May 5, 1931. W. FREEDMAN ET AL 1,803,325

CAR CARD

Filed May 20, 1929

Fig. 1.

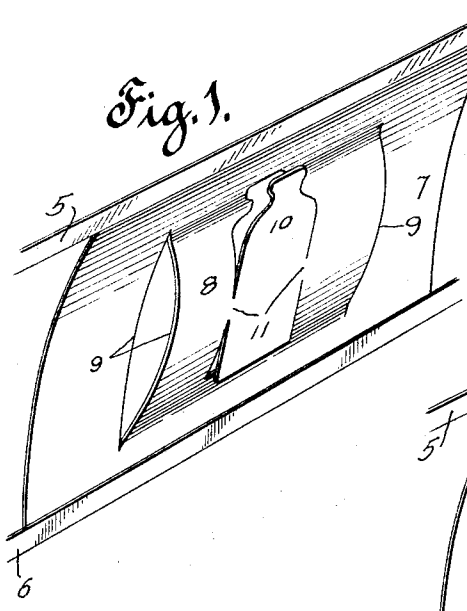


Fig. 2.

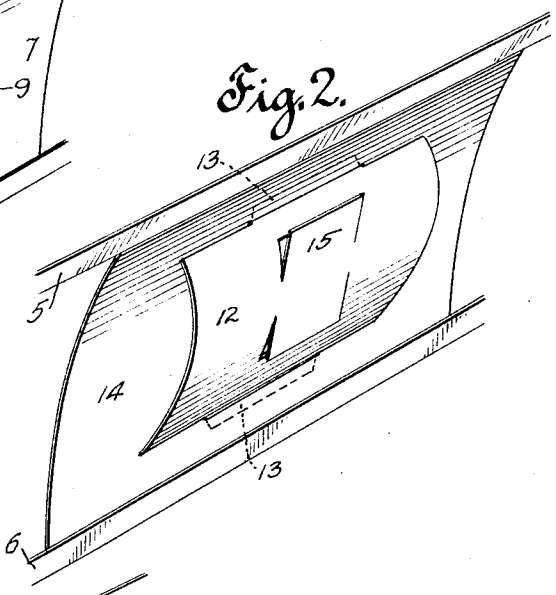


Fig. 3.

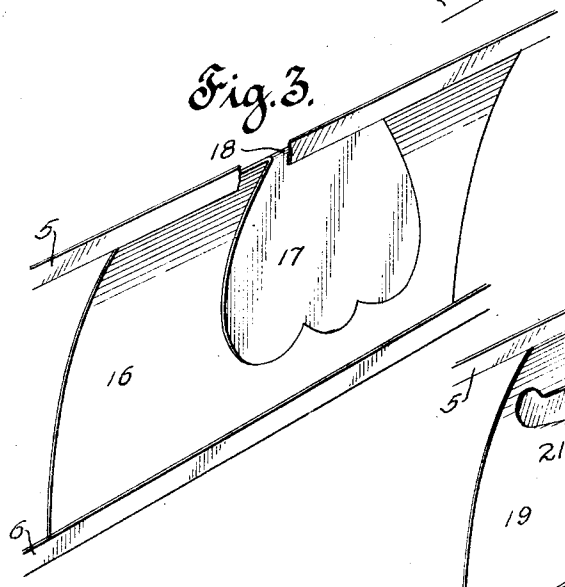
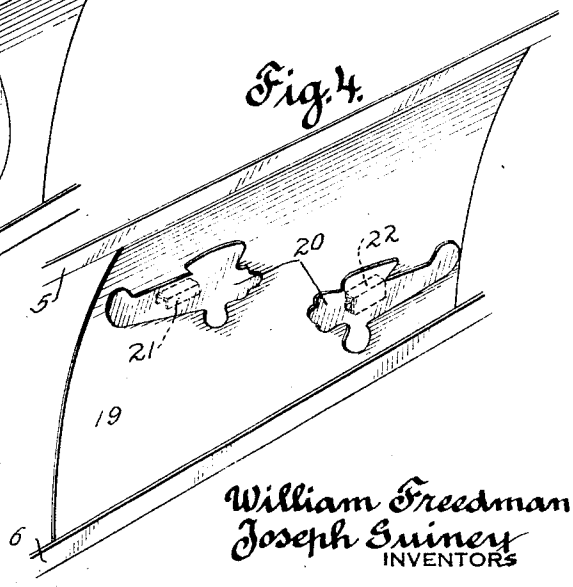


Fig. 4.



William Freedman
Joseph Guiney
INVENTORS

BY Mitchell & Dickert
ATTORNEYS.

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UNITED STATES PATENT OFFICE

WILLIAM FREEDMAN, OF BROOKLYN, AND JOSEPH GUINEY, OF NEW YORK, N. Y.

CAR CARD

Application filed May 20, 1929. Serial No. 364,365.

Our invention relates to a car card of the type usually employed for advertising purposes in railway cars and the like.

Car cards are usually held in frames and the main body of the card is bowed rearwardly and fits flat against a rear surface. On such cards the advertising or other matter appears in only two dimensions.

It is an object of our invention to provide a car card adapted to be bowed and held in the usual frame and in which a part may be projected from the surface thereof.

Other objects and novel features of the invention will hereinafter appear.

In the drawings which show for illustrative purposes only, preferred forms of the invention—

Figs. 1, 2, 3 and 4 are isometric views of car cards held in the usual type of frame, each figure illustrating a slightly different form of the invention.

In said drawings, 5—6 indicate respectively, upper and lower retaining flanges or what may be termed parts of a frame for holding car cards. The car cards when applied to the frames are bowed backwardly as indicated in the drawings as is usual with car cards at the present time.

In that form of the invention shown in Fig. 1, 7 indicates a car card which may be bowed as shown and lie flat against the rear surface to which the card is applied. One portion as 8, extends forwardly from the main body of the card when the latter is bowed rearwardly. In that particular form shown the card is slitted at two points 9—9 so that the intermediate portion 8 may be bowed outwardly when the main body of the card is bowed rearwardly. Thus, advertising or other matter on the portion 8 will extend outwardly from the main body of the card and thus attract greater attention. A portion of the outwardly projecting portion 8 may itself have a part projecting therefrom. As illustrated the outline of a bottle or can 10 is partly cut from the card but attaching portions 11—11 are allowed to remain. Thus when the portion 8 is bowed outwardly the outlined member 10 will project from the portion 8 at the top and bottom (if cut as shown) and thus extend outwardly from the surface 8. Obviously various configurations may be made so as to provide attractive and attention receiving advertising or other matter on the cards. A feature of the form shown in Fig. 1 is that all parts of the card are formed of a single blank cut out or slitted at the desired points.

In that form of the invention shown in Fig. 2 the effect is substantially the same as that of Fig. 1. The construction differs slightly in that the outwardly projecting portion 12 is formed of a separate card having tongues 13—13 projecting through slits in the card 14 or otherwise attached thereto. The outwardly projecting member 12 may be slitted so as to provide an outwardly projecting portion 15. Instead of slitting the portion 12 to provide the projecting member 15 of a separate member might be attached thereto in any desired manner. Another feature of difference between those forms shown in Figs. 1 and 2 is that in the form shown in Fig. 2 the main card 14 provides a solid background and the surface in rear of the card 14 remains covered. It will be noted that with the form shown in Fig. 1 the slits as 9 provide openings when the card is bowed so that the surface in rear of the card will be visible.

In the form shown in Fig. 3 the main car card 16 is held in the frame in the manner heretofore described and a projecting portion 17 is attached along one edge as indicated at 18. Thus the lower edge of the projecting portion 17 is free of the card 16 and when the latter is bowed the portion intermediate the top edge 18 and the bottom edge of the member 17 stands off from the main body of the card 16.

In the form shown in Fig. 4 a car card 19 is bowed as heretofore described and separate figure cards 20 are secured to the card 19 as by means of a foldable tapered channel construction 21 or foldable paper box construction 22. Thus, when the card 19 is bowed the figures 20—20 will be forced away from the main body of the card 19 and depending upon the height of the securing members 21 or 22 may be forced outwardly a greater distance by pulling the same outwardly.

In all of the forms shown, the car cards may be stacked flat one on top of the other and the projecting portions caused to project when the main car card is bowed. We have illustrated four possible embodiments of the invention, but many others, and combinations of those shown and others, might be made without departing from the spirit of the invention and, except as required by the claims and the prior art, we do not wish to be limited to the forms herein shown for the purpose of illustrating our invention.

We claim:—

1. A car card display comprising, a frame having opposed card engaging members, a card having a main body adapted when bowed to be engaged at its opposite straight edges by said members and to be held thereby in bowed condition, a portion of said card having a free edge detached from said main body, said portion being adapted to be offset from the bowed part of said card.

2. A car card display comprising a frame having opposed card engaging members, a card having a main body adapted when bowed to fit between and to be held at its opposite straight edges by said members in bowed condition, the main body of said card being slitted to form between said slits a portion adapted to be offset in a direction away from the bowed part of the main body.

3. A car card display comprising, a frame having opposed card engaging members, a card having a main body adapted when bowed to fit between and to be held at its opposite straight edges by said members in bowed condition, the main body of said card being slitted to form between said slits a portion adapted to be offset in a direction away from the bowed part of the main body; said offset portion being further slitted to permit a part of said offset portion to be further offset from said main body and also offset from said offset portion.

JOSEPH GUINEY.
WILLIAM FREEDMAN.