R. R. HEYWOOD.

ADJUSTABLE SHOW CARD.

APPLICATION FILED MAY 15, 1915.

1,239,485.

Patented Sept. 11, 1917.

Fig. 1.

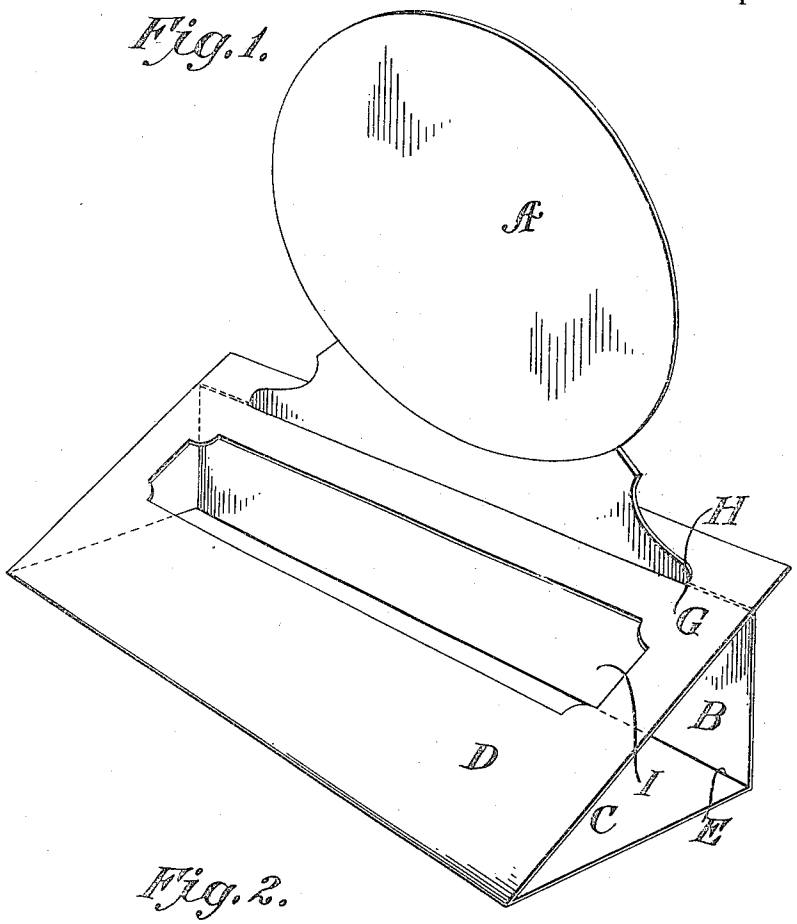
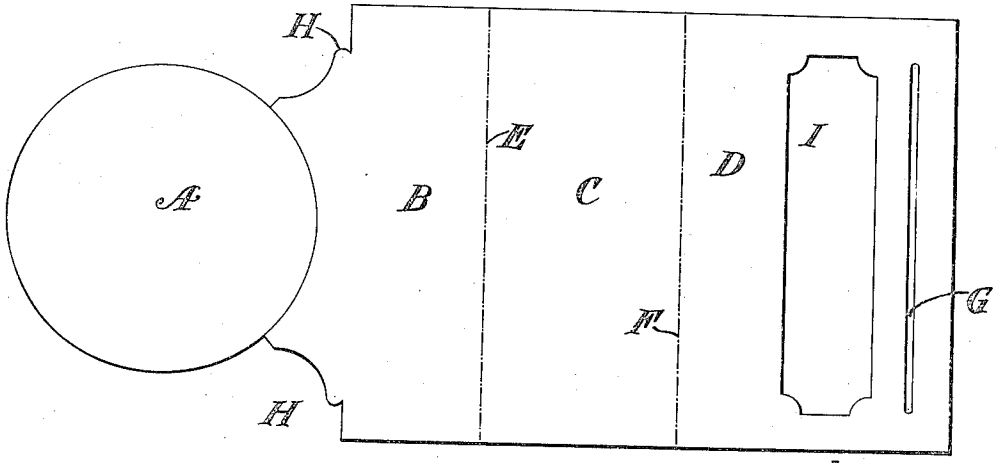


Fig. 2.



Inventor:
Robert R. Heywood
by E. J. Cox. Atty

UNITED STATES PATENT OFFICE.

ROBERT R. HEYWOOD, OF NEW YORK, N. Y.

ADJUSTABLE SHOW-CARD.

1,239,485. Specification of Letters Patent. Patented Sept. 11, 1917.

Application filed May 15, 1915. Serial No. 28,313.

To all whom it may concern:

Be it known that I, ROBERT R. HEYWOOD, a citizen of the United States, and a resident of the borough of Manhattan, in the county of New York, city and State of New York, have invented certain new and useful Improvements in Adjustable Show-Cards, of which the following is a specification.

The invention relates to devices for advertising and exhibiting goods for sale, and its objects are, among others, to produce a device of this kind which may be made of a single piece of sheet material and printed or otherwise decorated, and which may then be transformed into a combined receptacle and show card, and to provide for a simple and effective construction and one which may be folded so as to occupy the space of but two sheets of material, for packing, shipping and storing.

The improvements consist in the construction, combination and arrangement of parts hereinafter described and claimed, and illustrated in the accompanying drawings.

In the said drawings, Figure 1 is a perspective of a combined advertising and display device embodying the improvements. Fig. 2 is a plan of the sheet of material from which the said device is formed, showing the method of manufacture.

The sheet of card board or other similar material is taken and cut out to form a placard A of ornamental outline, and the sections B, C and D. These three sections are divided by the lines E and F which indicate a cut on the reverse side of the sheet extending part way through the material. The material is preferably composed of a plurality of layers of material of paper pressed together, so that when it is cut or scored along the lines E and F the uncut thicknesses will act as a hinge. It may be provided on the inside with a reinforcing strip at these points, or may be cut all the way through and hinged by said reinforcing strips.

The sheet of material is also provided with a slot G near its lower edge, and this slot is slightly wider than the part A so that the said part will pass readily therethrough. At the base of the part A, however, where A joins the section B, B extends slightly beyond the width of the slot G, and is then cut in, so that this part may be forced through the slot and will act as a catch to prevent accidental separation.

The part D is also provided with a cut-out portion I, which serves as a window or as an opening through which packages of goods may be exposed and held, when the device is assembled. This opening may be of any desired size or form to accommodate the goods intended to be displayed.

In placing the sheet in its position for use it is first turned and folded on the line E and then on the line F, thus raising the sections A, B and the section D, and leaving the section C to form a base. The part A is then passed through the slot G and the section D pressed down over the portions H, forming the combined show card and display device shown in Fig. 1. In this position a receptacle of triangular form is provided, and in this receptacle sample packages of the goods may be placed. If desired such packages may be so placed as to project through the opening I, which will serve to hold them in position and also to cause the package to give additional strength to the device. It will be understood that suitable reading matter or ornamentation, or both, may be displayed on the exterior of the parts A and D as desired.

It will also be understood that the device may be made of card board or metal or other materials, and that the hinges may be formed by scoring the material on the lines E and F instead of cutting partly through, as above described.

What I claim is:

1. A device of the character described, consisting of substantially flat sheet material provided with hinges on which two of its ends may be turned up, one of the said ends having a transverse slot and a portion on the other end adapted to pass through said slot and thereby connect the two ends, and be held against movement toward the hinge on which said slotted end is turned up, said end portions and the portion of the material between the hinges forming an inclosure, the construction and arrangement being such that the said portion which passes through the slot may be passed therethrough until one of said end portions rests upon a horizontal portion of the other, in which position one of the said end portions is substantially vertical and extends above the other and the other is oblique thereto, said oblique

portion having a second and medial aperture exposing the interior of the inclosure, and the said portion which extends through the slot having a part slightly wider than the slot adapted to be forced through the said slot substantially as described.

2. A device of the character described, consisting of a sheet of material provided with a plurality of folds and a transverse slot near one end with a part of the opposite end portion passed therethrough and projecting therefrom, means for retaining the parts of the device in this position, whereby is formed a hollow member and an upwardly extending portion projecting above said hollow member, the said end portion which extends partly through the slot having its outer extremity a greater distance from the fold nearest it than the distance of the slot from the same fold, whereby the portion of the device between the said fold and the slot may be folded flat against the said end portion without removing the extremity of said end portion from the slot.

3. A device of the character described, consisting of a substantially flat sheet of material provided with hinge portions on which two of its ends may be turned up, a transverse slot on one of the said ends and a portion on the other end adapted to pass through said slot and thereby connect the two ends, said end portions and the portion of the sheet of material between the hinge portions forming an inclosure, the construction and arrangement being such that the said portion which passes through the slot may be passed therethrough until one of said end portions rests upon the upper edge of the other, in which position one of the said end portions is substantially vertical and extends above the other and the other is oblique thereto, and the said portion which extends through the slot having a part slightly wider than the slot adapted to be forced through the said slot and a narrower portion immediately below the same substantially as described.

4. A device of the character described, consisting of substantially flat sheet material provided with hinges dividing it into a medial relatively short base portion and end portions adapted to be turned upwardly thereon, one of said end portions being longer than the other, and both being longer than the base portion, and the other end portion having a transverse slot near one end through which the said longer end portion may be passed when the said end portions are turned up from the base portion, and the said longer end portion having a part between its medial portion and the base portion extending laterally beyond the slot, and acting as a stop to hold the slotted end of the shorter end portion above the base, the major part of the said longer end portion extending upwardly from the slot and being held by the edges of the slot against downward movement.

Witness my hand this 6th day of May, 1915, at the city of New York, in the county and State of New York.

ROBERT R. HEYWOOD.

Witnesses:
MARY H. LEWIS,
S. J. COX.