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V. H. FANDRICH

2,311,218

DISPLAY CARD

Filed March 16, 1942

FIG. 1.

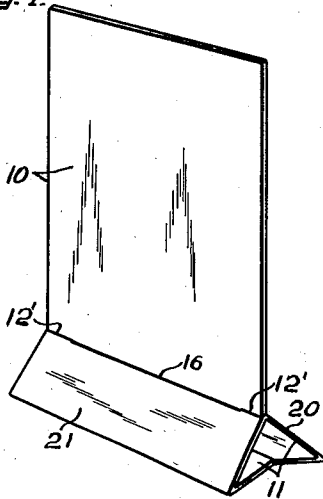


FIG. 2.

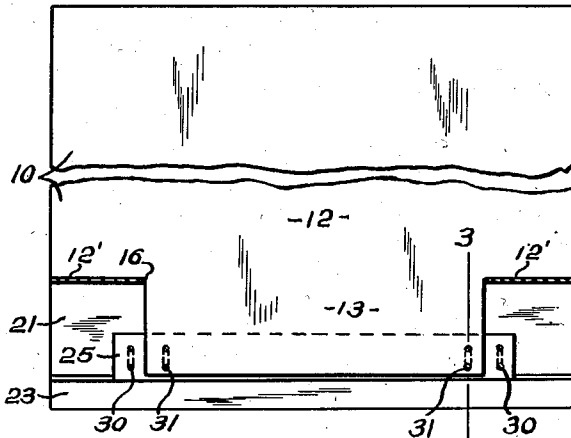


FIG. 3.

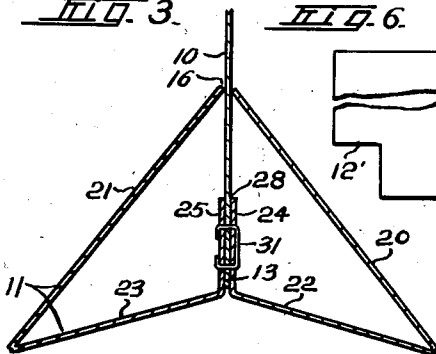


FIG. 6.

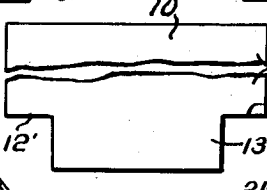


FIG. 4.

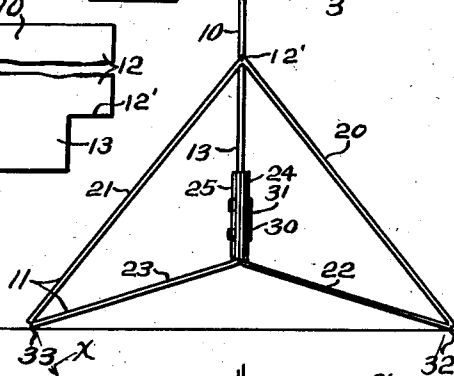


FIG. 7.

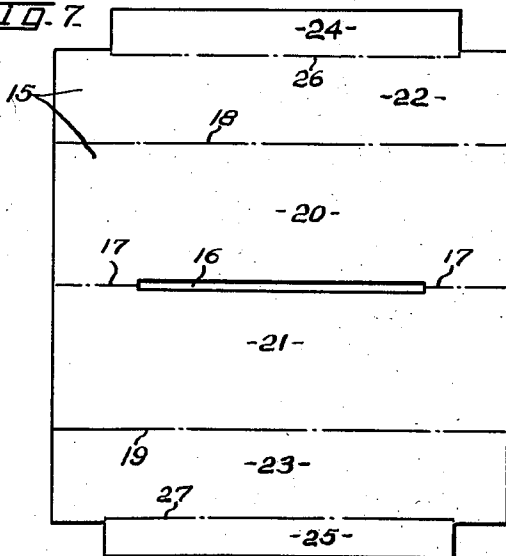
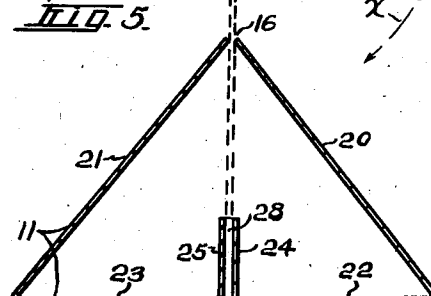


FIG. 5.



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2,311,218

DISPLAY CARD

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Application March 16, 1942, Serial No. 434,870

2 Claims. (Cl. 40—124.1)

This invention relates to improvements in display cards in which a panel member is supported by a base member in a vertical position. The primary objects of my improvement are to produce a display card particularly adapted for advertising purposes, which is composed of paper-like material, such as cardboard, fiber or the like; which presents a pleasing, attractive appearance; which may be folded in a knock-down, flat condition for handling, transportation or storage; which may be readily erected for use when desired; which is stable when erected; and, which may be printed or lithographed on opposite or reverse sides.

In carrying out the above mentioned objects, I have produced a display device for advertising matter comprising a substantially rectangular card or panel and a base member, polygonal in cross section, adapted to maintain the card or panel in an upright vertical position.

The card or panel may be either fixedly secured to the base member or removably assembled therewith. When the card or panel is fixedly secured to the base, the arrangement and construction of the parts are such that the base may be easily folded in such a manner that the base and panel are disposed in substantially the same plane. When the card or panel is not secured to the base, but is removably assembled therewith, said base and panel are so constructed that a single base may be utilized to selectively support interchangeable cards or panels having different advertising matter thereon.

The above and other advantages pertaining to the specific construction and operation of my display card will more fully appear from the following description taken in conjunction with the accompanying drawing, in which:

Figure 1 is a perspective view illustrating a display card embodying the various features of my invention.

Figure 2 is an enlarged vertical longitudinal sectional view of my device, as illustrated in Figure 1, showing the upright panel or card in side elevation with an intermediate portion of said card broken away.

Figure 3 is a detail transverse vertical sectional view taken on line 3—3, Figure 2.

Figure 4 is an end elevation of the display card shown in Figure 1 with the upper portion of the panel broken away.

Figure 5 is a detail transverse vertical sectional view similar to Figure 3 illustrating the arrangement of the base and upright panel when

said panel is removably assembled with the base.

Figure 6 is a plan view of the upright card or panel of this invention with an intermediate portion thereof broken away.

Figure 7 is a plan view of the blank which is folded in the form shown in Figures 3, 4 and 5 to provide the base of the display card.

The display card of this invention comprises primarily the card or panel 10 and a base 11. The card or panel 10 is composed of cardboard or the like and, as shown more particularly in Figure 6, comprises a substantially rectangular body portion 12 and an extension or tongue 13 projecting from one end of the body portion. The body portion 12 may be of any desired length, while the width thereof is preferably substantially equal to the length of base 11. The extension 13 is preferably arranged substantially symmetrical with the body portion 12 and is of considerably less width than that of the body portion. The length of the extension 13 is substantially equal to or slightly less than the altitude of the base 11.

The base 11, as shown in the drawing, is of triangular cross section and is formed from a single piece of cardboard or like material. The blank 15 from which the base 11 is formed, is substantially rectangular in plane view and has a transversely disposed slot 16 formed in the central portion thereof substantially the same length as the width of the extension 13 of panel 10 for receiving said extension therethrough. The blank 15 is provided with score lines 17 extending from the ends of the slot 16 to the adjacent sides of the blank. The blank 15 is provided with additional score lines 18 and 19 extending transversely thereof at substantially equal distances either side of the score lines 17, and slot 16, to form side panels 20 and 21 at the inner side of said lines and bottom panels 22 and 23 at the outer side of said lines, the latter panels being of less width than panels 18 and 19. The ends of the blank 15 are provided with extensions 24 and 25 of greater length than that of the slot 16 or the width of the panel extension 13. The width of the extensions 24 and 25 is substantially equal and considerably less than that of the panels 22 and 23. In fact, the combined width of an extension 24 or 25 and a panel 22 or 23 should be less than the width of a panel 20 or 21 to enable the base to fold properly. The blank 15 is provided with additional score lines 26 and 27 arranged at the junction of the extensions 24 and 25 with the blank and are spaced inwardly from the ends of

the blank a distance slightly greater than the thickness of the blank so that when the extensions 24 and 25 are bent laterally with respect to panels 22 and 23, the outer surfaces of the extensions lie in a plane extending transversely of the blank inwardly from the adjacent side of the corresponding panel 22 or 23, a distance substantially equal to one-half the thickness of the panel 10. It will thus be seen that when the blank is folded so that the opposite ends thereof are adjacent each other, the extensions 24 and 25 will be spaced from each other to provide a slot 28 having a width substantially equal to the thickness of the panel extension 13 for receiving said extension therein.

As clearly shown in Figure 5, the base 11 is formed by bending the blank 15 at the score lines 17 so that the panels 20 and 21 extend downwardly in diverging planes from the score lines to form the side panels of the base. The panels 22 and 23 may next be folded toward each other along the score lines 18 and 19 to form the bottom panels of the base. The extensions 24 and 25 may next be folded inwardly along the score lines 26 and 27 to bring said extensions into juxtaposed relation with each other. The base may now be secured in the folded condition by insertion of staples, as 30, through the extensions or flanges 24 and 25 at the ends thereof as illustrated in Figure 2.

It will now be observed that the base is substantially in the position illustrated in Figure 5 and all that is required to assemble the panel 10 with the base 11, is to insert the extension 13 of the panel through the slot 16 formed at the apex of the base and downwardly into the slot 28 formed between the extensions or flanges 24 and 25. The panel 10 may now be secured to the base by inserting staples 31 or their equivalent through the flanges 24 and 25 and said extension 13 adjacent the sides of the extension as illustrated in Figure 2. It will be noted that when the panel 10 is thus assembled with the base 11, the downward movement of the panel with respect to the base is limited by the engagement of the end portions 12' of the body 12 disposed at opposite sides of the extension 13 with the apex of the base at corresponding sides of the slot 16. When the panel 10 is to be secured to the base 11, it is preferable that the extension 13 be of less length than the altitude of the base 11, whereby the bottom panels 22 and 23 of the base may extend inwardly from the outer edges thereof to form a substantially V-shaped bottom as illustrated in Figures 3 and 4. When the bottom is formed V-shaped, the base engages a support at its outer longitudinal edges 32 and 33 only, as indicated in Figure 4. This increases the effectiveness of the base, particularly if the supporting surface is uneven.

When the display card is to be folded for shipment or storage, all that is necessary to do is to swing the outer edges 32 and 33 of the base inwardly toward each other as indicated by the broken lines *x* in Figure 4 until said edges are in close proximity to each other. As the edges 32 and 33 are thus moved toward each other, the apex portion of the base moves downwardly or inwardly with respect to the extension 13 so that the side panels 20 and 21 of the base lie in close, substantially parallel relation with each other while the bottom panels 22 and 23 and the flanges or the extension portions 24 and 25 are positioned between the side panels.

While I have shown two sets of staples 30 and 31 for securing the flanges 24 and 25 together and the panel 10 to the base, it will be obvious that if the panel and base are to be secured to each other, the staples 30 may be eliminated. If, on the other hand, it is not desired to secure the panel 10 to the base 11, the staples 31 may be eliminated. When the staples 31 are eliminated, the panel 10 may be assembled with the base in the manner hereinbefore described by merely inserting the extension 13 through the slot 16 and into the slot 28. When the panel 10 is thus removably assembled with the base 11, the bottom panels 22 and 23 of the base usually lie in substantially a flat, horizontal position as indicated in Figure 5.

I claim:

1. A collapsible display card comprising, in combination, a triangular base member and a vertically disposed panel member, said base member having a slot at its apex arranged intermediate the ends thereof, the bottom of said base having inwardly extending flanges of greater length than that of said slot, means securing the ends of said flanges to each other to provide a slot between them in substantial vertical alignment with the slot at the apex of the base, said panel comprising a body portion having a width substantially equal to the length of the base and an extension projecting downwardly through said slots.

2. A collapsible display card comprising, in combination, a triangular base member and a vertically disposed panel member, said base member having a slot at its apex arranged intermediate the ends thereof, the bottom of said base having inwardly extending flanges arranged in slightly spaced relation with respect to each other, said panel comprising a body portion having a width substantially equal to the length of the base and an extension projecting downwardly through said slot and between said flanges, and means securing the extension to said flanges.

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