July 19, 1932. L. E. LANDON 1,868,110

DISPLAY CARD

Filed Oct. 16, 1931

Fig. 1.

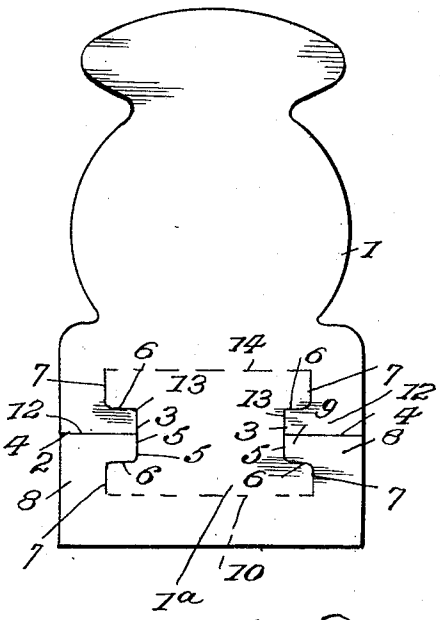


Fig. 2.

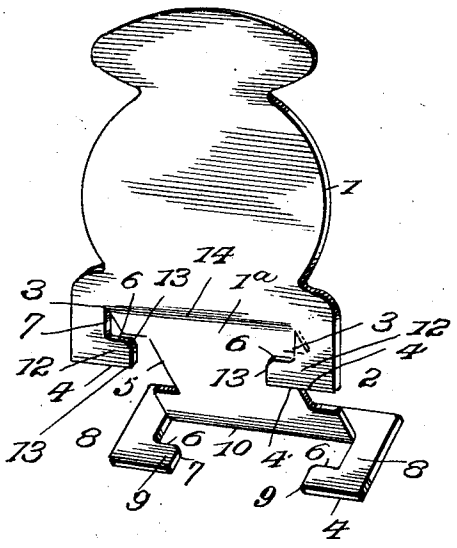


Fig. 3.

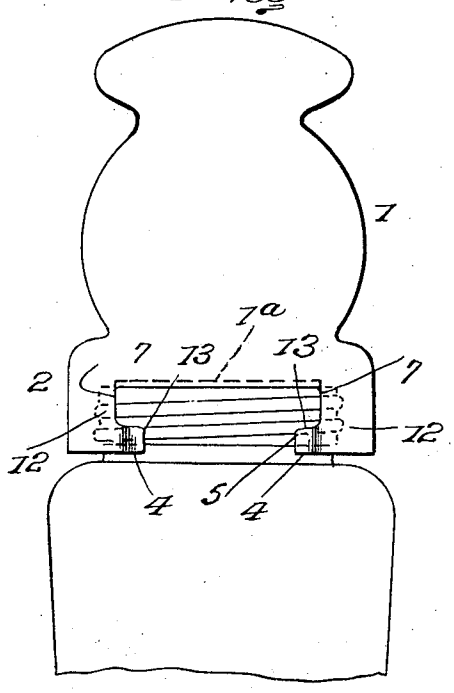
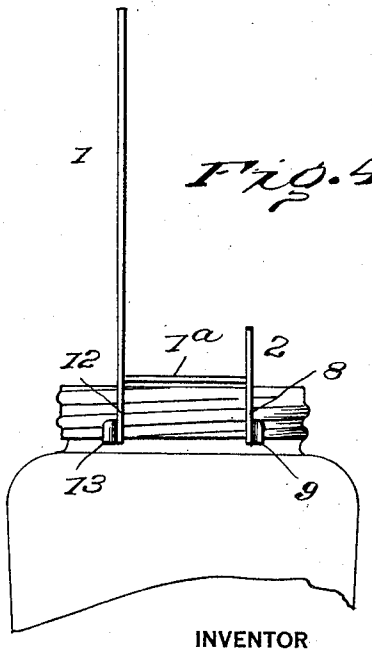


Fig. 4.



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1,868,110

UNITED STATES PATENT OFFICE

LAWRENCE E. LANDON, OF TACOMA, WASHINGTON

DISPLAY CARD

Application filed October 16, 1931. Serial No. 569,341.

This invention relates to improvements in advertising devices.

One object of the invention is to provide an advertising device adapted to be attached to glass jars, cans, bottles, and the like or, which may be set up on any suitable support in display windows or the like.

A further object of the invention is to form an advertising device of the type described from cardboard or the like, and stamped or cut in such manner that it may be folded into shape and easily attached to containers, or folded flat for convenience in shipping.

A still further object of the invention is to provide an advertising device so stamped or cut that by spreading the parts, grippers are formed to engage a jar or form legs to support the device.

I accomplish these and other objects by the peculiar arrangement and combination of the parts, as will be more clearly explained in the following specification, shown in the accompanying drawing, and finally pointed out in the appended claims.

In the drawing:

Fig. 1 is a plan view of the cardboard blank.

Fig. 2 is a perspective view showing the cardboard blank partly opened.

Fig. 3 is a front elevation of the advertising device in place on the jar.

Fig. 4 is a side elevation of the same.

Referring more particularly to the drawing, 1 represents a cardboard blank, stamped or cut out to provide a base 2, and a body portion, the surface of the latter designed to be used for advertising purposes. The base has two slits 3, intersected at the center by horizontal slits 4, which extend to the edges of the blank. Each slit 3 is vertical at the center at 5, at the terminals of which the slit extends horizontally at 6, and then vertically at 7. The portion of the material between the slits 3 forms a brace 1^a between the legs when the device is in use, as will be later explained.

The portion of the blank below the horizontal slits forms a pair of legs 8, the slit portions 3—6 and 7 providing lips 9 on the ends of the legs, there being a score line 10 at the terminals of the slits 7.

The upper portions of the slits 3—6 and 7 form other legs 12 with lips 13; the upper terminals of the slits 3 are connected by a score line 14.

To apply the device to a jar, the brace 1^a, with the legs 8, is bent out horizontally on the score line 14, and then the legs 8 are bent vertically on the score line 10, as shown in Figs. 2 and 4. The legs are then straddled over the top of a jar, the lips 9 and 13 fitting frictionally and snugly the periphery of the jar, as shown in Fig. 4. Obviously when the legs are spread out as described, they may form a support for the device if it be desired to place the device in a window or counter.

Of course, it is to be understood that the surface of the body portion is to be provided with advertising matter.

While I have shown and described a particular form of embodiment of my invention, I am aware that many minor changes will readily suggest themselves to those skilled in the art without departing from the spirit and scope of my invention. I, therefore, desire to avoid being limited to the particular form of embodiment which I have hereinabove shown and described.

What I claim is:

1. An advertising device, comprising a body portion formed with depending legs, a brace extending from the body portion, and legs depending from the opposite end of the brace.

2. An advertising device, comprising a body portion formed with depending legs at the terminals of which are lips, a brace extending from the body portion, and legs depending from the opposite end of the brace,

the latter legs having lips at their inner terminals.

3. An advertising device, comprising a blank having opposite vertically disposed slits and horizontal slits intersecting the vertically disposed slits and extending to the edges of the blank, whereby to form two pairs of legs connected by a brace when that portion of the blank is bent at the terminals of the vertically disposed slits.

In testimony whereof I affix my signature.

LAWRENCE E. LANDON.