

Feb. 21, 1928.

1,659,777

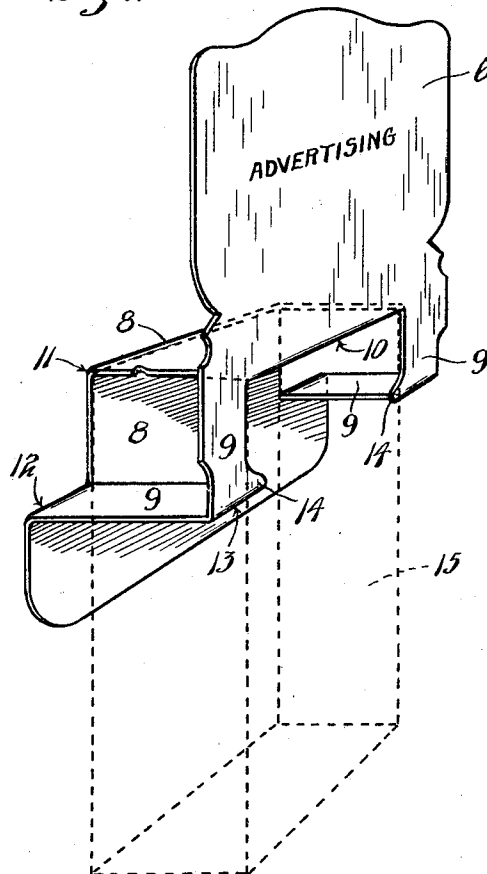
P. R. LEARNED

DISPLAY DEVICE FOR RECTANGULAR CONTAINERS

Filed Aug. 10, 1925

2 Sheets-Sheet 1

Fig. 1.



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2 Sheets-Sheet 2

Fig. 2.

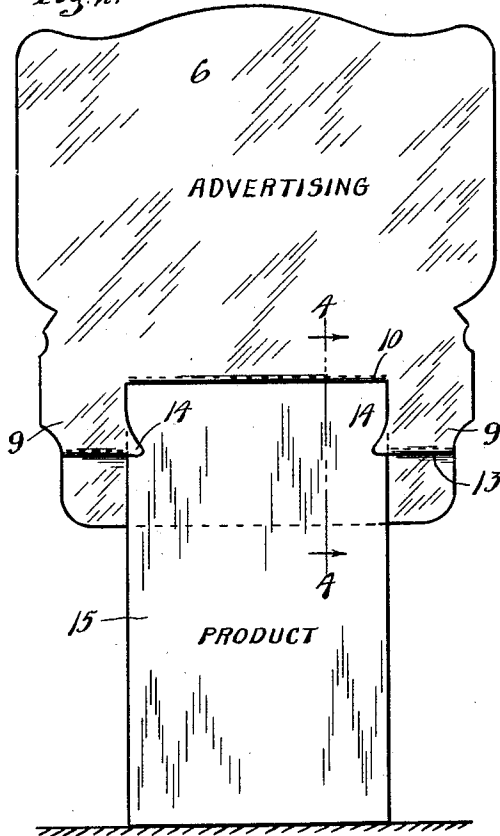


Fig. 3.

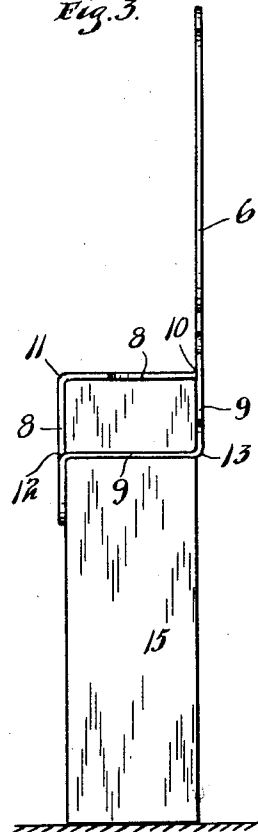


Fig. 5.

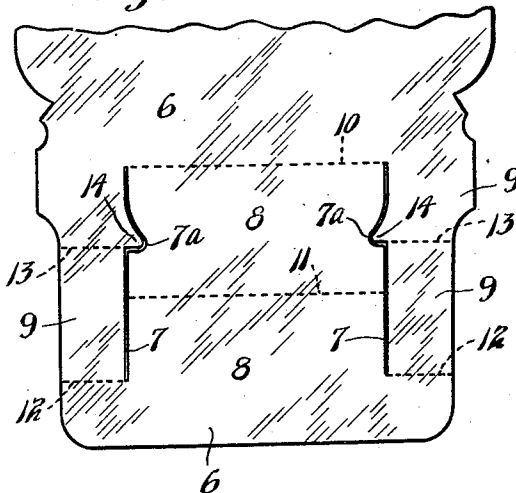
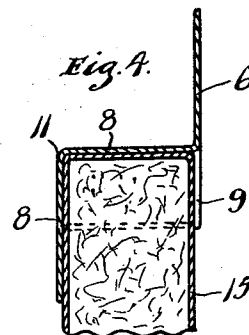


Fig. 4.



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UNITED STATES PATENT OFFICE.

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DISPLAY DEVICE FOR RECTANGULAR CONTAINERS.

Application filed August 10, 1925. Serial No. 49,365.

My invention has for its object to provide an improved form of advertising display devices for rectangular containers; and to this end, my invention consists of a display device having the novel features hereinafter described and pointed out in the claims.

My invention is illustrated in the accompanying drawings, wherein like notations refer to like parts throughout the several views.

In said drawings,

Fig. 1 is a perspective view showing my improved display device in full lines as it would appear on a rectangular container, when in working position thereon, the container being shown in dotted lines;

Fig. 2 is a front elevation showing the display device in working position on a rectangular container;

Fig. 3 is a left side elevation of the device as shown in Fig. 2;

Fig. 4 is a vertical cross section on the line 4-4 of Fig. 2, with some parts broken away; and

Fig. 5 is a plan view of a blank of sheet material from which the display device can be made, some of the upper portion of the blank being broken away.

My display device can be made out of a sheet of paper board or a sheet of any other kind of self-sustaining material, which is foldable only on creased or scored lines. I usually employ paper board, which is of good enough quality, for the purpose. The sheet may be of any suitable contour, but is usually longer than it is broad and of such length that the upper portion may afford a display space for the advertising matter and the lower portion a base for securing the device to a container with its display space in an upright position, preferably flush with the face wall of the container.

In the drawings, the numeral 6 represents such a sheet, and in Figs. 1 and 2, the display space, afforded by the upper part of the sheet, has printed thereon the word "Advertising" to indicate the purpose for which this space is used, to wit: the advertising of the product contained in the container to which the device is applied. In Fig. 2 of the drawings, the face of the container has

printed thereon the word "Product" to indicate any saleable commodity usually marketed in such containers.

The base portion of the sheet 6 is provided with two lengthwise parallel slits 7 of a length greater than the front-to-back dimension of the container, and laterally spaced apart a distance slightly greater than the side-to-side dimension of the container, and which slits divide the base portion of said sheet 6 into one central panel 8 and two marginal panels 9, all integral with the body of the sheet 6 at their opposite ends. The central panel 8 is provided with only two-fold line creases or joints running crosswise thereof and located, respectively, one thereof, marked 10, at the upper junction of said panel 8 with the body of the sheet 6 and the other thereof, marked 11, at a distance downward from the crease 10 equal to the front-to-back dimension of the container; and the two marginal panels 9 have each only two-fold line creases or joints, one set of which are located at their lower junction with the sheet and are marked with the numeral 12, and the other set of which are located at a distance upward from said creases 12, equal to the front-to-back dimensions of the sheet, and are marked with the numeral 13. The slits 7 do not extend on straight lines throughout their entire length, but are sharply curved inward toward the center of the sheet at the points marked 7^a, in Fig. 5, these points being directly opposite to the score lines 13, so as to leave inwardly projecting ears 14 on the upper sections of the marginal panels 9, directly adjacent to said score lines 13. All this work of slitting and scoring the sheet 6 is done by dies, and when done, the sheet maintains its flat form and has the appearance shown in Fig. 5; and, of course, said die treated sheets may be handled and shipped in extremely compact form, just as they could before being die treated. Assuming the sheet 6 to have been slitted and creased, as shown in Fig. 5, it may then be applied to the rectangular container 15, as shown in Figs. 1, 2, 3 and 4 of the drawings. By reference to said views, it will be seen that to apply the display device to the container 15, the central panel 8 is bent back-

ward on its creased fold lines 10 and 11, until its upper section is substantially normal to the display portion of the sheet, and when this is done, the device may be slipped downward over the top of the container into working position on the container, with the display portion of the sheet rising above the container and substantially flush with the face thereof. When thus in working position, the top section of the panel 8 rests on the top of the container and the lower section thereof vertically abuts the back of the container, without any rearward projection whatsoever therefrom, that the upper sections of said marginal panels 9 will be horizontally disposed with their inner edges embracing the side walls of the container below the top thereof, that the upper sections of said marginal panels rise vertically from the forward ends of the horizontal portions thereof, and that the ears 14 will slightly overlap and engage the marginal portions of the face wall of the container. It follows that the display device is securely engaged with and supported from the container in such a way that it cannot be displaced therefrom otherwise than by manipulation, which will move the device upward relative to the container. The container and the device can, therefore, be handled and positioned for display purposes, just as the container could without the display device. It will be understood, of course, that the display surface of the device may contain any desired wording or ornamental matter adapted to attract attention to advertise the product contained in the container.

The container illustrated has face and back walls of greater dimension than the side walls, but it is, of course, obvious that the device would apply equally well to a rectangular container, wherein all four of the vertical walls are of the same dimension, due consideration being given to the length of the slits 7 for adaptation to this greater front-to-back dimension of the container.

Especial attention is called to the fact that the central panel 8 of the display device only has two joints and that the marginal panels 9 only have two joints, and that these joints are so related to each other and the slits 7 that, when the device is in working position, there is no backward projection from that part of the base of the device, which engages the rear wall of the container. This effects a material saving in the

space required for containers having display devices thereon.

What I claim is:—

1. A display device, for rectangular containers comprising a sheet of self-sustaining material, foldable only on creased or scored lines, affording an upper portion for the display of advertising matter and a lower or base portion for securing the device to a container with its display space in an upright position, and which base portion has two lengthwise parallel slits of a length greater than the front-to-back dimension of the container and said slits being laterally spaced apart a distance slightly greater than the side-to-side dimension of the container dividing the base portion of said sheet into one central and two marginal panels, all integral with the sheet at their opposite ends, and which central panel has only two fold-line creases located, respectively, one at its upper junction with the sheet and the other at a distance downward therefrom equal to the front-to-back dimension of the container and which two marginal panels have each only two fold-line creases or scores located, one set at their lower junction with the sheet and the other set at a distance upward therefrom equal to the front-to-back dimension of the sheet, whereby said base may be made to engage with the upper end of the container with the upper section of its two-jointed central panel resting horizontally on the top of the container, and the lower section thereof vertically abutting the back of said container without any backward projection therefrom, and the lower sections of said two-jointed marginal panels horizontally disposed with their edges embracing the side walls of the container below the top thereof, and the upper sections of said marginal panels rising vertically from the forward ends of said horizontally disposed sections, substantially as described.

2. The structure set forth in claim 1, and retaining ears projecting inward from the inner edges of the upper sections of said marginal panels, at the joint between the two sections, for engaging with the face wall of said container, when the device is in working position, for co-operation with the other parts named in claim 1 to securely hold said device on said container, substantially as described.

In testimony whereof I affix my signature.

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