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DISPLAY CARD

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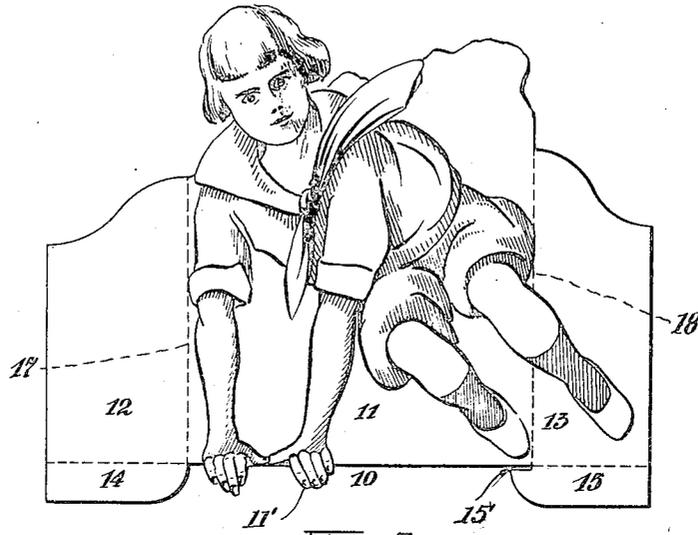


Fig. 3.

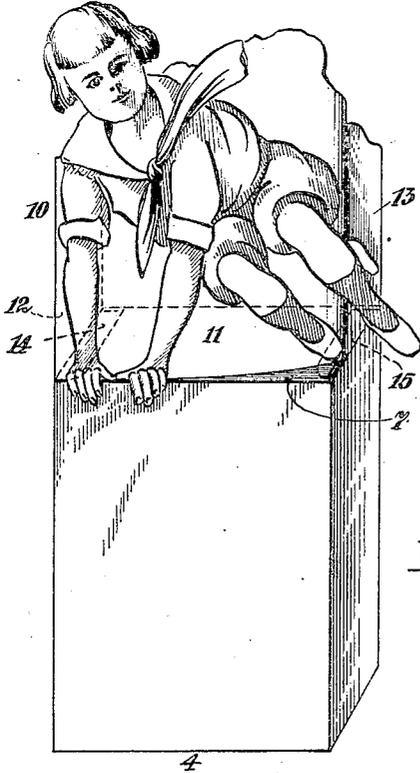


Fig. 1.

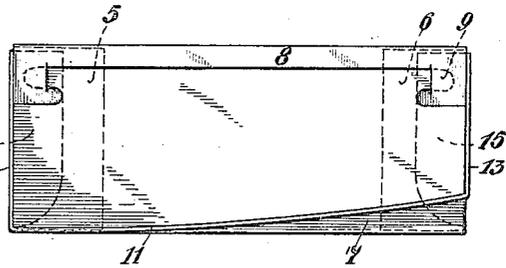


Fig. 2.

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## DISPLAY CARD.

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This invention relates to display cards to be attached to merchandise cartons and the like, particularly those of the larger size, to display, advertise, and call attention to the contents of the carton.

At the present time it is customary to provide very large or giant cartons for the display and advertisement of goods in show windows and the like. These cartons are suitably lithographed on their exterior faces. In connection with these cartons it is also the practice to provide relatively large display cards which are adapted to be placed on top of the cartons to advertise the goods or merchandise to which the cartons appertain.

Difficulty has been encountered in suitably forming these display cards so that they will stand erect on the carton without bulging or warping. Up to the present time it has been found necessary to manufacture these substantially large display cards of very thick stock, for instance, .055 or thicker stock, and to provide easels or other rigid and somewhat costly mountings to make the display cards stand upright on the cartons. In the construction of these thicker stock display cards, it has been necessary to first lithograph the display or advertisement on relatively thin paper and then to paste this on one side of the thick cardboard stock and this because the thick stock could not pass through the lithographic, press rolls. In addition, it was found necessary to paste a similar and unlithographed piece of paper on the opposite side of the thick stock to neutralize the warping or pulling effect of the lithographed sheet pasted on the front side of the stock. This operation is known as backlining. And after the display card was thus prepared, it was necessary to mount it on an easel, generally in the form of a rigid heavy-stock flap, adhered to the back of the display card and extending at right angles thereto. It will be readily appreciated that the manufacture of such a giant display card involved entirely too many operations in manufacture and was too costly.

In my present invention, I propose to eliminate these extra operations in the manufacture of a relatively large display card and the consequent cost, by forming my display card of relatively light stock, such as .020 to .030 stock, and to construct the display card in such a manner that it will stand upright on the carton without the use of costly easels or

other equivalent mountings heretofore used.

To this end, I provide an improved type of display card of relatively light stock adapted for mounting on a carton and having means engaging the carton to cause the display card to curve or bow slightly, whereby to maintain it in upright position on the carton.

Another object of my invention resides in providing a display card of the character indicated, which is formed with means whereby it may be easily attached to the carton and by which construction it is not only maintained in upright position, but is also firmly attached to the carton so that to all intents and purposes it forms an integral part of the carton. In this manner, the carton and display card may be picked up and positioned or replaced in the display window without liability of their becoming separated or lost.

Still another object of my invention resides in forming my improved display card of relatively light stock, and in providing it with bendable flaps for engaging the carton, whereby the display card may be mounted on the carton; and further in constructing the display card and flaps so that when so mounted the card will be slightly bowed or curved to retain it in upright position and will not inadvertently work loose or become unattached from the carton.

Further objects of my invention reside in the provision of a special means for a tab located at the front of the carton and display card and forming a pivotal point from which the card will bow or curve across the top face of the carton and rearwardly thereof. Preferably, this tab is formed as an integral part of the display card. These and other objects of my invention will be apparent from a perusal of the following specification when taken in connection with the accompanying drawings.

Still another object of my invention resides in providing an advertising display of relatively light paper stock having bendable flaps or portions adapted to be inserted beneath the interlocking flaps of a top-lock carton and constructed and arranged so that, when so assembled, the display field of light paper stock will be bowed so as to stand erect on the carton with the bendable flaps securely, yet detachably, connected to the carton so that the display and carton will be firmly fastened together.

Reference is to be had to the accompanying

drawing forming part of this application, in which like parts are designated by like numerals in all the figures.

Figure 1 is a perspective view showing a display card embodying my invention attached to a carton.

Figure 2 is a plan view of the same.

Figure 3 represents the said display card in the flat or blank.

In the drawings 4 designates a common form of a top-lock carton having the usual interlocking flaps, said carton having the end flaps 5, 6, and front and back flaps 7 and 8 respectively to be folded over the end flaps for closing the open top of the carton, and a locking member 9. This carton is generally lithographed to advertise or display suitable goods or merchandise, and is customarily inserted in show windows for this purpose. In the usual practice this giant carton is accompanied by a relatively large display card, which is lithographed to provide suitable advertising matter to accompany and advertise the merchandise pertaining to the carton.

In my improved invention, my display card is formed of relatively light stock, such, for instance, as .020 to .030 stock. This considerably reduces the cost of the stock and permits the stock to be lithographed, since such stock thickness can readily pass through the lithograph press rolls. In the drawing my improved carton display card 10 is shown as constructed of one piece of stock and is formed with the central display portion 11, which in the form illustrated is produced or formed as a suitable advertisement, such, for instance, as a child's figure. The card is provided also with wing portions 12 and 13 on each side of the display portion and separated therefrom by the score lines 17 and 18, so that the flaps can be bent rearwardly, substantially at right angles, as clearly shown in Figure 1. These wing portions 12 and 13 are in turn provided at their bottoms with flange portions 14 and 15, respectively, and these flange portions 14 and 15 are adapted to be bent rearwardly and substantially at right angles to the wings 12 and 13, so that these flanges 14 and 15 will lie in a substantially horizontal plane when the display card is in upright position, as shown in Fig. 1. In other words, the wing 12 will be bent rearwardly on the score line 17 and at right angles to the display face 11, and the flange 14 will be bent upwardly and rearwardly to lie in a plane substantially at right angles to the substantially vertical face of the wing 12, and the wing 13 will likewise be bent rearwardly on the score line 18 to lie in a vertical plane perpendicular to plane of the face 11, and the flange 15 will be bent rearwardly and upwardly to lie substantially perpendicular to the face of the wing 13, so as to lie in a horizontal plane. The distance between the score lines 17 and 18, at the base of the display por-

tion 11, is preferably slightly greater than the width of the top edge of the carton, as shown in position in Fig. 1.

When the wings 12 and 13 are bent on the score lines 17 and 18 and the flaps 14 and 15 are bent upwardly and rearwardly, as heretofore described, the flanges 14 and 15 are adapted to be inserted under the top flap 7 of the carton, as shown clearly in Fig. 2 of the drawings, the wings 12 and 13 being bent on the score line 17 at right angles with the front face 11, so that these wings lie in a substantially vertical plane and in the position shown in Fig. 1, and since the width of the display portion 11 between the score lines 17 and 18 is slightly greater than the width of the carton, this positioning of the display card in this manner on the carton will cause the display portion 11 of my card to bow or curve between the score lines 17 and 18 at the front and this bow will extend from the bottom line of the display field 11 upwardly to, or substantially to, the very top of the display card, and this bowing effect will give the necessary rigidity to the light stock, so as to automatically maintain it in substantially rigid upright position.

In my improved invention, I preferably form one of the wing portions, such as 13, and its flange, such as 15, as shown clearly in Fig. 3 of the drawings. To this end I extend the flange 15 at the base of the display card with a forward extension which projects beyond or to the left of the plane of the score line 18, and cut or slot the stock from the tip of this projection inwardly to meet an extension of the score line 18, as illustrated at 15' in Fig. 3 of the drawings. From this construction, it will be evident that when the flange 15 is bent upwardly and rearwardly, so as to lie in a substantially horizontal plane and perpendicular to the plane of the wing 13, and when the wing 13 is bent rearwardly on the score line 18 so as to lie in a substantial plane and substantially perpendicular of the plane of the display portion 11, the projection formed by the slot or cutout 15' will extend beyond the face of the display field 11, this being indicated clearly in Figs. 1 and 2 of the drawings, particularly in Fig. 2. This permits, when the display card is mounted on the carton, as shown in Figs. 1 and 2 of the drawings, the front of the flange 15 to lie snugly against the front of the carton as illustrated in dotted lines Fig. 2 and permits the display portion 11 to overlie the upper face of the carton 4; the display portion 11, curving or bowing slightly rearwardly and over the top face of the flap 7 of the carton to substantially the position illustrated in Figs. 1 and 2. I preferably provide means for determining the point from which the display portion 11 will commence to bow. In the present instance, I accomplish this by providing display portion 11 with a downward

projection 11', which may be in the form of an integral portion of the stock, being a part of the advertising display, such as a hand or toe of the person forming a part of the display as illustrated in the drawing hereto. In the present drawing, I have shown two of these hands, but only the extreme right hand portion functions as will now be described. This projecting hand 11' extends downwardly and in front of the upper edge of the carton contacting therewith and this projection forms a pivotal point from which the display portion 11 of my card begins its rearward bow or curve. By reason of the foregoing construction, when the display card is mounted as shown, the display portion being bowed as illustrated, will give the necessary rigidity to the relatively light stock and maintain it in upright position. Furthermore, by reason of the slot or recess 15', its arrangement in connection with the display field 11 and wing 13 will effectually prevent the inadvertent springing out or loosening of the flanges 14 and 15 from beneath the top flap 7 of the carton.

Manifestly my invention comprehends the utilization of a paper display of any thickness of stock, such as a sheet of paper of such size and proportions that the display in and of itself is incapable of standing erect unless applied to the carton or container.

With my improved construction, it will be at once apparent that the display card when attached will to all intents and purposes be an integral part of the carton, and this is a very valuable advantage in the display of goods, because when the occasion arises to replace or remove the carton, the display card being attached to it as described will be removed with it, and when the carton is replaced all danger of the display card being lost is eliminated.

It will also be seen that by reason of my construction I provide a very practical, economical and simple type of display card for the use hereinbefore described. By reason of my construction, the cost of these new devices is approximately one-third to one-fourth less.

It is evident that many changes in the preferred construction and arrangement of my invention above described may be made without departing from its spirit or scope as defined by the following claims.

I claim as my invention:—

1. A relatively large display card, composed of relatively light stock, adapted for attachment to a carton or the like, comprising a central display portion, having laterally bendable wings, each wing having a basal flange adapted to be bent at right angles to the wing, one of said flanges extending beyond the line of bend of the wing and being slotted whereby when said wings are bent at an angle to said display portion and said flanges are bent at right angles to said wing

portions and inserted under the top flap of the carton, said slotted portion of the flange will permit the display portion of the card to bow slightly diagonally across the top face of the carton, whereby to maintain the display portion in upright position.

2. A display card for attachment to a carton or the like, comprising a central display portion, and integral wing portions, score lines separating each wing portion from the display portion, each wing portion having a basal flange, the basal flange of one of said wings extending from an extension of its score line to the outer edge of the wing and the other basal flange extending from the outer end of its wing inwardly beyond an extension of its score line, said extension being separated from the adjacent display portion by means of a cut or recess terminating at the line of extension of such score line.

3. A display card for attachment to a carton or the like, comprising a central display portion, and integral wing portions, score lines separating each wing portion from the display portion, each wing portion having a basal flange, the basal flange of one of said wings extending from an extension of its score line to the outer edge of the wing and the other basal flange extending from the outer end of its wing inwardly beyond an extension of its score line, said extension being separated from the adjacent display portion by means of a cut or recess terminating at the line of extension of such score line, said display portion having at its base an integral, downwardly extending projection, disposed at a point substantially to one side of the central portion of said display field.

4. In a device of the class described, the combination of a carton having foldable flaps, a display card of relatively light stock and having a display field formed with bendable wings, each wing having a basal flange bendable to be inserted beneath a carton flap, and one of said flanges being adapted to project in advance of the front face of the display field.

5. A relatively large display card for attachment to a relatively large carton comprising a sheet of relatively light paper stock and having a display field formed with bendable wings each wing having a basal flange bendable at an angle to its wing, one of said flanges when so bent being adapted to project in advance of the front face of the display field.

6. In a device of the class described in combination with the interlocking flaps of a top-lock carton, a display card formed of such relatively light stock as to be incapable of maintaining itself erect without being deformed or reinforced, said display card having winged portions bent substantially perpendicular to the front plane of the display portion of the card, each wing por-

tion having a bendable flap folded substantially perpendicular to the plane of the wing portion and detachably inserted beneath the interlocking flaps of the carton, the main display portion of the card being normally bowed so as to be maintained in upright position.

7. A paper display for attachment to a top-lock carton having interlocking flaps, comprising an integral sheet of relatively light paper stock of such thinness as to be inherently incapable of standing erect without being deformed or reinforced, formed with a suitable display field and formed with opposed wings bent substantially at right angles to the plane of the display field of the card, each of said wings having a basal flange bent substantially at right angles to the plane of the wing and adapted to be inserted beneath the flaps of the carton and means associated with said wings and flanges for causing said display field to bow and to be maintained in erect position on said carton when applied thereto.

8. In combination with the interlocking flaps of a top-lock carton, a separate paper display having members forming a part of said display and detachably inserted beneath the flaps of the carton, said display extending across the top of said carton with a portion thereof angularly disposed with respect to the front edge of the carton and another portion thereof lying parallel to the front edge of the carton whereby said display is maintained in erect position.

9. In combination with the interlocking flaps of a top-lock carton, a display card of relatively light stock having tabs inserted beneath said flaps, the display body of the card extending across the top of the carton in slightly bowed formation.

10. In combination with the interlocking flaps of a top-lock carton, a relatively light display card formed from relatively light stock comprising a central display portion and bendable tabs folded under said flaps of

the carton, said tabs being spaced apart a distance greater than the width of the carton and constructed and arranged, when so inserted, to cause said display portion to curve, and means to cause said tabs to be lodged against inadvertent loosening from said carton flaps.

11. In combination with the interlocking flaps of a top-lock card, a separate relatively large display card composed of relatively light paper stock of such thinness as to be inherently incapable of standing erect without being deformed or reinforced, said card being formed with a display field and provided with bendable portions underlying the carton flaps and provided with means including another portion engaging the front face of the carton to cause said display field to lie in bowed formation from that portion of the display field engaging the front face of the carton across the top of the carton.

12. In combination with a carton having a foldable closing flap, a display card composed of relatively light paper stock formed with a suitable display field provided with laterally bendable portions detachably inserted under opposed portions of said carton flap to hold the card in erect position on the carton and means for causing the display portion of the card to be slightly bowed when so held.

13. A paper stock display having a lithographed display field of stock of such relative thinness and lightness so as to be inherently incapable of maintaining itself erect unless reinforced or deformed, said display having integral and angularly disposed tabs on its opposite sides each of said tabs in turn having another integral and angularly disposed tab, said latter tabs being constructed and arranged to be detachably inserted under a closing member of the carton, and to cause the display field to bow and to maintain such field in erect position on said carton.

In testimony whereof I affix my signature.

PAUL L. RITTENHOUSE.