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CIGARETTE PACKAGE WITH MAGNETIC HOLDER

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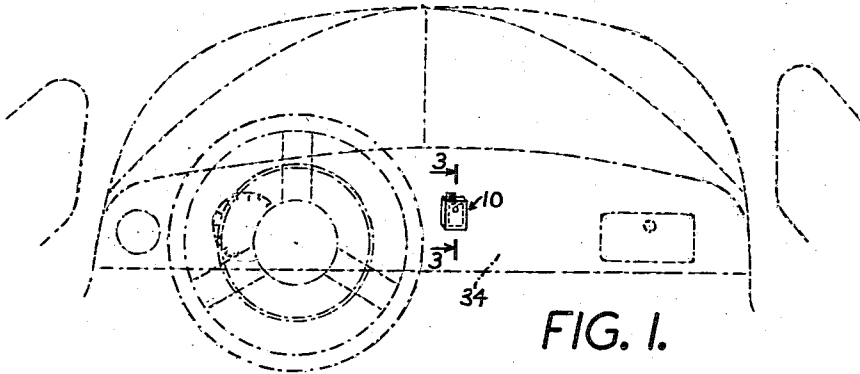
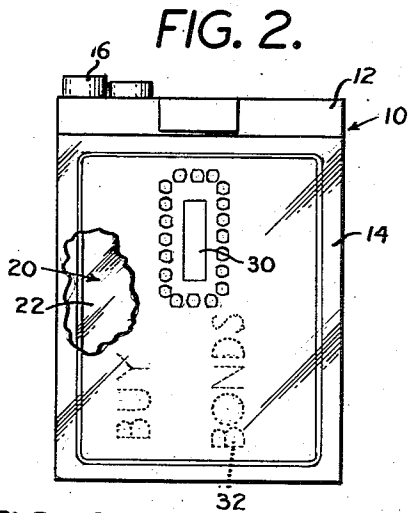
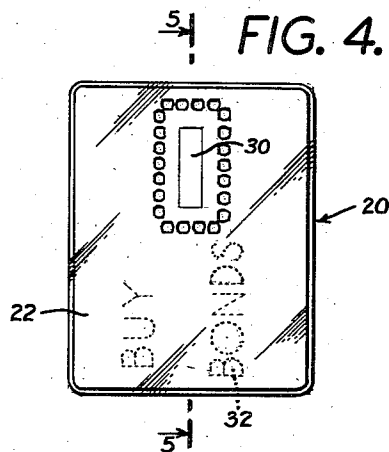


FIG. 3.

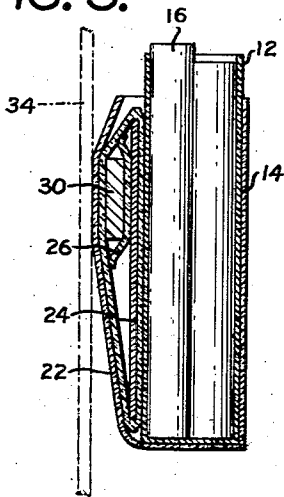


FIG. 6. FIG. 5.

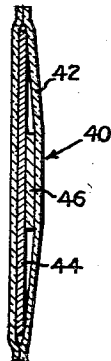
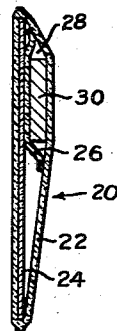
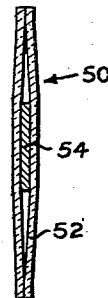


FIG. 7.



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CIGARETTE PACKAGE WITH MAGNETIC HOLDER

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1 Claim. (Cl. 206—19.5)

This invention relates to a magnetic holder for cigarette packages.

The principal object of this invention is the provision of a magnetic holder which may be inserted into a cigarette package in order to support the package on any convenient ferrous metal surface, such as the dashboard of an automobile or the steering column or the like.

Reference is here made to cigarette packages which are provided with cellophane wrappers. When a package of this type is opened to remove its contents, the first step in the opening procedure is to detach the upper end of the cellophane wrapper. What remains of said wrapper is a five-sided envelope, consisting of four side walls and a bottom wall. Within the wrapper is the package proper.

The magnetic holder herein claimed comprises a magnet and a support for the magnet. Both the magnet and its support are adapted to be inserted between the cigarette package proper and one of the side walls of the cellophane wrapper. When the entire package is placed against a ferrous metal surface, with the magnet disposed in facing relation to such surface, the package will be magnetically supported on the surface, ready for future use.

In the preferred form of this invention, the magnet support is an envelope into which the magnet is inserted and held in place. Since the envelope entirely encloses the magnet, it protects the cellophane wrapper of the cigarette package against damage by the magnet which might otherwise take place if the magnet were directly exposed to said cellophane wrapper.

An important feature of this invention resides in its use as an advertisement. The envelope or other magnet support may serve as a vehicle for an advertisement. For example, the advertisement may be printed directly upon the envelope. Another possibility is to print the advertisement on a card and to insert the card into the envelope. This would require, of course, that the envelope be made of transparent material.

An important aspect of the use of a transparent envelope as the magnet support and a card insert therein for the advertisement resides in the ready adaptability of the entire device to the advertisements of various different advertisers. The envelope and its magnet are standard in all cases. The card insert would also be standard save for the advertisement printed thereon. Consequently, it would be possible to adapt the device to the needs of individual advertisers by simply printing appropriate copy on the card inserts and then inserting them into the envelopes.

Magnetic holders of the character herein described and claimed are very useful in circumstances requiring the undivided attention of persons desiring to smoke cigarettes. This is especially true of drivers of automobiles, trucks and other motor vehicles. The present practice is to place a pack of cigarettes in an accessible pocket or on the seat of the vehicle and it is then necessary for the driver to reach for it without taking his eyes from the road. The package of cigarettes is not always convenient-

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ly located and on occasion it shifts in location, unknown to the driver, when the vehicle is brought to an abrupt stop or a sharp turn is made and the driver must then hunt for the package. The present device supports the cigarette package at that very point which the individual driver would find the most convenient. In one case it might be the dashboard and in another the steering column but in all cases the present device would support the package in a convenient, accessible location.

The invention is illustrated in the accompanying drawing in which:

Fig. 1 is a view of a cigarette package supported on the dashboard of a motor vehicle, by means of the present device.

Fig. 2 is an enlarged side view of a cigarette package showing the magnetic holder herein claimed inserted between the package proper and its cellophane wrapper.

Fig. 3 is a longitudinal section on the line 3—3 of Fig. 2.

Fig. 4 is a face view of a magnetic holder made in accordance with the present invention.

Fig. 5 is a longitudinal section therethrough on the line 5—5 of Fig. 4.

Fig. 6 is a sectional view through a modification of the present device.

Fig. 7 is another sectional view through a second modification of said device.

Cigarette package 10 shown in Figs. 2 and 3 is intended to represent a conventional cigarette package in which the package proper is designated 12, the cellophane wrapper is designated 14, and the cigarettes are designated 16. In the views shown, the top of the cellophane wrapper has been removed in conventional manner and the top of the cigarette package proper has been opened so that the individual cigarettes may be removed therefrom.

The magnetic holder 20 is best shown in Figs. 4 and 5. In this preferred form of the invention, the holder comprises a transparent plastic envelope 22 of generally rectangular shape and with rounded corners, a card insert 24 within said envelope, a small rectangular sheet 26 of transparent plastics secured along its edges to the inside of one of the walls of said envelope, thereby forming a pocket 28 between said wall and said sheet, and a bar magnet 30 mounted within said pocket.

The card insert 24 tends to provide the envelope with a measure of stiffness so that the envelope and its magnet may be inserted between one of the side walls of the cellophane wrapper 14 and the corresponding side wall of the package proper 12, as is clearly shown in Figs. 2 and 3.

The card insert 24 may be imprinted with a message 32, as shown in Figs. 2 and 4 and such message may comprise an advertisement visible through the transparent envelope.

As shown in Figs. 1 and 3, a cigarette package with a magnetic holder as herein claimed inserted therein may be placed against the dashboard 34 of a conventional motor vehicle. It will be noted that the package is so positioned thereon that the magnet is disposed between it and said dashboard support, whereby the package is magnetically supported thereon.

Turning now to Fig. 6, it will be observed that the magnetic holder 40 therein shown consists of a transparent envelope 42, a card insert 44 therein, and a magnet 46 secured to said card insert. The magnet may be attached to the card by cementing it thereto or by any other conventional means. This card may also be used for advertising purposes, as above described in connection with card 24. In the present embodiment of the invention the magnet is secured to the card and then inserted with said card into the envelope. In the first embodiment above described, the magnet is secured to the envelope and the card is separately inserted therein.

Fig. 7 illustrates a third form of this invention. The

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magnetic holder 50 therein shown consists solely of an envelope 52 and a magnet 54 mounted therein. There is no card corresponding to either of the two cards above mentioned. In this third embodiment of the invention, the magnet is secured directly to one of the walls of the envelope and this may be done by cement or other suitable conventional means.

In the first two forms of this invention, the envelope is made of transparent plastics so that the card mounted therein, and particularly the advertisement imprinted thereon, may be read through the walls of the envelope. In the third form of the invention, the advertisement or other message is printed directly upon the envelope and it is therefore not necessary that transparent material be used in the making of said envelope. The envelope may simply be made of ordinary opaque paper or one wall may be made of such paper and the other wall of sheet plastics, transparent, if desired.

The envelopes above described may be made in conventional manner. If made of thermoplastic sheet plastics, the walls of the envelope may be heat sealed along their respective edges. If made of paper, the edges may be cemented or stapled to each other. Other variations are possible in the construction of the envelopes.

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The foregoing is illustrative of preferred forms of this invention and it will be understood that these forms may be modified and other forms may be provided within the broad spirit of the invention and the broad scope of the claim.

What is claimed is:

A cigarette package comprising an inner package containing cigarettes, an outer wrapper made of transparent cellophane enclosing said inner package, and an envelope removably disposed between said outer wrapper and said inner package, said envelope being made of transparent sheet plastics and containing a card and a magnet supported by said card, said card being adapted to be imprinted with an advertisement which would be visible through said envelope and said outer wrapper, said magnet being adapted to support the entire cigarette package on a ferrous metal support.

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