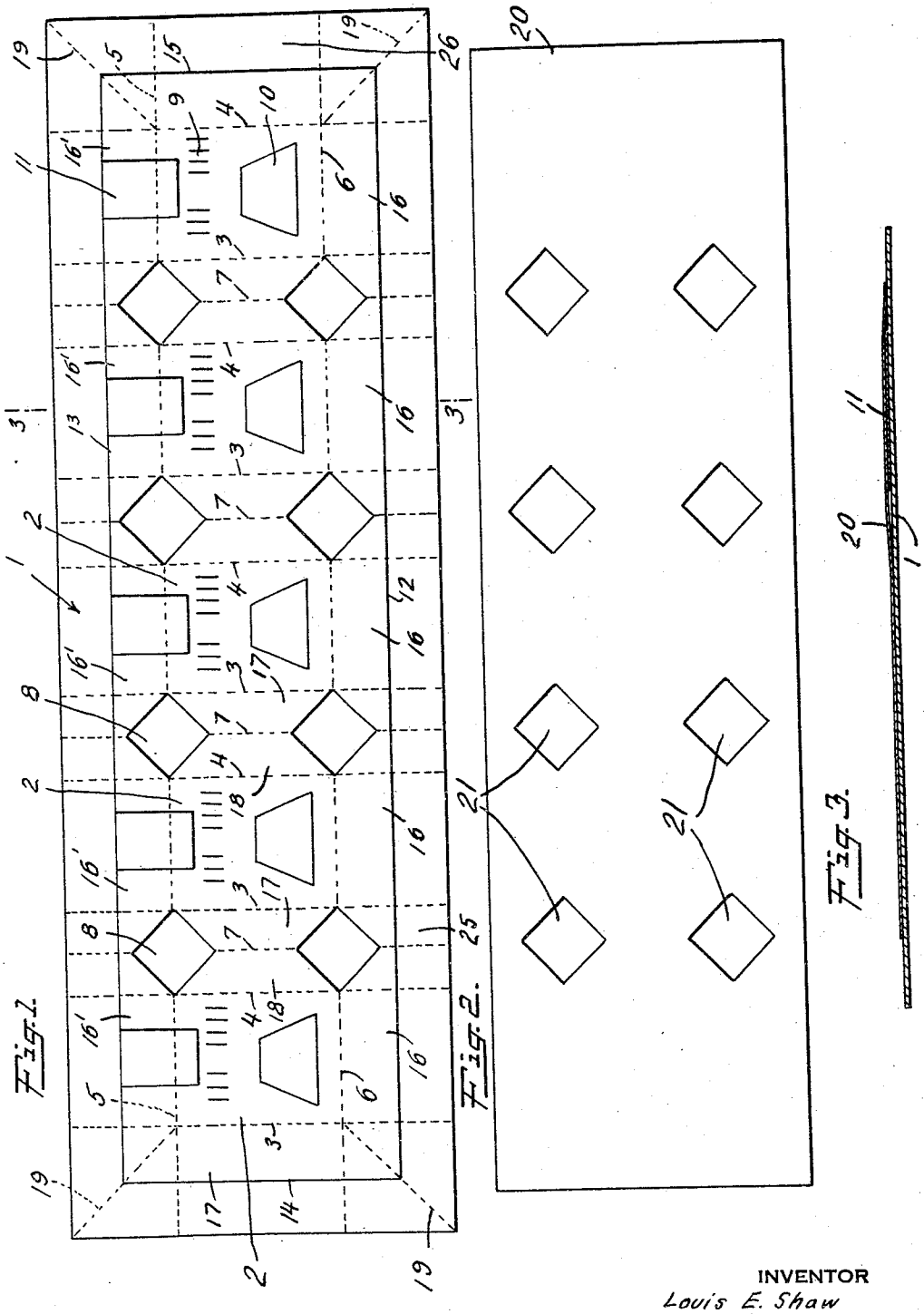


Fig. 2.

Fig. 2.

Fig. 3.

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Fig. 4.

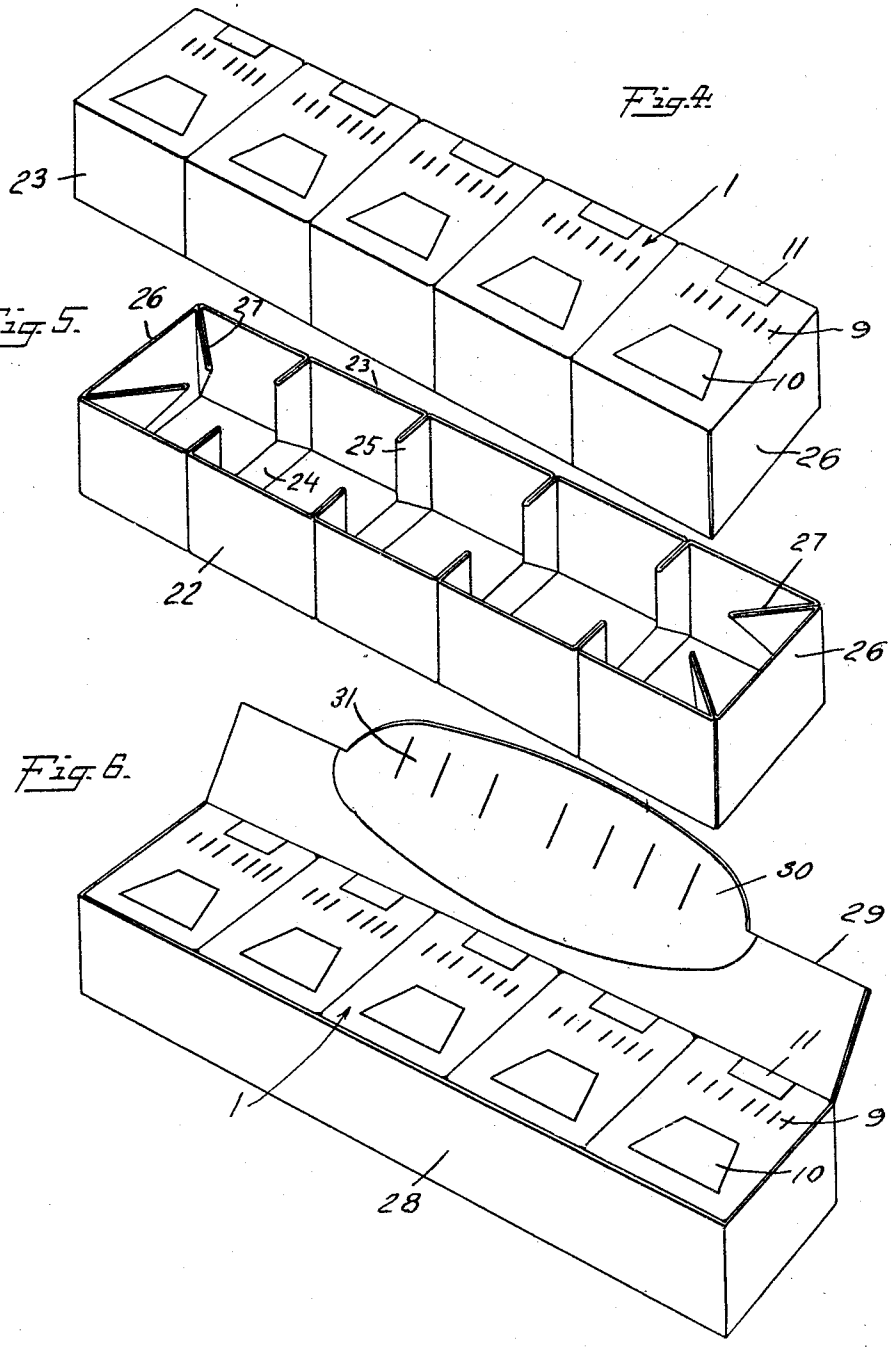


Fig. 5.

Fig. 6.

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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

Application filed June 2, 1931. Serial No. 541,600.

This invention relates to display devices and more particularly to display devices for use in connection with merchandise sold in packages, such as cigarettes. One type of package in which cigarettes are sold is a suitably lithographed paper package containing twenty cigarettes. These packages are packed in cartons containing ten packages in two rows of five each so that when the carton is opened for display a row of five packages of cigarettes is visible. For display purposes a dummy consisting of a flat sheet having the representation of the front of five packages of cigarettes has heretofore been employed. Several brands of cigarettes packed in this manner are now provided with an outer covering of cellophane or other transparent wrapping and the use of a dummy in the form of a flat sheet is no longer satisfactory for displaying cigarettes packed in this manner.

In the present invention I provide a display device which may be placed in cigarette cartons and which will create the illusion of a full carton of cigarettes. The device is preferably formed of a single sheet of cardboard or paper and folded to produce the appearance of five individual packages of cigarettes in the top row of the carton. The exposed portions of the representations of the individual packages may be covered with cellophane or other transparent material. The surface of the package displayed is one of the two surfaces of greatest dimension on which the name of the cigarette appears and will be referred to in this specification as the front of the package. In forming the display device, the cardboard or other material is first scored to form the representation of five package fronts spaced from each other. The width of the sheet is preferably sufficient to allow flanges at the ends of the individual representations equal to the depth of the carton. Likewise similar flanges are provided at each end of the display device and these flanges are adapted to rest on the bottom of the box to support the surface of the display device in the plane normally occupied by the top row of cigarette packages in the carton. Likewise suitable flanges are provided between the individual representations of the scored packages and the flanges surrounding each individual representation are lithographed or otherwise provided with surfaces similar to the sides and ends of the cigarette package. The cellophane covering is placed over the display device after the display device is scored and before folding and extends over the exposed representation of the front of the package and over the representations of the sides and ends of the package so that if any portion of the display device is slightly spaced from the adjacent wall of the carton or the adjacent portion of the display device and is visible the representation of an individual package is carried out and the exposed portion produces the appearance of an end or side of the package as the case may be.

In the accompanying drawings I have illustrated one form of the invention. In this showing,

Fig. 1 is a plan view of the cardboard or paper sheet containing the representations of the five individual packages;

Fig. 2 is a similar view of a sheet of cellophane or other transparent material cut to fit the cardboard sheets shown in Fig. 1;

Fig. 3 is a sectional view on line 3—3 of Fig. 1 showing the cellophane sheet in position;

Fig. 4 is a perspective view of the display device before being placed in the carton;

Fig. 5 is a perspective view of the display device in inverted position; and

Fig. 6 is a perspective view of a carton of the usual construction showing the display device in position.

Referring to Fig. 1 of the drawings, a sheet 1 of cardboard or other suitable material in flat form is employed in forming the display device and this sheet is scored along lines to produce a number of representations 2 of the front of a package. As stated above, cigarette packages are generally packed in cartons of ten with five packages in each row and I have accordingly illustrated a display device in which five individual packages are represented. It will be apparent, however, that the invention is in no way limited to this fea-

ture and that the number of representations may be increased or decreased depending upon the product displayed and the custom or usage in displaying products of that particular character. Parallel scored lines 3 and 4 are formed across the sheet to permit the material at each side of the individual representations 2 to be folded downwardly. Likewise, parallel scored lines 5 and 6 extend the entire length of the sheet at the points represented by the top and bottom of the individual representations to permit the portion of the sheet between these lines and the edges to be folded downwardly. Between the scored line 4 at one edge of each representation and the scored line 3 of the adjacent representation the sheet is scored transversely as indicated at 7 to permit folding of the sheet in the opposite direction. Diamond shaped sections 8 are cut from the sheet between the scored lines 3 and 4 of adjacent representations and at the top and bottom of each individual representation. The illustration of the individual cigarette packages may be applied to the sheet by lithographing or in any other suitable manner. Separate forms representing the front, sides and ends of a cigarette package may be placed over the individual representations 2 or a single sheet embodying these portions of five cigarette packages may be secured to the surface of the sheet. The name of the cigarette displayed may be indicated on the front of the package at 9 and any symbol or pictorial representation appearing thereon may be indicated on the display device in the same manner as at 10. It is the usual practice to place revenue stamps on the tops of such packages and the revenue stamps may be simulated or placed on the display device as indicated at 11. The lithographing or other representation of the cigarette packages is indicated in Fig. 1 by the parallel lines 12 and 13 and 14 and 15. As shown, it extends beyond the representations of the fronts 2 of the packages both at the sides and ends of the sheet. The portions 16 adjacent the lower ends of the individual representations 2 represent the bottoms of the cigarette packages and the portions 16′ opposite them represent the tops of the cigarette packages. As cigarettes of this character are usually packed with the paper covering open at the top to expose the tin foil or inner wrapping, the portion 16′ may be lithographed or otherwise finished to simulate tin foil. At the two ends the sides 17 and 18 of the end packages of cigarettes are simulated by lithographing or in any other suitable manner and between the scored lines 3 and 7 and the scored lines 4 and 7 similar representations 17 and 18 of the sides of the cigarette packages are formed. The sheet 1 is also scored at each corner as indicated by the lines 19, these scored lines extending at approximately a 45° angle to the edges to the point where they intersect the lines 5 or 6 and 3 or 4.

Referring to Fig. 2 of the drawings, I provide a sheet of cellophane 20 or other suitable transparent wrapping material and this sheet is provided with a plurality of diamond shaped cut-out portions 21 similar in size and shape to the cut-outs 8 of the sheet 1 and adapted to register therewith when the cellophane sheet is placed on the sheet 1. The sheet 1 is suitably cut and scored as described above before the cellophane sheet is put in position. The cellophane sheet is then placed over the sheet 1 with the cut-outs 8 and 21 in registration and secured thereto in any suitable manner as by means of an adhesive. The assembled display device is then ready to be folded and placed in a carton. It is folded along the lines 5 and 6 forming a series of flanges 22 and 23 at the top and bottom of the individual cigarette package representations. Likewise, the material between each pair of representations 2 is folded in one direction along the line 7 and then in the opposite direction along the lines 3 and 4 to form a fold or crease 24 between each pair of individual representations. The portions of the flanges 22 or 23 between the lines 3 and 4 are folded with the sides 17 and 18 of the individual packages forming folds or loops 25 as shown in Fig. 5 of the drawings. The cut-outs 8 are provided to permit folding of the folds or loops 24 and 25 at right angles to each other and bring them together as shown in Fig. 5 of the drawings. End flanges 26 are formed by folding the ends of the sheet 1 on the lines 3 and 4 at each end and these flanges are of the same depth as the top and bottom flanges 22 and 23. As these flanges extend at right angles to the adjacent top and bottom flanges 26, the material in each corner is folded along the lines 19 to provide folds or loops 27 shown in Fig. 5 of the drawings.

The folded display device shown in Figs. 4 and 5 of the drawings is then inserted in a carton 28, as shown in Fig. 6. The carton may be of any suitable form and may be provided with a cover portion which is adapted to be folded on itself as indicated at 29 to display a portion 30 of the top of the cover on which the name of the cigarette or other suitable advertising matter may be displayed as indicated at 31. As stated, the depth of the flanges 22, 23 and 26 is such that the display device occupies the position normally occupied by the upper surface of the top row of cigarettes in the carton.

The provision of the folds 24, 25 and 27 produces a device of substantial strength and rigidity that may be submitted to relatively rough handling without tearing, breaking or collapsing. Furthermore the provision of these flanges and folds permits not only the front surface of each package of cigarettes to be simulated as indicated at 2 but also permits

the sides and the top and bottom of the package of cigarettes to be simulated so that if any portion of the display device is slightly spaced from an adjacent portion or from the adjacent wall of the carton the exposed portion will still give the appearance of an actual package of cigarettes and carry out the illusion. Furthermore, the edges and corners of the individual representations can be slightly rounded and with the sheet 20 of cellophane or other transparent material extending over these edges the appearance of a full carton of cigarettes is strengthened and the device may thus be used for advertising purposes in place of full cartons of cigarettes.

Throughout the specification I have referred to the display of cigarette packages in a carton, but it will be readily understood that the invention can be applied just as well to the display of other merchandise packed in separate packages with a number of such packages arranged in a carton or container. The preceding description is illustrative but not restrictive.

I claim:

1. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises folding a sheet of material along parallel spaced lines between the individual package representations to form the side edges of the front surfaces of a plurality of packages, and folding the sheet along parallel lines at right angles to said first mentioned lines to form the top and bottom edges of the front surfaces of the packages.

2. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises folding a sheet of material of greater area than the combined area of the surfaces of the packages to be simulated along parallel spaced lines to form side edges of the front surfaces of the packages, the edges of adjacent packages being spaced from each other, folding said sheet along parallel lines at right angles to said first mentioned lines to form the top and bottom edges of the surfaces of the packages, and arranging the excess folded material beneath the surface.

3. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises scoring a sheet of material along parallel spaced lines between the individual package representations to form the side edges of the front surfaces of a plurality of packages, scoring the sheet on parallel lines at right angles to said first mentioned lines to form the top and bottom edges of the front surfaces of the packages, applying a sheet of transparent material over said first mentioned sheet, and folding said sheets on said scored lines.

4. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises scoring a sheet of material of greater area than the combined area of the surfaces of the packages to be simulated along spaced parallel lines to form the side edges of the front surfaces of the packages, the adjacent packages being spaced from each other, scoring said sheet along parallel lines at right angles to said first mentioned lines to form the top and bottom edges of the surfaces of the packages, placing a sheet of transparent material over said first mentioned sheet and folding the sheets along said scored lines to dispose the excess material beneath the surface thereof.

5. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises forming a sheet to simulate the front surfaces, sides, tops and bottoms of a plurality of packages, and folding the sheet to dispose the front surfaces of the packages adjacent each other with all sides, tops and bottoms arranged at right angles thereto and extending downwardly.

6. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises forming a sheet to simulate the front surfaces, sides, tops and bottoms of a plurality of packages, applying a sheet of transparent material over said first mentioned sheet, and folding said sheets to dispose said front surfaces adjacent each other with all sides tops and bottoms arranged at right angles thereto and extending downwardly.

7. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises scoring a sheet of material along parallel spaced lines to form the side edges of the front surfaces of a plurality of packages, the edges of adjacent packages being spaced from each other, scoring between adjacent side edges of adjacent packages to permit folding in of the material between adjacent packages and below the outer surfaces thereof, scoring the sheet at right angles to said first mentioned lines to form the top and bottom edges of the packages, forming cut-outs in the material between each pair of representations adjacent the corners thereof and folding the sheet on said scored lines.

8. The method of forming a display device to simulate a plurality of packages arranged in a row which comprises scoring a sheet of material along parallel spaced lines to form the side edges of the front surfaces of a plurality of packages, the edges of adjacent packages being spaced from each other, scoring between adjacent side edges of adjacent packages to permit folding in of the material between adjacent packages and below the outer surfaces thereof, scoring the sheet at right angles to said first mentioned lines to form the top and bottom edges of the packages, forming cut-outs in the ma-

terial between each pair of representations adjacent the corners thereof, arranging a sheet of transparent material over said first mentioned sheet, and folding said sheet along said scored lines.

9. A display device comprising a sheet of material having portions thereof formed to simulate the front surface of individual packages, the portions of said sheet between said package representations and adjacent the top and bottom of said individual representations being folded in between the individual representations and beneath the surfaces thereof.

10. A display device comprising a sheet of material having portions thereof formed to simulate the front surface of individual packages, the portions of said sheet between said package representations and adjacent the top and bottom of said individual representations being folded in between the individual representations and beneath the surfaces thereof and a sheet of transparent material arranged over said first mentioned sheet.

11. A display device comprising a sheet of material having portions thereof formed to simulate the front surfaces of individual packages, said individual representations being spaced from the sides and ends of the sheet, the material between said individual representations and the sides and ends of the sheet being folded in between the individual representations and extending downwardly to form a support.

12. A display device comprising a sheet of material having portions thereof formed to simulate the front surfaces of individual packages, said individual representations being spaced from the sides and ends of the sheet, the material between said individual representations and the sides and ends of the sheet being folded in between the individual representations and extending downwardly to form a support and a sheet of transparent material arranged over said first mentioned sheet.

13. A display device comprising a sheet of material having a portion thereof formed to simulate the front surfaces, sides, tops and bottoms of a plurality of individual packages, said sheet being folded to dispose the representations of the front surfaces adjacent each other with all sides and tops and bottoms arranged at right angles thereto.

14. A display device comprising a sheet of material having a portion thereof formed to simulate the front surfaces, sides, tops and bottoms of a plurality of individual packages, said sheet being folded to dispose the representations of the front surfaces adjacent each other with all sides and tops and bottoms arranged at right angles thereto and a sheet of transparent material arranged over said first mentioned sheet.

15. The combination with a carton, of a display device comprising a sheet of material formed to simulate a plurality of packages normally packed in the carton, the material between individual representations of packages and at the sides and ends of the sheet being folded downwardly, the side and end portions of the sheet engaging the bottom of the carton to support the upper surface thereof in the position normally occupied by the upper surfaces of packages in said carton.

16. The combination with a carton, of a display device comprising a sheet of material formed to simulate a plurality of packages normally packed in the carton, the material between individual representations of packages and at the sides and ends of the sheet being folded downwardly, the side and end portions of the sheet engaging the bottom of the carton to support the upper surface thereof in the position normally occupied by the upper surfaces of packages in said carton and a sheet of transparent material arranged over said first mentioned sheet.

17. The combination with a carton, of a display device comprising a sheet formed to simulate the front surfaces, sides, tops and bottoms of packages normally packed in said carton, said sheet being folded to arrange the front surfaces of adjacent package representations adjacent each other and the sides, tops and bottoms at right angles thereto and extending downwardly, the portion of said sheet forming the tops and bottoms of the package representations and the portions of said sheet forming the sides of the end packages being extended downwardly to engage the bottom of the carton and support said front surfaces of said packages in the position normally occupied by the surfaces of packages in said carton.

18. The combination with a carton, of a display device comprising a sheet formed to simulate the front surfaces, sides, tops and bottoms of packages normally packed in said carton, said sheet being folded to arrange the front surfaces of adjacent package representations adjacent each other and the sides, tops and bottoms at right angles thereto and extending downwardly, the portion of said sheet forming the tops and bottoms of the package representations and the portions of said sheet forming the sides of the end packages being extended downwardly to engage the bottom of the carton and support said front surfaces of said packages in the position normally occupied by the surfaces of packages in said carton and a sheet of transparent material arranged over said first mentioned sheet.

In testimony whereof I affix my signature.

LOUIS E. SHAW.