March 21, 1950 R. A. CATOZELLA 2,501,314

CROSS DISPLAY CARD

Filed Sept. 4, 1947

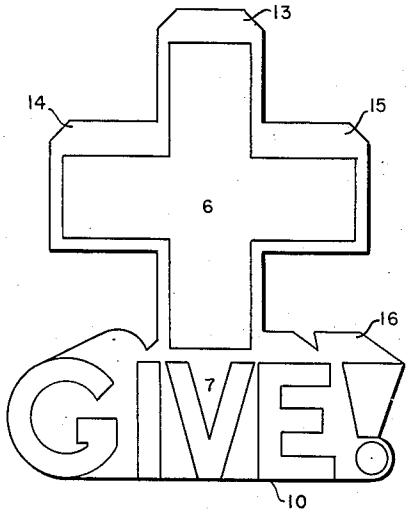


Fig. 1

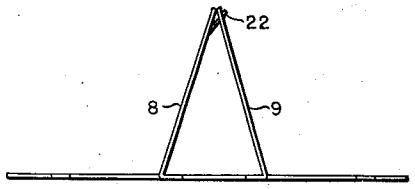


Fig. 2

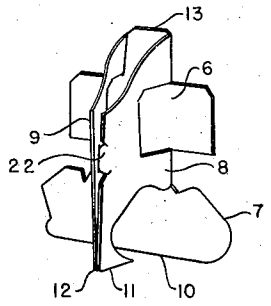
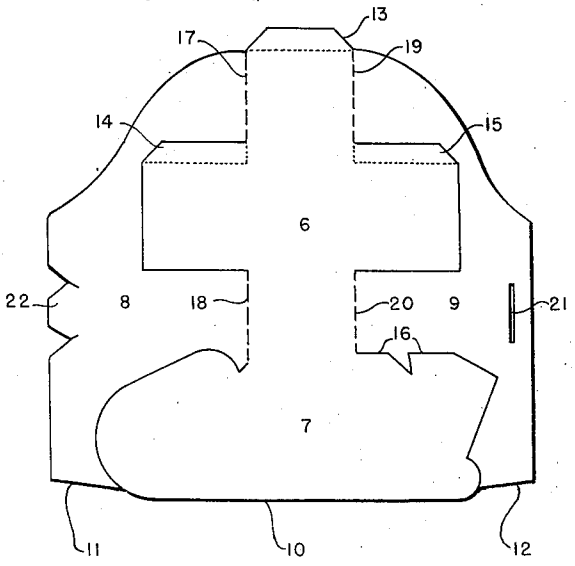


Fig. 3

Fig. 4



INVENTOR.

Romeo R. Catozella

BY

ATTORNEY

Patented Mar. 21, 1950 2,501,314

UNITED STATES PATENT OFFICE

2,501,314

CROSS DISPLAY CARD

Romeo A. Catozella, Brooklyn, N. Y., assignor to Snyder & Black, New York, N. Y., a corporation of New York

Application September 4, 1947, Serial No. 772,142

4 Claims. (Cl. 40—124)

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My invention relates to advertising display cards of the folding type and particularly for the Red Cross.

The main object is to provide a card which displays in an attractive form the cross and a slogan such as the word "Give" and which can be made at a minimum cost.

I accomplish this by forming a blank in the form of a cross with an extended base and folding wings hinged to the upper and lower arms of the cross and provided with tongue and slot connections. The cross and base are provided with narrow extensions which are shaded to create the impression of solid bodies.

Fig. 1 is a front view of a card embodying my invention set up for display purposes.

Fig. 2 is an end view of the same.

Fig. 3 is a perspective view of the same on a smaller scale.

Fig. 4 is a face view of the blank showing the outline of the cross and base with the wings connected to the cross along the dash-dash folding lines.

The body 6 of the cross is of the conventional shape with four arms and the base 7 is attached integrally to the lower end of the lower arm and extends laterally of a size to carry the slogan desired.

The base 7 and the wings 8 and 9 have feet 10, 11 and 12, respectively, by which the card is supported when erected.

The upper edges of the upper and side arms of the cross and of the base have narrow extensions 13, 14 and 15 and 16 which can be shaded to create the impression of thickness or depth.

The wings are hinged at their inner edges to the side edges of the upper and lower arms of the cross along the fold lines 17, 18, 19 and 20, respectively, and are provided with a slot 21 and a tongue 22, respectively, by which they can be connected as shown in Fig. 3.

The lower ends or feet 11 and 12 of the wings are made somewhat shorter than the center of the card so that when it is erected the card will be somewhat inclined.

From the foregoing it will be seen that an attractive and stable display card can be readily formed from a minimum sized stock.

I claim:

1. A folding display card blank comprising a portion having the outline of a cross, a display base portion at least as wide as the width of the cross portion and depending from the lower end of the lower arm of the cross portion, in the same plane therewith and extending laterally for supporting the cross portion and two wings hinged respectively to the side edges of the upper and lower arms of the cross, said wings having a tongue and slot connection with each other at their outer edges and each wing having a foot for supporting the wing.

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2. A folding display card blank comprising a portion having the outline of a cross, a display base portion at least as wide as the width of the cross portion and depending from the lower end of the lower arm of the cross portion and extending laterally for supporting the cross portion and two wings hinged respectively to the side edges of the upper and lower arms of the cross, said wings having a tongue and slot connection at their outer edges and each wing having a foot for supporting the wing, the upper edges of the cross-shaped portions and of the base having surfaces for receiving shade lines to create the impression of thickness or depth.

3. A folding display stand comprising a body and a pair of wings formed of a single piece of material scored for folding, said body having a cross-shaped portion and a base portion below said cross-shaped portion in the same plane therewith and extending on both sides thereof, one of said wings having a projecting tongue along its edge and the other of said wings having a slot to receive said tongue whereby said wings are interlocked to each other in overlapping relation, the upper edges of the upper arm and of the cross arms of said cross-shaped portion having extensions with slanting surfaces adapted to receive surface shading to give the appearance of depth to said cross-shaped portion, the upper edges of the laterally extending base portions having extensions with downwardly and outwardly tapered ends with slanting surfaces and downwardly tapered notches with slanting surfaces for forming letters of the alphabet, said slanting surfaces being adapted to receive surface shading to give the appearance of depth to said cross arms and letters.

4. A folding display card blank comprising a portion having the outline of a cross, a display base portion at least as wide as the width of the cross portion and depending from the lower end of the lower arm of the cross portion, in the same plane therewith and extending laterally for supporting the cross portion and two wings hinged respectively to the side edges of the upper and lower arms of the cross portion, said wings having a tongue and slot connection at their outer edges and each wing having a foot for

supporting the wing, the upper edges of the cross-shaped portion having extensions with downwardly slanting outer surfaces adapted to receive surface shading on said extensions to give the appearance of depth to said cross-shaped portion, the upper edges of the laterally extending portions of the base portion having slanting surfaces and having notches with downwardly slanting edges to form letters of the alphabet, said slanting surfaces and edges being adapted to receive surface shading to give the appearance of depth to the base portion and such letters.

ROMEO A. CATOZELLA.

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