

C. S. NETZORG.
 ADVERTISING DISPLAY CARD.
 APPLICATION FILED NOV. 21, 1917.

1,272,504.

Patented July 16, 1918.

Fig. 1.

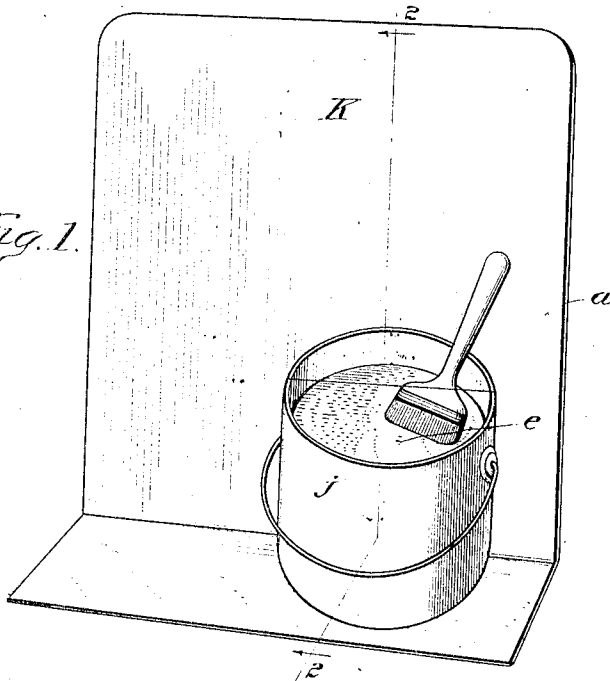


Fig. 2.

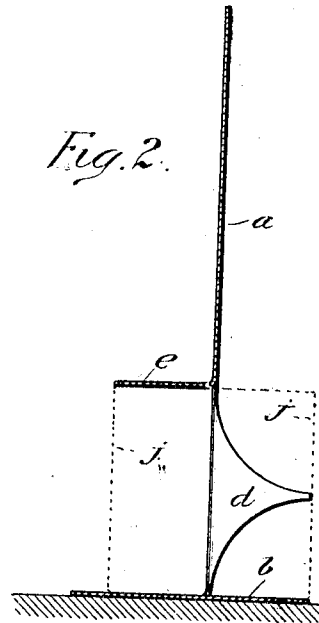
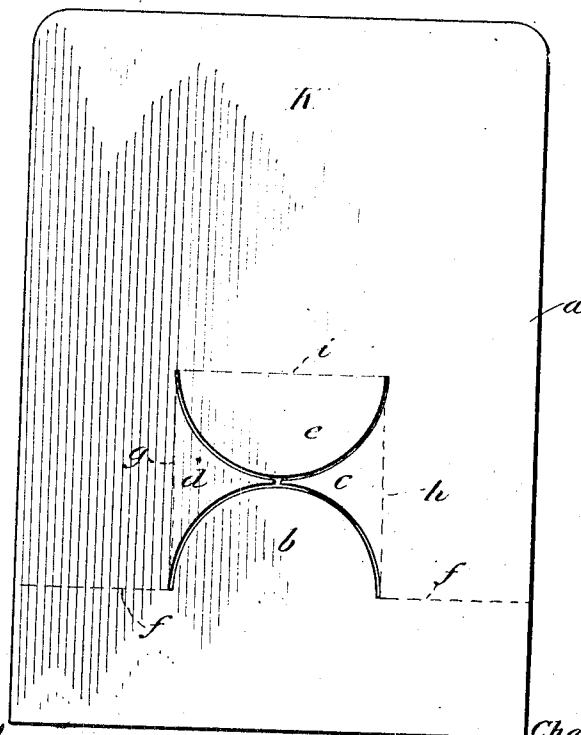


Fig. 3.



Witness
 W. B. Smith

Inventor:
 Charles S. Netzorg.
 By William L. English
 Atty.

UNITED STATES PATENT OFFICE.

CHARLES S. NETZORG, OF CHICAGO, ILLINOIS.

ADVERTISING DISPLAY-CARD.

1,272,504.

Specification of Letters Patent.

Patented July 16, 1918.

Application filed November 21, 1917. Serial No. 203,112.

To all whom it may concern:

Be it known that I, CHARLES S. NETZORG, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented a new and useful Advertising Display-Card, of which the following is a specification.

My invention relates to improvements in advertising display cards which are used in connection with a package or can of the goods to be advertised, and its object is to provide a device cut from a single card and of such construction as to effectively advertise and display the goods in combination with the can or package thereof.

In the accompanying drawing, Figure 1 is a perspective view of the device showing a can of goods in position; Fig. 2 is a vertical section on line 2—2 of Fig. 1; and Fig. 3 is a view of the blank card cut but not yet bent to form the device. Similar letters of reference refer to similar parts throughout the several views.

A sheet of card board or other suitable material *a* is cut as indicated in Fig. 3, so as to form the portions *b*, *c*, *d* and *e*. The sheet is scored as indicated by the lines *f*, *g*, *h* and *i* so as to facilitate bending. The lower portion of the card board sheet is bent outwardly on the line *f*, the portions *c* and *d* are bent inwardly on the lines *h* and *g*, respectively, and the portion *e* is bent outwardly on the line *i*.

In the opening thus formed is inserted the can or package of goods to be advertised, *j*, which rests on the lower portion of the sheet *a*.

The portion *e* is so made as to exactly fit over and cover the portion of the top of the can or package which projects through the opening, and on the top of said portion *e* and on the sheet *a* above said portion *e* there is a picture in perspective so arranged that when the can or package *j* is inserted in said opening and the top thereof covered by the outwardly extending portion *e*, it will appear that the can or package is open and that a view of the contents thereof is exposed.

I have illustrated the invention as in connection with a can of paint, so that it appears that the can is open and a brush is in it, but it is obvious that by making the por-

tion *e* of the proper size and shape and changing the picture, any can or package of any goods may be so used in connection with the device.

On the upper portion $\frac{1}{2}$ of the sheet *a* may be printed or otherwise placed such advertising as may be desired.

Having now described my invention, what I claim as new and desire to secure by Letters Patent of the United States, is,

1. An advertising display card cut and bent to provide a base portion and an upright portion, said upright portion having an opening therein adapted for the reception of a package to extend partially on either side of said upright portion, and a flap adapted to exactly cover the part of the top of said package extending in front of said upright portion.

2. An advertising display card cut and bent to provide a base portion and an upright portion, said upright portion having an opening therein adapted for the reception of a package to extend partially on either side of said upright portion, and a flap adapted to exactly cover the part of the top of said package extending in front of said upright portion, said upright portion and said flap bearing an appropriate picture to represent said package as opened.

3. The combination of an advertising display card and a package, said card having a base portion and an upright portion; said upright portion having an opening therein adapted for the reception of a package to extend partially on either side of said upright portion, and a flap adapted to exactly cover the part of the top of said package extending in front of said upright portion; said upright portion and said flap adapted to cover the top of said package extending in front of said upright portion bearing an appropriate picture representing said package as opened.

4. The combination of an advertising display card and a package, said card being cut and bent to provide a base portion on which the package rests, and an upright portion, said upright portion having an opening therein of substantially the same height and width as the package and adapted for the reception of the package to extend partially

on either side of said upright portion, and said upright portion having a flap adapted to register with and exactly cover the part of the top of said package extending in front of said upright portion, said upright portion and said flap being adapted to bear an appropriate picture, whereby, when said package is placed in said opening and the part of the top thereof extending in front of said upright portion is covered by said flap; 10 it will appear that said package is open.

CHARLES S. NETZORG.