April 9, 1935. B. A. STEINBACH 1,996,983

DISPLAY CARD

Filed June 5, 1934

Fig. 1.

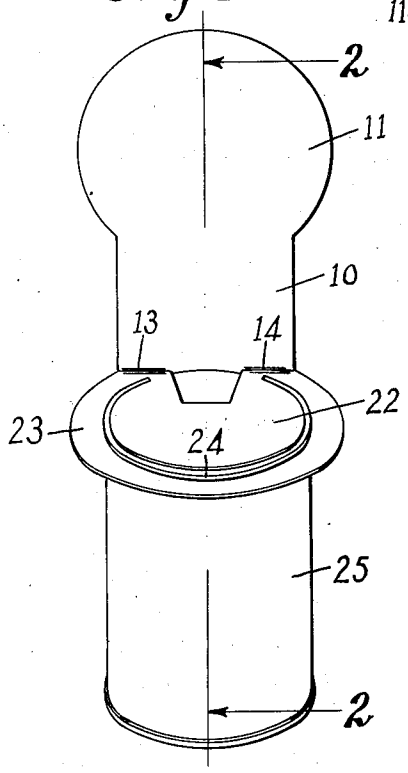


Fig. 4.

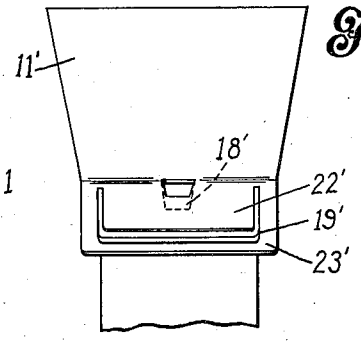
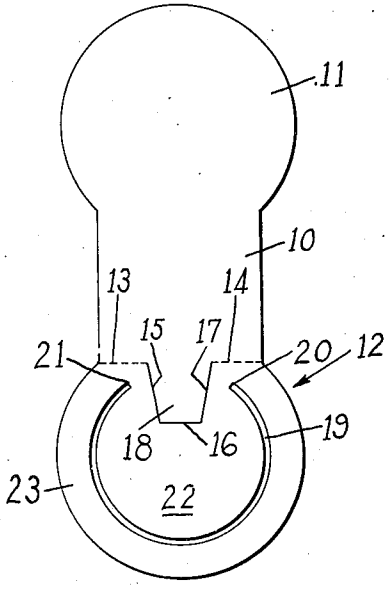


Fig. 2.

Fig. 3.



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UNITED STATES PATENT OFFICE

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DISPLAY CARD

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9 Claims. (Cl. 40—7)

This invention relates to display cards, and more particularly to a display card of novel form and structure which is adapted to contain structural features providing for its attachment to an article of merchandise with which it is adapted to be used so that it may display printed matter or illustrations advertising the merchandise or the price of the merchandise, or any information intended to be conveyed to the public.

In the manufacture of such articles, it is desirable that they be made very economically, not only as regards the cost of operations involved in their manufacture, but also as regards the cost of material. As illustrated, the display card shown is adapted to be made of paper board or cardboard, and it may be blanked out from a sheet of this material with a minimum amount of labor.

One object of this invention is the provision of a display card which may be economically and cheaply made and which is adapted to be secured to a can or container containing the merchandise with which the card is to be used.

Another object of the invention is the provision of a novel form of display card adapted to be secured to a container such as a can or the like, which may be cylindrical or, in fact, have any cross sectional shape.

A still further object of the invention is the provision of a display or advertising card adapted to be secured to a container such as a can or the like having a projecting bead adjacent its upper end, the card being constructed to fit under and engage the bead so that it may be retained in place.

A still further object of the invention is the provision of a display card having a portion adapted to be secured to the merchandise with which the display card is to be used, and another portion adapted to carry advertising matter or the like relating to the merchandise, the last-named portion standing, when the card is in use, at substantially right angles to the attaching portion.

To these and other ends, the invention consists in the novel features and combinations of parts to be hereinafter described and claimed.

In the drawing:

Fig. 1 is a perspective view showing my improved display card in use upon a cylindrical container such as a can;

Fig. 2 is a section on line 2—2 of Fig. 1, but the container being shown in elevation;

Fig. 3 is a plan view of the display card before being placed upon the can; and

Fig. 4 is a perspective view of a modified form of my invention.

As illustrated in the drawing, my improved display card may be described as consisting of two parts, an upper portion designed to carry display or advertising matter, and a lower portion designed to serve as the attaching portion to attach the card to the merchandise with which it is to be used. The upper portion as shown consists of a straight-sided section 10 having a circular section 11 at the upper end thereof, although the shape of this part of the device is not important. It will be understood that the sections 10 and 11 will usually carry advertising matter or illustrations illustrating the use of the merchandise with which the card is to be used, and this part of the device may be made of any desired shape and size to accommodate the desired advertising or illustrative matter.

The lower attaching portion of the card 12 may be circular, angular, or any desired shape. In the present case the card is illustrated as used with a cylindrical container and this portion is circular in shape. The upper portion of the card is attached to the lower portion by means of weakened lines 13 and 14. Between these weakened lines the material of the card is cut entirely through along the lines 15, 16 and 17 to provide a tongue 18 of truncated V shape. It will be understood that the lower portion 12 of the card may be folded with respect to the portions 10 and 11 along the lines 13 and 14 until the two sections lie at right angles to each other. The tongue 18 will at this time break out of the part 12 and lie in the same plane as the portions 10 and 11, as shown in Fig. 2.

The lower portion 12 of the card is provided with an annular opening 19. This opening is not in the form of a complete annulus, however, but terminates at the spaced points 20 and 21 so as to provide a circular portion or tongue 22 which will be attached to an outside annular portion 23. The opening 19 is provided by cutting away the material of the card so that the edge of the portion 22 will be spaced from that of the outside annulus 23.

It will be understood that within the opening 19 is designed to be received the bead 24 of a container such as a can or the like 25, in which case the circular portion 22 will lie upon and cover the top of the can. Advertising material or a price mark, or the like, may be placed upon the portion 22, if desired.

It will be understood that in the manufacture of my device, a blank of suitable shape such as is shown in Fig. 3 is cut from the material of which the card is to be made. The annular or

near annular opening 19 is provided in the lower portion of the card, and the material is cut through along the lines 15, 16, and 17 and particularly cut to provide the weakened lines 13 and 14. This provides a flat card but one which may be readily folded or bent to be secured to the container, as will now be described.

In securing the card to a can or the like having an upper bead, the part 10 is folded at right angles to the part 12 along the dotted lines 13 and 14. The tongue 18, being a part of the portion 10, will be moved away from the part 22. The attaching part 12 of the card may then be placed over the top of the can so that the bead 24 of the can or container will be received in the opening 19, the annular outside portion 23 lying below the bead and being held in place by the tongue 18 which projects vertically at the rear edge of the can 25. The circular portion 22 will lie upon the top of the can, which will be concealed except for that portion exposed through the opening left by the tongue 18.

The top of the can is usually more or less unsightly, and the covering of this top by the portion 22 of the display card will add to the attractive appearance of the merchandise when the card is attached thereto. Moreover, the card will be securely held in place due to the bead's being received in the annular opening 19 and due to the fact that the tongue 22 engages the rear side of the can where there is no opening to receive the bead. In other words, the tongue 18 cooperates with the annular member 23 to secure the card in place, the portion 22 preventing the card from dropping downwardly upon the container.

It will be understood that my device is applicable to a container of any desired shape or kind. It may be used upon a container of oblong, rectangular or triangular shape, or upon a pasteboard carton or paper box as well as a container of tin, glass, or other material. In Fig. 4 of the drawing I have shown an invention as applied to a display card for a container having a rectangular or oblong cross sectional shape. In this instance, the narrow elongated opening 19' will, of course, be similar in shape to the container to which the device is to be applied. Also, in this instance the flap or tongue 22 and the outside portion 23' are rectangular or oblong in shape, although the shape of the latter is, of course, not important. From the portion 22' is struck the tongue 18' corresponding to the tongue 18 illustrated in connection with the modification shown in Figs. 1 to 3. It will be understood that this tongue 18' abuts the rear side of the container so as to hold the upper portion 11' of the card in substantially vertical position and also to cooperate with the outer front edge of the opening 19' to clamp the card to the container against displacement.

While I have shown and described preferred embodiments of my invention, it will be understood that it is not to be limited to all of the details shown, but is capable of modification and variation within the spirit of the invention and within the scope of the appended claims.

What I claim is:

1. In a device of the character described, a flat sheet of material comprising a display section and an attaching section, a tongue struck from said attaching section but left secured to the sheet at one end adjacent the line between said sections, said material being provided with weakened lines extending from the tongue outwardly to the edges of the sheet whereby the display section may be folded at right angles to the attaching section, and said attaching section being provided with an opening to embrace a portion of a container or the like and grip the same in cooperation with said tongue.

2. In a device of the character described, a flat sheet of material comprising a display section and an attaching section, a tongue struck from said attaching section but left secured to the sheet at one end adjacent the line between said sections, said material being provided with weakened lines extending from the tongue outwardly to the edges of the sheet whereby the display section may be folded at right angles to the attaching section, said attaching section being provided with an opening to embrace a portion of a container or the like and grip the same in cooperation with said tongue, and said opening comprising a narrow elongated slit extending from the front of the attaching section rearwardly in both directions to points adjacent the opening left by said tongue.

3. In a device of the character described, a flat sheet of material comprising a display section and an attaching section, a tongue struck from said attaching section but left secured to the sheet at one end adjacent the line between said sections, said material being provided with weakened lines extending from the tongue outwardly to the edges of the sheet whereby the display section may be folded at right angles to the attaching section, said attaching section being provided with an opening to embrace a portion of a container or the like and grip the same in cooperation with said tongue, said opening comprising a narrow elongated slit extending from the front of the attaching section rearwardly in both directions to points adjacent the opening left by said tongue, and the material of the sheet within said opening comprising a section adapted to lie above the top of the container.

4. A device of the character described comprising a sheet of material having a display section and an attaching section, said attaching section being provided with a narrow elongated opening having its ends approaching each other but spaced apart to provide a tongue therebetween, the edge of the tongue within said opening being spaced from the material without said opening, a second tongue struck from the material of the first tongue but attached to the sheet adjacent the joint between the two sections, and said material being provided with weakened lines extending from the base of said last-named tongue outwardly to the edge of the sheet whereby said display section and last-named tongue may be bent at right angles to the attaching section, with the display section projecting upwardly and the tongue downwardly from the plane of the attaching section.

5. A device of the character described having an attaching portion adapted to embrace a container or the like, said portion being provided with an opening within which a portion of the container is received, a display portion projecting upwardly from the attaching portion at right angles thereto and connected to the attaching portion by weakened lines, a tongue projecting downwardly from the lower edge of the display portion to cooperate with the attaching portion to clamp the device on the container against displacement, and said attaching portion being provided with a section within said opening to overlie the top of the container.

6. A device of the character described having an attaching portion adapted to embrace a con-

tainer or the like, said attaching portion comprising an outer annular ring, a circular portion within the ring and connected thereto at one side thereof and having its outer edge spaced from the inner edge of the ring, a tongue extending downwardly from said ring adjacent said side, and a display section connected to the attaching section by weakened lines and extending upwardly therefrom.

7. A device of the character described having an attaching portion adapted to embrace a container or the like, a display portion connected to the attaching portion by weakened lines and extending upwardly substantially at right angles to the attaching portion, said attaching portion being provided with a narrow elongated opening to receive a bead on the container and having a section within said opening to overlie the container top, and a tongue projecting downwardly from the lower edge of the display portion to abut the rear side of the container and cooperate with the attaching portion to clamp the device on the container.

8. A device of the character described having an attaching portion adapted to embrace a container or the like, a display portion projecting upwardly substantially at right angles to the attaching portion, said attaching portion being provided with a narrow elongated opening adapted to receive a bead on the container, the section of the attaching portion within said opening being adapted to overlie the container top, and a tongue at the back of said section to abut the rear side of the container and cooperate with the edge of the opening to clamp the container therebetween.

9. A display card comprising a sheet of cardboard or the like, a tongue struck from said sheet but left attached thereto at the base thereof, a weakened line extending from each side of the base of said tongue to the edge of the sheet, said weakened line dividing said sheet into a display section and an attaching section, one of which may be bent at right angles to the other with the tongue disposed in the plane of the display section, said attaching section being provided with a narrow arc-shaped opening terminating adjacent the opening left by said tongue at each side thereof, and said opening being adapted to receive a bead at the top of a cylindrical container, with the material within said opening overlying the top of the container.

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