

(No Model.)

C. HERNSHEIM.
DISPLAY CARD.

No. 527,688.

Patented Oct. 16, 1894.

Fig. 1.

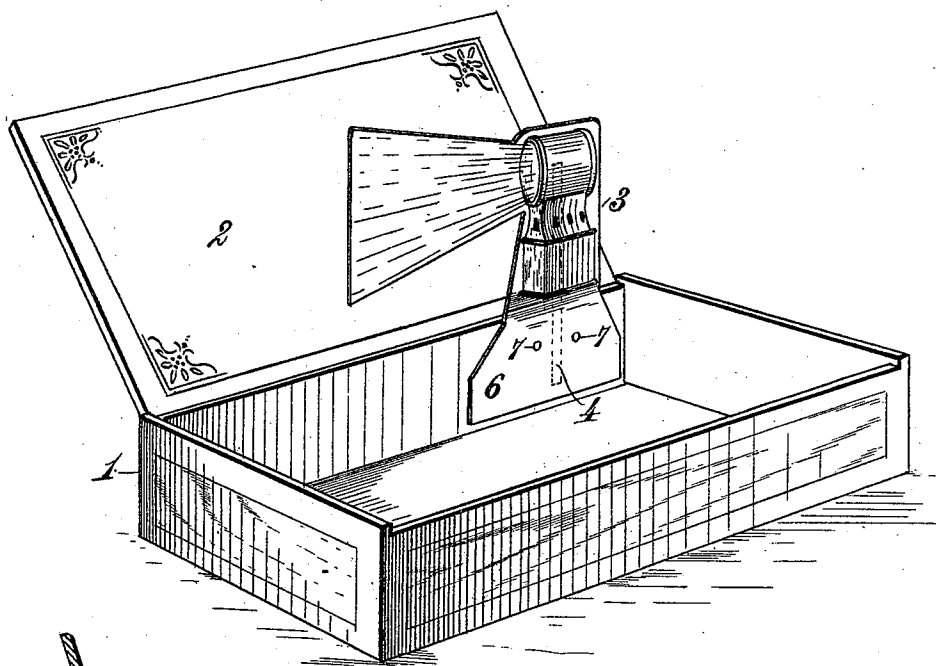


Fig. 2.

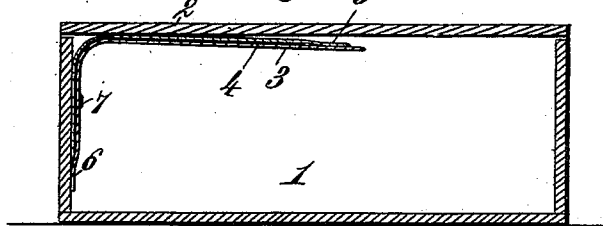
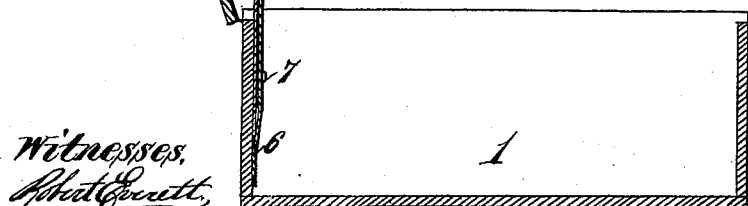


Fig. 3.



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UNITED STATES PATENT OFFICE.

CHARLES HERNSHEIM, OF NEW ORLEANS, LOUISIANA.

DISPLAY-CARD.

SPECIFICATION forming part of Letters Patent No. 527,688, dated October 16, 1894.

Application filed March 3, 1894. Serial No. 502,206. (No model.)

To all whom it may concern:

Be it known that I, CHARLES HERNSHEIM, a citizen of the United States, residing at New Orleans, in the parish of Orleans and State of Louisiana, have invented new and useful Improvements in Advertising or Display Cards for Boxes, of which the following is a specification.

This invention relates to advertising or display card attachments for boxes, wherein the card will rise to a vertical position and thus be exposed to view when the box lid is opened.

In prior devices of this type, wire or other frames constructed to hold the card are pivoted or hinged to the boxes, and independent springs are employed to swing the frames to vertical positions when the box lids are raised. The pivoting or hinging of the frames, and the proper application of the springs render the devices expensive, difficult of application, and necessitate a special or peculiar construction of the boxes, for which reasons prior automatic attachments are objectionable, and have not come into general use.

The objects of my invention are to simplify devices of the character alluded to; to materially reduce their cost of manufacture; and to provide an efficient and inexpensive advertising or display card which can be readily and conveniently applied to ordinary boxes now in use, or to boxes constructed as usual, and adapted in use to rise when the box lid is opened, or to follow the opening and closing movements of the lid. These objects are accomplished in the manner and by the means hereinafter described and claimed reference being made to the accompanying drawings, in which—

Figure 1 is a perspective view of a cigar box provided with my invention. Fig. 2 is a transverse sectional view, showing the position of the parts when the box lid is closed; and Fig. 3 a similar view, showing the box lid opened and the display or advertising card raised to an approximately vertical position.

In order to enable those skilled in the art to make and use my invention, I will now describe the same in detail, referring to the drawings, wherein—

The numeral 1 indicates a box having a lid 2, which is hinged, pivoted, or flexibly connected at one edge to the top edge of one

wall of the box in any suitable manner, so that the lid can be opened and closed. The box may be of any desired construction, and of any form or shape suitable to contain cigars, or any other articles or goods which are to be placed on sale.

The display or advertising card 3 is composed of paper card-board, or any other material suitable for the conditions required; and each card bears the matter to be displayed or exhibited, such as the name of the articles, or the price thereof, or both the name and price, or any other information or advertisement.

The cards are each provided with a spring or elastic strip or wire 4 firmly secured to and extending along the body of the card, so that such spring is a permanent fixture on the card.

A simple and economical method of manufacturing the card consists in arranging the flat spring or elastic strip upon one surface of the card, and then cementing over the same a layer or sheet 5 of paper, or any other material which will hold the strip or wire in a fixed position upon the body of the card.

The card is preferably provided with an extended base portion 6, which is firmly and permanently secured to one wall of the box; and this attached part of the card also serves to hold one end portion of the spring strip or wire in a fixed position, so that if the unattached part of the card and wire be pressed downwardly to an approximately horizontal position, and then released, they will instantly spring to an approximately vertical position. The extended base portion 6 of the card is firmly secured to one of the box walls by adhesive material, or by tacks 7, or, if desired, the card may be both cemented and tacked to the box.

In the example illustrated by the drawings the extended base portion of the advertising or display card is firmly secured to that wall of the box to which the lid is hinged or flexibly connected, in such manner that if the lid be closed, the unattached body portion of the card will follow the movement of the lid and be pressed to an approximately horizontal position; and, obviously, if the box lid is opened, the free or unattached body portion of the card will, through the medium of the spring or elastic strip or wire, spring to an ap-

proximately vertical position, thus exposing to view the information contained on the card.

The lower edge of the extended portion 6 of the advertising or display card is preferably rectilinear to rest against the bottom of the box for the purpose of providing a more
5 secure attachment; but, obviously, it is not necessary for the card to extend to and touch the bottom of the box.

10 The form, shape, configuration, or outline of the card can be greatly varied, but, as here illustrated, it is made in imitation of a search light in operation.

The spring wire or strip inclosed within the
15 body portion of the card is held concealed from view; and, while it effectually accomplishes the object of automatically swinging the card when released to a vertical, or approximately vertical position, it imparts
20 strength and substantial qualities to the card, and renders a paper card susceptible of standing upright, which otherwise would be too thin or flexible to be self-sustaining in an upright position.

25 I prefer to employ paper in manufacturing the card, in that this is likely the cheapest material for the purpose, but any other material sufficiently flexible for the purpose can be employed.

30 Where boxes are given to purchasers with the articles or goods purchased contained therein, or where boxes are not designed to be reused, like boxes for cigars, it is essential that attachments of the type alluded to be susceptible of manufacture and applica-
35 tion at a comparatively low cost—in fact without increasing the expense involved in producing the box. This is the chief purpose of my invention, and the desired result is attained by making the spring strip or wire a
40 permanently fixed part of the body of the card, and so constructing and arranging the spring strip or wire along the body of the card that a part, or one end portion of the
45 spring strip or wire, extends along that portion of the card which is firmly secured to the box, whereby one end of the spring strip or wire is held fixedly with the card, where the latter is firmly attached, thus rendering it
50 possible for the spring to perform its function of raising the free body portion of the card and enabling the card to follow the opening and closing movements of the box lid.

In my improved advertising or display card,
55 the spring is carried thereby and constitutes a brace which strengthens and renders the card strong, substantial, and durable, and, in

this respect, the improvement differs materially from a pivoted frame adapted to carry a card and having an independent spring or
60 springs for automatically raising the frame and card when the box lid is opened.

In the manufacture of the cards it is possible to use simple pieces of steel or elastic wire, and, comparatively speaking, they are
65 inexpensive; while by attaching the card and spring in the manner described and shown, I entirely avoid changing the construction of the box, or mutilating it after construction; and, since the card itself is attached to the
70 box, it can be firmly applied at any point thereupon, preferably in proximity to the hinges or joints of the box lid, so that the card will follow the movements of the lid in opening and closing.

75 Having thus described my invention, what I claim is—

1. The combination with a box having an opening and closing lid, of an advertising or display card having a spring strip or wire ex-
80 tending along the body thereof and firmly secured thereupon, one end portion of said spring and card being firmly secured to the box body, substantially as described.

2. The combination with a box having an
85 opening and closing lid, of an advertising or display card having a spring strip extending along the body thereof, and having one of its end portions with an attached portion of the card firmly secured to the box, substantially
90 as described.

3. The combination with a box having an opening and closing lid, of an advertising or display card composed of layers between
95 which a spring strip or wire is arranged to extend along the body of the card, one edge portion of the card and one portion of the spring being firmly secured to the box, substantially as described.

4. The combination with a box, of an ad-
100 vertising or display card secured stationary at one edge portion to the box and provided with a spring which extends along the free or unattached part of the card and is held to
105 the box by that portion of the card which is secured stationary to the box, substantially as and for the purposes described.

In testimony whereof I have hereunto set my hand in presence of two subscribing witnesses.

CHAS. HERNSHEIM.

Witnesses:

EDWIN H. HYDE,

ENGELBERT BEHRENS.