

March 29, 1932.

J. HORWATH

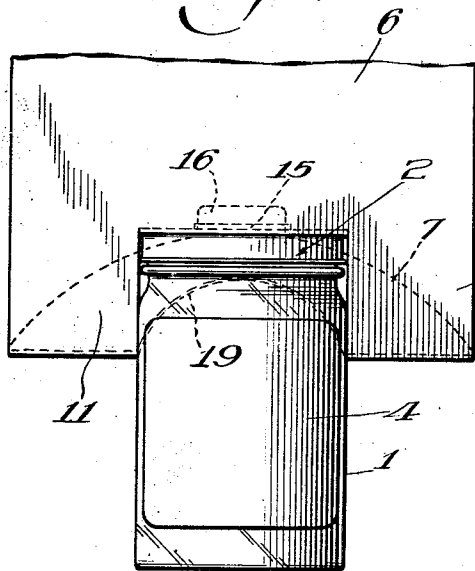
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DISPLAY CARD

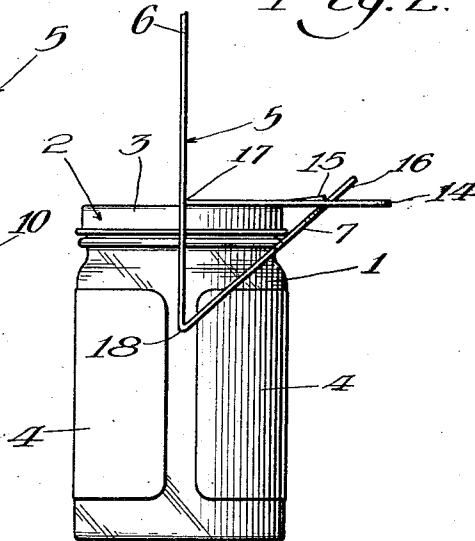
Filed Sept. 29, 1930

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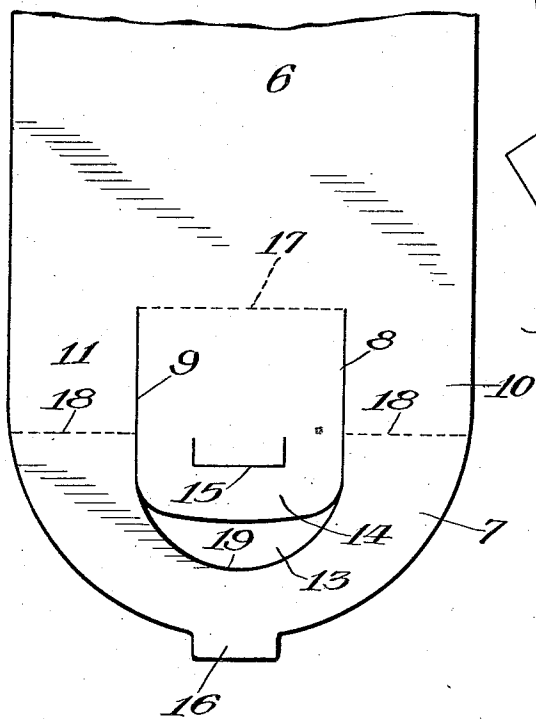
*Fig. 1.*



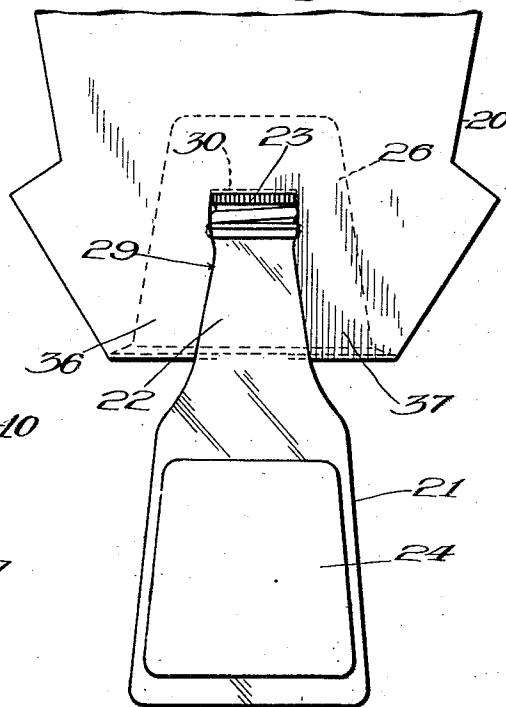
*Fig. 2.*



*Fig. 3.*



*Fig. 4.*



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## UNITED STATES PATENT OFFICE

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## DISPLAY CARD

Application filed September 29, 1930. Serial No. 485,014.

This invention relates to improvements in display signs or cards, and refers more specifically to the provision of a one-piece display sign or card which may be firmly mounted upon the top of a jar, bottle, can or the like, and yet will not obscure the merchandise within the jar or bottle, or hide the label pasted upon the face of said jar, bottle, or can from view.

10 It frequently happens that in advertising merchandise which may be packed in jars, bottles, cans or the like, the container, that is, the jar, bottle, etc., appears as such in the advertisement. In short, by advertising, the trade has come to associate the trade-mark, the size and shape of the jar or bottle, and the color of the merchandise within the jar or bottle as that merchandised by a particular concern. In subsequent advertising, to obscure or eliminate any one of the abovementioned factors is to defeat the purpose of the prior advertising and until a new group of associations has been built up in the trade's mind, the message wished to be conveyed by the advertising is more or less ignored or overlooked.

Accordingly, one of the salient features of my invention is to provide a display sign or card which may be securely mounted upon the top of a jar, bottle, can or the like and which, when so mounted, permits a clear, full view of the container, label and merchandise in a form which is already familiar to the trade.

35 Further objects and advantages of my invention will be apparent from the accompanying drawings and following detail description.

40 In the drawings, Fig. 1 is a fragmentary front elevational view of an embodiment of my invention mounted upon a jar.

Fig. 2 is a side elevational view of the display card shown in Fig. 1.

45 Fig. 3 is a development of the display card shown in Figs. 1 and 2.

Fig. 4 is a front elevational view of an embodiment of my invention as applied to a bottle.

50 Fig. 5 is a side elevational view of the device shown in Fig. 4.

Fig. 6 is a development of the display card shown in Figs. 4 and 5.

Fig. 7 is a front elevational view of another embodiment of my invention as applied to a can having a depressed top.

Fig. 8 is a side sectional view of the device shown in Fig. 7.

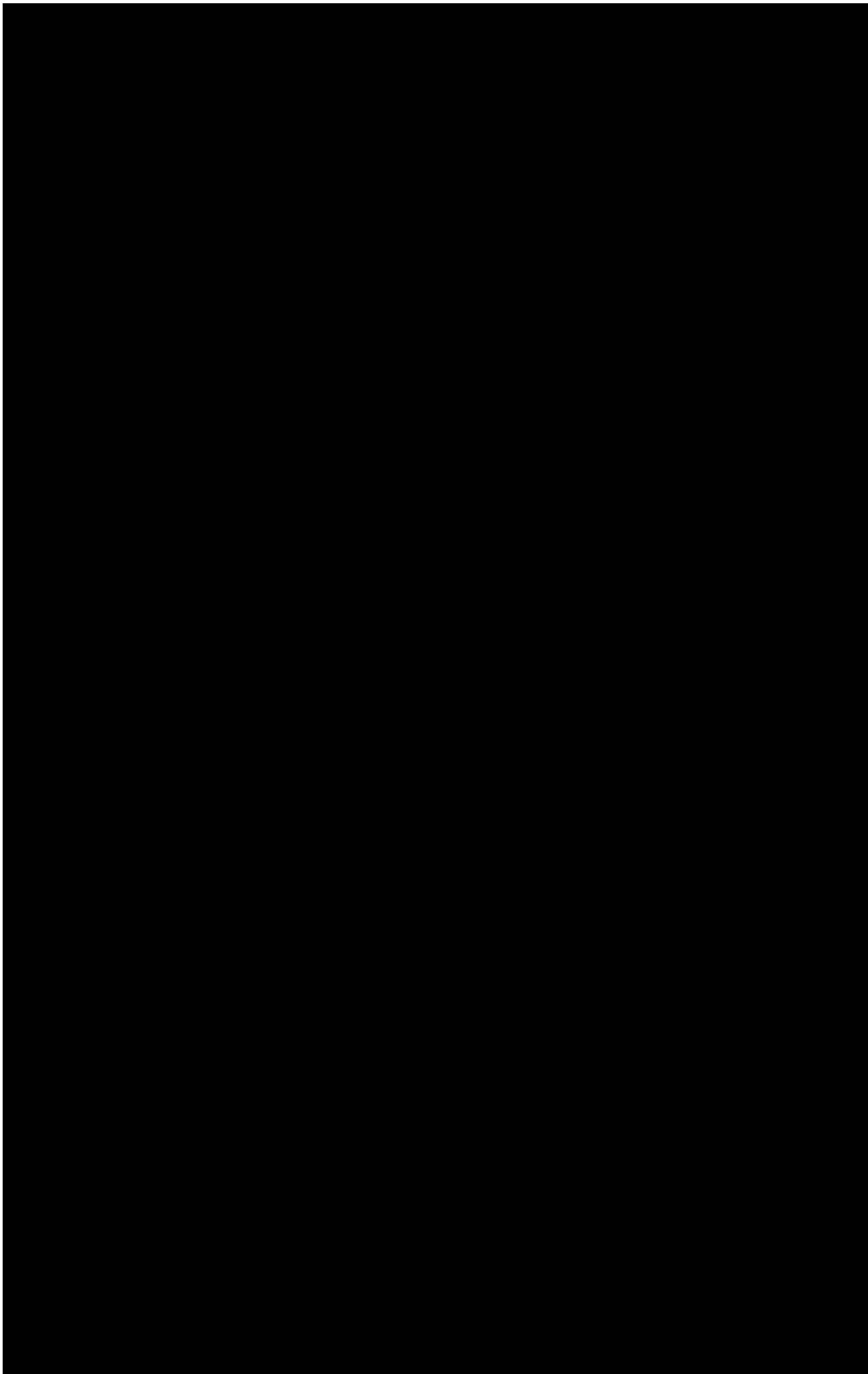
Fig. 9 is a development of the display card shown in Figs. 7 and 8.

Referring in detail to the drawings, 1 indicates a jar or container which may be constructed of glass, crockery, metal, or the like, and may be provided with a cap or closure 2 of any suitable form, preferably one having a relatively flat top 3. If desired, label 4 may be pasted or otherwise affixed to the outer surface of the jar 1.

As a feature of my invention, I may provide a display card 5 comprising a substantially flat sheet of pasteboard, celluloid or some such like material. The card 5 may comprise an upper portion 6 which may take any desired form or configuration, said upper portion being adapted to contain advertising or descriptive matter of the commodity packed within jar 1. The lower portion 7 of card 5 may take a semi-circular form as shown best in Fig. 3. The card 5 may be severed along lines 8 and 9, providing downwardly extending legs or projections 10 and 11. The lines of severance 8 and 9 may terminate in aperture 13, thereby providing a tab 14. The tab 14 may be severed as shown at 15 in Fig. 3, for the reception or co-operation with a tongue 16 provided upon the outer periphery of the lower portion 7 of the card 5.

The tab 14 may be bent or folded along line 17 until said tab occupies a position substantially at right angles to the surface of the upper portion 6 of card 5. When card 5 is in operative position, said tab, disposed in its right angle relation with respect to the surface of card 5 proper, will be disposed parallel and adjacent to the flat surface 3 of the top 2. The lower portion 7 of the card 5 may be bent angularly along line 18 and tongue 16 may be inserted in the slit 15. This construction is best shown in Fig. 2.

The card 5 when mounted upon jar 1 is



tion, a card of greater attractiveness is provided by the downwardly projecting member 51 which fits into the depressed portion of the top 40, giving the entire assembly a more finished appearance.

I claim as my invention:

1. A display card for disposition upon the upper portion of a container, comprising in combination a substantially flat card having a plurality of spaced apart lower projections for contacting the upper sides of the container, said projections being in a plane substantially coincident with the plane of the card, an angularly bent portion of said card disposed in a plane parallel to and adjacent the top of said container, and at substantially right angles to the plane of the face of the card, and means co-operating between the angularly bent portion and the lower portion of the card for maintaining said card in substantially a vertical plane, comprising a member foldably connected to the lower ends of said projections and removably joined to said angularly bent portion in the plane of said portion.

2. A display device adapted for erection on a container and comprising a body of sheet material from one portion of which projects a pair of legs, the infacing edges of said legs being spaced apart a distance less than the major transverse dimension of the container on which the display is adapted for erection, said inner edges being adapted to locate the device against rearward movement, said body having articulated thereto between and on a line substantially normal to the inner edges of said legs a wing member for disposition on the top of the container, and means co-operating between the wing member and the legs for maintaining the display device proper in a vertical plane upon the top of the container, said means comprising a member foldably connected to the ends of said legs and removably joined to said wing member in the plane of the top of the container.

3. A display card for disposition upon the upper portion of a container, comprising in combination a substantially flat card having a plurality of spaced apart lower projections for contacting the upper sides of the container, said projections being in a plane substantially coincident with the plane of the card, an angularly bent portion of said card disposed in a plane parallel to and adjacent the top of said container and at substantially right angles to the plane of the face of the card, and means co-operating between the angularly bent portion and the lower portion of the spaced apart projections for maintaining said card in substantially a vertical plane, comprising a member foldably connected to said projections and removably joined to the angularly bent portion at an acute angle.

4. A display card for disposition upon the upper portion of a bottle, comprising in com-

bination a substantially flat card having a plurality of spaced apart lower projections for contacting the upper sides of the bottle, said projections being in a plane substantially coincident with the plane of the card, an angularly bent portion of said card disposed in a single plane parallel to and adjacent the top of said bottle and at substantially right angles to the plane of the face of the card, and means co-operating between the angularly bent portion and the lower portion of the spaced apart projections for maintaining said card in substantially a vertical plane, comprising a member foldably connected to the ends of said projections and removably joined to said angularly bent portion in the plane of the top of the bottle.

In testimony whereof I affix my signature.

JULIUS HORWATH.

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