Jan. 16, 1962 D. H. SASS 3,016,644

FOLDING ADVERTISING DISPLAY

Filed Feb. 19, 1960

Fig. 1.

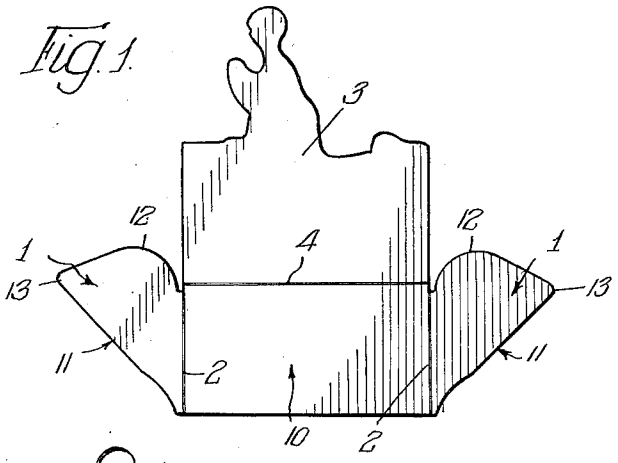



Fig. 2.

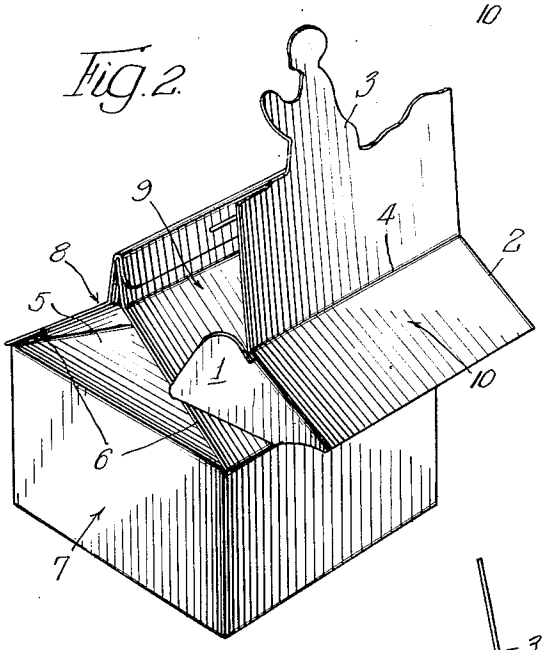



Fig. 3.

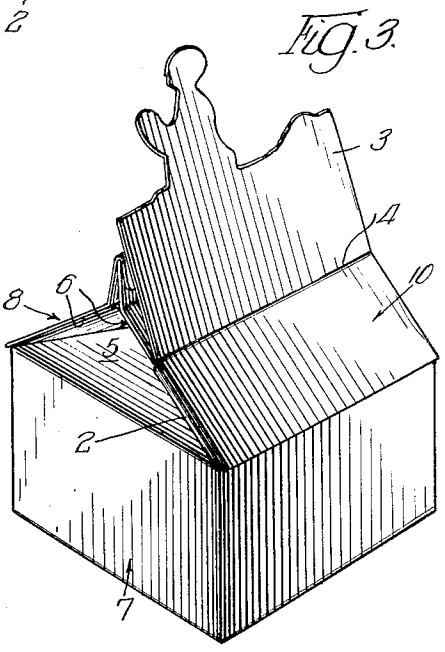
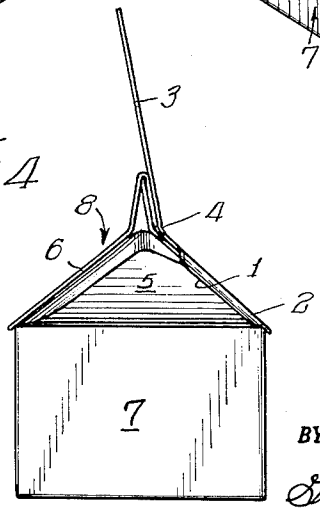



Fig. 4




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# FOLDING ADVERTISING DISPLAY

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2 Claims. (Cl. 40—312)

This invention relates, as indicated, to a folding advertising display, and more particularly, to a folding advertising display suitable for mounting on containers, for example, disposable paper milk containers.

Containers of the waxed paper milk container type are generally of uniform size and are designed to be stacked or placed closely together on a grocery store display shelf in order to utilize the available space to maximum advantage. Because of the typical square shape and uniform height of these containers, usually only the top portion of the container is visible to a customer. This limited area provides very little room for advertising devices. Further, because all containers are of uniform height, it is impossible to design a container which will project above the level of the competitor's container, without also re-designing the very expensive bottling machinery and also possibly sacrificing the space-saving qualities of the square design common in this type of container.

Thus, to more effectively attract the attention of the customer, the paper container should project above the general level of other containers without sacrificing the basic shape of the package or impairing the pouring qualities of the lip at the top. Display devices have been attempted which attach to the top of the container and project upward, but which were stapled or clipped to the top of the container. This proved unsatisfactory because of the difficulty of removing a staple device, and further because it punctured the container in the process of being applied, thus causing leakage. Further, attempts to attach devices with glue proved unsatisfactory because the waxed surface of the container would not hold the glue.

It is, therefore, an object of this invention to provide a display device suitable for attachment to containers which will project above the general level of the container to an extent suitable for advertising purposes, and also which can be easily attached to the container without glue or staples, and yet will not require any modification of the container structure or impair the physical properties of the container when removed.

Further objects and advantages of this invention will become evident as the description proceeds and from an examination of the accompanying drawing which illustrates one embodiment of the invention and in which similar numbers refer to similar parts throughout the several views.

In the drawing:

FIGURE 1 represents a top view of the folding advertising display.

FIGURE 2 is a perspective view of the container and folding advertising display illustrating the manner of attaching the display device.

FIGURE 3 is a perspective view of the container showing the device attached to the container.

FIGURE 4 is an end view of the container showing the device attached to the container.

Referring now to the drawing, there is shown a container having a body portion 7 which has a closed top formed by sloping back walls 8 and 9 and indented side walls 5 in which the sloping front and back walls form terminal edges 6 as regards the closed top of the container, and wherein each terminal edge 6 is located above an indented side wall 5.

In the drawing there is also shown the subject display



device which has an apron 10, substantially rectangular in shape, to which the display area 3 is attached at the fold line 4. On respective sides of the apron the display device is provided with flaps 1 which are connected to the apron at the fold lines 2. For the purpose of the invention each flap is given a distinctive configuration which essentially includes a bottom edge 11 and an arcuate top edge 12. The bottom edge 11 slopes upwardly and outwardly from the apron and intercepts the top edge to form the vertex 13. The arcuate curve of the top edge 12 is not particularly critical as long as the maximum transverse width is sufficient to effect contact of the sloping edge 11 with an indented side wall 5 and at the same time, to also effect contact of the arcuate edge 12 with the underside of a back wall, either 8 or 9.

The display device, thus shaped, is made of flexible semi-rigid material such as cardboard and the like. The display device would be generally of approximately the same width as the container to which it is adapted for mounting. The display area 3 would contain the advertising material and the drawing illustrates a typical utilization of the display area by cutting the top portion of 3 into a fanciful design. The display area, however, could be cut into other designs or be substantially rectangular in shape with printing matter on it.

In mounting the display device the flap portions are creased inwardly along line 2 on each side as illustrated in FIGURE 2. The display area is also creased along line 4 to form a sufficient angle with the apron to conform generally to the sloping back wall 8 or 9 of the container. The device is then placed on the container with the apron 10 resting upon the back wall 8 or 9 and the flap portions are then bent around the terminal edges 6 and pushed into the recessed ends of the container. As the flaps are pushed into the recessed ends, the contact which the respective edges of the flap thus has with the underside of the back walls 8 or 9 and the side walls 5 produces a pinching action on each flap. The said pinching action effectively retains the display device on the container. Thus located, each fold line 2 is bent around a terminal edge 6 with the apron 10 resting directly upon the side wall 8 or 9 thus supporting the display area 3 erect and extending upward to a point above the top of the container. To remove the device sufficient pressure is exerted by hand to overcome the tension produced by the pinching action on the flaps and the flaps are pulled out of the recessed ends.

In the drawing and specification there has been set forth a preferred embodiment of the invention, and although specific terms are employed, they are used in a generic and descriptive sense only, and not for purposes of limitations. Change in form and the proportion of parts, as well as the substitution of equivalents are contemplated, as circumstances may suggest or render expedient, without departing from the spirit or scope of this invention as further defined in the following claims.

I claim:

1. A detachable display device comprising a flexible sheet adapted to be releasably affixed to a container having recessed end portions formed by sloping front and back walls and indented side walls, said flexible sheet having a center portion suitable for printing and side portions cut so as to define flaps, said flaps extending from respective sides of the center portion and integral with the center portion, and which said flaps are each adapted to be bent around a terminal edge of a sloping wall, each flap having a bottom edge which slopes upwardly and outwardly from the center portion and having an arcuate top edge which terminates in a vertex with the said bottom edge, so that when placed upon the container, the bending of the flap around the terminal edge of the sloping wall brings the arcuate top edge of the flap and the

bottom edge of the flap into contact with the adjacent and indented side wall of the container and also in contact with the underside of the particular sloping wall, and said flexible sheet further including a display portion extending upwardly above said center portion so that when the display device is used with a container said display portion extends superior to the top of the container.

2. In a device of the character described the combination of a container having a closed top with recessed ends formed by sloping front and back walls and indented side walls, of a detachable display device comprising a flexible sheet adapted to be releasably affixed to a container having recessed end portions, said flexible sheet having a center portion suitable for printing and integral side portions cut so as to define flaps extending from respective sides of the center portion, each flap having a bottom edge which slopes upwardly and outwardly from the center portion and having an arcuate top edge which terminates in a vertex with the said bottom edge, said



flaps engaging and securing the device to the container by bending the respective flap around the terminal edge of the sloping wall so as to bring the arcuate top edge of the flap and the bottom edge of the flap into contact with the respective adjacent and indented side wall of the container and also in contact with the underside of the particular sloping wall, and said flexible sheet further including a display portion extending upwardly from said center portion so that when the display device is thus affixed to the container said display portion extends superior to the top of the container.

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