Dec. 5, 1967 B. HOFFMAN 3,355,830

ADVERTISING DISPLAY

Filed Sept. 20, 1965 2 Sheets-Sheet 1

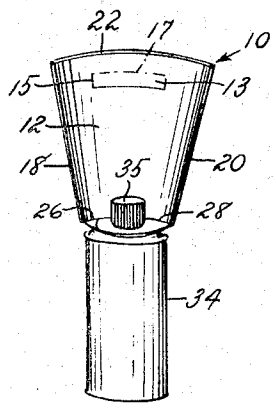


Fig.1

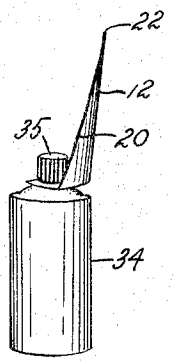


Fig.2

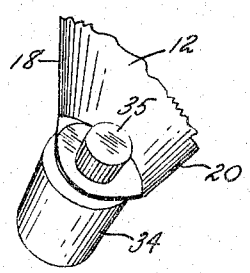


Fig.3

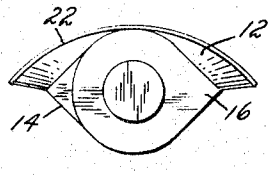


Fig.4

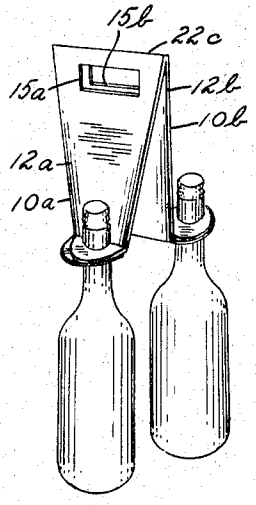


Fig.5A

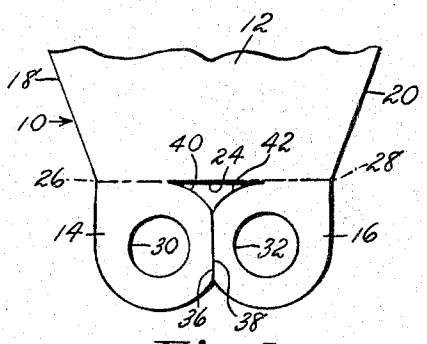


Fig.5

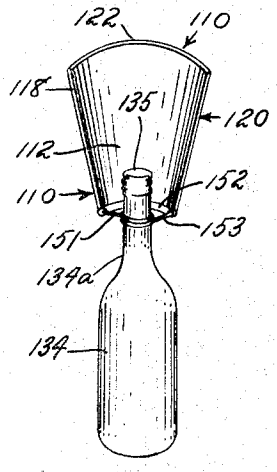


Fig.6

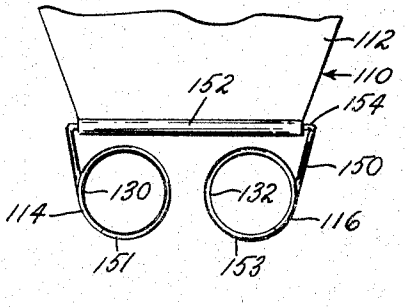


Fig.7

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ADVERTISING DISPLAY

Filed Sept. 20, 1965 2 Sheets-Sheet 2

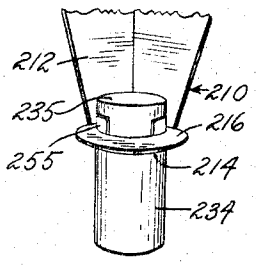


Fig.8

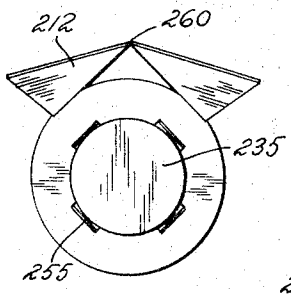


Fig.8A

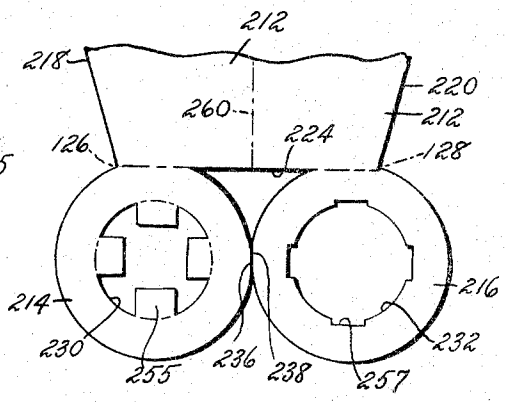


Fig.9

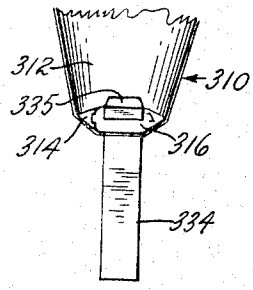


Fig.10

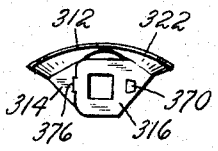


Fig.11

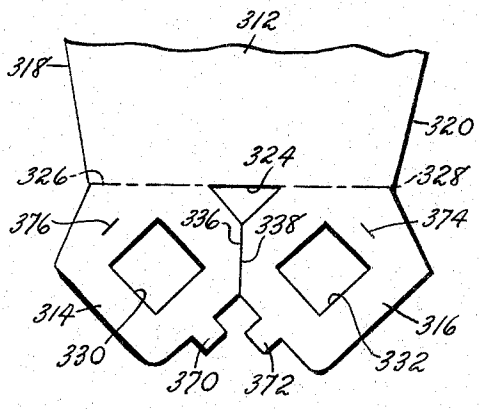


Fig.12

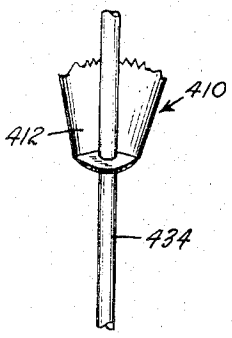


Fig.13

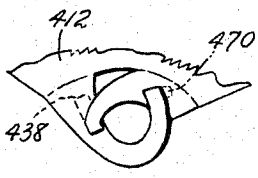


Fig.14

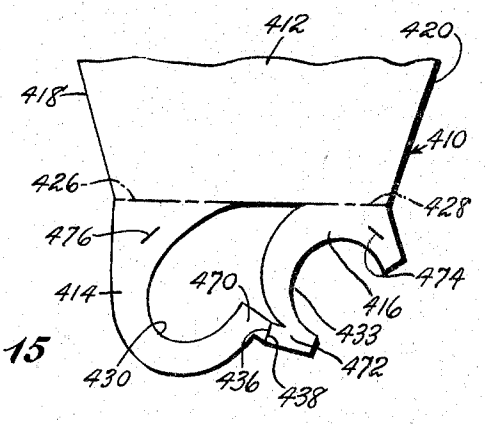


Fig.15

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3,355,830

ADVERTISING DISPLAY

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Filed Sept. 20, 1965, Ser. No. 488,433
3 Claims. (Cl. 40—310)

ABSTRACT OF THE DISCLOSURE

A display card or similar device of flexible planar material having a pair of members interconnected to a display portion of the device, each of said members having an opening adapted to be placed in overlying relationship prior to engagement with the neck of a bottle or container, in which position the display portion is placed in bowed configuration, whereby the device is maintained on the neck of the bottle by resilient as well as frictional forces.

This invention relates generally to display cards and similar devices, and more particularly to advertising display constructions especially adapted for association with a particular commodity or container therefor.

In the scale and merchandising of various articles of commerce, it is customary to associate with the same, display cards or signs which call attention to, or describe the product, and/or advertising.

It is among the objects of the present invention to provide novel and useful advertising display construction which may be securely attached to a particular product so that mounting means or special supporting structure is obviated. In accordance with the invention, the product itself acts as a stand or support for the advertising display material.

Another object herein lies in the provision of structure of the class described which may be made of relatively low cost planar material, so that the same may have a consequent wide distribution and use.

Another object herein lies in the provision of display card construction in which the material is placed under a strain so that relatively light weight materials may be used while still obtaining a relatively stiff and durable structure.

A feautre of the invention lies in the fact that advertising display structures as disclosed herein may be readily connected to the article of commerce in a quick and easy manner requiring no special skill. When the article is sold it may be sold with the device in place. Where desired it is simple to retain the display structure in place for use as a holder or carrier. Similarly, the present device may be readily removed prior to sale.

These objects, and other incidental ends and advantages, will more fully appear in the progress of this disclosure, and be pointed out in the appended claims.

In the drawings, in which similar reference characters designate corresponding parts throughout the several views, of each embodiment:

FIGURE 1 is a front perspective view of a first embodiment of the invention.

FIGURE 2 is a side perspective view, as might be seen from the right side of FIGURE 6.

FIGURE 3 is a fragmentary view in perspective of the structure shown in FIGURE 2, but in an altered position.

FIGURE 4 is a top plan view of FIGURE 1.

FIGURE 5 is an enlarged fragmentary plan view of the display structure of FIGURE 1 before assembly or use and in a developed or flattened condition.

FIGURE 5A is a perspective view of a modification in use.

FIGURE 6 is a front perspective view corresponding generally to FIGURE 1 but showing a second embodiment of the invention.

FIGURE 7 is a fragmentary plan view corresponding, to FIGURE 5, showing the second embodiment of the invention.

FIGURE 8 is a fragmentary front perspective view of a third embodiment of the invention.

FIGURE 8A is an enlarged plan view of the second embodiment.

FIGURE 9 is a fragmentary plan view, corresponding to FIGURE 5, showing the third embodiment of the invention.

FIGURE 10 is a fragmentary front perspective view of a fourth embodiment.

FIGURE 11 is a plan view of the fourth embodiment.

FIGURE 12 is an enlarged fragmentary plan view corresponding to FIGURE 5 of the display structure of FIGURE 10.

FIGURE 13 is a fragmentary front perspective view of a fifth embodiment of the invention.

FIGURE 14 is a fragmentary plan view of FIGURE 13, with the container removed.

FIGURE 15 is a fragmentary plan view corresponding to FIGURE 5 of the display structure of FIGURE 13.

Turning now to the first embodiment of the invention, as illustrated in FIGURES 1 to 5, inclusive, the advertising display device or structure, generally indicated by reference character **10**, comprises broadly: a main panel element **12**; and a plurality of article-engaging elements **14** and **16**.

The device or structure **10** is preferably fabricated from thin, stiff, flexible material such as paper or paperboard, plastic, metal, cardboard or the like. The main panel element **12** may have any desired external configuration, including, for example, side edges **18** and **20** and an upper edge **22**. The lower free edge **24** merges into two fold lines **26** and **28**, which are preferably scored so as to have a predisposition to fold in the direction desired. The fold lines **26** and **28** lie between the lower edge of the main panel element **12** and the upper or outer edges of the article-engaging elements **14** and **16**. Either the concave surface or the convex surface, or both, of element **12** may carry any suitable indicia. The article engaging elements may be lapped and secured by a pin, adhesive tape, or tab interconnection (not shown) or each of the article-engaging elements **14** and **16** may be provided with an orifice **30** and **32**, respectively. The size and the shape of the orifices **30** and **32** is affected by the size and the shape of the portion of the article **34** upon which the device **10** is to be mounted. The size and shape of the orifices **30** and **32** is also affected by the amount of material there is available in the elements **14** and **16**. Thus the elements **14** and **16** have opposed edges **36** and **38**, which, in the normal flat unerected condition of the device, will normally be in contact with each other, as shown in FIGURE 5. This arrangement makes use of a maximum amount of available material with the least waste. The edges **40** and **42** are in a sense relieved so that they do not interfere with the curving of the panel element **12** as the device is set up.

Depending upon the size of the closure **35** of the article **34**, the device **10** may be put in place before or after the closure has been installed.

One mode of setting up is here described. The article-engaging elements **14** and **16** are lapped until the orifices **30** and **32** are aligned. This lapping step is performed after the main panel element **12** has been folded upwardly and forwardly about the fold lines **26** and **28**. This lapping operation results in putting the panel element under a strain, causing it to take on a partial cylindrical or

partial conical configuration. This arrangement of the structure causes the resiliency of the main panel element to hold it erect, and at the same time to put an outward tension on the elements **14** and **16**, so that even where they are not clamped by the closure **35** they tend to remain in the position in which they have been originally placed, during installation.

After the device **10** has performed its display function, it is possible to remove the same and re-use it on another article, or, as may often be the case, the material is of low cost and the entire display element, with the elements **14** and **16**, may be discarded after a single use.

Furthermore, the main panel element may be provided with a handle forming member **13**, produced by a U-shaped cut **15** which when folded upward about the fold line **17** will produce an opening through which the fingers of the user may be passed, the article **34** thus being suspended by the fold resting on the user's fingers.

In the modification shown in FIGURE 5A, a pair of devices **10***a* and **10***b* are integrally hinged at **22***c* and the panel elements **12***a* and **12***b* are fully cut out at **15***a* and **15***b* for the user's fingers to pass through. With a single printing impression a two sided display is presented while enabling convenient and economic plural packaging.

Turning now to the second embodiment of the invention illustrated in FIGURES 6 and 7, inclusive, for the purpose of avoiding needless repetition certain of the parts corresponding to those of the first-described embodiment are given the same reference characters with the addition of the prefix "1."

The second embodiment differs principally from the first embodiment in the provision of an elongated member such as a metal or plastic wire form **150** which produces resilient rings **151** and **153**. The middle portion **154** of the wire form **150** is retained within a fold or sleeve **152** which connects or holds the wire form **150** to the main panel element **112**. Although, as shown, the panel element **112** may partially rotate about the portion **154**, when the parts are erected, as shown in FIGURE 6, they are stabilized. This structure provides an adjustability in the effective diameter of the orifices **130** and **132**, so that the device **110** may be accommodated to articles of varying diameter.

Furthermore, the structure of the second embodiment allows an adjustability whereby the orifices **130** and **132** may be accommodated to tapering body portions such as the conical neck **134***a* in FIGURE 6. Thus the main panel element may be raised or lowered for the desired aesthetic or optical effect.

While I have shown the device **110** with element **112** extending upward, it will be obvious to those skilled in this art that the element **112** (and others where dimensions permit) may be inverted (rotated 180 degrees about a horizontal axis) for any desired effect.

Turning now to the third embodiment of the invention, here again for the purpose of avoiding needless repetition, certain of the parts corresponding to the first embodiment are given the same reference characters with the addition of the prefix "2."

The third embodiment differs principally in two respects.

First the edges of the orifices **230** and **232** are provided with correspondingly positioned tabs and notches **255** and **257**, respectively. This construction enables the tabs **255** to be folded over after the elements **214** and **216** are aligned and lapped so as to hold them in this integrated position. Where desired, the tabs **255** need not be completely folded but merely folded through a right angle, where they will produce a comparable locking effect and also add additional decorative display surface.

Another difference in the third embodiment is the provision of the longitudinal scoring **260**. This provides a

predisposition in the main panel element **212** to fold into two angularly disposed planes rather than into a curved formation. This is best seen in FIGURE 8 of the accompanying drawings.

Turning now to the fourth embodiment of the invention, illustrated in FIGURES 10 to 12, inclusive, similar reference characters designate parts corresponding to the earlier described embodiments, with the addition of the prefix "3."

The fourth embodiment differs principally in the provision of the locking tabs **370** and **372** and the receiving slits **374** and **376**.

A further difference is the provision of polygonal orifices **330** and **332**, which conform to the shape of the particular article **334**.

In use, the elements **314** and **316** are lapped, and in laminar arrangement the tab **370** is inserted into the slit **374**, while the tab **372** is inserted into the slit **376**.

Turning now to the fifth embodiment, illustrated in FIGURES 13 to 15, inclusive, in the disclosure it will be seen that certain of the parts corresponding to the prior described embodiments carry the same reference characters with the addition of the prefix "4."

It will be noted that in the fifth embodiment the article-engaging element **414** has an irregularly shaped hook **430**, while the article-engaging element **416** has a specially shaped indentation **433**. The elements **414** and **416** also have receiving slits **474** and **476**, which in the lapped condition of the elements **414** and **416** are adapted to receive the locking tabs **470** and **472**, respectively.

In moving the elements **414** and **416** to the laminated position thereof, the parts in their assembled condition will present the appearance shown in FIGURE 14.

An important feature of the fifth embodiment is that since the members **414** and **416** are not annular, they may be engaged about an article of which there is no free end. Examples of this are long pipes, or poles, or handles of luggage, or handbags.

I wish it to be understood that I do not consider the invention limited to the exact details of structure shown and set forth in this specification, for obvious modifications will occur to a person skilled in the art to which the invention relates.

I claim:

1. Advertising display structure comprising: a main panel element, and a plurality of article-engaging elements connected to said main panel element; said article-engaging elements being adapted in the setup condition thereof to be drawn toward each other and drawing portions of the main panel element toward each other so that they are angularly disposed toward each other; said article-engaging elements being orificed, and in lapped condition upon engaging an article.

2. Structure in accordance with claim **1**, in which the article-engaging elements are composed of spring wire.

3. Structure as claimed in claim **1** in which the article engaging elements are in the form of open hooks.

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