Feb. 12, 1935. E. U. KNIGHT 1,991,104

DISPLAY

Filed July 13, 1932

Fig. 1.

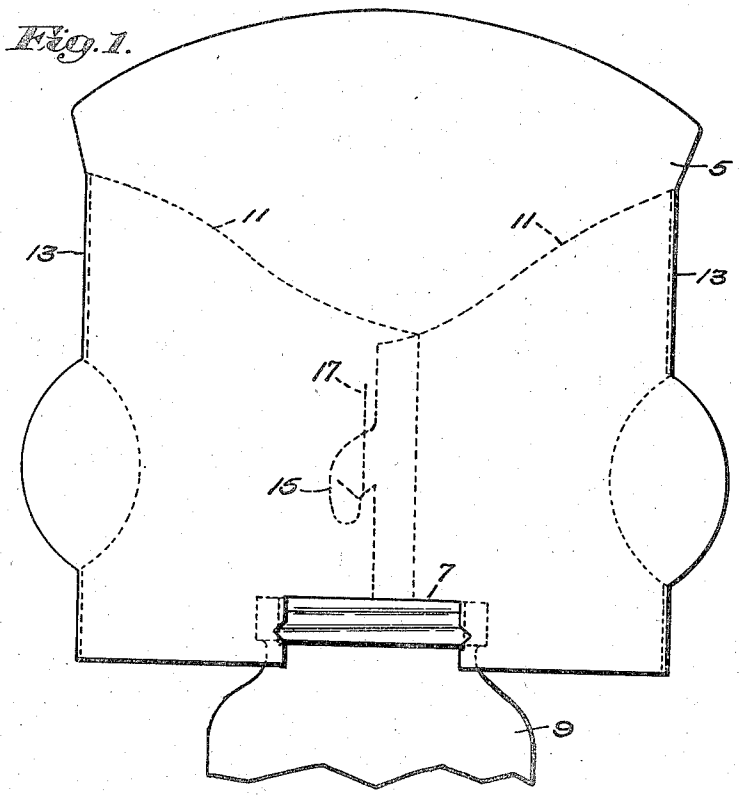


Fig. 2.

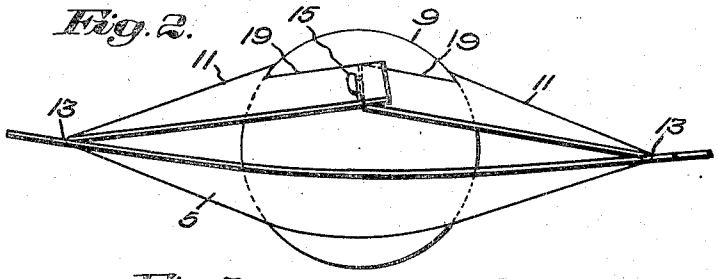
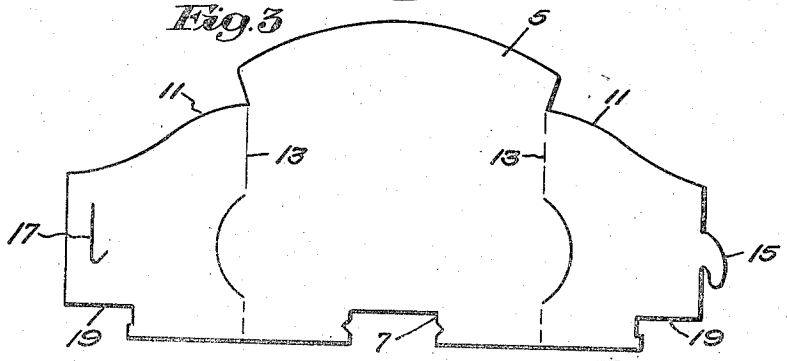


Fig. 3



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UNITED STATES PATENT OFFICE

1,991,104

DISPLAY

Eugene U. Knight, Chicago, Ill., assignor to Forbes Lithograph Manufacturing Company, Chelsea, Mass., a corporation of Massachusetts

Application July 13, 1932, Serial No. 622,250

4 Claims. (Cl. 40—7)

This invention relates to display devices and the object is to provide a construction of advertising card for mounting on a package of goods, more especially a package of generally cylindrical form, such as a jar or can.

My invention will be well understood by reference to the following description of an illustrative embodiment thereof shown by way of example in the accompanying drawing, wherein:—

Fig. 1 is an elevation of the device in position;

Fig. 2 is a plan; and

Fig. 3 is an elevation on a reduced scale of the device in extended or knock-down position.

The embodiment of my invention shown by way of example embodies a display card or panel 5 of cardboard, the lower edge of which is provided with the recess 7 adapted to fit about the top of a jar or similar package at one side of the maximum width thereof, the upper edge of the opening in the case of a cylindrical package such as the jar 9 shown engaging the top along the chord. To maintain the card in position suitable means are provided cooperating with the other side of the jar and I have herein shown wings 11 integral with the card 5 and hinged to the sides thereof along the crease lines 13. These wings may be connected to form a wall opposing the panel 5 by engaging them together, herein by means of a tongue 15 formed on one and entering slot 17 in the other.

The device thus folded up forms a tube collapsing about the two fold lines 13 and normally of flat or approximately flat form. From this flat form it may be expanded to or beyond the position shown in Fig. 2, the panel 5 and herein the opposing wall formed by the wings 11 being transversely tensioned to the curved form seen in Fig. 2. The recess 7 is then fitted to the front of the jar 9. The wings 11 are here shown as provided with cut-away portions 19 which in the connected position of the wings provide a recess similar to the recess 7 which fits the top of the jar at the opposite side of its diameter, the upper edge of the recess engaging the top along a chord. The natural tendency of the tubular structure to collapse causes it to grip the jar or other package and the display device is thus held securely to the package and in an upright position.

I am aware that the invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof, and I therefore desire the present embodiment to be considered in all respects as illustrative and not restrictive; reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

What is claimed is:

1. A display device for positioning on jars or the like comprising a resilient card having a recess in its bottom edge to engage a circular jar top along a chord thereof to support the card with side portions extending laterally beyond the extremities of that chord and means connected to said card at the said side portions thereof for extension therefrom with accompanying flexure of said card and press inwardly against to engage the opposite side of the jar top under the resiliency of the flexed card.

2. A display device of cardboard comprising a display card having means at its lower end for engaging it about part of the periphery of a package of less than its maximum width and wings folding from the sides thereof having means for joining them together to form an opposing wall, said wall having means for engaging about a portion of the periphery of the package at the opposite side of less than its maximum width.

3. A display device having a central panel provided with a recess at its lower edge, wings at the sides thereof adapted to fold rearwardly therefrom, means for joining the rearwardly folded wings, the joined wings presenting a recess opposite the recess in the panel.

4. A display device comprising a display card and an opposed portion defining therewith a normally flattened tube having vertical fold lines at the edges of the card, said card and portion having opposed recesses in the bottom edges thereof between said lines whereby said tube may be expanded to position the recesses about the top of a package at opposite sides thereof to constrict thereon.

EUGENE U. KNIGHT.