Dec. 13, 1927. 1,652,907

A. R. NELSON ET AL

CAN DISPLAY CARD

Filed June 3. 1925

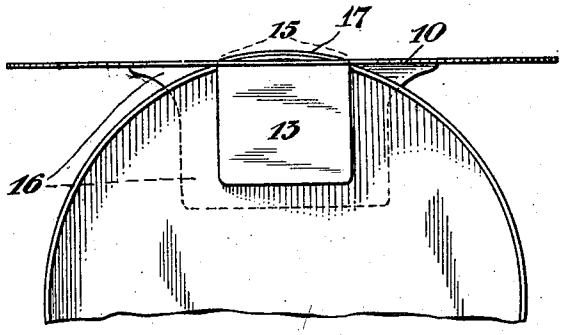


FIG. 1.

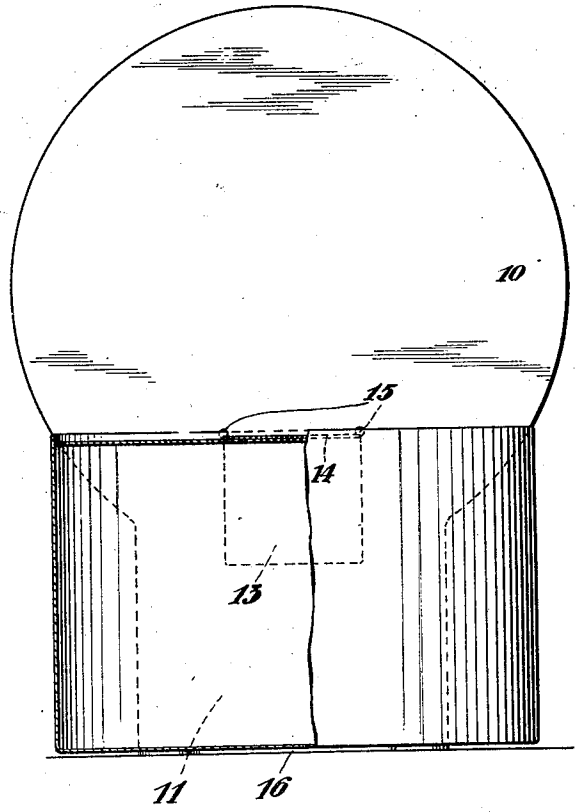


FIG. 2.

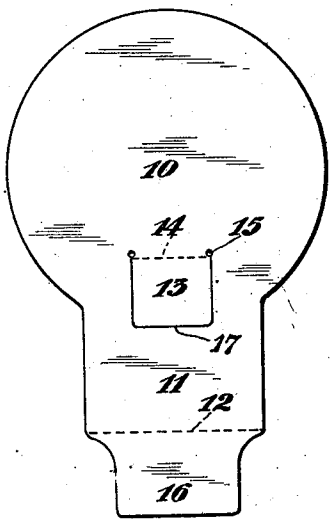


FIG. 3.

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UNITED STATES PATENT OFFICE.

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CAN-DISPLAY CARD.

Application filed June 3, 1925. Serial No. 34,730.

Our invention relates specifically to cards for displaying canned products, and has for its object to provide a display card for this purpose which is extremely simple and cheap to manufacture, is easily adjusted to and firmly supported by the can, and will effectively advertise the product.

To this end our invention consists briefly of a cardboard blank formed with a circular or body portion and a depending straight or leg portion, the latter having its lower end creased to be bent forward as a bed for the can, and a preferably squared portion, being severed from the blank at its lower end and sides and creased at its upper end so that it can be bent forward to bear upon the top of the can, slots being formed at the upper corners of said squared portion to receive the rim of the can and thus secure the card body to the can.

In order that our invention may be fully understood we shall first describe in detail the mode in which we prefer to carry the invention into effect and then particularly point out the invention in the claim.

Reference is to be had to the accompanying drawings forming part of this application in which like parts are designated by the same numbers in all the figures.

Figure 1 is a front elevation showing a display card embodying our invention used to advertise a canned product.

Figure 2 is a plan view of the same.

Figure 3 shows the blank from which this form of our display card is made.

To make our display card we form a blank shown in Figure 3 preferably of cardboard with a circular body portion 10, and a straight or leg portion 11 depending from the body and having its lower end 16 creased transversely at 12, so that it can be bent forward at a right angle to the body and leg portions. At the lower part of the body portion we cut out a squared portion or tongue 13, severed from the body portion at the sides and bottom and creased across its upper end as at 14, so that it can be bent forward at a right angle to the body portion, slots 15, preferably circular in form, being cut upward from the respective upper corners of the tongue 13, as best shown in Figures 1 and 3.

This display card is used as shown in Figures 1 and 2, the can containing the product to be displayed being placed on the forwardly bent lower end 16 as a bed, the medial forwardly bent tongue 13, rested on top of the can, and the rim of the can being received in the slots 15, so as to lock the card to the can and hold it firmly erect. To position the rim of the can in slots 15, it will be necessary to slightly bend the leg 11 at point 17 thus placing pressure on the contacts of slots 15 with the rim and securing the device in position. The advertisement of the product on the circular or body portion 10 will thus be shown in close proximity to the product and will serve effectively to display and advertise the same.

It is evident that the specific construction herein shown and described may be varied in detail without departing from the boundaries of our invention as defined by the following claim.

We claim as our invention:

A display card for a can consisting of a body advertising portion, a leg portion depending therefrom to provide a back stop for the can, a bed portion on the lower end of the leg portion to be bent forward as a bed for the can, and a medial tongue portion severed from the body portion at the bottom and sides and adapted to be bent forward on its upper end to bear upon the top of the can, part of the leg portion adapted to be bent in positioning the device to produce a frictional contact with the can, slots being formed at the upper corners of the tongue portion to receive the rim of the can and lock the card thereto by reason of the pressure of the leg part against the can.

In testimony whereof we affix our signatures.

ARVID ROBERT NELSON.
JOSEPH E. BURGESS.