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DISPLAY DEVICE

Filed Nov. 7, 1931

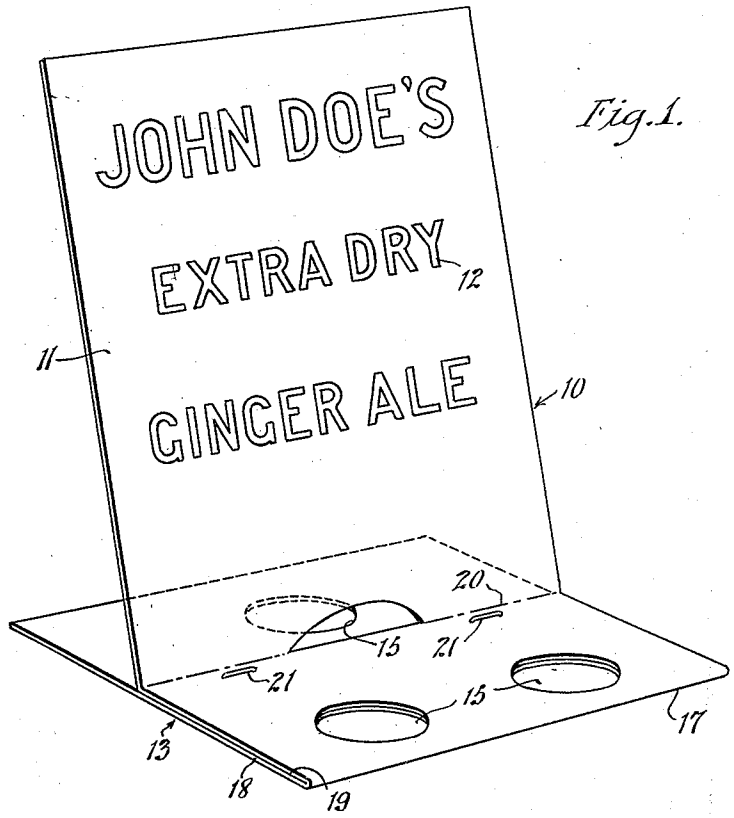
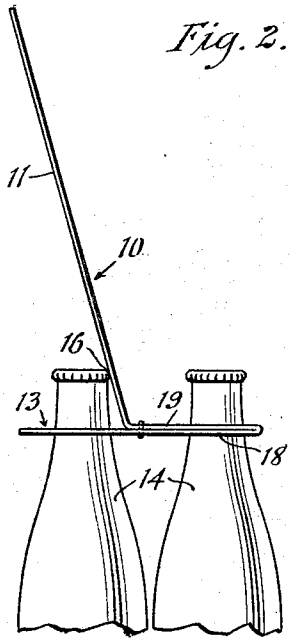


Fig. 1.

Fig. 2.



WITNESSES

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DISPLAY DEVICE

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The present invention relates to display devices and has as an object the provision of an advertising display card which is adapted to be used in association with the goods advertised thereon. The invention is particularly applicable for use in connection with the displaying of bottled goods and when so used is positioned upon the necks of a group of bottles, to provide an attractive counter display.

Another object of the invention is the provision of an advertising card with means for securing it in position on the necks of a group of bottles, and so arranged in association with the said bottles that the display panel for the advertising matter is held in substantially upright position, and the bottles are secured against accidental displacement.

Still another object in view is the provision of a device of this character which is simple in construction and may be formed from a single blank, and which may be readily applied to a group of bottles or removed therefrom. The invention also includes other novel features of construction and arrangement of parts which will be more fully described and claimed hereinafter.

The invention is shown in the accompanying drawing, in which

Figure 1 is a perspective view of the display card, provided with means for securing the card in position on the necks of a group of bottles; and

Fig. 2 is a view in side elevation showing the display card in position on the necks of a group of bottles.

In the accompanying drawing illustrating the preferred embodiment of the invention a display card 10 is shown which includes a display panel 11 having any preferred form or contour, upon which may be arranged advertising matter 12, descriptive of the goods on which the card is to be positioned.

The said panel is preferably made integrally with a base 13 which is provided with means for attaching the card in upstanding position on a group of containers such as bottles 14, containing the goods which are to be advertised on the said panel. If the card 10 is to constitute an advertising display for bottled goods as shown in the drawing, the base 13 is provided with openings 15, which openings are adapted to engage the necks of the bottles 14 for supporting the card in position.

The said base may be provided wtih any number of openings 15, depending upon the size of the display card 10. As illustrated in the drawing, the base 13 is provided with three of said openings 15, for engagement with a group of three bottles arranged in two rows, the panel 11 being inclined against the top 16 of one of the said bottles, thus holding the panel in upstanding position. Constructed in this manner, the base 13 may be wedged in position on the necks of a group of bottles to rigidly support the card in position thereon and to hold the bottles in grouped arrangement.

When the display card is made integrally or from a single blank, the blank is scored on the transverse line 17 and folded upon itself to form the upper and lower plies 18 and 19 which constitute the base 13. The blank is scored in the opposite direction on the line 20 to form the bottom edge of the panel 11. Adjacent the fold line 20 the said upper and lower plies are secured together by metal cleats 21.

The said display device may be made of cardboard or any other preferred material which can be scored and folded as hereinbefore described, to form the completed device. Furthermore, the device may be constructed of a plurality of pieces of cardboard instead of a unitary sheet, without departing from the spirit of the invention. The openings 15 in the base 13 are shown in the drawing to be circular in formation, but such openings may be of any desired form to correspond to the cross sectional shape of the bottles upon which the device is to be supported.

I claim:

1. A display device for containers, including a body of sheet material, the said body being scored on transverse lines to form two end portions and an intermediate portion, one of said end portions constituting a display member, said intermediate portion being folded upon the other end portion and

together forming a base for said display member, and means securing the said intermediate portion in folded position upon the said other end portion, said base being formed with a plurality of openings for the reception of containers for supporting the device in position thereon.

2. A display device for containers, including a display member and a base member, said display member along one edge being secured to said base member substantially centrally thereof, said base member being provided with openings on opposite sides of said display member, said openings providing means for the reception of containers for supporting the device in position thereon.

3. A display device including a base, and a display member having an end connected to said base, said base having supporting member receiving openings on opposite sides of said display member, one of said openings being positioned so that the supporting member extending therethrough will support said display member in a substantially upright position.

4. A display device for containers, including a base, and a display member having an end connected to said base, said base having openings on opposite sides of said display member for the reception of containers for supporting the device in upstanding position.

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