Mar. 20, 1923. 1,448,767

H. V. ROBBINS

DISPLAY DEVICE

Filed May 12, 1922

Fig:1.

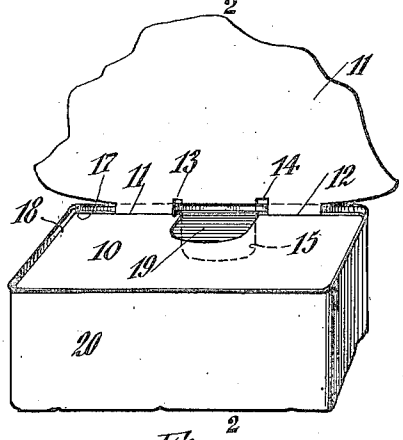


Fig:2.

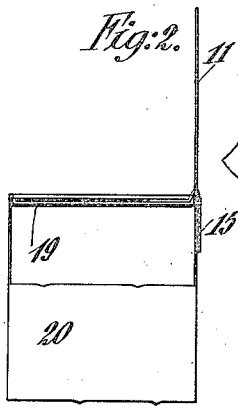


Fig:3.

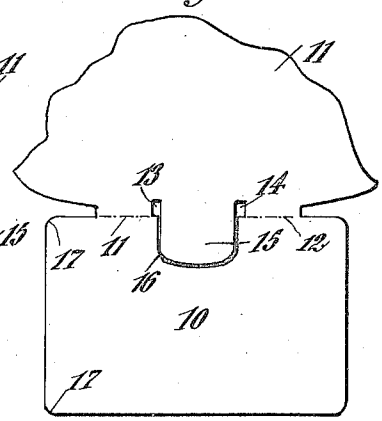


Fig:4.

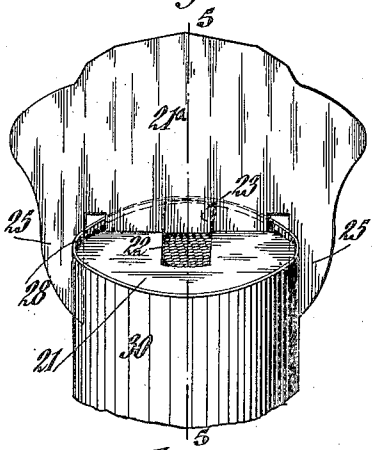


Fig:5.

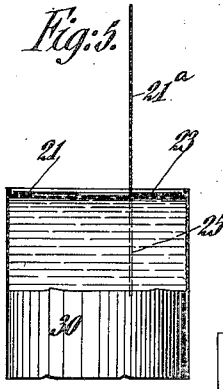
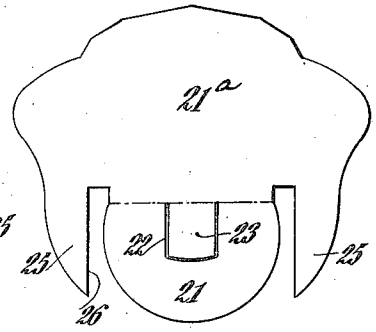


Fig:6.



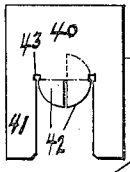


Fig:10.

Fig:7.

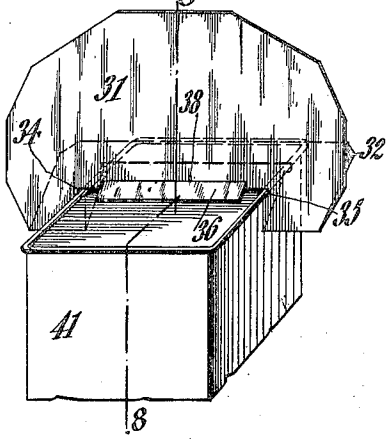


Fig:8.

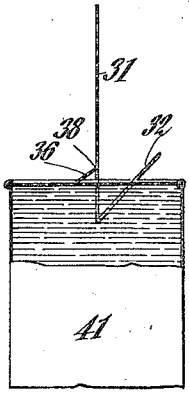
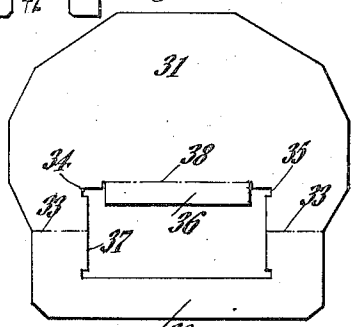


Fig:9.



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Patented Mar. 20, 1923. 1,448,767

UNITED STATES PATENT OFFICE.

HAROLD V. ROBBINS, OF NEW YORK, N. Y., ASSIGNOR TO HARRY B. KRUGER, OF NEW YORK, N. Y.

DISPLAY DEVICE.

Application filed May 12, 1922. Serial No. 560,282.

To all whom it may concern:

Be it known that I, HAROLD V. ROBBINS, a citizen of the United States, and resident of the city of New York, borough of Bronx, county of Bronx, and State of New York, have invented certain new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to display devices, and has for its object to provide an efficient display device which may be readily applied to cans containing food or similar materials, and which cans are in the customary manner provided with elaborate trade-marks, advertising matter, and the name of the distributor or manufacturer.

For this purpose my invention consists essentially of a portion to be inserted within the can, which neither by itself or by the aid of other portions of the display card co-operates with the top of the can, so that the display card may be held efficiently in position, and has also a display surface upon which advertising matter which advertises the goods of the manufacturer may be lithographed or printed, or otherwise applied thereto. The invention will be described hereinafter, embodiments being shown in the accompanying drawings, and the invention will be finally claimed in the appended claims.

In the accompanying drawings:

Fig. 1 is a perspective view of the top part of a rectangular shaped can, such as is used for olive oil, although adapted for other uses, having inserted therein and applied thereto one embodiment of my invention;

Fig. 2 is a vertical central section;

Fig. 3 is a plan view of the blank as shown in Figs. 1 and 2;

Fig. 4 is a perspective view of another embodiment of my invention applied to round cams and showing the upper part of a round can with the display device applied thereto;

Fig. 5 is a vertical section on line 5—5 of Fig. 4;

Fig. 6 is a plan view of the blank used in the embodiment shown in Figs. 4 and 5;

Fig. 7 is a perspective view of another embodiment of my invention which may be applied to round or square cans;

Fig. 8 is a vertical section taken on line 8—8 of Fig. 7;

Fig. 9 is a plan view of the blank of the embodiments of Figs. 7 and 8, and

Fig. 10 is a plan view of another modification.

Similar characters of reference indicate similar parts throughout the various views.

Referring to the drawings, and more particularly to Figs. 1, 2 and 3, the blank is clearly shown in Fig. 3 in which the attaching portion 10 is substantially of rectangular shape with rounded corners. To the attaching portion 10 is hinged the display portion 11 which may be provided with lithographed or printed advertising matter, and which is part of the same blank which forms the attaching portion 10, as both the portion 10 and portion 11 are made of one blank of suitable material, such as glazed cardboard or the like. The hinge effect is obtained by scorings 11 and 12. Between these scorings the portion 11 is provided with recesses 13 and 14 and the portion 11 is provided with a tongue 15 which is cut out from the portion 10, as indicated by the cut-out 16. As stated, the portion 10 is provided with rounded corners 17. When this embodiment is applied to a rectangularly shaped can, the portion 10 is applied to the top of a can and the rectangular shaped portion 10 with its rounded corners 17, the configuration of which is substantially the same configuration as the usual commercial cans, is inserted and the portion 10 with its rounded corners 11 very slightly larger than the dimensions of the inner part of the top of the can, whereby that portion is squeezed into the top of the can so as to have the edges of the portion 10 closely hug the rim 18 of the can, which usually projects slightly above the top surface 19 of the can. With the portion 10 and rounded corners 17 squeezed against the rim 18, the attaching portion 10 serves as a fastening device of the display device to the can, but in order to give greater security to the device, the tongue 15 is straddled over the rear part of the can, as shown in Fig. 2, and this tongue 15, in co-operation with the portion 10, serves to hold the display portion 11 in upright position. The combined action of the frictional hugging of the portion 10 in the can and the tongue 15 holds the display portion 11 with its display portion in suitable position. The display portion 11 is arranged substantially at

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right angles to the attaching portion 10 when it is applied to a can, as shown in Fig. 2, wherein the can is indicated at 20.

In the embodiments shown in Fig. 4, 5 and 6 the attaching surface 21 has a round configuration, and has a cut-out 22 and a tongue 23, and the configuration of the attaching surface 21 is slightly larger than the interior diameter of the can 30 so that the peripheral portion of the attaching portion 21 hugs the rim 28 of the can 30. In this case, however, the tongue 23, instead of being placed along the outside of the can, as in Fig. 2, is placed within the can, the peripheral portion of the tongue 23 and the peripheral portion of the surface 21 having its edges along a circular line to conform to the general circular outline of this rounded can. In order to give desirable stability to the display surface 21^a, this embodiment is provided with two tongues 25 which have a straight portion 26 which contacts with the vertical part of the can so that when the attaching portion 21 is inserted in the top of the can and hugs the rim 28 the downwardly projecting tongues 25 have their straight portion 26 hug the exterior portion of the can 30. The display portion 21^a may be provided with suitable advertising material.

In the embodiments shown in Figs. 7, 8 and 9 the display portion 31 is provided with an attaching portion 32, the portions 31 and 32 being all in one blank but separated by score lines 33. The portion 31 is provided with a recess 34 and another one at 35, and with a tongue 36. The portion 32 is arranged substantially U-shape by virtue of the cut-out as indicated by the line 37. The tongue 36 is part of the blank, but the score line 38 is arranged to enable the tongue to be bent from the blank. The blank shown in Fig. 9 is shown as applied to a square or rectangular, but can and may also be applied to a round can. By bending the portion 32 of the blank, shown in Fig. 9, back on itself along the score line 33 the device may be made to straddle the can. The portion 31 is arranged in substantially vertical position, as shown in Fig. 8, and extends outwardly along the side of the can and the portion 32 is then extended upwardly in an inclined position in respect to the portion 31, with the sides 37 thereof hugging the sides of the can. The tongue 36 is bent forwardly of the portion 31 so as to have its edge press against the top of the can 41. The recesses 34 and 35 engage the rim or edge of the can. Thereby a very secure hold is obtained, and at the same time a very attractive display surface is provided.

In Figure 10, is shown a plan view of another modification. The display surface 40, has two extensions 41, and two quadrant circular tabs 42, one of which is bendable forwardly and one backwardly. When bent they fit the top rim of a can. Notches 43 assist in holding the device to the can, and the extensions hug the can.

It will be noted that each of the embodiments has the idea of a frictional hold with the can top, and at the same time provides a very large display surface relatively to the size of the can and also is very simple in its manufacture and in its application. The blanks may be cut out of one sheet of material of the necessary mechanical shape to bring about the co-operation as described, and with such variations in the display surface as may be desired to enable it readily to represent articles of food or the like, which, together with printed matter applied to the display surface, forms an efficient method of display.

Changes may be made in these various embodiments without departing from the spirit of my invention, which is defined in the accompanying claims.

I claim as new:

1. A display device for canned goods comprising an attaching member adapted to be held by the rimmed top of the can and consisting of a flat cover for the can top fitting friction tight within the rim thereof, and a display member integrally hinged to said attaching member and provided with an integral brace cut from said attaching member.

2. A display device for canned goods comprising an attaching member adapted to be held by the rimmed top of the can and consisting of a flat cover for the can top fitting friction tight within the rim thereof, and a display member integrally hinged to said attaching member and provided with an integral brace cut from said attaching member, said display member being provided with wings adapted to depend downward and engage the can on opposite sides thereof.

In testimony that I claim the foregoing as my invention, I have signed my name hereunder.

HAROLD V. ROBBINS.