F. L. WERTZ.

DISPLAY CARD.

APPLICATION FILED NOV. 4, 1915.

1,196,500.

Patented Aug. 29, 1916.

Fig. 1.

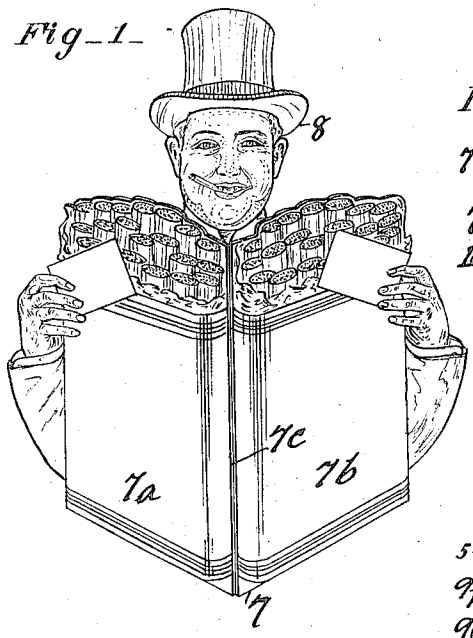


Fig. 2.

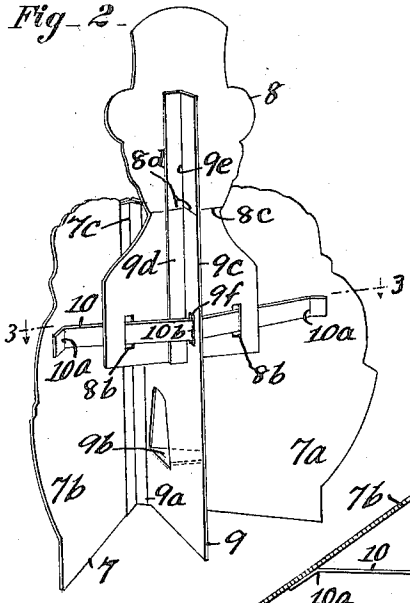


Fig. 5.

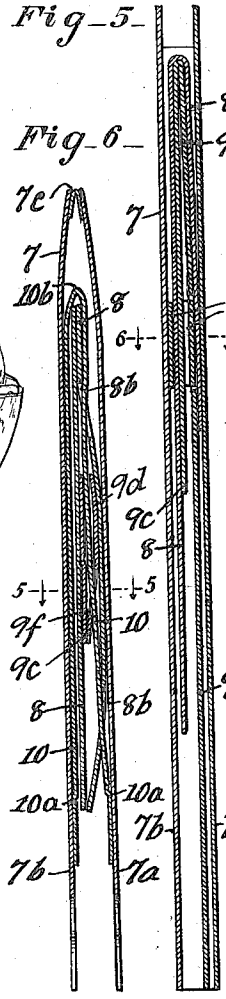


Fig. 6.

Fig. 4.

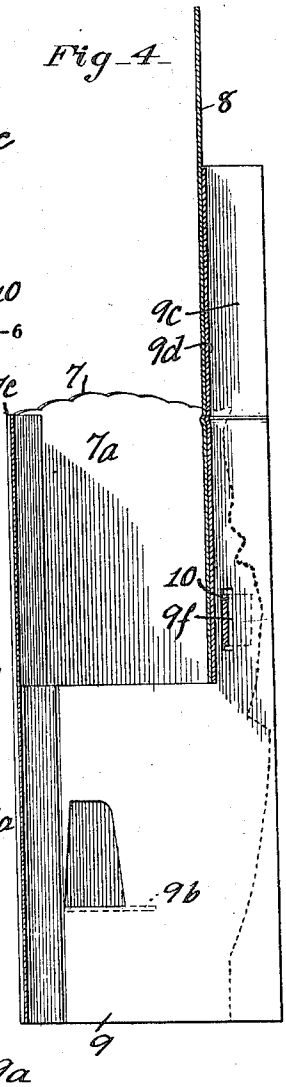
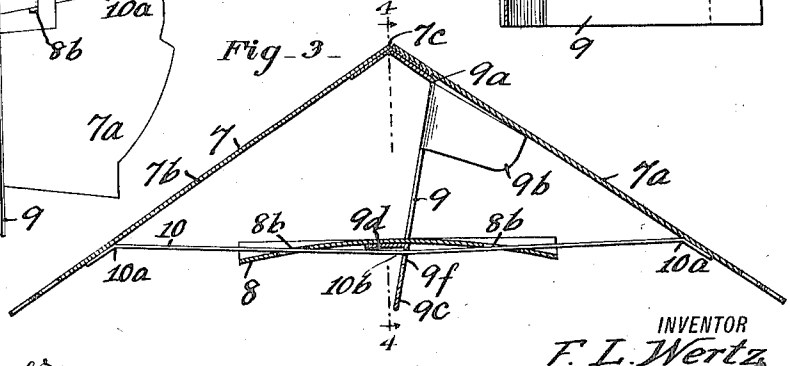


Fig. 3.



WITNESSES

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DISPLAY-CARD.

1,196,500. Specification of Letters Patent. Patented Aug. 29, 1916.

Application filed November 4, 1915. Serial No. 59,568.

To all whom it may concern:

Be it known that I, FREDERICK L. WERTZ, a citizen of the United States, and a resident of Yonkers, in the county of Westchester and State of New York, have invented certain new and useful Improvements in Display-Cards, of which the following is a specification.

My invention relates to display cards for advertising matter, and one of the main objects thereof is to provide a card of foldable type having means for positively locking the same in open condition and which means are themselves foldable when the card is knocked down for storage or transportation.

Another object is to form the card of two main members adapted, each, to bear advertising matter and the designs of which are preferably correlative, and still another object is to so support one of said members upon the other member as to effect a considerable saving of material, weight, and cost.

My invention is fully described in the following specification, of which the accompanying drawings form a part, in which like characters refer to like parts in each of the views, and in which:—

Figure 1 is a face view of my invention in use; Fig. 2 is a rear view thereof, open; Fig. 3 is an enlarged section taken on the line 3—3 of Fig. 2; Fig. 4 is a section taken on the line 4—4 of Fig. 3; Fig. 5 is a vertical section taken on the line 5—5 of Fig. 6, with the parts folded together; and Fig. 6 is a horizontal section taken on the line 6—6 of Fig. 5, with the parts folded together, the line 6—6 corresponding with the line 3—3 of Fig. 2.

My invention comprises a main member 7 formed of two portions 7^a and 7^b foldable on a vertical line 7^c, the portions 7^a and 7^b being angularly arranged with respect to each other when the card is in use, as shown in Fig. 3. The member 7, in the form shown, bears the design of a cigarette box with a human arm and hand at each side thereof and each of which hands carries a representation of a card adapted to bear advertising matter, as are also the portions 7^a and 7^b, but the design is arbitrary as will be understood. The member 8 is cut to the shape of a human head having a hat thereon, and the design carries out this representation, the general effect being that of a smiling man embracing a box of cigarettes. This member 8 is relatively small and does not extend to the lower edge of the member 7, being supported by an easel member 9 pasted or otherwise secured to the rear of the member 7 adjacent the vertical line 7^c and being itself foldable on a vertical line 9^a and held in open position by means of a tongue 9^b foldable on the easel member 9. This easel member 9 does not extend to the top of the member 7 but it is provided with a portion 9^c which extends a considerable distance above the upper edge of the member 7 and is provided with a flange 9^d pasted or otherwise secured to the back of the member 8 and foldable on the portion 9^c along a vertical line 9^e. The member 8 is provided with a vertical slit 8^b at each lower corner, and the portion 9^c is provided with a similar slit 9^f all of which slits are at the same height from the bottom of the members 7 and 9 and serve as passages for a brace 10 secured at its ends to the respective portions 7^a and 7^b and foldable thereon on vertical lines 10^a and being itself centrally foldable on a vertical line 10^b. The member 8 is rearwardly foldable on a horizontal line 8^c and the portion 9^c is foldable on a line 8^d in register with the line 8^c.

To knock down the card from the open position shown in Figs. 1, 2, 3 and 4, all that is necessary is to slide the member 8 and easel member 9 toward the right along the brace 10, the tongue 9^b having previously been folded, until the line 10^b of the brace clears the left hand edge of the member 8 to permit folding the brace backwardly on this line and thus permit folding the member 7 on the line 7^c.

When the card is in display position the member 8 is arranged at right angles to the easel member 9, but, when said easel member is folded against the portion 7^a and the brace 10 folded on the line 10^b as just described, the member 8 may be swung on the line 9^e until it lies flat against the back of the portion 7^a, the lower edge of the member 8 just clearing the upper edge of the body portion of the easel member 9 as clearly shown in Fig. 4. When the members 8 and 9 have been so folded against the portion 7^a and the portion 7^b swung rearwardly in the folding of the brace 10 to a position approximately perpendicular to the portion 7^a, the member 8 and portion 9^c may be rearwardly folded on the lines 8^c and 8^d, after which the portion 7^b may be folded flat against the members 8 and 9 already folded

against the portion 7^a and the card is ready for storage or transportation, ready for immediate opening into display position.

My invention is simple but a new effect is produced by the angular arrangement of the portions of the main member 7 and by the independent member 8 projected above the member 7, this arrangement permitting the representation of a partially opened box to reveal the contents thereof, or of two packages of cigarettes with the latter projecting upwardly therefrom, and I accomplish this effect with a readily foldable card which is rigidly braced by self-contained means, and with a minimum of material.

Having fully described my invention, what I claim as new, and desire to secure by Letters Patent, is:—

A display card, comprising a main member formed of two portions angularly bent on a vertical line, a member projected thereover and arranged at an angle to each of said portions and foldable on a horizontal line, and foldable means for holding said members in display positions.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

FREDERICK LANSING WERTZ.

Witnesses:
E. H. LONYAI,
HOWARD BOYNE.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."