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F. E. EVERSON

DISPLAY CARD

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Fig. 1.

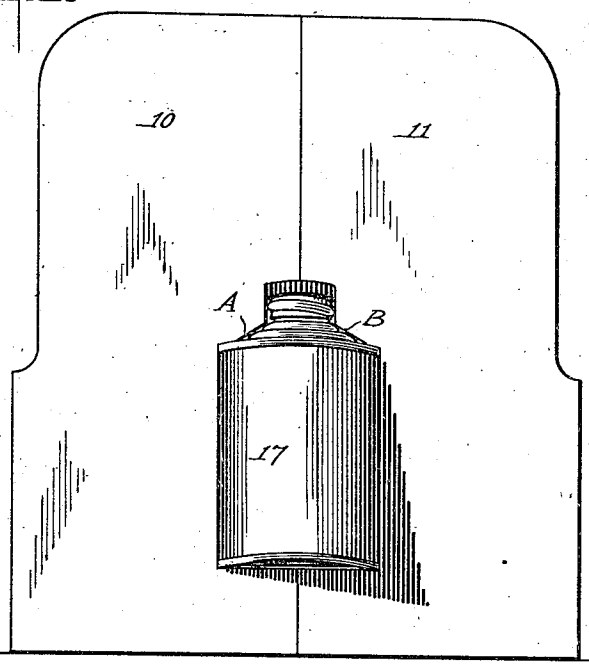


Fig. 2.

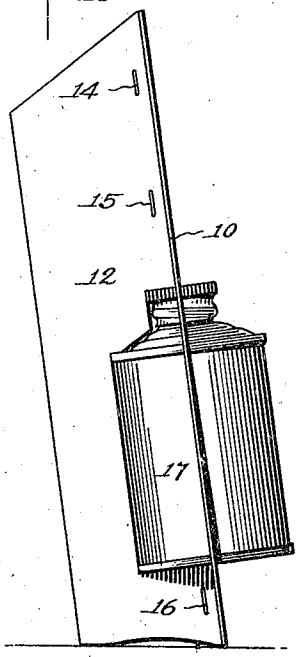
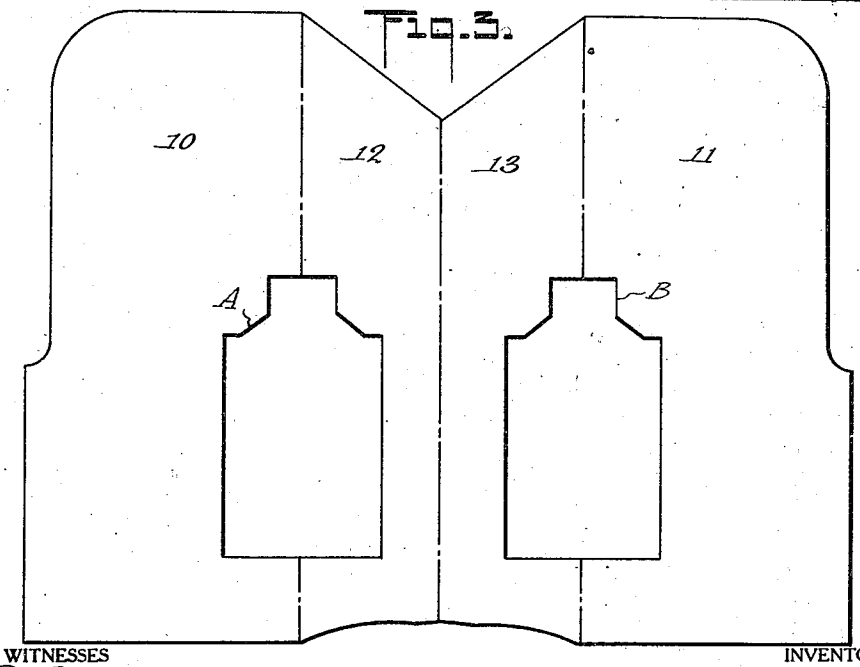


Fig. 3.



WITNESSES

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UNITED STATES PATENT OFFICE.

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DISPLAY CARD.

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This invention relates to a display card.

An object of the invention is to provide an extremely simple and efficient card which can be formed out of one single blank of material to act as a support for articles to be displayed, such as bottles, containers, etc.

A further object resides in the provision of a single integral blank for a display card which is so folded and cut as to provide a socket for receiving an article to be displayed.

The invention is illustrated in the drawings, of which—

Figure 1 is a front elevation of the card supporting the article to be displayed.

Figure 2 is a side elevation thereof.

Figure 3 is a side elevation of the display card extended in the form of a single integral blank.

The form of the invention shown in the drawings is a preferred form, although it is understood that modifications in the construction and arrangement of the parts and in the character of the materials used may be adopted without departing from the spirit of the invention as set forth in the appended claims.

The invention in its general aspect comprises, first, a single integral blank of cardboard or other material which is cut and folded so that the cut portion will act as a socket for supporting the article to be displayed and the folded portion will act as a leg or supporting member for the remainder of the blank, which when folded acts as a front wall to be presented to the gaze of the public. By forming the card out of one single blank and properly cutting and folding it the economy of manufacture can be reduced to a minimum without impairing the operative efficiency of the device.

In general the blank comprises two end portions with two intermediate foldable portions. The card is cut to the shape of the outlines of the article to be displayed, this cut taking place in two places, each of the outlines half overlapping the respective foldable portions and half overlapping the end portions which form the front wall of the completed device.

In the preferred form of the invention shown in the drawings the card blank comprises 2 end portions 10 and 11, which when the card blank is folded form the front wall as shown in Figure 1, and are therefore adapted to be disposed in alinement with each other. Intermediate the end portions 10 and 11 are two foldable portions 12 and 13 which are adapted to be folded to lie with their surfaces abutting each other as shown in Figure 3. Preferably these two portions are then fastened together by any suitable means such as metal wire fasteners 14, 15 and 16 by any other means.

It will be noticed that the card blank is cut in two places and the cut has the outline of a can which is to be supported on the card. I will call the one outline A and the other outline B. The outline A is symmetrically disposed half on the front wall 10 and half on one of the foldable or rear walls 12. Similarly, the outline B is symmetrically disposed half on the foldable front wall 11 and half on the foldable rear wall 13. When this card is folded into its ultimate position, therefore, the left half of outline A and the right half of outline B join to form a complete outline as shown in Figure 1. On the other hand, the right half of outline A and the left half of outline B are lined to form a half outline extending at right angles to the front wall of the display card as shown in Figure 2. These joint outlines or cut away portions form a socket to receive the can 17.

This device is extremely simple to make and to assemble and it is therefore economical and is otherwise durable and strong. By reason of its foldable nature and the integrality of the parts it is easily packed away in a small space and there are no loose parts to be assembled or to get lost.

What I claim is:—

1. A display card which comprises a blank having two end portions and two intermediate foldable portions, the end portions adapted to be alined to form a front wall with their adjacent edges abutting each other to make the front wall a continuous one and the foldable portions adapted to be laid abutting each other to form a rear supporting wall.

2. A display card which comprises a blank having two end portions and two intermediate foldable portions, the end portions adapted to be alined to form a front wall and the foldable portions adapted to be laid abutting each other to form a rear sppporting wall, said front and rear walls being cut away to form a socket to receive an article to be displayed.

3. A display card which comprises a blank having two end portions with two intermediate foldable portions, each end portion and its adjacent foldable portion being cut away in the shape of the outline of an article to be displayed, each outline lying symmetrically half on the end portion and half on the foldable portion, the semi-outlines on the end portions being adapted to be joined together when the card is folded to form a complete outline and the semi-outlines on the foldable portions being adapted to register to form a half outline on the said rear wall.

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