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2,363,418

DISPLAY DEVICE AND HOLDER FOR PRICE TAGS AND ADVERTISING CARDS

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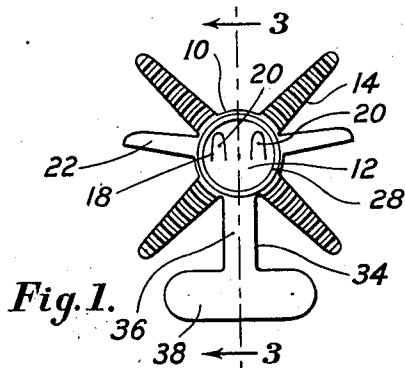


Fig. 1.

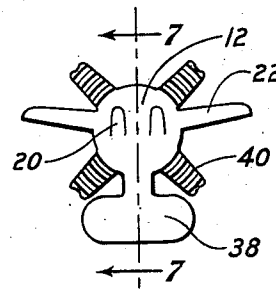


Fig. 5.

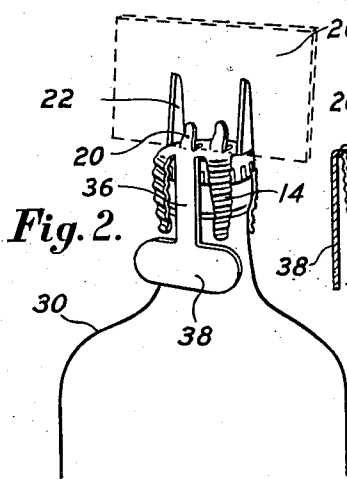


Fig. 2.

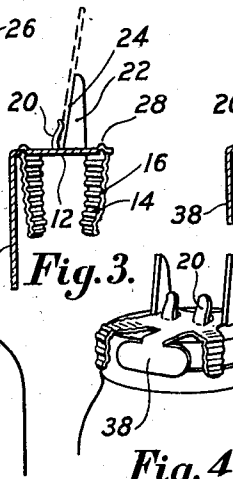


Fig. 3.

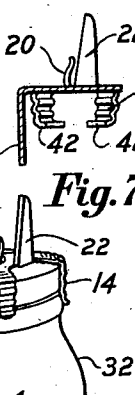


Fig. 4.

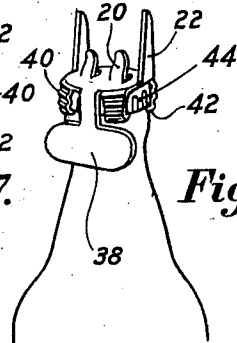


Fig. 6.

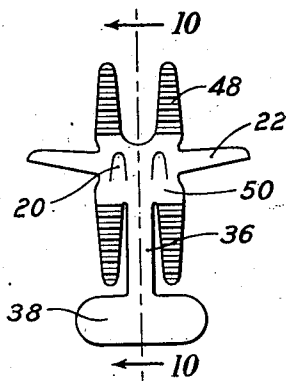


Fig. 8.

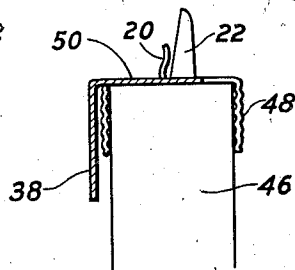


Fig. 10.

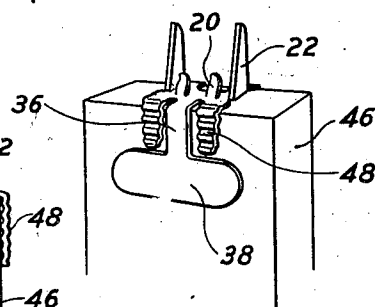


Fig. 9.

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DISPLAY DEVICE AND HOLDER FOR PRICE
TAGS AND ADVERTISING CARDS

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Application April 26, 1941, Serial No. 390,615

2 Claims. (Cl. 40—11)

This invention relates to improvements in display devices and holders for price tags, advertising cards and the like which devices are adapted to be removably attached to containers of various types and shapes.

It is an object of my invention to provide an advertising novelty in the form of a display device or price card holder which may be readily applied by the dealer to necks of bottles, tops of cartons or other containers for merchandise in such a manner that the device is firmly held in position and will serve itself as an upright display or may be used as an easel to hold in upright position price tags, advertising cards and the like.

It is further an object of my invention to provide an advertising novelty of the type described which may be manufactured at low cost by being stamped out substantially flat from sheet metal and which is provided with bendable corrugated legs that may be readily bent by the fingers to secure the advertising novelty to containers of various shapes and sizes.

Further objects and advantages of my improvements will be more readily apparent from the following description of preferred embodiments thereof as disclosed in the attached drawing, in which:

Fig. 1 is a plan view of one form of a device embodying my invention as stamped out and before bending thereof;

Fig. 2 is a perspective view showing the manner in which the device of Fig. 1 is applied to the neck of a bottle and indicating in dotted lines a price card, advertising card or the like held in upright position by the device;

Fig. 3 is a vertical section of the device that is shown in Fig. 1 on the plane indicated 3—3 but with the parts of the device bent as in Fig. 2;

Fig. 4 is a perspective view similar to Fig. 2 but illustrating the device in Fig. 1 applied to a container having a larger cap;

Fig. 5 is a plan view similar to Fig. 1 but showing a modification in which the bendable corrugated legs are made shorter and bent to clip under the bottle cap;

Fig. 6 is a perspective view showing an assembly of the device in Fig. 5 upon the crown cap of a bottle;

Fig. 7 is a vertical section taken on the plane indicated 7—7 in Fig. 5 but showing the parts of the device bent as in Fig. 6;

Fig. 8 is a plan view of a further modification of the device designed to be applied to a carton;

Fig. 9 is a perspective view showing the man-

ner in which the device of Fig. 8 is applied to the top of a carton;

Fig. 10 is a vertical section taken on the plane indicated 10—10 in Fig. 8 but showing the device bent and applied to the top of a carton as in Fig. 9.

The device indicated generally 10 in Fig. 1 is made of bendable material such as sheet metal, heavy tin foil or the like and is preferably stamped out to shape in one operation so that it may be produced at low cost. The device 10 includes a central body portion 12 from which extends a plurality of radially disposed legs 14, there being four of such legs in the device as shown in Fig. 1 but more or less could be used. The legs 14 are preferably transversely corrugated as shown by the corrugations 16 in Fig. 3. In the central body portion 12 a pair of U-shaped cuts 18 are formed to provide tabs or ears 20 which may be bent upwards as shown in Figs. 2 and 3. There is further provided a pair of easel fingers 22 which are somewhat longer than the tabs 20 and which extend outwards from the central body portion 12 and which may be bent at their juncture with the body portion so as to stand upright as in Figs. 2 and 3. When bent the front edges 24 of the fingers 22 are at an angle with respect to the vertical from the horizontal plane of the body 12. As shown in Figs. 2 and 3, a price card, advertising card or the like 26 may be fitted between the tabs 20 and the fingers 22 so that the card will be held in upright position but will be inclined rearwardly with respect to the holder. The body portion 12 of the device may be reinforced and strengthened by the forming of an annular corrugation 28 as shown in Fig. 1.

The device is applied to the cap and neck of a bottle such as the bottle 30 of Fig. 2 or the container 32 of Fig. 4. The corrugated legs 14 may be readily bent by the fingers to fit the contour of the particular cap or container to which the device is applied, and by reason of the bending and the gripping effect of the corrugations the device will be firmly held in position. It will be understood that the device may be quickly and easily applied and may be just as easily removed. When properly applied it cannot be accidentally knocked off and it will serve to firmly hold the price card or similar card in position in full view of the observer.

The device as shown in Fig. 1 may be further provided with the T-shaped extension 34 which includes the attaching leg portion 36 and the panel portion 38 which, as shown in Fig. 2, is bent downwardly at the front of the bottle. The panel

38 may be used to display advertising matter relating to the device itself or to the product to which it is applied, and may be grasped by the fingers to quickly remove the device from the bottle. As shown in Fig. 4 the device may be applied to containers having relatively wide caps providing the corrugated legs 14 and the attaching portion 36 for panel 38 are made sufficiently long so that the parts may be bent as shown in Fig. 4.

In order to provide a device which is particularly adaptable to bottles having the standard size of crown cap, the device may be made as shown in Figs. 5, 6 and 7 in which the corrugated legs 40, which correspond to the corrugated legs 14 of the device of Fig. 1, are made somewhat shorter and the end portions 42 are bent to engage beneath the bottom edge of the crown cap 44 as shown in Fig. 6.

Figs. 8, 9 and 10 disclose a modification of the device shown in Fig. 1 which is designed to be applied to the top of a carton 46 as shown in Fig. 9. The corrugated legs 48, instead of being radially arranged as in Fig. 1, extend laterally from a substantially rectangular body portion 50 whereby the legs 48 may be bent downwardly to grip the sides of the carton as shown in Fig. 9. The tabs 20, fingers 22, panel 38 with the attaching portions 36 have substantially the same arrangement and function as in Fig. 1.

I claim:

1. A display holder adapted to be attached to the top of a container over the closure therefor comprising a sheet metal stamping having a central body portion, a plurality of transversely corrugated legs laterally extending from said body portion, said legs being readily bendable to grasp the sides of the container and to accommodate

containers of various sizes and shapes, a pair of tabs bent upwardly from the body portion and a pair of rest members extending laterally from the body portion and bent upwardly therefrom said rest members being bent transversely with respect to said tabs from the central body portion, said tabs and rest members forming holding members to retain and support in substantially upright position a display card, the tabs being adapted to engage the front face of the display card and the rest members being adapted to engage the rear face of the display card in edgewise relationship.

2. A display holder adapted to be attached to the neck of a bottle over the closure therefor comprising a sheet metal stamping having a substantially circular body portion reinforced by an annular corrugation formed therein, said body portion being adapted to rest on the top of the bottle closure, a plurality of radially disposed leg members extending from said body portion, said leg members having transverse corrugations therein and adapted to be bent downwardly to grasp the neck of the bottle, the circular body portion having a pair of tab members cut therein and adapted to be bent upwardly, a pair of rest members extending laterally from said body portion adapted to be bent upwardly at their juncture with the body portion, said tabs and rest members being adapted to receive and retain in substantially upright position a display card, said rest members being disposed to engage said display card at the front edges of said rest members, said front edges of said rest members being inclined with respect to the plane of the body portion whereby the display card is supported in inclined position.

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