

July 31, 1923.

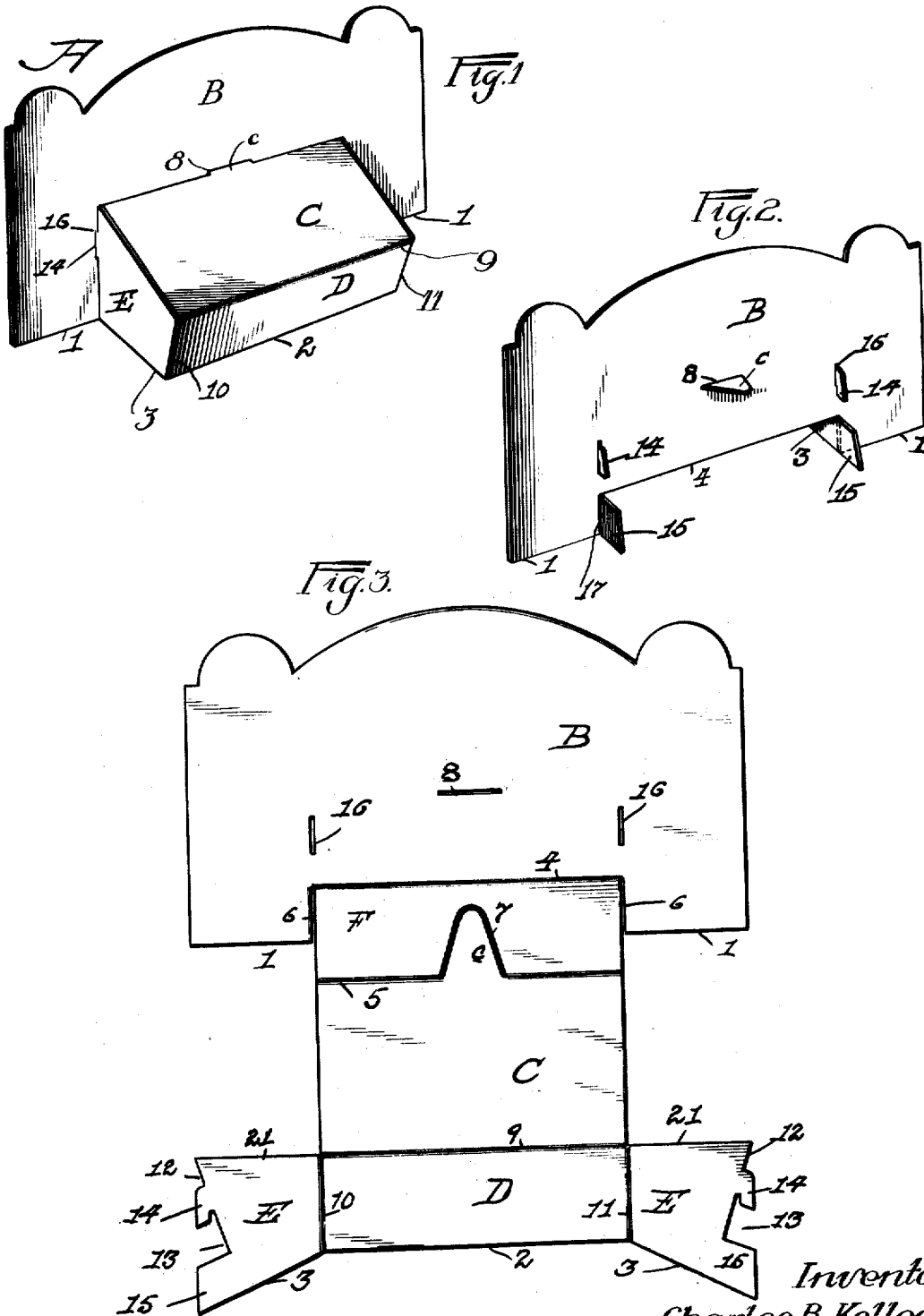
1,463,585

C. B. KELLOGG

DISPLAY CARD

Filed Aug. 10, 1922

2 Sheets-Sheet 1



Inventor:
Charles B. Kellogg.
By Bertha L. Mcgregor
Attorney

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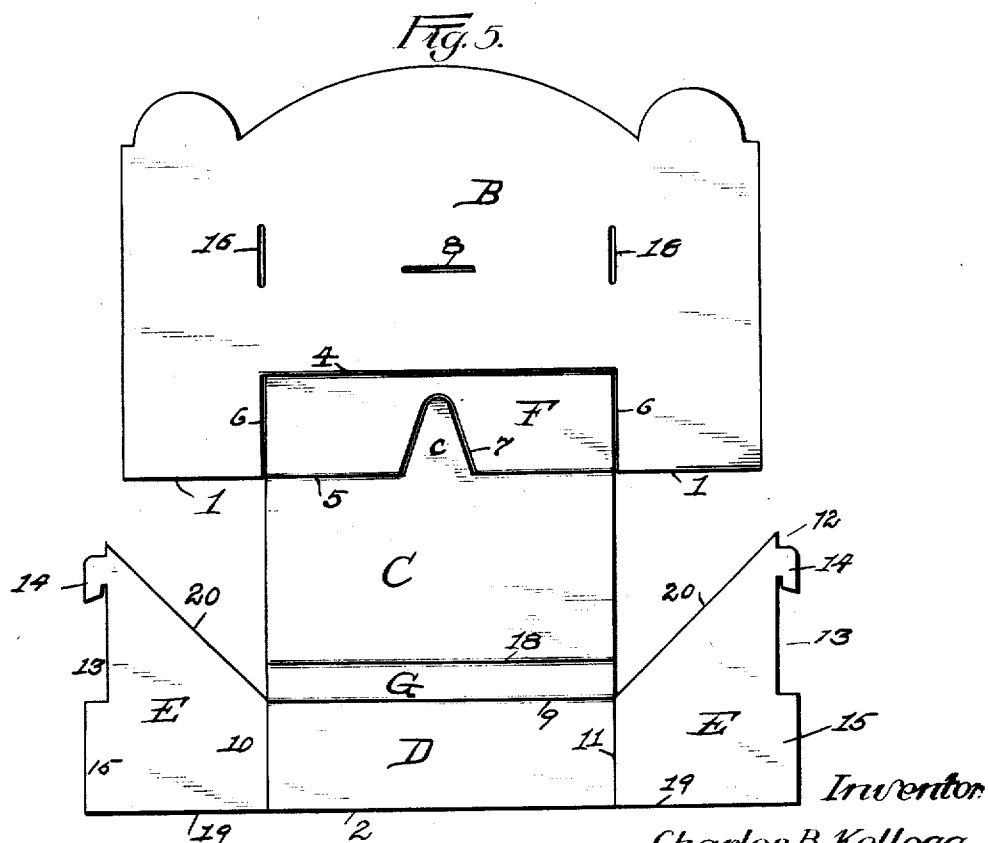
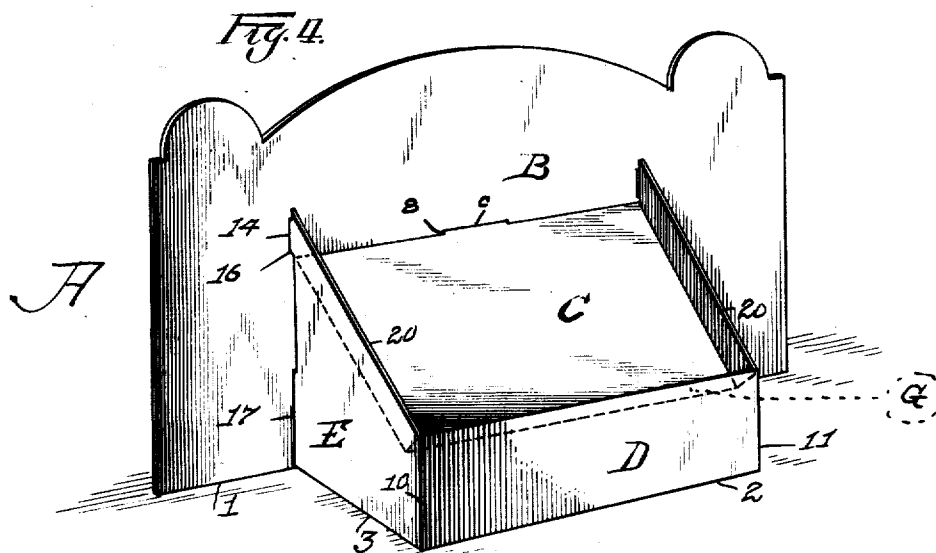
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2 Sheets-Sheet 2



Inventor
Charles B. Kellogg.
By Bertha L. McGregor
His Atty.

UNITED STATES PATENT OFFICE.

CHARLES B. KELLOGG, OF CHICAGO, ILLINOIS.

DISPLAY CARD.

Application filed August 10, 1922. Serial No. 581,013.

To all whom it may concern:

Be it known that I, CHARLES B. KELLOGG, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Display Cards, of which the following is a specification, reference being had to the accompanying drawings and to the reference characters marked thereon, which form a part of this specification.

This invention relates to display cards designed for advertising purposes, and more particularly to that type which may be cut from a single piece of cardboard or the like, and folded into the form desired.

My present invention is an improvement upon that shown in U. S. Letters Patent No. 1,385,834, granted to me July 26, 1921. Among the objects of my invention are to provide a display card of simple construction, which when folded into its desired form will have the appearance of including an actual package of the goods to be advertised, and which may be stamped out of a flat blank and readily receive printed matter advertising the goods to be displayed. Another object of the invention is to lock the parts together by means having frictional contact with each other and which do not require to be bent or folded in order to maintain the device in its proper position.

In the drawings:

Fig. 1 is a perspective view of a display device embodying my invention, looking at the front; the parts being "assembled" for use.

Fig. 2 is a similar view looking at the back.

Fig. 3 is a plan view of the blank, scored, cut, and ready to be folded to form the device shown in Figs. 1 and 2.

Fig. 4 is a front, perspective view, on a slightly different scale, showing a modification.

Fig. 5 is a plan view of the blank, on a slightly different scale, before being folded to produce the modified form shown in Fig. 4.

Referring now more particularly to Figs. 1, 2 and 3, the display device A comprises a back member B, a table member C, a front member D, two side members E, E, and suitable means for securing these in locked relation when folded to form the device A. The bottom edges 1 of the member B, 2 of

the member D, and 3, 3 of the members E, E, when the blank is folded, will lie in one plane and therefore the device A as a whole will be readily supported with the back member B in an upright, substantially vertical position.

F is a member intermediate the back B and table C and integral with each, as shown by the scored or weakened lines 4 and 5. The end margins of the member F are separated from the member B by cutting at 6, 6, from the edge 1 to the scored line 4. Centrally of the scored line 5, the member F is cut at 7 to form a tongue *c* integral with the table C. When the blank is folded, this tongue *c* enters a horizontally disposed slot 8 cut centrally of the back B and in line with the tongue.

A weakened line or scoring 9, parallel to the lines 4 and 5, marks the dividing line between the table C and the front D. The side members E, E, extend outwardly from the ends of the front D and may be folded, with respect to the front member, by reason of the scored or weakened lines 10, 11. The outer margins of the side members E are notched at 12 and 13 to form a locking lug 14 and a steadying or guide lug 15. In the back member B are two slots 16, 16, positioned above and in line with the margin 17 of the back when cut along the line 6.

When the blank is folded, the locking lugs 14 are engaged in their respective slots 16, while the outer surface of each lug 15 rests against the inner edges 17 referred to. It will be noticed that as the width of the slots 8 and 16 is practically the same as the thickness of the cardboard, or other material used for the blank, the tongue *c* and the lugs 14, 14, will have frictional engagement with the margins of the slots, and hence neither said lugs nor said tongue *c* will have to be bent or folded in any manner after being passed through the slots. They simply project through the back as clearly shown in Fig. 2. It will be noticed that great steadiness and stiffness is imparted to the folded device, shown in Fig. 1, by reason of the surface engagement of the lugs 15 with the margin or edge 17 of the cut-away part of the back B.

When the blank is folded as shown in Fig. 1, the parts C, D, and E, E, form a box-like structure which may be decorated or labeled to simulate a particular package of merchan-

dise, or the articles may be placed directly upon the table C. Any suitable advertising matter may be printed or otherwise placed upon the back B or upon any part of the device.

In the modification illustrated in Figs. 4 and 5, I shift the relative locations of the slots 8 and 16 in the back B, and in the table C, I place a weakened line or scoring 18 parallel to and somewhat near the line 9. These two lines, 9 and 18, define a second intermediate member G. The edges 19 extend in line with the edge 2 of the front D instead of angularly, as do the edges 3; and the top margins or edges 20 of the sides E extend angularly (see Fig. 5) while in the blank shown in Fig. 3, the top margins 21 extend in line with the scored line 9.

When the modified blank shown in Fig. 5 is folded up, the face of the intermediate member F will be folded to lie flat against the face of the back B and the other parts will assume their proper positions as described with relation to the blank of Fig. 3; but the intermediate member G will fold flat against the back of the front member D, thus bringing the top edges 20 of the side members E, E above the surface of the table C, as a sort of flange, a distance about equal to the width of the member G. Thus, in the form shown in Fig. 1, the table C is flush with the top margins of the sides E, while in the form shown in Fig. 4, the table top C is below the said top margins of the sides E, forming a shallow receptacle for the holding and displaying of articles to be advertised.

It will be obvious that by the arrangement herein described, it is possible to have advertising matter appear on all exposed surfaces of the display card when folded for use, by printing same only on one side of the blank; whereas in prior constructions it has been necessary to place the advertising matter on both sides of the sheet in order to have the same appear on the exposed surfaces of the assembled device.

I claim as my invention:

1. A display card made from a single

blank, comprising a front member having top, front and side sections, a back member, a section intermediate the top of the front member and the back member adapted to be folded to lie parallel to the back member, and means for frictionally holding the front member in locked relation to the back member.

2. A display card made from a single blank, comprising a front member having top, front and side sections, a back member, a section intermediate the top of the front member and the back member adapted to be folded to lie parallel to the back member, and means for frictionally holding the front member in locked relation to the back member, said means comprising lugs on the top and sides of the front member and slots in the back member.

3. A display card made from a single blank, comprising a front member having top, front and side sections, a back member, a section intermediate the top of the front member and the back member adapted to be folded to lie parallel to the back member and cut to form a tongue integral with the top of the front member, lugs on the side sections, and slots in the back member, said tongue and lugs being adapted to have frictional engagement with said slots.

4. A display card made from a single blank, comprising a front member having top, front and side sections, a back member, a section intermediate the top of the front member and the back member adapted to be folded to lie parallel to the back member and cut to form a tongue integral with the top of the front member, lugs on the side sections, and slots in the back member to receive the tongue and the lugs and lock the parts without bending the tongue or lugs.

In testimony, that I claim the foregoing as my invention I affix my signature, in the presence of two witnesses, this 28th day of July, 1922.

CHARLES B. KELLOGG.

Witnesses:

TAYLOR E. BROWN,
B. L. MACGREGOR.