May 11, 1926. 1,583,843

C. B. KELLOGG

DISPLAY CARD

Filed Feb. 29, 1924

Fig. 1.

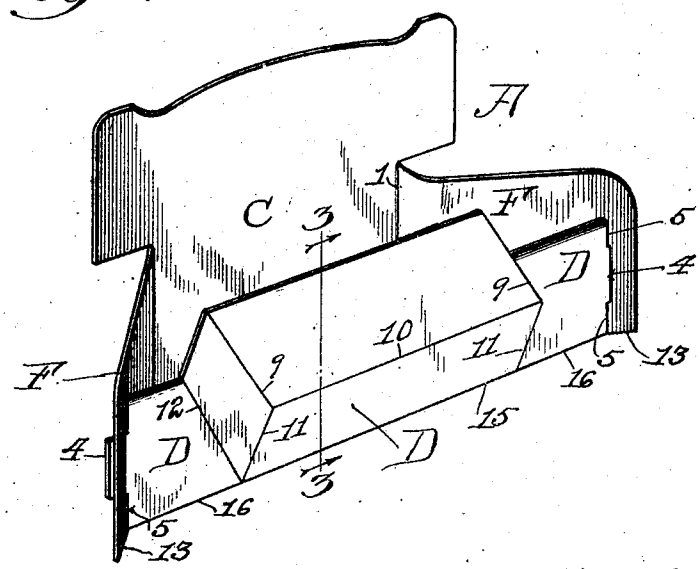


Fig. 2.

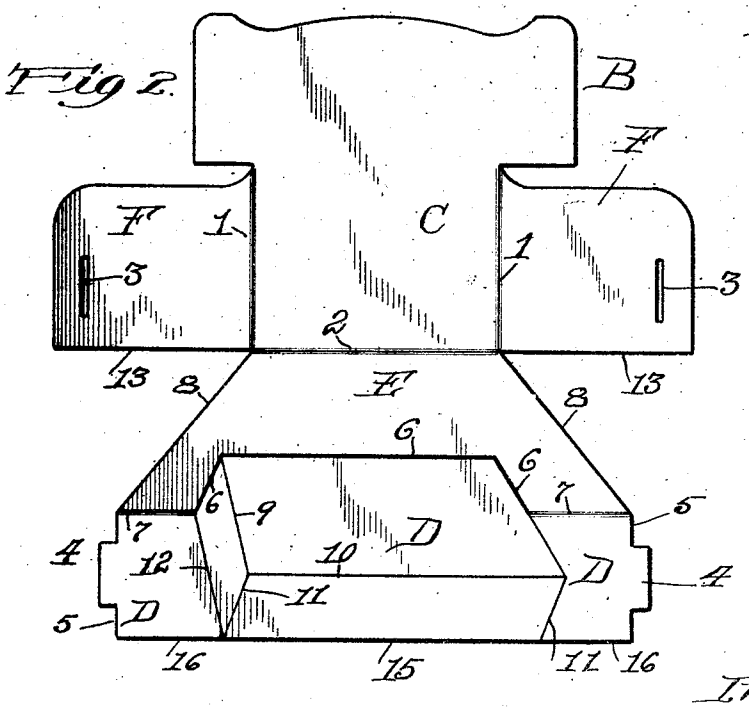
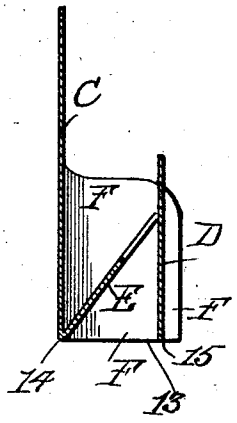


Fig. 3.



Inventor:
Charles B. Kellogg,
by Bertha L. MacGregor
his Atty.

Patented May 11, 1926. 1,583,843

UNITED STATES PATENT OFFICE.

CHARLES B. KELLOGG, OF CHICAGO, ILLINOIS.

DISPLAY CARD.

Application filed February 29, 1924. Serial No. 695,878.

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

My present invention is an improvement upon that shown in United States Letters Patent No. 1,463,585, granted to me August 10, 1922.

One of the objects of my invention is to provide a display card of simple construction, which may be stamped out of a flat blank and receive advertising matter on only one side thereof, which advertising matter will be visible on the display sides of the front, back and side members when the device is assembled as designed.

Another object is to provide a display device which will stand firmly, in upright position, without the aid of brace members, and which is held in assembled position by means of parts having frictional contact with each other, and which do not require to be bent or folded to maintain the device in position.

Another object is to provide a vertically disposed front member having the major portions of its top and bottom margin free to be given any desired outline, to simulate a box or other container, or the outline of any article desired to be advertised.

In the drawings:

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

Fig. 2 is a plan view of the blank, scored and cut to produce the device shown in Fig. 1.

Fig. 3 is a transverse, vertical, sectional view, taken on the line 3—3 of Fig. 1.

The display device A, made from the blank B, comprises a back member C, a front member D, an intermediate member E and two side members F, F. The side members F, F, project laterally from the margins of the lower part of the back member C, being hingedly connected thereto along the line 1. The bending along the lines 1, 1, may be facilitated by indenting or scoring if desired. The intermediate member is hingedly joined to the lower edge of the back member C, indicated by the line 2.

The side members F, F, are each provided with a slot 3 adapted to receive and to hold by frictional contact the tongues 4, 4, one of which projects from each margin 5 of the front member D. The blank B is cut along the line 6 to separate the members D and E, at this point, and the front member D is hingedly united to the intermediate member E at each side of the cut part, as indicated by the lines 7, 7, where the blank may be scored, if desired.

The contour of the free central top margin of the front member D is determined by the cut line 6. In this instance, it consists of three straight lines to simulate the three sides of a rectangular shaped box or object in perspective. Manifestly, the line 6 may be cut in any desired direction, according to the shape of the object to be displayed or simulated.

To form the display device A, the blank B is folded along the lines 2 and 7 until the front member D is in parallel relation to the back member C. Then the side members F, F, are brought forward towards the front member D by bending along the lines 1, 1, and the tongues 4 are passed through the slots 3 of the side members. The tongues 4, 4, will so frictionally engage the interior margins of the slots 3, 3, as to hold the parts in this assembled position without the necessity of bending or locking the tongues against the backs of the side members F.

When thus assembled, the intermediate member E will assume a diagonal position, as clearly indicated in Fig. 3. It will be noticed that the side margins 8, 8 of the member E extend diagonally from the lower margins of the back member C and flare outwardly to the edges 5 of the front member D. Thus the margins 8, 8, rest against the front or inner surfaces of the side members F, F, when the device is assembled, and that this arrangement adds to the stability of the device A.

Upon the front surface of the front member D as well as of the back member C, any suitable advertising matter may be printed or displayed. The device on the front member indicated in Figs. 1 and 2 by the lines 9, 9, 10, 11, 11, and 12, in connection with the contour along the cut line 6, 6, and the bottom margin of the front member D, simulates a rectangularly shaped box. This bottom margin 15 as well as the margins 16, 16 of the front member D may be of any desired contour to suit the requirements of the object to be displayed or advertised.

When assembled, the bottom margins 13, 13 of the side members F, F, and the margin

14 (see Fig. 3) are in the same horizontal plane and form a firm base for the device A.

I claim as my invention:

1. A display device made from a single blank comprising a back member, a front member, two side members extending forwardly from the back member and adapted for interlocking engagement with the end margins of the front member, and an intermediate member extending diagonally from the bottom of the back member to the top of the front member and integral with said front and back members, the base of the front and back members being in the same plane when the blank is folded in operative position.

2. A display device made from a single blank comprising a back member, a front member, side members connected to the back member adapted to be bent forwardly to contact with the front member, and a diagonally disposed intermediate member hingedly connected to the back member and provided at its front margin with two laterally separated parts hingedly connected to the top of the front member.

3. A display device made from a single blank comprising a front and a back member, said members being spaced apart and parallel to each other and having their lower edges in the same plane, side sections on the back member adapted to be bent forwardly to connect with the side margins of the front member, and an intermediate member hingedly connected to the bottom of the back member intermediate said side sections and hingedly connected to the top of the front member at the ends of the latter.

4. A display device made from a single blank comprising front and back members spaced apart and parallel to each other, the lower edges of the back and front members being in the same plane, an intermediate member hingedly connected to the bottom of the back member and to the top of the front member, the top of the front member being separated from the intermediate member between the hinged connections, and side members extending forwardly from the side margins of the back member and in operative contact with the front member.

In testimony, that I, claim the foregoing as my invention, I affix my signature this 27th day of February, 1924.

CHARLES B. KELLOGG.