Jan. 24, 1928. 1,657,381

F. E. EVERSON

DISPLAY CARD

Filed March 24, 1927 2 Sheets-Sheet 1

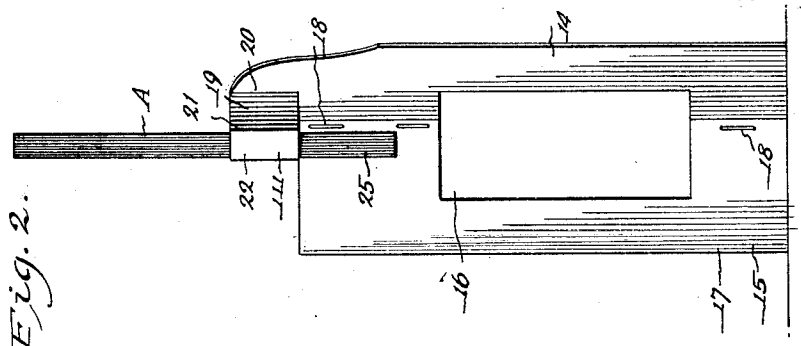


Fig. 2.

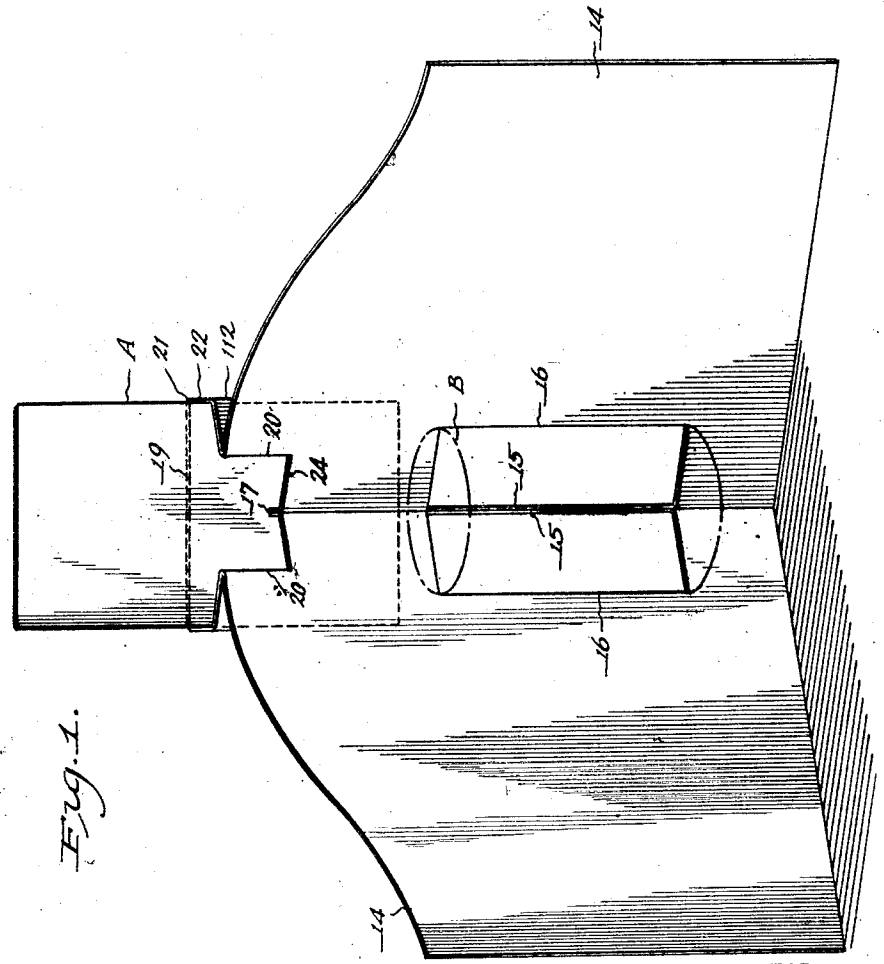


Fig. 1.

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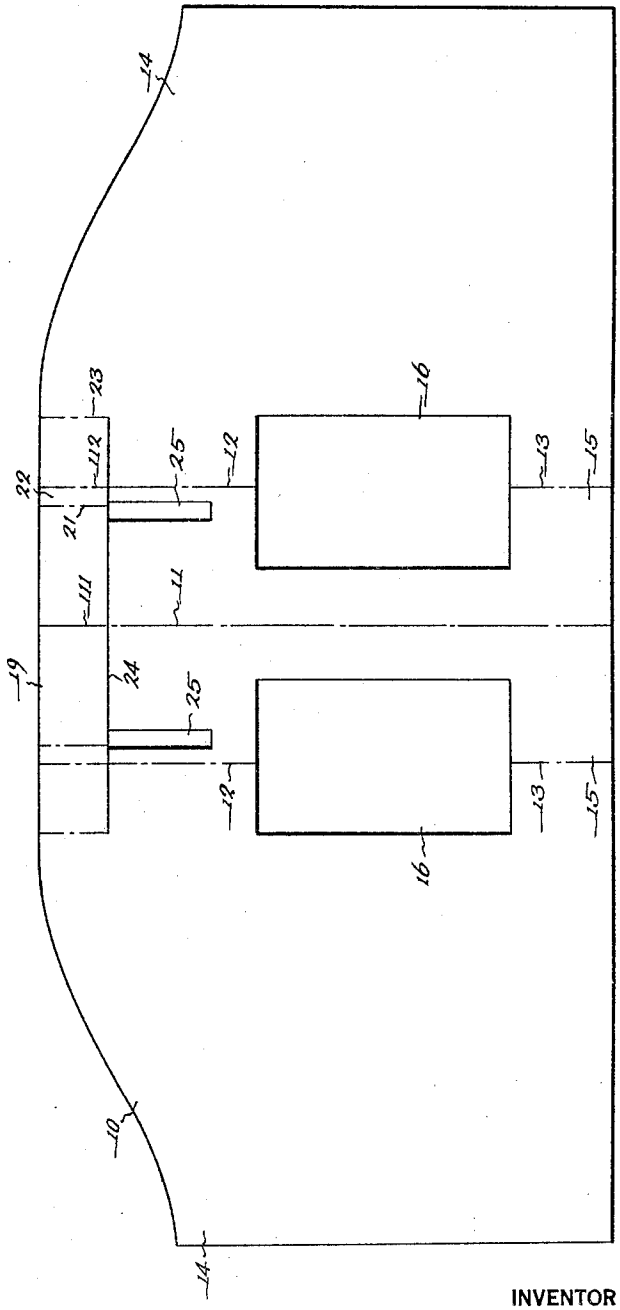


Fig. 3.

WITNESSES

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Patented Jan. 24, 1928. 1,657,381

UNITED STATES PATENT OFFICE.

FRANKLIN E. EVERSON, OF SCARSDALE, NEW YORK.

DISPLAY CARD.

Application filed March 24, 1927. Serial No. 177,952.

My invention relates to a display card having means to support the article to be displayed, such, for example, as a bottle or container, and relates further to a display card formed from a single blank of cardboard or similar material, the invention being more especially designed as an improvement on the display card forming the subject matter of United States Letters Patent No. 1,602,348 granted to me October 5, 1926.

The particular object of the present invention is to provide a display card of the indicated type having novel means integral with the blank to hold cards, circulars or advertising matter.

The nature of my invention and its distinguishing features and advantages will clearly appear as the description proceeds.

Reference is to be had to the accompanying drawings forming a part of this specification, it being understood that the drawings are merely illustrative of one example of the invention.

Figure 1 is a perspective view of a display card embodying my present invention.

Figure 2 is a side edge view of said card.

Figure 3 is a plan view of the blank from which the display card is formed.

In carrying out my invention in practice, the blank designated generally by the numeral 10 is formed from a single sheet of cardboard or the like, and is scored vertically as at 11 along the medial vertical line. Openings 16 are provided in the blank at each side of the medial score line 11 which represents a folding line, and the blank above each opening is scored vertically parallel with the score line 11, as indicated at 12, similar score lines 13 being below each opening 16 and in line with the score lines 12. The blank at the outer sides of the score lines 12 constitutes in the folded article broad side wings 14 adapted to receive display matter, while between the score lines 11 and 12 central panels 15 are provided. Upon the folding of the blank on the line 11, the panels 15 are juxtaposed sidewise and constitute a supporting leg 17, said panels 15 being suitably fastened to form said leg 17 by any suitable means, such as paper fasteners 18.

At the top of the display card is formed in accordance with my present invention a transversely disposed strip 19 to receive cards, circulars or the like as indicated at A in Figures 1 and 2. The retaining strip 19 is integral with the side wings 14 along the outer edges, as at 20, and is adapted to fold at the point of juncture by reason of short vertical score lines 23 (see Figure 3).

The central vertical score line 11 has a continuation at the top through the strip 19, as indicated at 111, so that when the blank is folded the strip 19 is free to flex along the score line 111. Additional vertical score lines parallel with the score lines 111 and 23 are produced, as indicated at 21, and parallel with the score lines 21 and a slight distance therefrom are score lines 112, in line, in the blank, with the score lines 12 so that narrow panels 22 are produced near the outer ends of the retaining strip 19.

The blank is cut transversely as at 24 to produce the strip 19 and leave the same free to flex on the score lines 23 and relatively to the side panels 14, the lines of connection being represented at 20 and by the corresponding score line 23 of the blank. In the panels 15 are vertical openings 25 extending from the line 24 downwardly a distance so that said openings 25 will be in register in the folded blank shown in Figure 2 so that cards or the like indicated at A may be passed downwardly into the adjacent openings 25 and be retained by the strip 19.

The card may be folded to bring the side panels 14 adjacent to each other or to permit said panels to be swung outwardly into the same plane or at an angle to said plane. The wings 14 in swinging outwardly flex at the connection 20 due to the score line 23, as well as on the score lines 112 and 21, so that side portions of the strip 21 where it joins the wings 14 would lie in front of the cards A or the like. As in my previous patent referred to, the openings 16 when the leg 17 is formed, jointly form an opening for the entrance of a can or the like, indicated at B in Figure 1.

I would state furthermore that while the illustrated example constitutes a practical embodiment of my invention, I do not limit myself strictly to the exact details herein

illustrated, since, manifestly, the same can be considerably varied without departure from the spirit of the invention as defined in the appended claim.

I claim:

A display card formed from a single blank folded to present a supporting leg, side wings integral with the supporting leg, and a retaining strip for circulars and like matter, said strip being severed at its lower edge from the material of the card and integral at its ends with the side wings, said display card at said leg having vertical openings extending through the upper edge of the leg to receive the lower portions of cards or the like held by said strip.

FRANKLIN E. EVERSON.