April 3, 1934. N. A. DAVIDSON 1,953,673

DISPLAY CARD

Filed July 24, 1933

Fig. 2

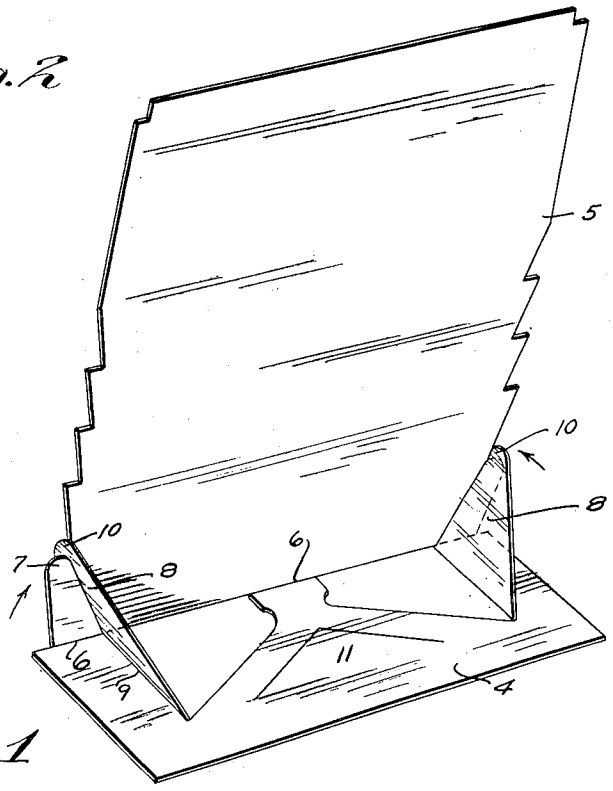


Fig. 1

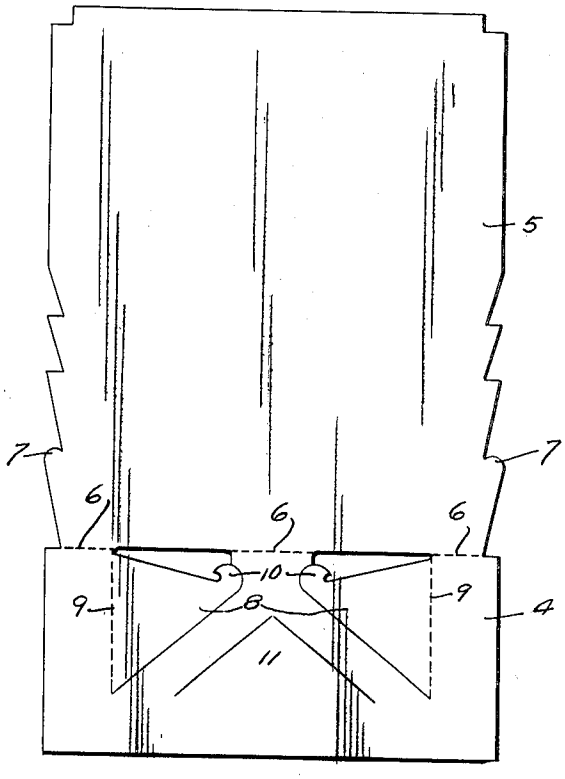
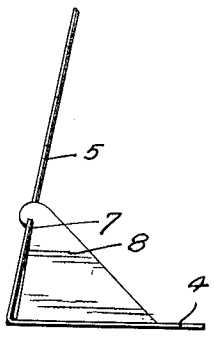


Fig. 3



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DISPLAY CARD

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Application July 24, 1933, Serial No. 681,889

5 Claims. (Cl. 40—149)

My invention provides an extremely simple and highly efficient display card adapted to be chiefly constructed from a single blank piece of cardboard or the like and intended for use in displaying various things, such as advertising matter, announcements, prices of commodities and the like. The face of the cardboard, when set up, is intended to stand upright, preferably at a slight inclination to a perpendicular and be securely locked into said position by simple interlocked flanges partially severed and turned up from the base of the device. The card may be made more or less ornamental and in some instances may be an artistic picture combined with or without advertising matter. The chief purpose of the device, however, is that of an advertising medium.

The display card, in its preferred form, is illustrated in the accompanying drawing wherein like characters indicate like parts throughout the several views.

Referring to the drawing:

Fig. 1 is a plan view showing the display card flattened out and just as it would appear after having been stamped or cut to form and before it has been set up;

Fig. 2 shows the display card set up for display purposes; and

Fig. 3 is a side elevation of the display card set up, as shown in Fig. 2, some parts being broken away.

The stamped blank shown in Fig. 1 is made up of a base portion 4 and a main body portion or card proper 5, said part 5 being arranged to be turned up on a folding line 6, preferably formed by a kerf cut about half way through the board although the said folding line might be otherwise formed for example, by an impressed crease. At its edges the body portion 5 is formed in rounded lock shoulders 7. Lock flanges 8 are partially cut from the base 4 and are arranged to be turned outward on folding lines 9, preferably of the same character as the folding lines 6. At their free end portions the lock flanges 8 are formed with lock hooks 10 that are adapted to engage the lock shoulders of the card body 5.

When the card body 5 is turned upward, as shown in Figs. 2 and 3, and the lock flanges 8 are turned outward farther than shown in Fig. 2 and beyond the shoulders 7 and the hook ends 10 of the said flanges may then be forced over the rounded tops of the shoulders 7 by inward movements, to wit: in the direction of the arrows marked on Fig. 2. When the hook ends 10 have been forced over the rounded tops of the shoulders 7 at a considerable friction, they will drop into the notches of said shoulders 7 and will be very firmly held in place. Thus the card body 5 will be securely supported approximately in an upright position which, as stated, is slightly rearwardly inclined and will be supported by the base 4. Certain of the notches on the edges of the card body 5, not specifically noted, are for ornamental purposes and need not be here considered.

It will be noted that the folding lines 9 are approximately parallel and are considerably inward of the lock shoulders 7 so that when the lock flanges 8 are interlocked with the edges of the card body, they will diverge outwardly and will be under tension producing a slight inward pull on the edge of the card body, thereby securely maintaining the interlocking engagements between the hook ends 10 and lock shoulders 7.

It is sometimes desirable to anchor the base 4 to some other object, such as the top flange of a box or to a bag or the like and for such purposes a V-shaped anchor flange 11 is partially cut from the base but preferably not provided with a folding line but left as part of the base, capable of being sprung slightly for engagement with a thin sheet-like object to which the base is to be anchored. This V-shaped anchoring flange is located mid-way between the lock flanges 8 and at the central portion of the base, with its point projecting toward the body portion of the display card.

The display card described may be, as indicated, manufactured at a minimum cost. Obviously, the cards may be packed and shipped in flat solid formation and may be very quickly set up at the place where they are to be used. Of course, they may also be knocked down and stored in flat formation.

What I claim is:

1. A display card comprising a base and a card body proper connected on a folding line adapting the latter to be turned upward from the base, said card body at its edges having exposed lock shoulders and said base having upturned lock flanges formed at their free ends with lock hooks for engagement over and with said lock shoulders.

2. A display card comprising a base and a card body proper connected on a folding line adapting the latter to be turned upward from the base, said card body at its edges having exposed lock shoulders and said base having upturned lock flanges formed at their free ends with lock hooks for engagement over and with said lock shoulders, said lock shoulders being rounded for cam action and affording depressions at their inner extremities, said lock hooks being forcible over the

rounded lock shoulders and into the depressions thereof.

3. A display card comprising a base and a card body proper connected on a folding line adapting the latter to be turned upward from the base, said card body at its edges having exposed lock shoulders and said base having upturned lock flanges formed at their free ends with lock hooks for engagement over and with said lock shoulders, said lock shoulders being rounded for cam action and affording depressions at their inner extremities, said lock hooks being forcible over the rounded lock shoulders and into the depressions thereof, said lock flanges being connected with said base by folding lines located inward of the lock shoulders of said card body so that said lock flanges, when applied, will stand in outwardly flaring relation.

4. The structure defined in claim 1 in which said base between said lock flanges is formed with a partially separated approximately V-shaped anchoring flange.

5. The structure defined in claim 3 in which said base between said lock flanges is formed with a partially separated centrally located V-shaped anchoring flange, the point of which extends toward the body of said display card.

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