

Dec. 31, 1940.

C. N. NEKLUTIN

2,226,736

ADVERTISING WRAPPER

Filed April 24, 1939

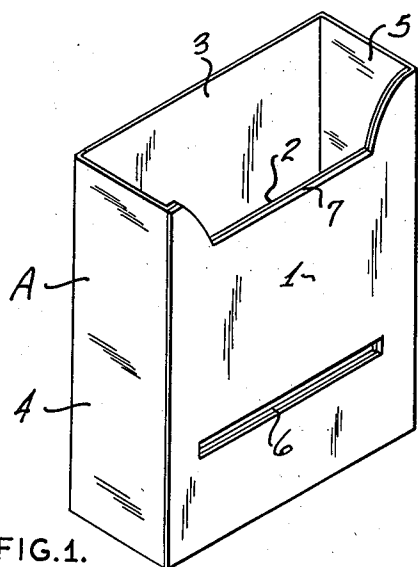


FIG. 1.

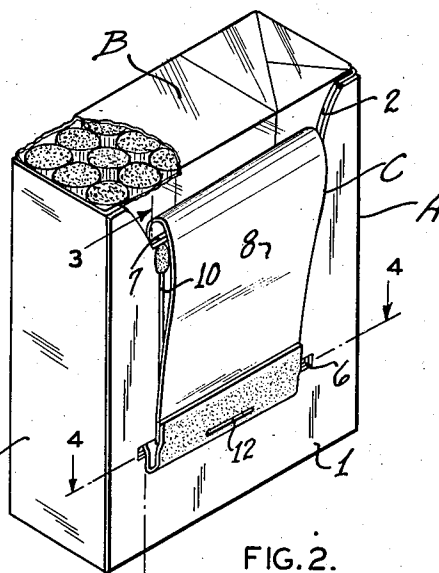


FIG. 2.

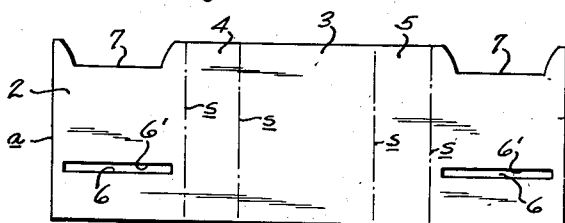


FIG. 5.

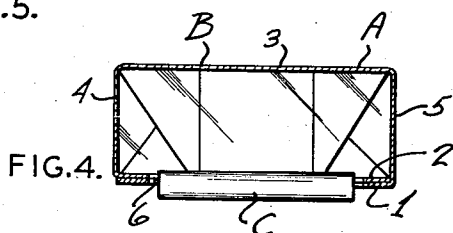


FIG. 4.

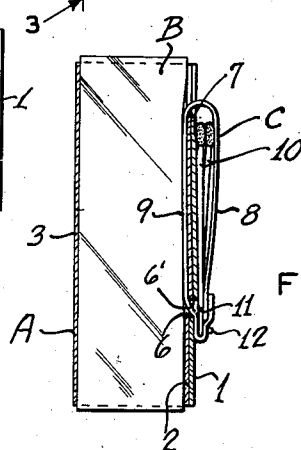


FIG. 3.

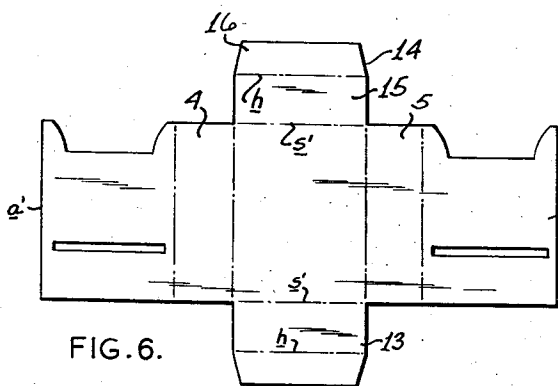


FIG. 6.

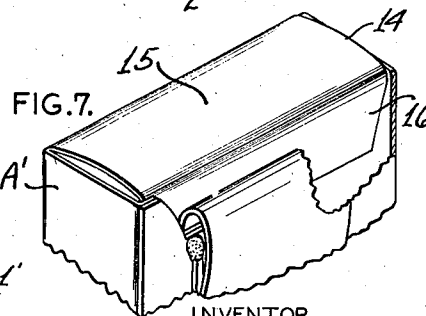


FIG. 7.

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2,226,736

ADVERTISING WRAPPER

Constantine N. Neklutin, Normandy, Mo., assignor
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Application April 24, 1939, Serial No. 269,670

4 Claims. (Cl. 206—48)

This invention relates generally to advertising wrappers. More particularly, my invention relates to a certain new and useful improvement in advertising wrappers especially adapted for use in connection with cigarette packages and match-books and has for its primary object the provision of a wrapper of the kind and for the purpose stated which is simple in structure, which may be cheaply manufactured, which may be conveniently enfolded and by means only of a standard match-book secured on and about the cigarette package, which when so secured about the cigarette package accessibly presents the matches of the securing book for ready use, which is uniquely constructed for adjustably fitting cigarette packages of different sizes, which visually affords relatively to its size considerable advertising space, and which is highly efficient in the performance of its stated functions.

And with the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of parts presently described and pointed out in the claims.

In the accompanying drawing:

Figure 1 is a perspective view of a folded cigarette package advertising wrapper embodying my present invention;

Figure 2 illustrates in perspective the advertising wrapper of my invention in enfolded relation upon, and by a standard match-book secured about, a standard cigarette package;

Figures 3 and 4 are sectional views of the assembled package, wrapper, and match-book, taken approximately along the lines 3—3 and 4—4, respectively, Figure 2;

Figure 5 is a plan view of the scored and cut-out blank from which the package-wrapper of my invention is constructed;

Figure 6 is a plan view of a scored and cut-out blank for a modified form of package-wrapper of my invention; and

Figure 7 is a fragmentary perspective view, partly broken away and in section, of the modified form of package-wrapper.

Referring now in more detail and by reference characters to the drawing, which illustrates practical embodiments of my present invention, the wrapper A of my invention is constructed preferably of a suitable size single approximately oblong-rectangular sheet or section *a* of suitable flexible or bendable cardboard or other material transversely scored along the four spaced parallel lines *s* and thereby foldably divided to include companion opposite front-forming panels 1, 2, a back panel

3, and opposed side panels 4, 5, the panels 1, 2, being each transversely provided within its area with a closed-end slot, as at 6, and cut-away and thereby recessed or channeled along its one or so-called upper margin, as at 7.

It will, of course, be understood that the blank *a* is of size and dimensions conforming generally or substantially to those of a standard cigarette package B, and, in practice, the panels 1, 2, are brought around and overlapped. When in such overlapped relation, the panels 1, 2, neatly register marginally and at the recesses 7 and collectively form the front panel of the wrapper A, the slots 6 also neatly registering for endwise receiving first the integrally continuous end or cover flap 8 and then the body-flap 9 of a standard match-book C. In such so-called threaded connection between the wrapper A and match-book C, the cover-flap 8 is brought upwardly into and through the marginal channel provided by the registering cut-outs 7 and then permitted to freely fold hook-wise downwardly for covering the matches 10 of the book C, all as best seen in Figures 2 and 3.

Thus the wrapper A is secured by the match-book C in closed formation for receiving and enfolding a package B and, at the same time, the match-book C is supported by the wrapper A in such manner that its match-splints 10 are accessibly presented for most convenient use.

In addition, the wrapper A presents considerable advertising space. Consequently, when the match-book C and wrapper A of my invention are slipped over a package B, the display advertising or message is very provocative and attention appealing.

Finally, the wrapper A co-operates with the package B itself in retaining the package B in its original shape, materially preventing crushing and disintegration of the package B and thereby maintaining the contained cigarettes in firm, uncrushed condition.

Preferably, as best seen in Figure 2, the slots 6 have a length somewhat greater than the width of the continuous match-book flaps 8, 9, so that the front-forming flaps 1, 2, may readily shift one with relation to the other for correspondingly enlarging the foldably secured wrapper A for not only readily receiving a particular package B, but also adjustably accommodating packages B of different sizes.

Preferably also the slots 6 at their respective upper wall 6' are spaced from the margins 7 by a distance substantially equal to the length of the match-book body-flap 9, so that, when the match-book cover-flap 8 is pulled over into

wrapper-securing position, the overlapping slot upper walls 6' are retentively wedged or impinged between the cover-flap 9 and the match-book filler 11 just above the conventional fastening staple 12 and thereby held more or less tightly in assembled or adjusted relation.

I may also provide a modified form of wrapper A' also constructed of a suitable size single approximately oblong-rectangular sheet or section α' of suitable flexible or bendable cardboard or other material, substantially similar to the previously described sheet or blank α , and having a back panel 3' integrally provided across its upper and lower margins respectively with top and bottom extension tabs 13, 14, separated from the back by the transversely extending score lines s' . The tabs 13, 14, are of substantially greater length than the transverse width of the side panels 4, 5, and are subdivided by means of a transversely extending hinge-line h into a covering section 15 and a tuck flap 16, all as best seen in Figures 6 and 7.

It should be understood that changes and modifications in the form, construction, arrangement, and combination of the several parts of the wrapper may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

30 Having thus described my invention, what I claim and desire to secure by Letters Patent is:

1. A package-wrapper comprising a strip of sheet material having spaced parallel folded lines defining a back panel, opposite side panels, 35 and opposite end flaps, said strip being foldable at said lines and of a length to enfold the particular package, said end flaps, when the strip is folded, overlapping one upon the other in the formation of a front panel and each being provided intermediate its top and bottom margins with a closed slot extending in substantially right-angular relation to said fold lines, said slots being in registration when said flaps are overlapping, in combination with a match-book hav- 40 ing a cover strip endwise threaded through said registering slots for securing said end flaps in

overlapped relation and to foldably extend over the top margin of the strip and swingably over said front panel.

2. A package-wrapper comprising an approximately rectangular strip of foldable material of 5 a length to enfold the particular package with its opposite end-portions in overlapping relation, each of said end-portions having a closed slot extending in spaced and approximately parallel relation to the top margin of the strip and said 10 slots being in registration when the strip is in package wrapping formation, in combination with a match-book having a cover-flap endwise threaded through said registering slots for securing said strip end-portions in overlapped rela- 15 tion and to foldably project over the top margin of the strip and swingable over said overlapping portions.

3. The combination with a cigarette-package and a match-book having a cover-strip, of a 20 wrapper disposed about the package and having its end-portions overlapped, said overlapped portions having registering closed slots therethrough in spaced parallel relation to the upper margin and the cover-strip of the match-book extending through said registering slots and under and over the wrapper for both securing said end-portions 25 in overlapped relation and the match-book upon the package.

4. The combination with a cigarette-package 30 and a match-book having a cover-strip, of a wrapper disposed about the package and having its end-portions overlapped, said overlapped portions having registering closed slots therethrough in spaced parallel relation to the upper 35 margin and said cover-strip projecting through said registering slots to foldably extend under and over said overlapped end-portions for securing said end-portions in overlapped relation and protectingly over the match splints, said slots 40 having a length greater than the width of said cover-strip for permitting relative movement of said strip end-portions when in secured overlapped relation.

CONSTANTINE N. NEKLUTIN.

CERTIFICATE OF CORRECTION.

Patent No. 2,226,736.

December 31, 1940.

CONSTANTINE N. NEKLUTIN.

It is hereby certified that error appears in the printed specification of the above numbered patent requiring correction as follows: Page 2, first column, line 33, claim 1, for the word "folded" read --fold--; and that the said Letters Patent should be read with this correction therein that the same may conform to the record of the case in the Patent Office.

Signed and sealed this 11th day of February, A. D. 1941.

Henry Van Arsdale,
Acting Commissioner of Patents.

(Seal)