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PACKAGE FOR CIGARETTES AND THE LIKE.

APPLICATION FILED SEPT. 17, 1920.

1,407,105. Patented Feb. 21, 1922.

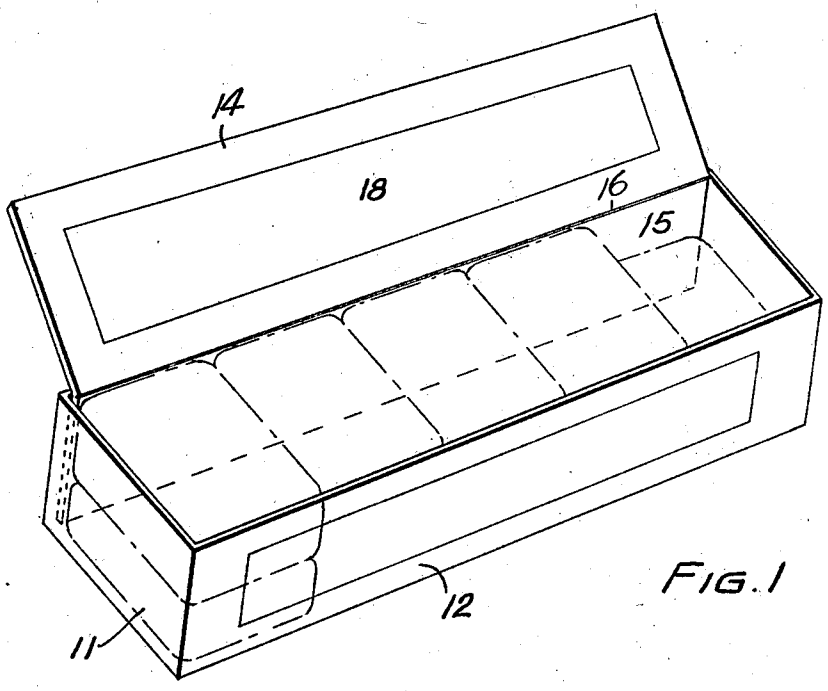


FIG. 1

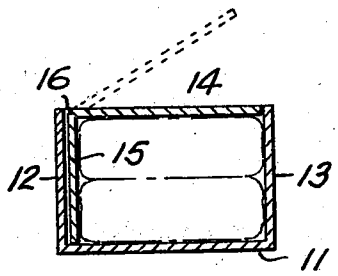


FIG. 2

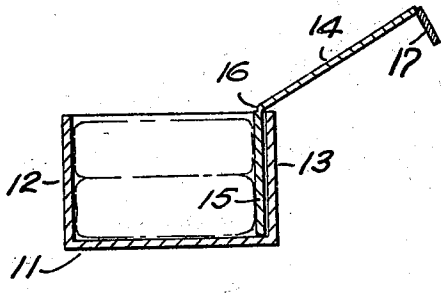


FIG. 3

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PACKAGE FOR CIGARETTES AND THE LIKE.

1,407,105. Specification of Letters Patent. Patented Feb. 21, 1922.

Application filed September 17, 1920. Serial No. 410,952.

To all whom it may concern:

Be it known that I, PERCY R. WALTERS, a subject of the King of Great Britain, and resident of the city of Montreal, in the Province of Quebec and Dominion of Canada, have invented certain new and useful Improvements in Packages for Cigarettes and the like, of which the following is a full, clear, and exact description.

This invention relates to improvements in packages for the shipment and display of goods such as cigarettes, etc., and the object of the invention is to provide a package which may be manufactured at a low cost.

A further object is to provide a package which will serve as a display container for the goods on a counter or the like.

A still further object is to eliminate the considerable trouble usually experienced in dealing with the covers of such packages.

At the present time it is customary to place small packages of cigarettes and the like in a larger container of attractive appearance designed to stand permanently on any store counter. Such packages are primarily intended to carry a certain amount of prominent advertising and to hold the goods in such position that they may be readily examined by intending purchasers. The body of such a package presents no problem but it is in dealing with the cover that difficulty is experienced. Advertising matter on the body of the package is not very prominent and it is therefore desired to retain the cover as a display medium. A separate flanged slip-on cover is not satisfactory as it cannot be readily adapted to the open box for display purposes and is, therefore, almost certainly discarded. Resort was had to covers hingedly connected to the boxes but these had the disadvantage of a tendency to return to closed position. With either form of cover it is the inner surface of the cover which acts as an advertising medium during open condition of the package and, as it is necessary to have identification of the contents on the outside of the package, it becomes necessary to print both sides of the cover, thus materially increasing the cost of the package.

According to the present invention a package is provided in which the cost of the cover both for material and printing is reduced to a minimum, and in which the inherent tendency of the cover is to assume the desired advertising position and to resist any movement tending to conceal goods in the package. The manipulation of the cover to produce the desired result is of the simplest.

The device comprises briefly a package body in the form of an open-top box of ordinary construction. The cover is in the form of two hingedly connected portions, one adapted to form a closure for the body and the other to lie between the side of the body and the contents thereof to hold the first named portion in position.

In the drawings which illustrate the invention;—

Fig. 1 is a perspective view of the device in display position.

Fig. 2 is a cross sectional view of the device in closed position.

Fig. 3 is a cross sectional view of the device in open or display position.

Referring more particularly to the drawings, 11 designates a package body of any ordinary open-top construction, having sides 12 and 13. The cover comprises a pair of members 14 and 15 hingedly connected, the former member being the closure proper and the latter for the purpose of holding it in closed position or display position as desired. Ordinarily packages of the character to which this invention relates are constructed of cardboard or stiff paper and the parts of the cover member are therefore defined by a crease or score line 16 which slightly weakens the material and forms what is above described as a hinged connection between the two parts. Packages constructed of other material, such as sheet metal, may be provided with a crease or fold or may have a definite hinge structure connecting the two parts. Small paper packages may have the cover formed in two separate parts connected by a hinged member of paper, fabric or the like attached by glue or other suitable means to the two parts. Details of construction in this particular are, in one sense, immaterial. The essential feature of the connection between the cover parts is that it must normally hold the parts approximately in certain relation. If desired, the main cover part 14 may be provided with a flap 17 adapted to lie against the sides 13 of the box in the closed position of the package.

In using a package according to this invention, the operator fills the body with the goods and then grasps the cover which,

in the case of paper or cardboard boxes, is preferably in a flat sheet which has not yet been folded at the crease line 16. The part 15 of the cover is thrust into the package body between the contents and the side 12, so that the part 14 is normal to the plane of the package top. The cover part 14 is then pressed down over the goods in the body, so that the cover folds at the crease 16. The cover part 15 may be provided with suitable directions and the corresponding side of the part 14 with advertising matter 18, the opposite side of the cover being blank. When the cover part 14 is pressed down over the goods the advertising matter 18 is uppermost and serves to identify the contents. The goods in the package hold the cover against movement into the body. The natural tendency of the cardboard is to return to approximately its original form and the part 14, therefore, tends to spring up from the contents of the package. This is resisted during transport by a wrapper or any other suitable means. The merchant on receiving the goods removes the wrapper or otherwise liberates the cover part 14 which rises to the dotted position shown in Figure 2. The merchant then removes the cover entirely from the package body and transfers the part 15 thereof from the body side 12 to the body side 13 or turns the cover end for end and thrusts the part 15 down between the body side and the contents of the package, so that the part 14 projects beyond the side of the body and tends naturally to assume the inclined position shown in Figure 3. It will be noted that the inscription 18 on the cover is now over the goods displayed in the open body and serves to advertise the same. The material of the cover having been prepared to fold in the one direction only, or folded in such direction without special preparation, has no tendency to fall forward over the body and obscure the contents and, in fact, will resist movement in this direction.

It will be readily understood from the foregoing description that a package of this character may be produced more cheaply than the packages now used and will yield the desired display and advertising without requiring any complicated manipulation, and when in advertising position will not be itself obscured or obscure the contents of the box by movement toward closed position.

Having thus described my invention, what I claim is;—

1. A package comprising a body and a separate cover including a closure member and a holding member therefor engageable with the side of the body, said closure member being foldable relatively to the holding member to assume body closing position tending by its inherent qualities to return toward its original position and thereby assume an angular relation with the plane of the body top, said holding member being engageable with the body in either of two relations thereby to position the closure member in closure position or in display position at one side of the body.

2. A package according to claim 1, in which the closure member is provided on one side thereof with an inscription serving in one position of the member to identify the contents of the box and in the other position of the member advertise the exposed contents of the box.

3. A package comprising a box-like body open at the top, and a removable closure for said body comprising a retaining portion normally engaged between the front of the box and the contents, and a cover portion integral with the upper edge of said retainer portion and normally assuming a rearward inclination over the box, said cover having advertising matter on the upper surface thereof, and being available as a display card in rear of the box by transfer of the retainer portion from the front to the back of the box.

4. A package comprising a box-like body open at the top, and a removable closure for said body comprising a retaining portion normally engaged between the front of the box and the contents, and a cover portion integral with the upper edge of said retainer portion and normally assuming a rearward inclination over the box, said cover having advertising matter on the upper surface thereof and being available as a display card inclined away from the box upon reversal end for end of the retaining member and its re-insertion at the front of the box.

In witness whereof, I have hereunto set my hand.

PERCY R. WALTERS.