April 4, 1939. F. K. GILES 2,153,460

SHOW CARD AND THE LIKE

Filed Oct. 29, 1938 2 Sheets-Sheet 1

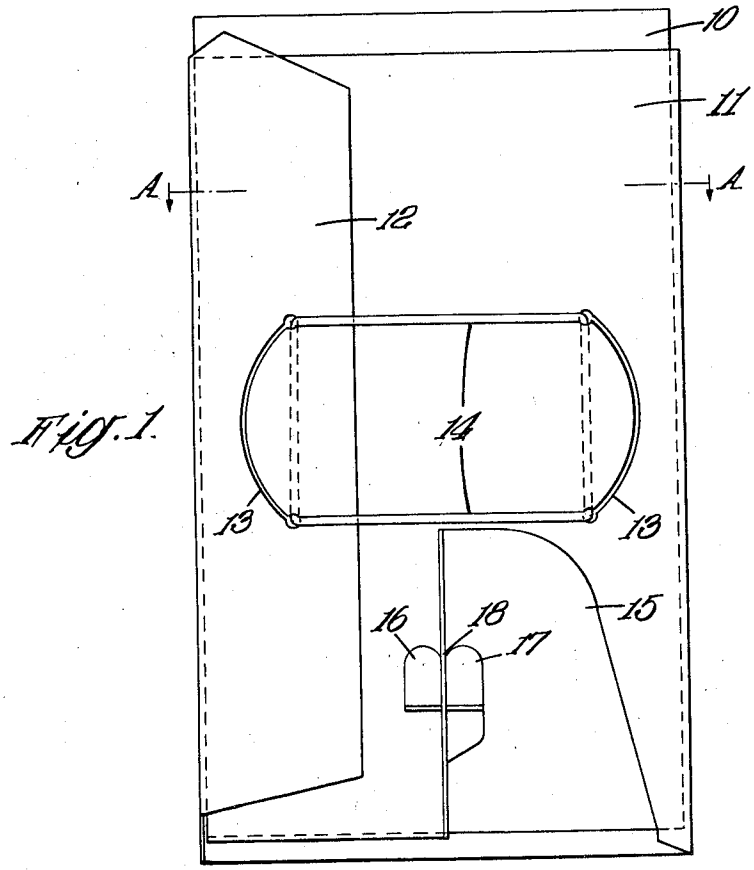


Fig. 1.

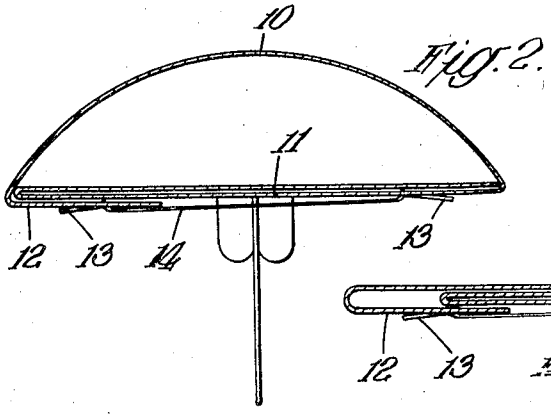


Fig. 2.

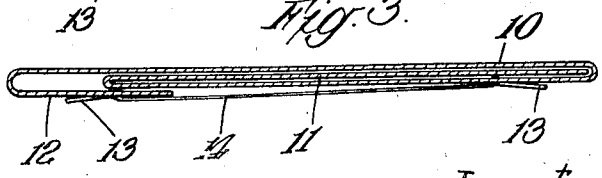


Fig. 3.

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SHOW CARD AND THE LIKE

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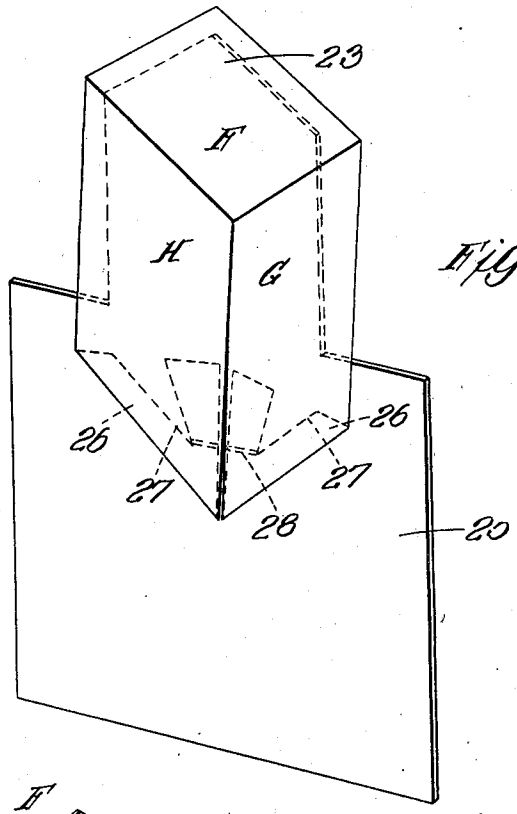


Fig. 4.

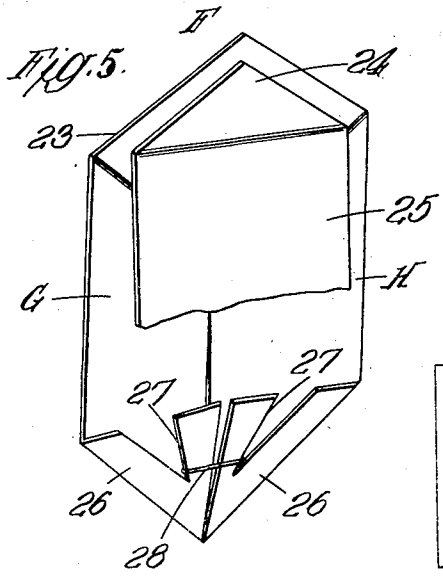


Fig. 5.

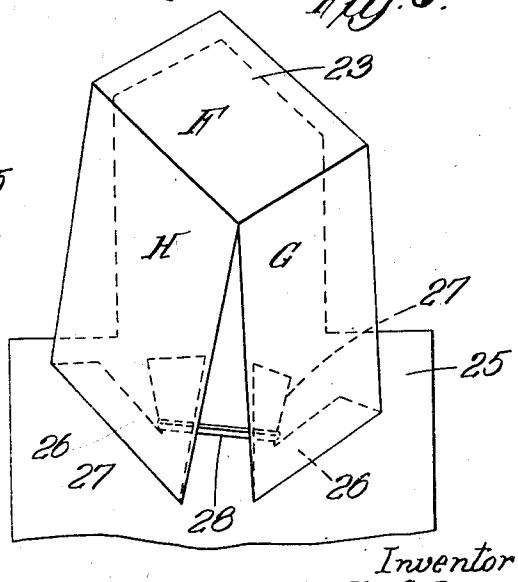


Fig. 6.

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UNITED STATES PATENT OFFICE

2,153,460

SHOW CARD AND THE LIKE

Frederick Kenwood Giles, Horney Common, England

Application October 29, 1938, Serial No. 237,739
In Great Britain October 8, 1937

5 Claims. (Cl. 40—124.1)

This invention relates to showcards and like display devices and has for its chief object to evolve a so-called self erecting showcard or display device which is adapted to be packed in a flat condition and when unpacked to assume automatically its erected or display condition.

According to the invention one or more resilient members is or are associated with a collapsible element adapted to cause said element to assume an erected condition as soon as pressure such as results from packing of the showcard or device is released or partial opening of said element is accomplished.

In order that the said invention may be clearly understood and readily carried into effect the same will now be more fully described with reference to the accompanying drawings, which show several embodiments by way of example and in which:

Figure 1 shows the rear of one form of showcard according to the invention.

Figures 2 and 3 are sections on the line A—A of Figure 1 showing the card in its erected and collapsed conditions respectively.

Figure 4 shows another self erecting showcard constructed in accordance with the invention and in its erected condition.

Figure 5 shows a rear view of a portion of the showcard illustrated in Figure 4 showing the relative position of the parts.

Figure 6 shows the showcard illustrated in Figure 4 in its collapsed condition.

Referring to Figures 1–3 of the drawings 10 denotes a blank of flexible or pliable material the edge portions of which are folded over in the manner indicated to form a pair of flaps 11 and 12. Each flap is formed with a tongue or the like 13 around which a resilient member 14, such as for example an elastic band, is adapted to engage in the manner indicated in the figures. The arrangement is such that when pressure is exerted on the front face of the blank 10 said face will be flattened thereby causing the flaps 11 and 12 to move outwardly relatively to each other as indicated in Figure 3 and increasing the tension on the member 14. As soon as the pressure is released the member 14 will cause the flaps to be drawn inwardly and thus cause the blank to assume the rounded or curved shape as indicated in Figure 2. By forming the blank 10 of flexible material it is possible to print directly on one side thereof and to avoid the difficulties which would otherwise be experienced if said blank were formed of a thick or rigid material since if such were the case it would be necessary subsequently to paste or apply the required printed matter to the outer face of the blank.

In the embodiment illustrated the flap 11 is formed with a hinged portion 15 adapted when drawn outwardly into a plane at right angles or substantially at right angles to the plane of the flap 11 to constitute a supporting strut which serves to maintain the showcard in its display position, said strut being locked in its operative position by means of a locking flap 16 which is formed with a recess 18 adapted to engage the edge 17 of a slot formed in the strut 15 when said locking flap is bent downwardly into its locking position. The blank 11 may be so shaped that when erected it will give the appearance of a can, bottle, glass or other rounded or curved object and if desired it may be formed with one or more additional hinged or folded portions adapted, for example, when the erected blank represents a glass to represent the head or surface of liquid in the glass. The card illustrated in Figures 1–3 is adapted for use independently of any background or the like since it is supported in its display position by the strut 15. If desired, however, the strut 15 may be dispensed with and the blank 10 may be mounted on a suitable main stand or background formed for example of cardboard, wood, or any other suitable material, said stand having a supporting strut or other suitable supporting means associated therewith adapted to retain the same in an upright or substantially upright position. The blank 10 may be hingedly mounted on the main stand by means of an additional flap formed on or secured to one of the flaps 11 or 12, or if desired one of said flaps themselves may be secured directly to said stand.

The blank may be secured in any desired position relatively to the stand or background, for example it may be so arranged as to be inclined relatively to the plane of said stand, or it may be arranged in a plane parallel to that of the stand with its major axis inclined to the vertical. In the latter case, for example when the blank represents a bottle it may be mounted on the stand in such a manner as to represent the bottle in its pouring or emptying position, an additional hinged or folded portion being associated with said blank if desired to represent the liquid being poured from said bottle.

It is not essential that the blank should be formed with only two flaps such as 11 and 12 in the manner shown since if desired a plurality of pairs of flaps may be formed on the blank 10, each pair having a resilient member such as 14 associated therewith.

Referring now to Figures 4, 5 and 6, a self erecting element designated generally by **23** is mounted on a hinged flap **24** (Figure 5) formed integrally with or mounted on a back board or stand **25**. The stand **25** is preferably provided on its rear face with a foldable supporting strut or the like (not shown) adapted to maintain the same in an upright or substantially upright position. The element **23** is as can be seen from Figure **4** adapted when erected to represent a cube and it comprises a blank of the form shown in Figure 6 having a portion F adapted to constitute the top of the cube and two portions G and H which represent the sides of the said cube. The portions G and H are adapted to hinge relatively to the portion F and preferably such hinge action is provided for by suitable scoring of the blank. If desired, however, the portions G and H may be hingedly connected to said portion F by means of strips of paper, linen or other suitable material. The portions G and H are each formed with a flap **26** which latter are adapted to hinge relatively to said portions for example by virtue of the provision of suitable scorings or in any other suitable manner. The flaps **26** are each formed with a recess **27** adapted to receive and retain a portion of a resilient member **28** which may for example comprise an elastic band. The arrangement is such that when pressure is applied to the front face of the element **23** the parts will assume the position shown in Figure 6. In the collapsed position the member **28** will be subjected to increased tension as will be appreciated on reference to Figure 6. On release of pressure from the face of the element **23** the member **28** will cause the flaps **26** and hence the portions G and H to be drawn together until the adjacent edges thereof are in contact, the parts thus assuming the positions shown in Figures 4 and 5. The element will be maintained in its erected position due to the action of the resilient member **28** which is always under tension. In those cases where the element **23** is constructed of rigid material such that accurate butting of the edges of the portions G and H can be effected without difficulty, the flaps **26** are constructed in the manner shown. In those cases, however, where the element **23** is of thinner and more pliable material such as thin card or paste-board, it may be advisable to form one of the flaps so that when said element is in its erected condition such flap will extend across behind the other and abut against the line of folding of said other flap in order to provide a locking action adapted to maintain the portions G and H in their correct relative positions and to prevent any overlapping of the adjacent edges.

The embodiments above described and illustrated are merely examples of innumerable types of self erecting showcards and display devices which may be constructed incorporating the principle of the invention.

In the embodiments illustrated the resilient member has been shown in each case as being disposed around tongues or the like formed integrally with the blank but such a construction is not essential since the ends of said member may be anchored in any other suitable manner. Further, instead of providing elastic bands or the like it may be feasible to employ one or more light coil springs.

What I claim and desire to secure by Letters Patent of the United States is:

1. A showcard or display device comprising a blank of flexible or pliable material, at least one pair of flaps associated with said blank and disposed at the rear face thereof and at least one resilient member interconnecting said flaps, the arrangement being such that on release of pressure from the blank the resilient member will draw the flaps towards each other and thus cause said blank to assume a curved or rounded form.

2. A showcard or display device comprising a background, a blank of flexible material hingedly mounted on said background, at least one pair of flaps associated with the blank and disposed at the rear face thereof, retaining means associated with each flap and an endless band of rubber disposed around each pair of said retaining means in such a manner that it will tend always to draw said flaps towards each other and thus cause the blank to assume a rounded form.

3. A showcard or display device comprising a blank, at least one pair of flaps disposed at the rear of said blank and at least one resilient member associated with said flaps, the arrangement being such that as soon as pressure such as results from packing is released from the face of the card or device the resilient member or members will draw the flaps towards each other and will cause the blank to assume automatically an erected condition wherein it will have the appearance of a three dimensional body in perspective without the actual formation of such body.

4. A showcard or display device comprising a blank consisting of a plurality of portions hingedly interconnected, at least one pair of flaps associated with certain of said portions and disposed at the rear of the blank and at least one resilient member associated with said flaps, the arrangement being such that as soon as pressure such as results from packing is released from the face of the card or device the resilient member or members will draw the flaps towards each other and will cause the blank to assume automatically an erected condition wherein it will have the appearance of a rectangular body in perspective without the actual formation of such body.

5. A showcard or display device comprising a background, a blank hingedly mounted on said background and consisting of three portions hingedly interconnected, at least two flaps associated one with each of two of said portions and disposed at the rear of the blank and at least one resilient member interconnecting said flaps, the arrangement being such that as soon as pressure such as results from packing is released from the face of the card or device the resilient member or members will draw the flaps together and will cause the blank to assume automatically an erected condition wherein it will have the appearance of a rectangular body in perspective without the actual formation of such body.

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