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D. V. LISLE

2,386,618

DISPLAY CARD

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Fig. 1.

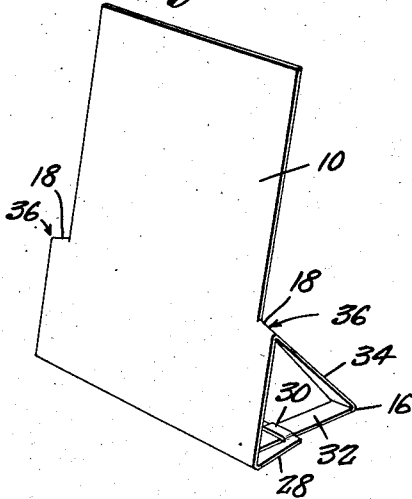


Fig. 2.

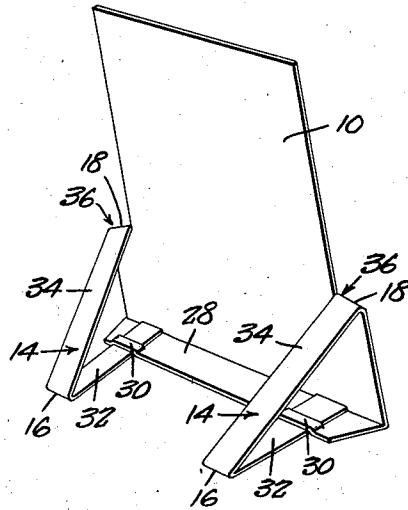


Fig. 3.

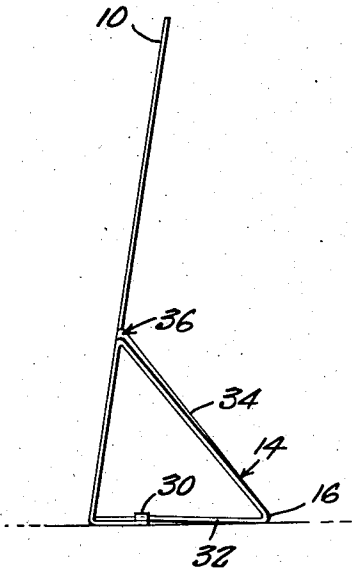
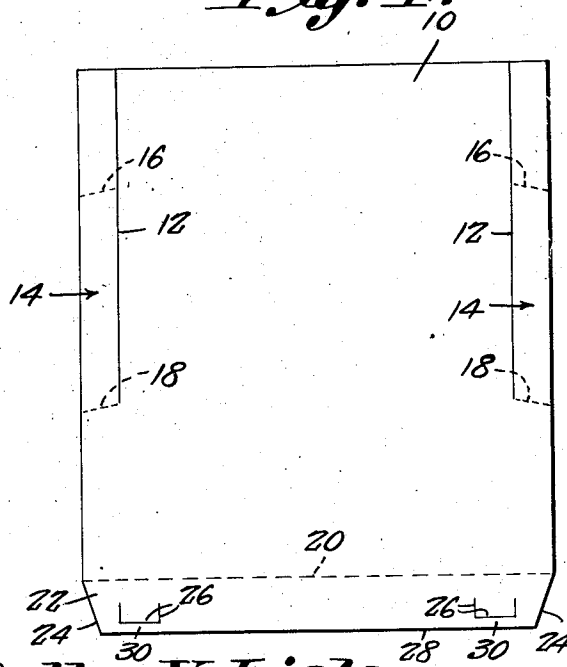


Fig. 4.



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UNITED STATES PATENT OFFICE

2,386,618

DISPLAY CARD

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Application September 28, 1942, Serial No. 459,981

1 Claim. (Cl. 40—124.1)

My invention relates to advertising devices, and has among its objects and advantages the provision of an improved display card comprising a single sheet of material cut and bent to form a novel support for holding the card in a substantially upright position.

In the accompanying drawing:

Figure 1 is a perspective view of the display side of the device;

Figure 2 is a similar view of the back side;

Figure 3 is a side view; and

Figure 4 is a plan view of the blank prior to bending.

In the embodiment selected for illustration, I make use of a single piece of cardboard 10 substantially rectangular in contour. The sheet is cut along lines 12 to provide strips 14 bendable along score lines 16 and 18. The sheet is also scored at 20 to provide a base tab 22 extending the full width of the sheet. The ends 24 of the tab 22 are angled to diverge in the direction of the score line 20. Two slots 26 are cut in the tab 22, which slots are so spaced from the edge 28 of the tab as to provide knurled bands 30.

In operation, the tab 22 is bent rearwardly of the main area of the sheet 10 and the strips 14 are bent along the score lines 16 and 18. The ends of the strips 14 are then slipped through the slots 26 to overlie the tab 22 but underlie the bands 30. Both slots 26 are located inwardly of the side edges of the sheet 10 at distances greater than the lines of cut 12, but the score lines 16 and 18 are so angled as to bring the free ends of the strips 14 into proper alignment with the slots. Thus the angled edges 24 tend to mask the tab 22 behind the upright body of the sheet 10, and the strips 14 are also additionally masked by reason of the angular arrangement of the score lines 16 and 18.

With the strips bent according to Figures 1, 2 and 3, the strips take the contour of acute angles with the runs 32 constituting continuations of the

tab 22 for balancing purposes. The runs 32 are effectively connected with the tab 22 and the sheet is effectively braced by reason of the diagonal runs 34 connecting the runs 32 with the sheet 10. It will be noted that the angular score lines 18 provide drooping shoulders 36 visible from the front of the display card which coact with the wider base area of the card to enhance its ornamental aspects. The device may be employed as a support for articles on display or for printed advertising matter alone or in combination with goods.

The runs 32, while being held firmly in the slots 26, may be adjusted backward and forward to vary the angle of the display card with respect to the horizontal. This permits the display card to be adjusted for angle to suit the needs of the particular goods being displayed on the card.

Without further elaboration, the foregoing will so fully illustrate my invention, that others may, by applying current knowledge, readily adapt the same for use under various conditions of service.

I claim:

A display card comprising a single sheet of material bendable along a predetermined line to provide a base flange, said sheet being cut along its opposed side margins to form strips bendable along transverse lines for engagement with the base flange, the bending line at the juncture of each strip with the sheet being at a slight angle to the horizontal to provide drooping shoulders, means for connecting the strips with the base flange to provide a support for the card, said base flange having slots located inwardly of the vertical side edges of the card, and said strips being bendable along predetermined lines so angled as to bring the free ends of the strips into alignment with said slots for passage therethrough, said sheet being of rectangular contour with the bottom edges thereof forming the base being cut at an angle.

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