April 25, 1933. H. V. MARSH 1,905,927

PLACARD

Filed March 21, 1929

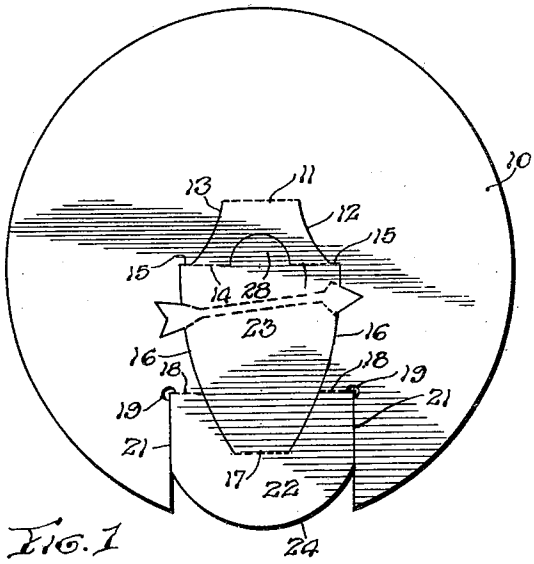


FIG. 1

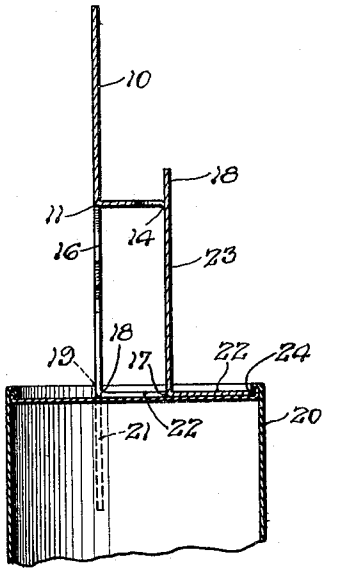


FIG. 2

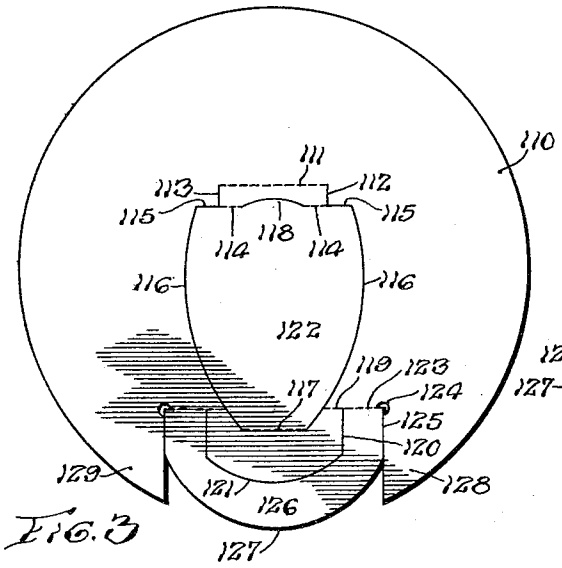


FIG. 3

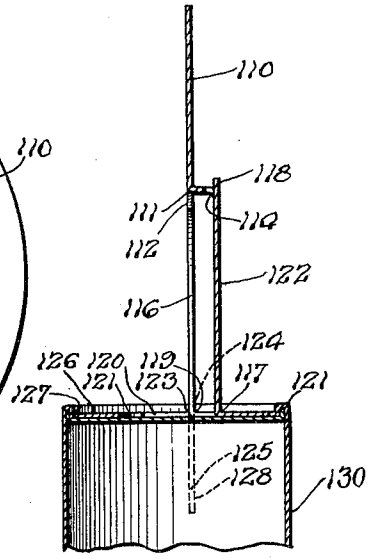


FIG. 4

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PLACARD

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The present invention relates to a placard adapted to be used upon a can, and has particularly to do with the provision in such a placard of two parallel advertising surfaces, and a locking means for maintaining such placard in position upon a can.

Included in the objects of the invention, among others, are the following:

The provision of a novel device adapted to be locked upon a circular can, the locking means providing therein a plurality of parallel display surfaces.

A unique combination of locking means and a plurality of advertising or display surfaces.

A reversible can placard having parallel display surfaces.

The provision of a reversible sign with a plurality of display surfaces providing space for the insertion of advertising material.

These objects, and such other objects as may hereinafter appear, are obtained by the novel construction, unique arrangement, and improved combination of the several elements which constitute the two forms of the invention illustrated in the accompanying drawing and in which:

Figure 1 is a plan view of one form of the blank for one form of the invention and having a single member in engagement with the top of the can upon which the device is displayed;

Figure 2 is a transverse section of such device when displayed upon a can;

Figure 3 is a plan view of the second form of the invention; and

Figure 4 is a vertical section therethrough illustrating the placard in use upon a can.

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

Reference should be had first to Figures 1 and 2. These figures may be read conjointly. The material for either form of the device may be any suitable weight of cardboard or the like.

The main body of the placard is designated by the ordinal 10. From one edge of and projecting beyond the center of such body 10 are slits and scores which extend inwardly to provide a second display surface parallel to body 10, and also the locking means for holding the device on a can.

A score line 11 extends across the top of the device. This is the innermost extremity of the portion of the placard forming the second display sheet and locking devices. From each end of the score 11 are slits 12 and 13 which diverge and terminate upon the score 14.

A continuation of the score 14 is in the form of slits 15, and at the end of each of the slits 15 are angularly related additional slits 16 which extend downwardly to a third score 17.

At some point intermediate the length of the score 14, there may be a tab 28 for the purpose of providing an artistic top design for the minor display surface, but this is not necessary although admittedly adding an artistic touch. Said part 28 is formed by terminating the score 14 and uniting the ends of such score by a slit of selected curvature or configuration.

Likewise, the slits 16 may follow a geometrically regular contour rather than that shown in the present drawing, where the opposite ends of an arrow are adapted to project from the margin of the minor display surface formed by the slits 16. Such arrow ends are formed by altering the direction of the said slits 16.

At a point intermediate the length of the slits 16, there are laterally projecting scores 18 parallel to the scores 11 and 14. The scores project outwardly and terminate in apertures 19 which are adapted to receive the rim of a can. Such can is designated 20 in the drawing.

Intermediate the openings 19 and the periphery of the member 10 are parallel or converging downwardly extending slits 21. Between said slits 21 which are spaced apart less than the diameter of the can 20 is a tongue 22 which is hinged to the front placard section which is designated 23 by the said score 17. Parallel slits are used for upright positioning of the faces of the

placard, and converging slits are selected when a slanting disposition of said faces is required.

The material of the tongue 22 is rounded at 24 to correspond with and engage the internal periphery of the can 20. In use, the face 23 is adapted to be pushed forwardly or backwardly of the body 10 as preferred, whereby the tongue 22 assumes a horizontal position.

The device is then adapted to be slipped onto the top of the can 20, the material of the body 10 adjacent to slits 21 comprising ears adapted to engage such can and the arcuate tongue edge 24 impinging the internal periphery of the can top. Of course, so assembled, the member 22 rests upon top of the can 20. In such position, the body 23 is parallel to the body 10, thus providing the device with two display surfaces, parallel to one another.

A secure seating upon the can is had from the use of this blank for the placard is firmly secured upon can 20 by the engagement of its material at apertures 19, along the slits 21, and by the arcuate tongue edge 24. Between the front display member 23 and the body 10 of the device, printed circulars or the like may be inserted.

One great advantage of this device and of the second form to be hereinafter described is the small amount of material required for its formation.

A second form of the invention is shown in Figures 3 and 4. These should be read conjointly. The main body of the placard is designated by the ordinal 110. Projecting inwardly from one edge of said body 110 and formed of scores and slits is a means for holding the placard upon a can top.

The first of such scores is the top score 111. From the end thereof are slits 112 and 113. These may be parallel or curved as desired. Said slits terminate in a second score 114. From the ends of the score 114, the material of body 110 is cut by the slits 115, and from the ends of the slits 115 are downwardly extending slits 116.

The slits 116 terminate in a score 117 parallel with scores 111 and 114. A tab or extension 118 to the secondary face of the device may be formed by putting an arcuate slit extending from one end of the score 114 to the end of the opposite score 114 as is shown in the Figure 3.

At some point intermediate the length of the slits 116 are two outwardly projecting aligned scores 119. These terminate in parallel slits 120 dividing one of the locking members, shortly to be described, from the other.

Each of the slits 120 terminates in the arcuate slit 121 the contour of which is complemental to and is adapted to engage one edge of the internal flange of a can 130.

Thus a second display section 122 parallel with main body 110 is provided. It may project forwardly of or rearwardly to said body 110. A continuation of each score 119 is designated 123 and each of these terminates in an aperture 124.

Depending downwardly from the apertures 124 are parallel or converging slits 125 whereby a tongue 126 is formed, said member 126 being divided from the previously referred to tongue defined by slits 120 and arcuate slit 121.

The edge of said member 126 intermediate the slits 125 is shaped as shown at 127 to correspond with the other side or internal surface of the flange of the can 130.

The tongue 126 is positioned oppositely to the tongue bounded by the slits 120 and 121 which is formed by the material taken from tongue 126, so that the placard, when displayed upon a can 130, is just forward or just backward of the major transverse dimension of such can and is partly held upright by ears 128 and 129 extending from the body 110 and formed by slits 125. The device is seated in such upright position by the said two ears just mentioned in combination with the effect obtained from the frictional engagement of the tongues with the can top, the whole providing a secure attachment of the placard on said can top.

Like in the previously described device, advertising material may be inserted between surfaces 122 and 110. These are parallel and are adapted to provide printed display spaces.

Upon square or rectangularly topped cans, the shape of the parts is changed in a manner which may be readily understood. Such changes are so clearly manifest that illustration is hardly necessary.

I claim:

1. A placard for use upon a can top comprising a main body having scores and slits therein whereby to provide a second body from the material of said main body and adapted to be displaced therefrom into parallelism therewith, there being a tongue depending from said second body, and extensions on said main body, said first and second bodies being above said can top, and said tongue and said extensions cooperating for locking the placard upon a can.

2. A placard comprising a main body having scores and slits therein whereby to provide a second body parallel therewith, there being extensions on said main body separated by a distance less than the major transverse dimension of a can upon which the device is employed, the material of said main body intermediate the extensions being displaced to put the extensions in operable position, and said displaced material adapting the device for frictional engagement with the top of such can and cooperating

with said extensions for maintaining said second body away from said main body.

3. A placard for use upon a can top having scores and slits therein, there being extensions of the main body separated by a distance less than the major transverse dimension of a can upon which the placard is employed, the material of said placard between said extensions providing a tongue for frictionally engaging the interior periphery of the top of such can, said scores and slits dividing the placard into a main body and a secondary display section and into means for holding said secondary section in a plane away from, and in parallelism with, said main body.

4. A placard for use upon a can top comprising a main display surface, a second display surface taken from the material of the main display surface and adapted to be arranged parallel therewith, said main body having an extension and said second display surface also having an extension, the two extensions being adapted to be articulated to project in opposite directions to form a horizontal seat having arcuate edges to be disposed within the flange of a can top.

5. A display device comprising complementary sections with arcuate edges adapted to be frictionally seated within the flange upon a can top, and two display sections hinged together, one of said display sections being in engagement with one of said first mentioned sections, said first mentioned sections being in a single plane normal to said display sections with said arcuate edges oppositely disposed, the displacement of said engaged complementary sections separating the display sections.

6. A display device for use upon a can top and comprising two plane bodies adapted to be arranged in juxtaposed parallel planes and formed one within the other, there being extensions from one of said plane bodies, and a locking means formed from the material of said device intermediate said extensions depending from said bodies and comprising two flaps adapted to be displaced oppositely to frictionally engage opposed sides of the internal periphery of said can top, said flaps when in the displaced position maintaining said bodies in offset parallelism.

7. A placard comprising a main body having slits and scores therein whereby to provide a second body parallel with said main body and including connecting parts between the bodies, and a locking member engaging the internal periphery of the flange of a can top for securing said placard upon such can, the seating of said locking member in said can causing said main body and second body to separate a distance determined by the extent of said connecting parts.

8. A placard comprising a front and a back display surface having hinged extentions therebetween, and a locking means comprising other hinged extensions frictionally seated within the flange of the top of a can for securing said placard to such can while maintaining said display surfaces in spaced relation to form therewith a receptacle for printed matter.

HARRY V. MARSH.