Oct. 13, 1942. E. A. KIRCHNER ET AL 2,298,769

RIDER DISPLAY

Filed March 30, 1940

Fig. 1.



Fig. 2.

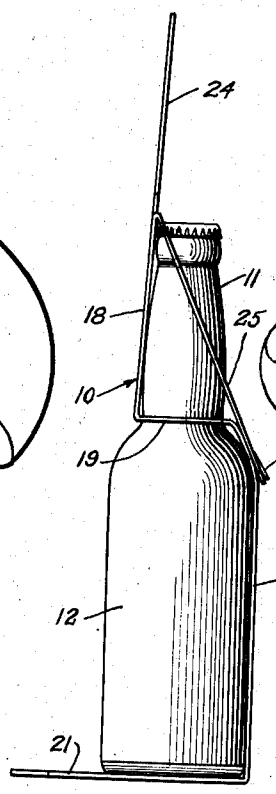


Fig. 3.

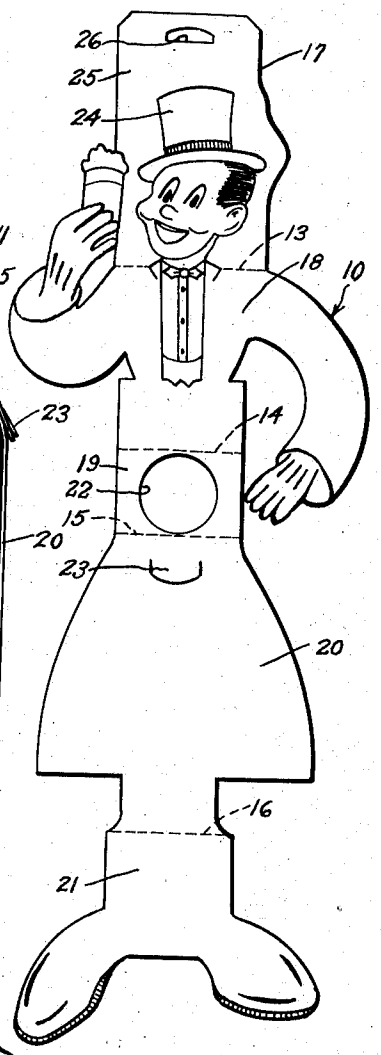


Fig. 4.

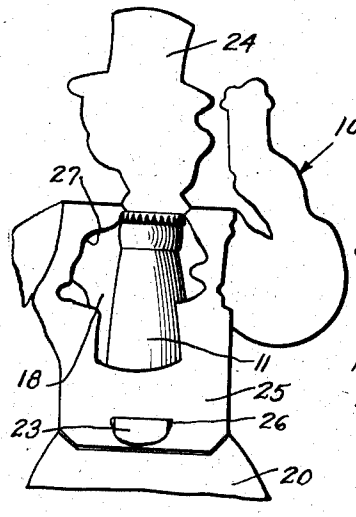
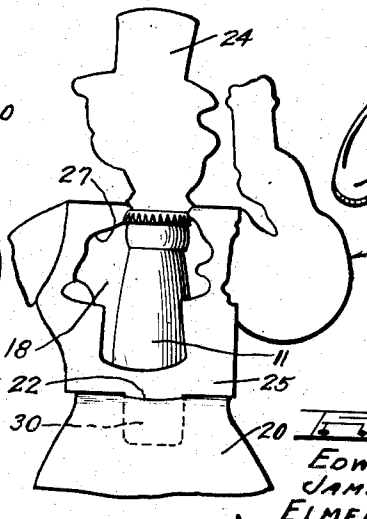


Fig. 5.



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RIDER DISPLAY

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8 Claims. (Cl. 40—4)

This invention relates to a rider display made of paper, cardboard or like more or less rigid sheet material. The display is cut and scored to adapt the same to be mounted in erect position on an elongated container. The front face of the display has imprinted thereon any desired fanciful representation which may include the trade-mark of the product dispensed in the container.

More particularly, the display comprises an elongated sheet contoured to conform to the imprint thereon. To adapt the sheet for mounting in erect position on a container, the same is subdivided by four transverse score lines into five parts, and the middle part is apertured to admit the upper part of the container therethrough. When the display is mounted on a container, the middle part fits horizontally around the container, thus offsetting the upper and lower intermediate parts. The latter extend vertically on opposite sides of the container along, respectively, the upper and the lower portions of the container.

The lowest part projects from the lower intermediate part under the bottom of the container which thus stands on the lowest part.

The top part of the sheet comprises a central struck-out portion and a marginal portion. Unlike the other score lines, the score line dividing the top part and the upper intermediate part of the sheet extends only across the marginal portions of the sheet. The central struck-out portion of the top part therefore projects vertically above the top of the container from the upper intermediate part of the sheet while the marginal portion of the top part forms a hinged tab. The distal portion of this tab is slotted transversely, to adapt the same to engage a downward tongue struck out in the top part of the lower intermediate part of the sheet. When so engaged, the tab serves to rigidify the mounted rider display.

The display of this invention may easily be fabricated by one single stamping operation forming the sheet into the desired contour and simultaneously striking out the aperture through the central part, the tab of the top part and the downward tongue of the lower intermediate part. The stamped sheet may then be scored as disclosed hereinabove to yield a blank on which is imprinted any desired design.

It is therefore an important object of the present invention to provide a rider display adapted to be mounted on a container in erect position.

Another important object of this invention is to provide a rider display capable of being fabricated in a single stamping operation followed or preceded by scoring and printing operations.

A more specific object of the invention is to provide a rider display comprising an elongated sheet subdivided by score lines into a middle apertured part adapted to fit horizontally around the container, upper and lower offset parts extending vertically on opposite sides of the container along, respectively, the upper and the lower portions of the container, a still lower portion projecting from the lower intermediate part under the container, and a top part having both a central portion projecting vertically above the top of the container and a hinged marginal portion forming a distally slotted tab for engaging a downward tongue struck out from the top of the lower intermediate part of the sheet.

Other and further important objects of the invention will become apparent from the following disclosure and the accompanying drawing.

This invention (in a preferred form) is illustrated in the drawing and hereinafter more fully described.

On the drawing:

Figure 1 is a front elevational view of a bottle rider display according to the present invention as mounted on a bottle.

Figure 2 is a side elevational view of the structures shown in Figure 1.

Figure 3 is a top plan view of the stamped, scored and printed sheet forming the rider display of Figure 1.

Figure 4 is a rear elevational view of the top portions of the structures shown in Figure 1.

Figure 5 is a view of the top portions of a bottle together with a rider display similar to that of Figure 1 except for having a different tab engaging arrangement.

As shown on the drawing:

In Figures 1, 2, 3 and 4 the reference numeral 10 indicates generally a bottle rider display according to the present invention. Figures 1, 2 and 4 show a bottle having a neck 11 and a body portion 12 on which bottle the display rider 10 is mounted in erect position.

As shown in Figure 3, the display rider 10 is subdivided by score lines 13, 14, 15 and 16 into a top portion 17, an upper intermediate portion 18, a middle portion 19, a lower intermediate portion 20, and a still lower portion 21. The middle portion 19 is pierced by an aperture 22 adapted to fit around the neck 11 of the bottle. A downward tongue 23 is struck out from the upper portion of the lower intermediate part 20 of the sheet 10.

The central portion 24 of the top part 17 is struck out from the marginal portion 25 thereof. The score line 13 extends only across the marginal portion 25, not across the central portion 24. The marginal portion 25 thus forms a hinged tab. The distal end portion of the tab 25 is pierced by a transverse slot 26. The striking out of the central portion 24 leaves a central aperture 27 in the tab 25.

Figures 1, 2 and 4 illustrate the mounting of the rider 10 on a bottle. As shown, the aperture 22 fits around the neck 11 of the bottle, the middle portion 19 being held in horizontal position. The upper and lower intermediate portions 18 and 20 are offset, extending vertically on opposite sides of the bottle along, respectively, the neck 11 and body portion 12 of the bottle. The lowest portion 21 projects from the lower intermediate portion 20 under and beyond the bottom of the bottle, which stands on the portion 21.

As shown in Figure 2, the top part of the lower intermediate part 20 may be bent at an angle to conform to some extent to the taper of the body portion 12 of the bottle at this level.

The central portion 24 of the top part 17 projects above the neck 11 from the upper intermediate portion 18. The hinged tab 25 ex- backward to overlap the bent top portion of the lower intermediate part 20, the slot 26 being penetrated by the tongue 23. The central aperture 27 of the tab 25 admits therethrough the neck 11 of the bottle.

When the rider 10 is mounted as described hereinabove, the score lines 13, 14, 15 and 16 serve as hinged joints connecting the tab 25, the upper intermediate part 18, the middle part 19, the lower intermediate part 20 and the lowest part 21 of the rider 10.

The weight of the bottle resting on the lowest part 21, the fit of the aperture 22 around the neck 11 of the bottle and the engagement of the slot 26 in the tab 25 with the tongue 23 in the lower intermediate part 20 serve to rigidify the rider 10 when mounted, the bottle itself functioning as a supporting frame.

The rider display shown in Figures 1 to 4 may be modified in various ways, for instance, by omitting the central struck-out portion 24. It is also possible to form the tab 25 with a terminal tongue adapted to penetrate the aperture 22, to be held there by frictional engagement. This modification of the rider display of Figures 1 to 4 is illustrated in Figure 5 where numerals identical with those of Figures 1 to 4 designate like parts. A terminal tongue of the tab 25 is indicated by the reference numeral 30. The tongue 30 penetrates the aperture 22 where it is held frictionally between the body portion 12 of the bottle and the lower intermediate part 20. This frictional engagement is quite strong, since the tongue 30 is not scored, retaining its rigidity even though bent to some extent to conform to the shape of the bottle.

As shown in Figures 1 and 2, only the central struckout portion 24 of the top portion 17, the upper intermediate part 18, the lateral margins of the lower intermediate portion 20 and the terminal portion of the lowest part 21 of the rider 10 are visible to a person standing in front of the bottle. Whatever design is imprinted on the rider is therefore confined to those areas, whose outlines are stamped accordingly.

Although this illustrative example describes a bottle rider display, it should be understood that rider displays according to this invention are adapted to be used in combination with any type of elongated containers such as cans and the like, including those having non-constricted top portions, for the present invention includes, broadly speaking, a rider display comprising upper and lower offset parts adapted to extend vertically in front of the upper and behind the lower portions of a container, a generally horizontal portion connecting said offset parts and apertured to admit the container therethrough, a lower portion extending horizontally from the lower offset portion to lie under the bottom of the container a hinged centrally apertured tab extending from the top of the upper offset part, and means for engaging the distal portion of said tab and the upper portion of said lower offset part.

As pointed out hereinabove various details of construction may be varied through a wide range without departing from the principles of this invention and it is, therefore, not the intention to limit the patent granted hereon otherwise than necessitated by the scope of the appended claims.

We claim as our invention:

1. In combination with a bottle having a neck and a body portion, a display rider fashioned from sheet material and comprising upper and lower offset parts extending vertically on opposite sides of the bottle along, respectively, the neck and the body portion of said bottle, an apertured part hingedly connecting said offset parts and fitting over the neck of said bottle, a lower part hingedly connected to and extending horizontally from said lower offset part under the bottom of said bottle, a centrally apertured tab hingedly connected to the top of said upper offset part and extending therefrom around the neck of said bottle into overlapping connecting relationship with the top part of said lower offset part.

2. In combination with a bottle having a neck and a body portion, a display rider fashioned from paper, cardboard or like sheet material and comprising upper and lower offset parts extending vertically on opposite sides of the bottle along, respectively, the neck and body portion thereof, said lower offset part having a downward tongue struck out from the top portion thereof, an apertured part hingedly connecting said offset parts and fitting horizontally over the neck of said bottle, a lower part hingedly connected to and extending horizontally from said lower offset part under the bottom of said bottle, and a centrally apertured tab hingedly connected to the top of said upper offset part and having a distal end portion pierced by a transverse slot, said tab extending from said upper offset part around the neck of said bottle with said distal end portion in overlapping relationship to said top portion of said lower offset part and with the tongue of said top portion penetrating said transverse slot in said distal end portion.

3. In combination with a bottle having a neck and a body portion, a display rider fashioned from paper, cardboard or like sheet material and comprising upper and lower offset parts extending vertically on opposite sides of the bottle along, respectively, the neck or body portion thereof, an apertured part hingedly connecting said offset parts and fitting horizontally over the neck of said bottle, a lower part hingedly connected to and extending horizontally from said lower part under the bottom of said bottle, and a centrally

apertured tab hingedly connected to the top of said upper offset part and having a distal end portion provided with a terminal tongue, said tab extending from said upper offset part around the neck of said bottle with said distal end portion in overlapping relationship to said top portion of said lower offset part, and with said tongue of said tab penetrating the aperture in said part hingedly connecting said offset parts.

4. In combination with a bottle having a neck and a body portion, an integral display rider fashioned from paper, cardboard or like rigid sheet material and comprising upper and lower offset parts extending vertically on opposite sides of the bottle along, respectively, the neck and body portion thereof, said lower offset part having a downward tongue struck out from the top portion thereof, an apertured part hingedly connecting said offset parts and fitting horizontally over the neck of said bottle, a lower part hingedly connected to and extending horizontally from said lower offset part under the bottom of said bottle, and a top part connected to said upper offset part and having a central struck-out portion projecting rigidly therefrom above said neck as well as a centrally apertured marginal tab portion hingedly connected to said upper offset part and having a distal end portion pierced with a transverse slot, said tab extending from said upper offset portion around the neck of said bottle with said distal end portion in overlapping relationship to said top portion of said lower offset part, and with the tongue of said top portion penetrating said transverse slot in said distal end portion.

5. A rider display adapted for mounting in erect position on a bottle having a neck and a body portion, said display comprising an elongated sheet scored transversely to divide the same into five hingedly connected parts, the top and middle parts being apertured to adapt the same to receive the neck of the bottle therethrough, the distal end portion of said top part being slotted transversely, and the top portion of the lower intermediate part having a downward tongue struck out therefrom and adapted to be engaged in said slot.

6. A rider display adapted for mounting in erect position on a bottle having a neck and a body portion, said display comprising an elongated sheet scored transversely to divide the same into five hingedly connected parts, the top and middle parts being apertured to adapt the same to receive the neck of the bottle therethrough, the distal end portion of said top part being provided with a terminal tongue, and the lower intermediate portion being apertured to admit said tongue in connecting relationship.

7. An integral rider display adapted for mounting in erect position on a bottle having a neck and a body portion, said display comprising an elongated sheet of paper, cardboard or like rigid sheet material scored transversely to divide the same into five hingedly connected parts including a middle part apertured to adapt the same to fit horizontally around the neck of said bottle, upper and lower intermediate parts adapted to extend vertically on opposite sides of said bottle along, respectively, the neck and body portions of said bottle, the top portion of said lower intermediate part having a downward tongue struck out therefrom, a lower part adapted to extend horizontally under the bottom of the bottle, and a top part having a central struckout portion adapted to project rigidly above the neck of said bottle from said upper intermediate part together with a centrally apertured marginal tab portion hingedly connected to said upper intermediate part and having a distal end portion pierced by a transverse slot, said tab portion being adapted to extend around the neck of said bottle with said distal end portion in overlapping relationship to said top portion of said lower intermediate part and with the tongue of said top portion penetrating said transverse slot in said distal end portion.

8. In combination with an elongated container, a display rider fashioned from sheet material and comprising upper and lower offset parts extending vertically on opposite sides along said container, along respectively, the upper and the lower portions of said container, an apertured part hingedly connecting said offset parts and fitting around said container, a lower part hingedly connected to and extending horizontally from said lower offset part under the bottom of said container, a centrally apertured tab hingedly connected to the top of said upper offset part and extending therefrom around said container into overlapping connecting relationship with the top part of said lower offset part.

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