Nov. 6, 1923. 1,473,313

C. D. PIATT

DISPLAY DEVICE

Filed March 24, 1923

Fig. 1.

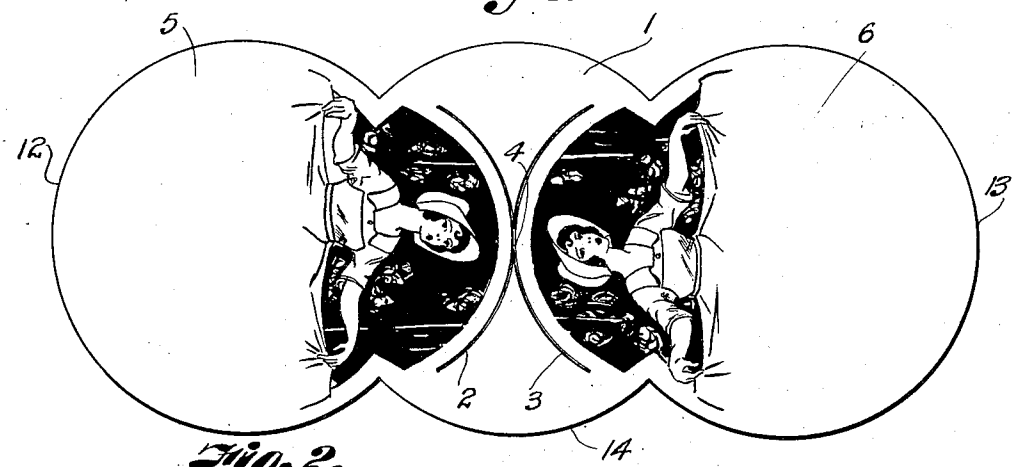


Fig. 2.

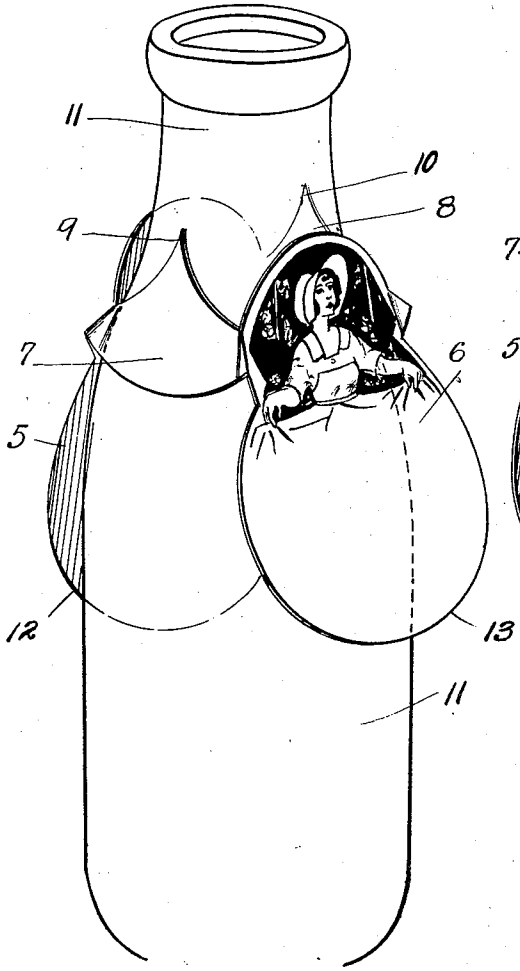
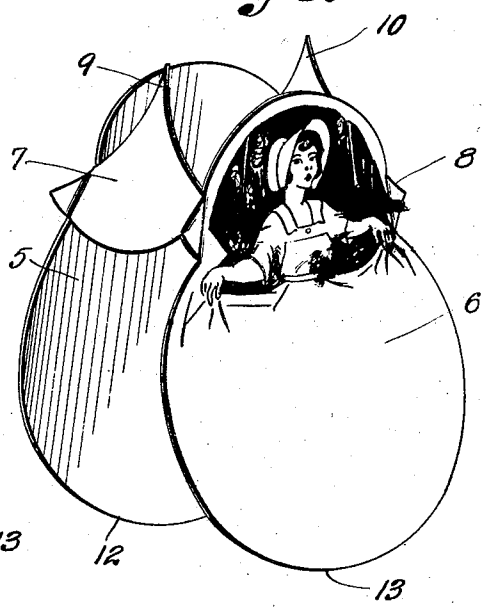


Fig. 3.



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UNITED STATES PATENT OFFICE.

CHARLES D. PIATT, OF KANSAS CITY, MISSOURI.

DISPLAY DEVICE.

Application filed March 24, 1923. Serial No. 627,283.

To all whom it may concern:

Be it known that I, CHARLES D. PIATT, a citizen of the United States, residing at Kansas City, in the county of Jackson and State of Missouri, have invented certain new and useful Improvements in Display Devices; and I do declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to the figures of reference marked thereon, which form a part of this specification.

This invention relates to a display device particularly adapted for use as a slip-on device for containers.

It is shown as applied to a milk bottle and it consists of two diametrically oppositely located container-engaging members connected by webs, the members and webs when in functional position lying in substantially the plane of the wall of the container so that at least one member will be visible from the front side of the container, and this member may contain certain indicia or printed matter distinguishing the article on which it is located.

The invention is so constructed that it may be formed from a blank struck from a flexible sheet at a single operation so that the two members and the webs will be provided in such a way that the members can be bent at right angles to the position they assume in the blank and so that the webs will lie in planes substantially at right angles to that they assume in the blank, leaving a central opening through which one end of the container may project.

The novel construction of the invention will be apparent by reference to the following description in connection with the accompanying drawings, in which—

Fig. 1 is a plan view of a blank.

Fig. 2 is a perspective view of a container to which my invention is applied, and

Fig. 3 is a perspective view of the display device removed from the container.

The blank for the display device is indicated in Fig. 1 as consisting of a sheet 1 with two intercepting slits 2 and 3 within the margin thereof and cut on arcs curved in opposite directions, the slits intercepting one another about midway their lengths so that they merge into a common slit at their middle portions, as indicated at 4. The merging point of the two arcuate slits 3 and 4 is preferably at the transverse center of the sheet 1 so as to provide two display members 5 and 6 of approximately the same area. The members 5 and 6 can be bent at right angles to the plane of the blank so that they assume the positions shown in Figs. 2 and 3 with webs 7 and 8 connecting them, the webs having upwardly directed, converging ends or points 9 and 10 which are adapted to lie close to the neck of the milk bottle 11 on which they are shown. The arcuate slits 2 and 3 form the top of the members 5 and 6 approximately half round. The ends of the blank are rounded as at 12 and 13 and between the members 5 and 6 is a connecting member 14, which also has its sides rounded. The ends of the member 14 connect the members 5 and 6 at the narrowest points of said members 5 and 6 and at the narrowest portions of the member 14 so that when the blank is bent as shown in Figs. 2 and 3, the members 5 and 6 assume the form of a bib apron, on the bib portion of which I have shown the figure of a milkmaid although, obviously, other indicia may be placed thereon and below the pictorial representation of a milkmaid may be placed suitable advertising matter, instructions or other indicia.

It will be observed that when the blank is bent into the form shown in Figs. 2 and 3, the display device will have a central opening bounded by the members 5 and 6 and the connecting webs 7 and 8, formed from the members 14 and that the device can be conveniently slipped over the container, for example, a milk bottle, so as to provide an attractive embellishment therefor.

What I claim and desire to secure by Letters-Patent is:

1. A blank for display devices comprising a flexible sheet formed of a central member and two end members integral therewith, the central member having intermediate its ends two intercepting arcuate slits providing webs for connecting the two end members, the webs having inwardly extending, converging ends which, when the blank is bent so that the end members are at right angles to the plane of the blank, will also be at right angles to the plane of the blank to provide a central opening to receive a container.

2. A display device comprising two diametrically opposite vertical skirt members

connected by webs at substantially right angles thereto, the webs having upwardly extending bottle neck engaging points.

3. As a new article of manufacture, a display device comprising a blank of flexible material having two oppositely disposed substantially rounded ends to form skirt portions and an intermediate member connecting them with curved sides between the curved ends of the skirt portions, the intermediate member of the blank being arcually slitted crosswise to provide tongues adapted to be bent out from the blank, the end portions on the opposite sides of the slits of the intermediate member being also adapted to be bent outwardly.

In testimony whereof I affix my signature.

CHARLES D. PIATT.