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N. SNELLING

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CAN MARKING AND DISPLAYING DEVICE

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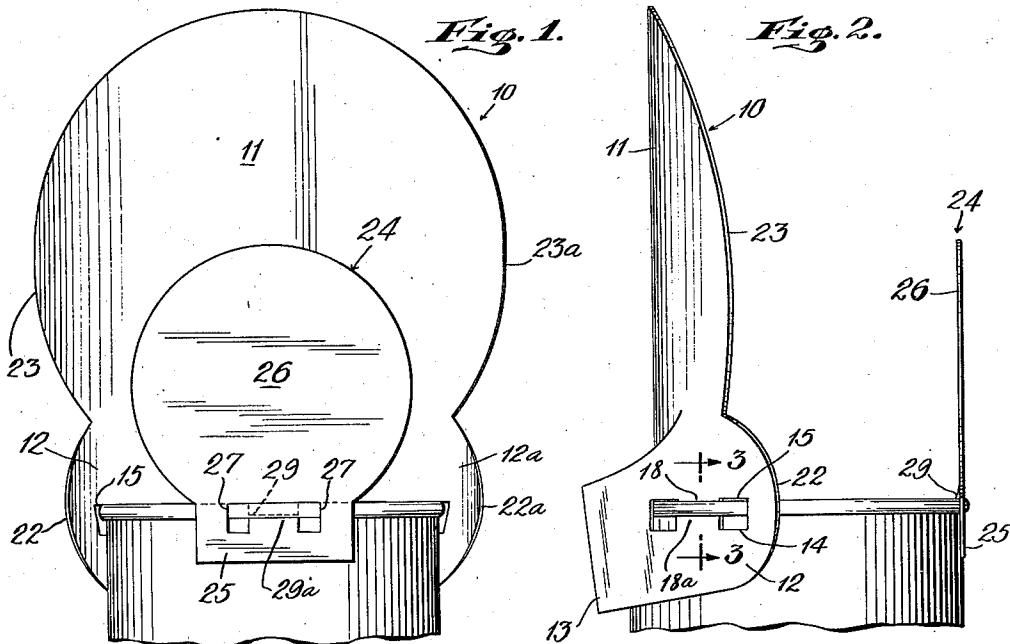


Fig. 4.

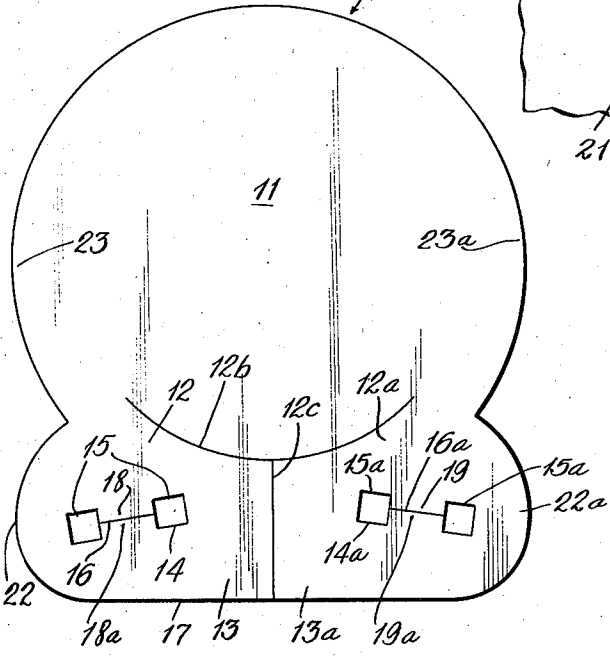


Fig. 3.

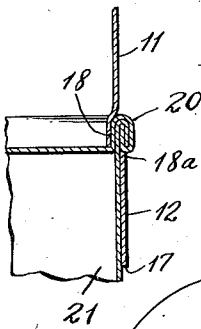
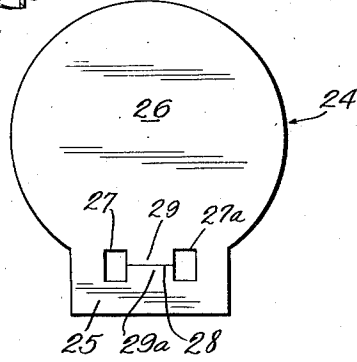


Fig. 5.



INVENTOR
NICHOLAS SNELLING
BY
Howard C. Thompson
ATTORNEY

UNITED STATES PATENT OFFICE

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CAN MARKING AND DISPLAYING DEVICE

Nicholas Snelling, Jackson Heights, Long
Island, N. Y.

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9 Claims. (Cl. 40—7)

This invention relates to devices for attachment to cans and similar containers having beaded edges on at least one end wall structure thereof to apply advertising or display matter and/or price tickets or cards to the cans and to support the same in an attractive position; and the object of the invention is to provide a heavy paper or light cardboard blank of predetermined design or contour having at the lower portion thereof one or more cut-outs forming opposed tongue members adapted to engage the beaded edge portion of a can to retain the same against displacement therefrom; a further object being to provide cut-outs in the form of what may be termed dumb-bell cut-outs which form the opposed coupling or retaining flanges for supporting the price tag or display sheet in connection with a beaded edge in such manner as to dispose the card or sheet in perpendicular position on its support; a still further object being to provide a display card with two cut-outs of the type defined arranged at the side portions of the card, said side portions being cut to permit flexure thereof and of the main body portion of the card into an attractive and rigidly supported position; and with these and other objects in view, the invention consists in a device of the class and for the purpose specified which is simple in construction, efficient in use, and which is constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawing forms a part, in which the separate parts of my improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a front view illustrating one method of marking and displaying a canned product.

Fig. 2 is a side view of the construction shown in Fig. 1.

Fig. 3 is a partial section on the line 3—3 of Fig. 2.

Fig. 4 is a plan view of one blank which I employ; and,

Fig. 5 is a plan view of another blank.

In the accompanying drawing, I have shown for purposes of illustration two forms of devices which may be collectively used upon a single article of merchandise to provide a display therefor as well as a price card or ticket for such article. In Fig. 4 of the drawing, I have shown at 10 the blank from which one of the devices is formed, and this blank consists of a large display section 11 having at the lower end mount-

ing portions 12, 12a formed by providing an arc-shaped cut 13 in the blank so as to sever the adjacent edge portions 13, 13a of the parts 12, 12a one from the other to permit independent flexure of said parts with respect to the plain of the section 11 in the manner clearly illustrated in Figs. 1 and 2 of the drawing.

Each side portion 12, 12a is provided with similar cut-outs 14, 14a of what may be termed dumb-bell contour, that is to say, consisting of two large openings 15, 15a joined by a narrow slit or passage 16, 16a; and the slits or passages 16, 16a are arranged at an inclination to the lower edge 17 of the blank as are also the upper and lower edges of the large apertures 15, 15a, the purpose of which is to conform with the circular contour of the top of a can when the parts 12, 12a or the edges 13, 13a are flexed backwardly in the operation of connecting the flanges or tongues 18, 18a, 19, 19a with the beaded edge portion 20 of a can 21, as seen in Figs. 2 and 3 of the drawing. In this attachment of the display device to the can, the tongues or flanges 18, 19 are disposed on the upper surface of the can, whereas the tongues 18a, 19a are disposed beneath the bead 20 as clearly seen in Fig. 3 of the drawing. With this construction, even when using a light weight material in the display, there is sufficient strength to lift a can by grasping the upper portion of the display or the section 11 thereof.

In flexing the edge portions 13, 13a backwardly, the other edge portions 22, 22a are flexed forwardly as well as the side edges 23, 23a of the display section 11, thus giving the section a curved cross sectional contour, which operates to maintain the same in perpendicular position with respect to the top of the can.

The size of the cut outs 14, 14a, 15, 15a, 16, 16a and the resulting tongues or flanges 18, 18a—19, 19a, will depend entirely upon the article to which the display is to be used. In some instances, it may be desirable to duplicate these cut-outs in the portions 12, 12a, especially when of greater length and when applied to larger sized cans and cans of different contour.

In Fig. 5 of the drawing, I have shown at 24 a blank which differs from the blank 10, not only as to size but in elimination of the cuts 12b, 12c and in providing a single projecting part 25 on the display or marking portion 26 of the blank, and the projection 25 is provided with a dumb-bell cut-out consisting of two spaced rectangular apertures 27, 27a and an intermediate cut or

passage 28 forming independent tongues or flanges 29, 29a.

The blank 24 is designed for use primarily as a price tag or ticket or as a marker for specially featured displays. In use, the display or marking portion 26 is supported in perpendicular position with respect to the top and one edge portion of a can in the manner seen in Figs. 1 and 2, with the tongue 29 disposed upon the top of the can and with the tongue 29a beneath the bead 20 as in the arrangement of the tongues 18, 18a, 19, 19a. In some instances, and especially where a long thin marker is to be used in a manner similar to that taught by the blank 24, a longer supporting portion or two of such portions 25 may be used, in which event, two of the dumb-bell cut-outs will be employed. In this manner, the device will be adapted for use on a long article of merchandise or may be supported on two or more spaced articles of merchandise.

In both instances, that is to say, with the blanks 10 and 24, the shape or contour of the display or the marking sections 11, 26 thereof may be made to suit the merchandise or the display matter to be associated with the merchandise in connection with which the same are used.

The display or marking devices when not in use are simply in the form of flat thin sheets of what may be termed heavy paper or light cardboard, and in some instances, where permanent markers are desired, the same may be made of other sheet material of more expensive quality, for example, sheet celluloid, sheet metal and other products of this type.

The distinctive feature of the present invention resides in the type of coupling elements employed to forcibly pass over and engage a beaded edge portion or similar support and to engage such support in a manner which will prevent accidental displacement of the display or marking element. In fact, these displays or marking elements must be forcibly removed by disengagement of the tongues or flanges from the beaded edges. It is the secure engagement of the tongues or flanges with the beaded edges which aids in supporting the display or marking elements rigidly in the desired position. If angular arrangement of the display or marking elements is desired, then the dumb-bell cut-outs will be angularly arranged to suit the inclination desired on the display or marking element with respect to its support.

Having fully described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. A display or marking element for merchandise comprising a flat sheet of material fashioned to form a display or characterized section and a mounting part, said mounting part having a dumb-bell-shaped cut-out forming opposed independently flexible coupling flanges for engaging a support in connection with which the element is coupled in supporting said element against displacement and in predetermined position with respect thereto, two of said cut-out units being disposed on the mounting part, and said mounting part being subdivided into independently flexible side portions each containing one of said cut-outs.

2. A display or marking element for merchandise comprising a flat sheet of material fashioned to form a display or characterized section and a mounting part, said mounting part having a dumb-bell-shaped cut-out forming opposed independently flexible coupling flanges for engag-

ing a support in connection with which the element is coupled in supporting said element against displacement and in predetermined position with respect thereto, two of said cut-out units being disposed on the mounting part, said mounting part being subdivided into independently flexible side portions each containing one of said cut-outs, and said side portions being capable of flexure into positions substantially at right angles to the plane of the display section and to flex the display section into a curved contour.

3. A display or marking element for merchandise comprising a flat sheet of material fashioned to form a display or characterized section and a mounting part, said mounting part having a dumb-bell-shaped cut-out forming opposed independently flexible coupling flanges for engaging a support in connection with which the element is coupled in supporting said element against displacement and in predetermined position with respect thereto, two of said cut-out units being disposed on the mounting part, said mounting part being subdivided into independently flexible side portions, each containing one of said cut-outs, and the cut-outs in said side portions of the mounting part being arranged in an inclined position.

4. A device for marking or characterizing articles of merchandise comprising a normally flat sheet of material fashioned to form a display or marking section and a mounting part, said mounting part being cut out to form opposed tongues or flanges, adjacent edges of which are arranged in close proximity to each other, said flanges being capable of independent flexure in mounting the device in connection with a suitable support engaged by said flanges to retain the device against displacement from said support, another pair of flanges on the device in spaced relation to the first named flanges, and said second named flanges being arranged angularly with respect to the arrangement of said first named flanges.

5. A device for marking or characterizing articles of merchandise comprising a normally flat sheet of material fashioned to form a display or marking section and an integral mounting part consisting of independently flexible portions, each portion of the mounting part having a pair of projecting flanges which extend from said portions toward each other with adjacent edges of the flanges in each pair in close proximity to each other, and said portions having relatively large apertures at opposite sides of the pairs of flanges.

6. A device for marking or characterizing articles of merchandise comprising a normally flat sheet of material fashioned to form a display or marking section and an integral mounting part consisting of independently flexible portions, each portion of the mounting part having a pair of projecting flanges which extend from said portions toward each other with adjacent edges of the flanges in each pair in close proximity to each other, said portions having relatively large apertures at opposite sides of the pairs of flanges, and the longitudinal plane of the flanges of each pair being inclined upwardly in the direction of the vertical central portion of the device.

7. A device for marking or characterizing articles of merchandise comprising a normally flat sheet of material fashioned to form a display or marking section and a mounting part, said mounting part being cut out to form spaced apertures with the body of said mounting part cut

- intermediate said apertures on a line arranged centrally of said spaced apertures to form opposed coupling tongues, adjacent edges of which are arranged in close proximity to each other, and said tongues being capable of independent flexure in mounting the device in connection with a suitable support engaged by said tongues to retain the device against displacement from said support.
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- 10 8. A device for marking or characterizing articles of merchandise comprising a normally flat sheet of material fashioned to form a display or marking section and a mounting part, said mounting part being cut out to form spaced apertures with the body of said mounting part cut
- 15 intermediate said apertures on a line arranged centrally of said spaced apertures to form opposed coupling tongues, adjacent edges of which are arranged in close proximity to each other,
- 20 said tongues being capable of independent flexure in mounting the device in connection with a suitable support engaged by said tongues to retain the device against displacement from said support, and another pair of similar apertures and tongues on the device in spaced relation to the first named apertures and tongues and arranged in common alinement therewith when the device is mounted in connection with a circular container.
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9. A device of the class described comprising a card of sheet material fashioned to form a display or marking section, one part of the card being cut to form an apertured area, opposed walls of said apertured area including opposed flanges having adjacent edges in common alinement, said apertured area having large apertures at opposite sides of said flanges and projecting in opposite directions beyond adjacent edges of said flanges, the projection of the apertures beyond adjacent edges of the flanges determining the width of said flanges, said flanges being adapted to be independently flexed forwardly and backwardly with respect to the longitudinal plane of the card in coupling and mounting the card in predetermined position upon a support.
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NICHOLAS SNELLING.