DISPLAY CARD FOR TOILET PAPER ROLLS

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INVENTOR

BY

ATTORNEYS
This invention relates to a display card for toilet paper rolls which are usually provided with a central lengthwise opening to permit them to be placed upon a suitable supporting roll for unrolling the paper as desired.

These rolls are usually carried in considerable quantities by the retailers and are made in varying grades and sold at widely varying prices and one of the objects of the present invention is to provide a display card with means whereby one end thereof may be inserted and automatically retained by its expansive force in one end of the opening in the toilet paper roll leaving the major portion thereof exposed above the roll to receive advertising matter indicating the quality or retail price of the individual rolls thereby relieving the clerk or other attendant from the necessity of explaining the various prices and qualities to prospective purchasers.

In the drawings:

Figure 1 is a perspective view of a toilet paper roll with my improved display card operatively mounted in the opening therein.

Figure 2 is a face view of the detached display card in its flat or normal position.

Figure 3 is an inverted edge view of the card shown in Figure 2 in which the wings are shown by dotted lines as deflected toward each other preparatory to insertion in the opening in the roll.

As illustrated, this display card comprises a substantially rectangular top portion —1— and a tapered bottom portion —2— having downwardly converging edges —3— forming equal angles with the longitudinal center of the card.

The tapered portion —2— is provided with transverse slits —4— extending toward each other from the opposite downwardly converging edges —3— parallel with and at an equal distance from the lower end edge as —5—, of the card, and also parallel with the upper end edge as —6—.

The width of the lower edge —5— is normally greater than the diameter of the opening —a— in the toilet roll as —A—, for a purpose presently described.

The transverse slits —4— are formed in the tapered portion only of the card, a distance from the lower edge —5—, approximately equal to half the width of said edge and extend inwardly beyond the vertical planes of the opposite ends of the lower edge —5— but terminate a distance apart slightly less than the diameter of the opening —a— so as to form bendable wings —7— which may be sprung preferably in the same direction to one side of the plane of the main body of the card in curved lines to conform to the curvature of the interior of the opening —a— thus permitting the portion of the lower end of the card below the lower edge —5— and slits —4— to be inserted in said opening as shown in perspective in Figure 1.

The transverse width of the card in the plane of the slits —4— is somewhat greater than the diameter of the opening —a— to form shoulders —4’— which rest upon the upper end of the roll —A— when the lower end of the card below the shoulders —4’— is inserted in the opening —a—.

The slits —4— are preferably disposed in planes at right angles to the longitudinal center of the card so as to cause the shoulders —4’— to rest flatwise upon the flat upper end of the roll when the extension as 83 below said shoulders is inserted in the opening —a—.

These cards including their wings —7— are normally flat but when it is desired to use the card for display purposes. the outer edges of the wings —7— are engaged between the thumb and finger and drawn toward each other until the width of the extension —8— is somewhat less than the diameter of the opening —a— whereupon the extension is inserted in said opening and the wings are allowed to expand against the sides of said opening to frictionally hold the card in an upright position with its shoulders —4— resting upon the upper end of the roll.

This is a particularly simple and efficient advertising device easily applied or removed and permits a considerable quantity of them to be placed one upon the other in compact space ready for use when desired.

What I claim is:
A display card having the opposite edges of its lower end tapered and the tapered edges provided with transverse slits extending inwardly therefrom, the portion below the slits forming resilient wings of greater width at the top than at the bottom and capable of being sprung laterally to enter an opening in the article to be displayed, the walls of the slits above the wings serving as stops to limit the entrance of the card into said article.

In witness whereof I have hereunto set my hand this 18th day of January 1924.

FREDERICK W. HOEFLER.