Oct. 19, 1926. 1,603,622

H. V. MARSH

PLACARD

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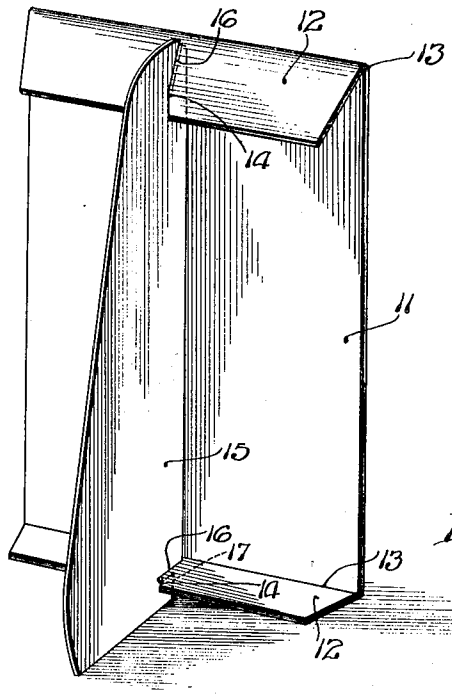


FIG. 1

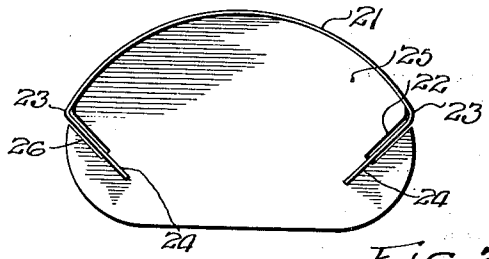


FIG. 2

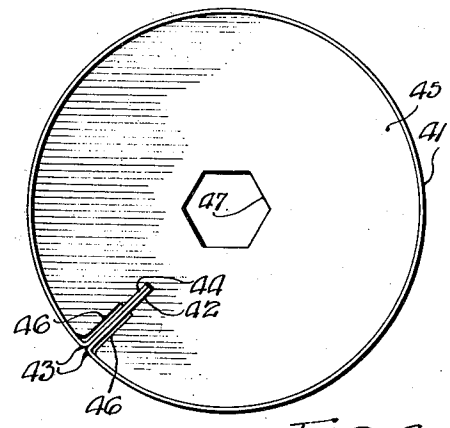


FIG. 4

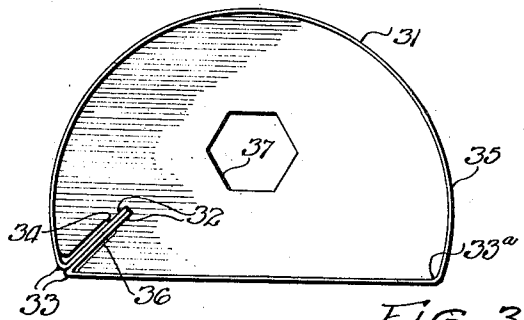


FIG. 3

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PLACARD.

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The present invention relates to an advertising or display device and has particularly to do with a simplified construction for devices of this character having a continuous single exposed surface.

The primary object of the invention is to provide a unique design for an advertising device whereby two interlocking blanks may be used to produce the article and cause it to take a vertical position and maintain such position against accidental displacement.

Other objects of the invention are novel improvements in the design of the interlocking members used for forming advertising placards or imitation containers, the doing away with pasting operations in the assembly of imitation containers, whether full formed or half formed, and an advantageous design for blanks to form such devices, the design of said blanks eliminating much waste of material and a number of manufacturing operations.

An additional object of the invention is to provide a placard or device of two unattached parts possessing many and pronounced advantages over devices having pasted portions or pluralities of articulations.

These and such other objects as may hereinafter appear are attained by the novel construction, combination and arrangement of the several elements constituting the device and its novel features, several embodiments of which are shown in the accompanying drawing, hereby made a part of this specification, and in which:

Figure 1 is a perspective view of an advertising card having a substantially straight front and embodying the invention.

Figure 2 is a top view of an advertising placard having a belly front and embodying the invention.

Figures 3 and 4 are top views (or bottom views) of imitation containers made in accordance with the teachings of the invention.

Like reference characters are used to designate similar parts in the drawing and in the description which follows.

In such description, the display portion of the device may be variously designated as the card, placard, or front sheet while the brace member may be referred to not only as such member but also the brace, the holder member, or the gripping piece.

Figure 1 illustrates a display card having a body 11 with extension portions 12 at each end, and which may be articulated at 13 to provide for ready folding inwardly of the extensions 12. While here shown as of a rectangular form, the blank from which the body 11 and extensions 12 is formed may be of a number of other shapes.

At approximately the middle of the end margins of extensions 12 slots 14 are cut. The precise position of slots 14 is a matter of choice, and their depth should be governed by the corresponding slots in the brace member now to be described. The slots may be left out when desirable.

A brace member 15 somewhat triangular in configuration and having its shortest side forming the supporting edge for the assembled device is provided. Brace 15 approximately at or adjacent to its top and bottom and on its side abutting the placard 11 has two slots 16, each at an acute angle to the sheet 11. Into slots 16, the extensions 12 are inserted, the slots 14 on said extensions 12 registering with and interlocking with said slots 16 which are of such depth that such an interfitting may be readily accomplished. A curve may be imparted to body 11 by making the abutting edge of the brace 15 curved. As the lowermost front point of brace 15 would be intersected by slot 16, and a narrow pointed section of material would remain between the bottom edge of brace 15, it is usual to cut off a portion of such strip, as indicated at 17, in order to prevent bending and breaking as may occur when such narrow portion is not removed. Such removal of material also facilitates assembly of body 11 and brace 15.

In order to use the device, the sheet 11, which is printed upon one side, is articulated at 13 to provide extensions 12 folded over the unprinted side. Each of extensions 12 is inserted into slots 16 or brace 15, the slots 14 on said extensions being made to register with the slots 16. A rigid structure is thus secured. Both sheet 11 and brace 15 may be shipped in the "flat," a great saving in space.

A second form of the device is shown in Figure 2 which is a top or plan view thereof. As in the embodiment shown in Figure 1, a display card 21 having extensions 22 separated from 21 by articulations 23 is employed. In said extensions 22 are slots 24 into which the material of a brace 25 is adapted to be inserted. Slots 26 are provided in brace 25 to interlock with the slots

24 in extensions 22 just as the two sets of slots interlocked in the embodiment of the invention shown in Figure 1. The card 21 has a belly or round front due to the shape of the margin of the brace 25 intermediate slots 26, and the device, instead of being supported upon one edge of the brace as in the first embodiment, rests upon the continuous margin at one side of body 21 and the extensions 22. Assembly is secured in the same manner as in the first embodiment and the interlocking slots give great strength to the structure.

A third embodiment of the device in two physical forms is disclosed in Figures 3 and 4. In the first of these forms of the invention the structure closely follows the form disclosed in Figure 2 in that a main sheet 31 resting upon its lower margin its entire length is provided. Upon sheet 31 are two extensions 32, articulated at 33. An additional articulation 33^a is provided to allow free bending of said sheet 31 at one of the intersections of the curved and straight surfaces of the brace member. Slots 34 are provided at extensions 32 adjacent their tops and their bottoms.

A brace member 35 resembling in outline a half-circle is provided with a single slot 36 at one of the intersections of its curved edge and straight edge. Sheet 31 is folded to provide the extensions 32 and also along articulation 33^a. Braces 35 are inserted at the top and bottom of a sheet 31 so folded, slots 34 and 36 registering and cooperating to maintain the sheet 31 in a half round form generally known as a "half carton." An aperture 37 is provided in the brace 35 to facilitate the manipulative measures incidental to an assembly of this form of the device. During such assembly, the finger may be inserted into hole 37 to secure a better grip thereupon.

The device shown in Figure 4 is substantially identical with that shown in Figure 3 except that a full carton is produced. The numerals used are as follows: the sheet 41; the extensions 42; the articulations 43 between sheet 41 and extensions 42; the slots in said extensions 44; the brace which is generally truly circular 45; the slot in said brace 46; and the finger hole therein 47.

Of course, the forms shown in Figures 2, 3, and 4 may be shipped in knockdown form as the two parts in the first described form of the invention. The material may be any suitable sheet material. Cardboard is most frequently employed.

I claim:—

1. A display device comprising a sheet display member having an extension portion, and a separable sheet member engaging said extension portion to hold said display member in a position for display and having marginal contact with said display member from end to end of the latter, said display member being adapted to conceal from view in all directions except at the ends thereof said brace member when said device is assembled.

2. A display device comprising one blank having slotted and folded ends, and a second blank adapted to be disposed intermediate said ends and concealed by said blank when assembled for upright display and when viewed from any direction except at the ends thereof, the portion of said blanks about said slots interlocking when said blanks are assembled for display purposes.

3. A display device comprising a sheet of fibrous material formed to a shape to conceal all of the edges except the top and bottom thereof, the concealed edges projecting inwardly at an angle from the pre-formed sheet of material and being in contact relation, and detachable means within the article so formed for holding said inturned edges together and maintaining the device in its formed relation.

4. A display device as defined in claim 3, in which said formed sheet is made to resemble a cylinder.

5. A display device comprising a sheet of fibrous material formed to make a predetermined figure in a horizontal plane, the sides of the material being upstanding, the side edges of said sheet of material being extended inwardly, and a second section of fibrous material configurated to correspond with the cross section of the formed first mentioned sheet, said second section of material being slotted and extending into the interior of the first mentioned formed sheet, the interiorly projecting edges of said formed sheet being extended into the slot in the second section of material.

6. A display device as defined in claim 5 in which a plurality of interiorly placed sections are employed and in which each one of said interiorly placed sections is provided with means to facilitate insertion thereof.

7. A display device comprising a sheet of fibrous material formed to simulate a cylinder, the lateral edges thereof projecting inwardly, and a circular section of material having a slot therein positioned within the cylinder with the interiorly projecting edges extending into said slot.

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