June 25, 1929. G. HORNECKER 1,718,235

DISPLAY DEVICE

Filed June 9, 1924

Fig. 1.

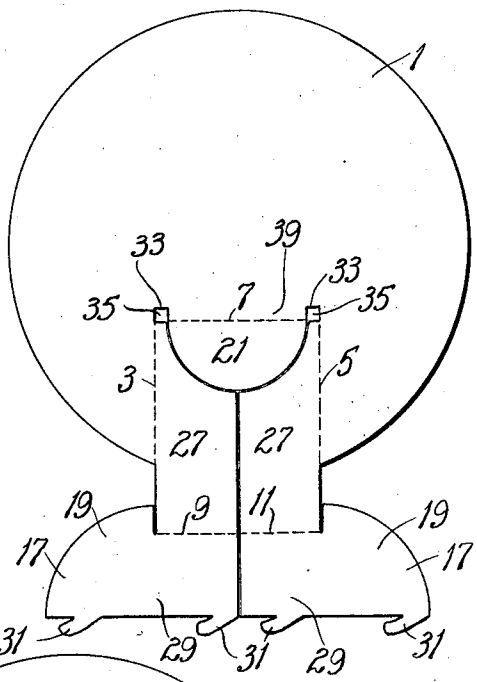


Fig. 2.

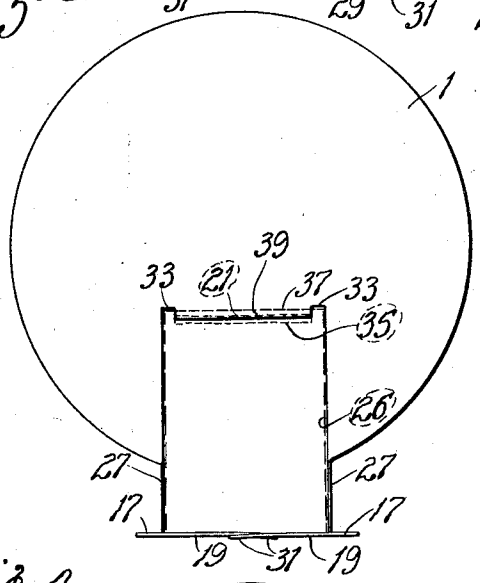


Fig. 3.

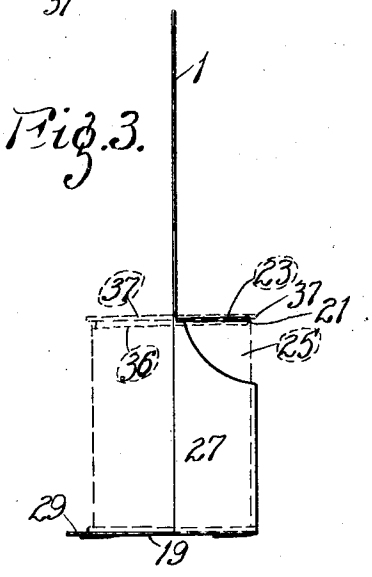
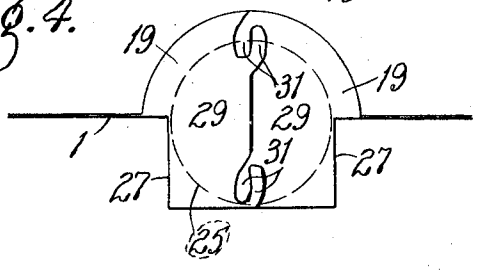


Fig. 4.



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UNITED STATES PATENT OFFICE.

GEORGE HORNECKER, OF ELMHURST, NEW YORK, ASSIGNOR, BY MESNE ASSIGNMENTS, TO CONWELL GRAPHIC COMPANY, INCORPORATED, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY DEVICE.

Application filed June 9, 1924. Serial No. 718,978.

This invention relates to advertising devices, and with regard to certain more specific features, to a display for an actual can or other article that is to be advertised.

Among the several objects of the invention may be noted the provision of a simple and inexpensive device for displaying a can or the like, together with suitable legends; and the provision of a strikingly attractive device of this type which can be made from a one-piece blank and shipped flat. Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly comprises the features of construction, combinations of elements and arrangements of parts, which are exemplified in the description hereinafter in connection with the accompanying drawings, and the scope of the application of which will be indicated in the following claim.

In the accompanying drawings, in which is illustrated one of various possible embodiments of the invention,

Fig. 1 is a face view of the device shown flat;

Fig. 2 is a front elevation of the device in display position;

Fig. 3 is a right side elevation of Fig. 2; and

Fig. 4 is a bottom view of Fig. 2.

Similar reference characters indicate corresponding parts throughout the several views of the drawings.

Referring now more particularly to Fig. 1 of the accompanying drawings, there is illustrated at numeral 1 a device formed of a single sheet of suitable material such as patent coated solid manila. For a size such as 18½ x 44 inches, a thickness of 25 points is suitable.

The device may take a variety of forms. In the embodiment illustrated in the drawing, the main body portion of the device is circular, and carries suitable legends (not shown) such as pictures and text.

The dotted lines 3, 5, 7, 9, 11 indicate score lines to facilitate folding.

The outer portion 17 of the base quadrants 19 may have suitable legends upon them. The inner portions of these base quadrants 19 are concealed when the device is in display position, as shown in Figs. 2, 3 and 4.

When the blank shown in Fig. 1 is to be arranged for display, the semi-circular projection top-engaging 21 is folded backwardly along the score line 7, to rest upon and lock with the top 23 of the can 25. The side or side-engaging projections 27 are then folded rearwardly along the score lines 3, 5 to substantially a right angle with the plane of the body portion 1, as shown in Figs. 3 and 4. The base halves 29 are then folded upwardly at the score lines 9, 11 to a horizontal position (considering the body portion as vertical). The base halves are then interlocked by tongues or the like shown conventionally at 31. They fold to interlock without springing the body portion of the device. A can or other object is then slipped into the rectangular opening thus formed, until the can is approximately one-half way through said opening. The device is then in display position.

The height from score lines 9, 11 to the upper end 33 of recesses 35 in the body portion is a little greater than the height of the can, affording merely clearance for inserting the can. The vertical distance between the edges 33 and the score lines 7 is approximately equal to the amount that the top 36 of the can 33 is recessed below the upper seam 37 thereof.

By means of this arrangement, the projection 21 and the adjacent portion 39 of the body of the device rest down in and upon the top of the can, below the plane of said upper seam 37 of the can. This holds the can tightly in position, and makes it possible for the cardboard and can to remain in assembled position even though given comparatively rough handling.

By virtue of this interlocking arrangement, and owing to the fact that the can is in the lowermost part of the assembled device, the device as a whole is quite stable when set up for display, and is not likely to be tipped over or to have its effectiveness impaired. On the other hand, when the salesman wants to sell the can or the like, or has other reason to want to remove it from the device, this can be done instantly by pushing the can forwardly or backwardly out of the cardboard interlock.

It will be seen that no extraneous supports are required, and no gluing or expensive folding is required either in manufacture or installation of the article.

The article may be shipped flat, and may be readily folded into shape for use, by comparatively unskilled labor.

From the above it will be seen that the several objects of the invention are attained and other advantageous results achieved.

As many modifications of the embodiment above illustrated might be made without departing from the spirit or scope of the present invention, it is intended that the above description and accompanying drawings and claim shall be interpreted as illustrative and not in a limiting sense.

I claim:

An advertising device comprising a one-piece body having a body portion for display purposes said body portion 11 having side-engaging and top-engaging projections foldable with respect to the body portion to engage the sides and top of a can or the like, and base portions on said side-engaging projections adapted to be folded to interlock with each other without springing said body portion and to engage the bottom of said can, the top-engaging projection and the bottom-engaging interlocked projections being closer together than the total height of the can, whereby the top-engaging projection rests down in and upon the sunken top of the can below the plane of the upper seam of the can, the body portion being recessed to accommodate said upper seam.

In testimony whereof, I have signed my name to this specification this 5th day of June, 1924.

GEORGE HORNECKER.