

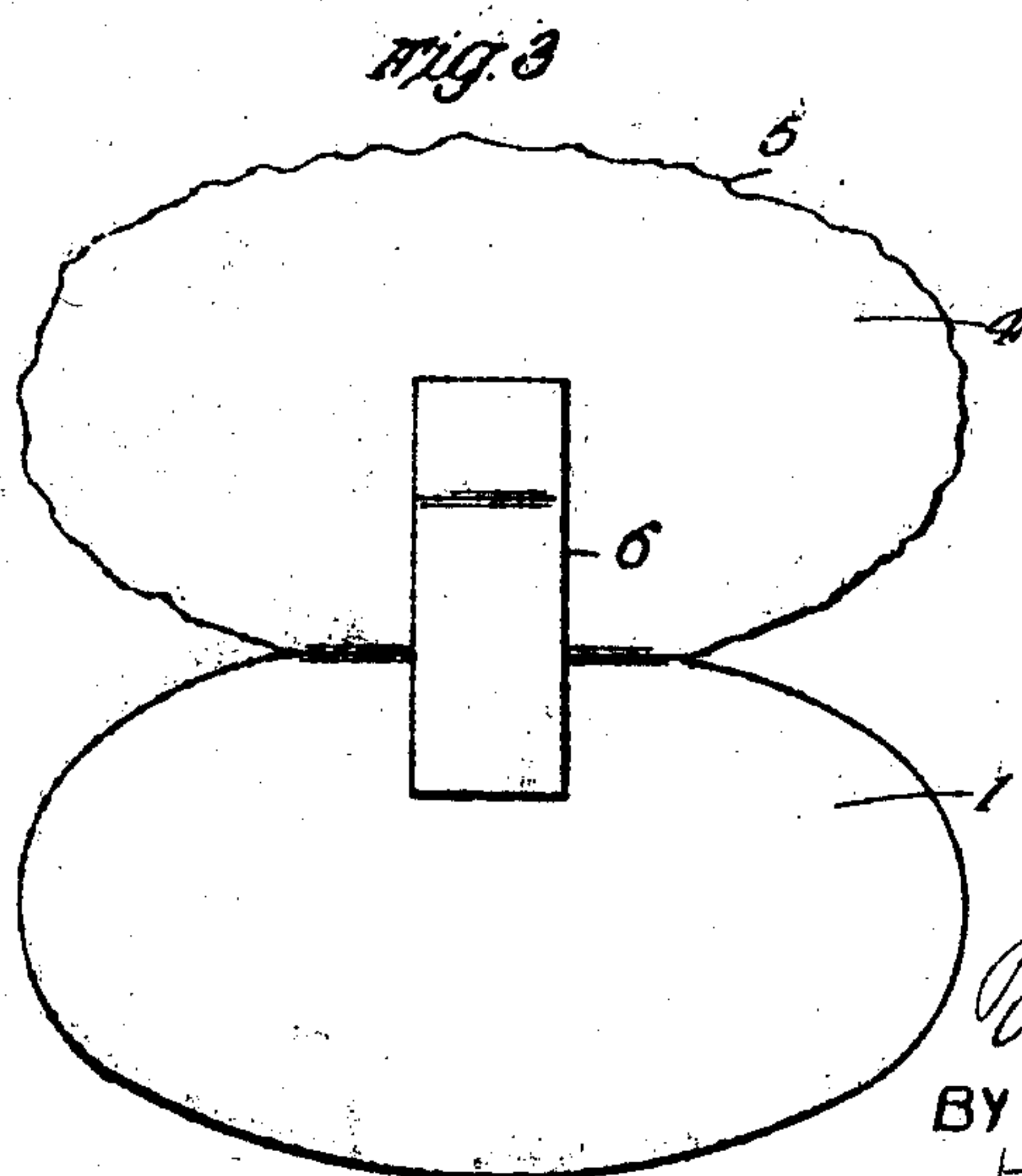
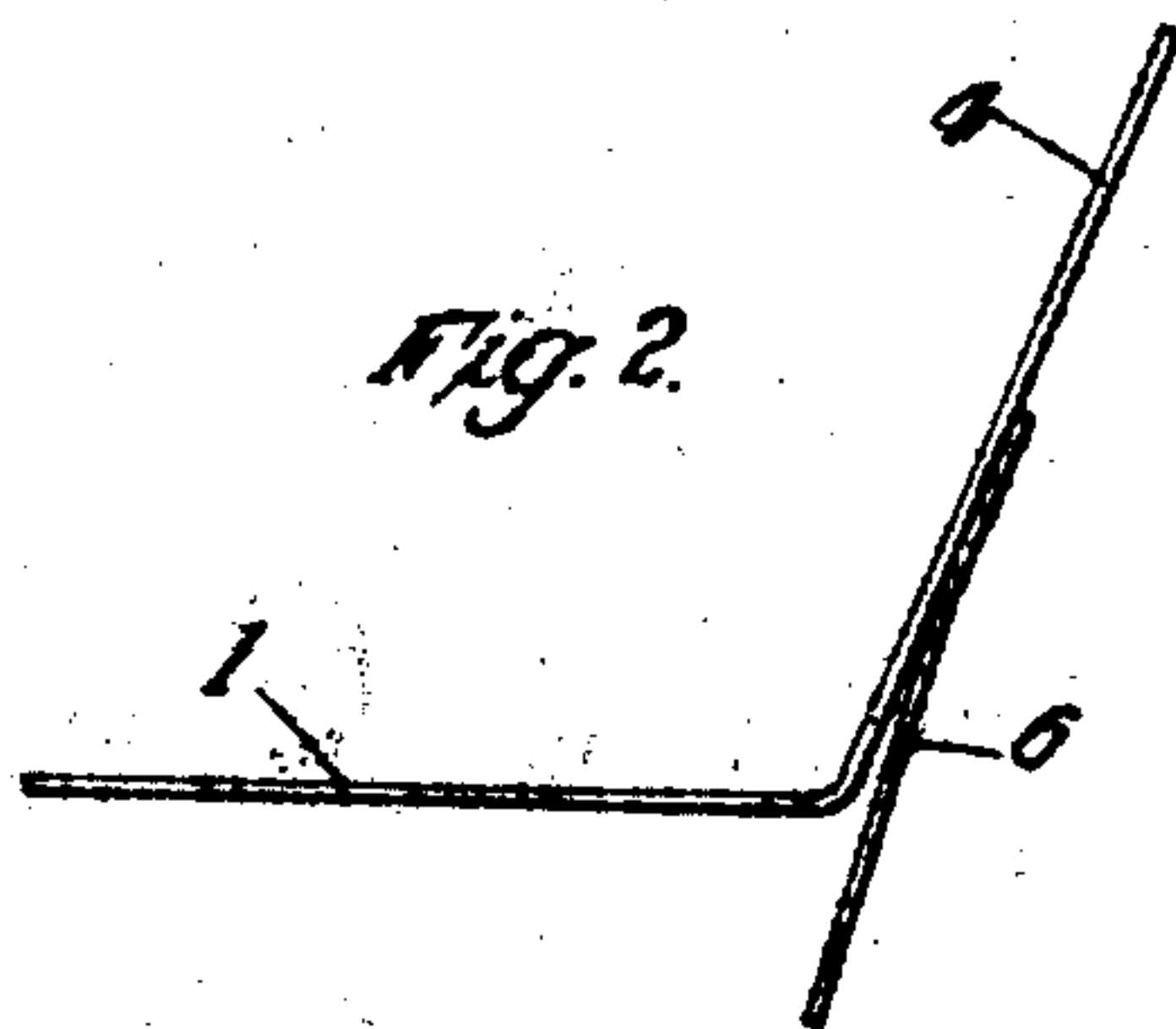
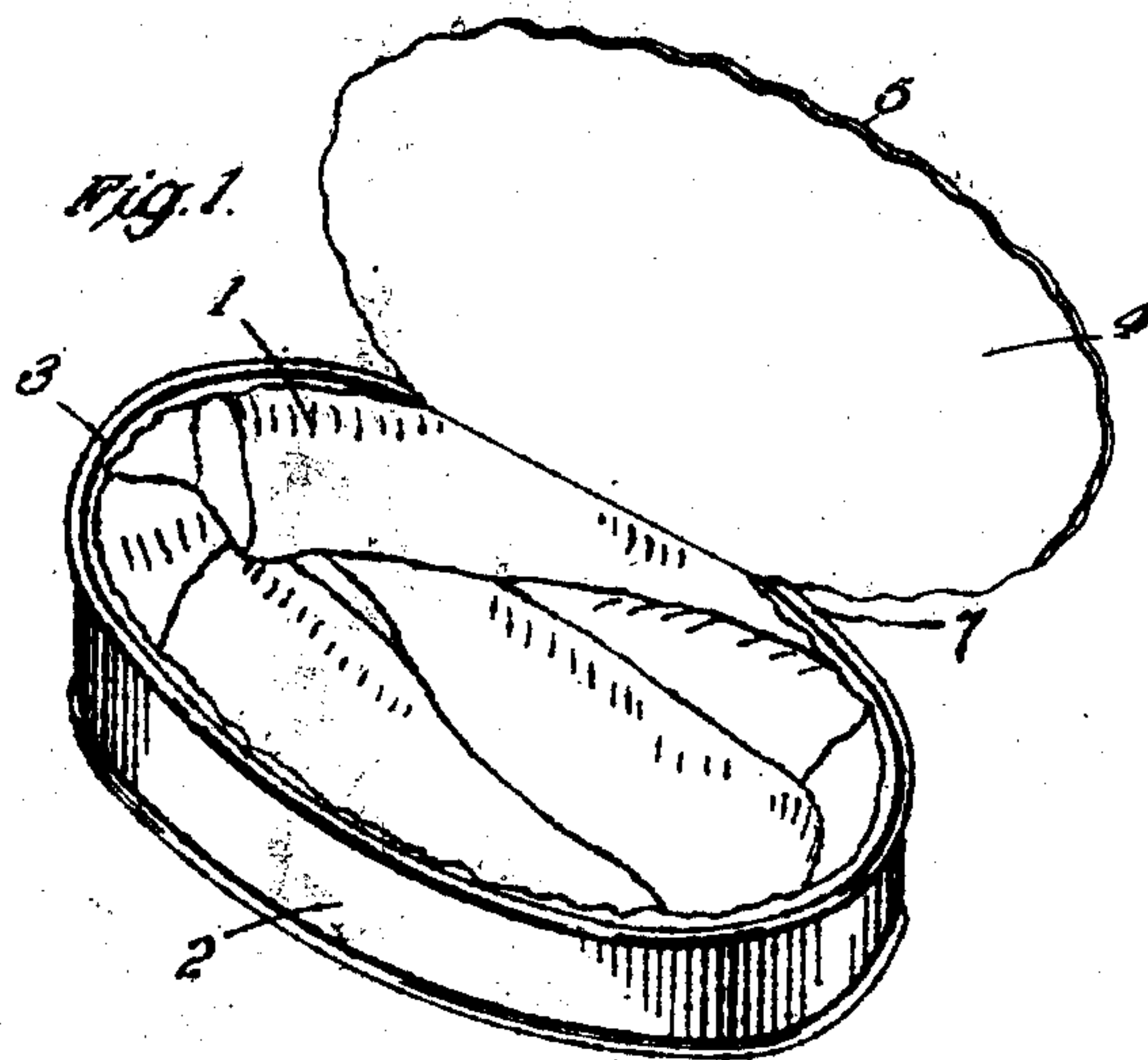
Oct. 7, 1930.

J. E. TULIP ET AL

1,777,508

ADVERTISING OR DISPLAY DEVICE

Filed March 25, 1929



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ADVERTISING OR DISPLAY DEVICE

Application filed March 25, 1929, Serial No. 349,699, and in Great Britain October 16, 1928.

This invention relates to an advertising or display device for use in connection with receptacles such as cans employed for containing preserved or other goods.

5 An object of the invention is to enable sealed cans to be represented as having the lid or upper part thereof raised to disclose the contents.

According to this invention there is provided a device comprising two members, one of which (hereinafter termed the "base member") is adapted to fit or rest in or on the top of a can or the like, and the other (hereinafter termed the "lid member") representing the cut-open top or lid of the can being adapted to remain in a raised position, the said lid member being preferably provided with a strut adapted to support the member in the required raised position.

20 A device, constructed according to the invention, suitable for use with a hermetically sealed can containing preserved goods, such as herrings, is illustrated, by way of example, in the accompanying drawings in which:

25 Fig. 1 is a perspective view of the device in the open position on a hermetically sealed can containing herrings.

Fig. 2 is a side elevation of the device in the open position, and

30 Fig. 3 shows a back view of the device opened out flat.

Referring to the accompanying drawings, a flat member 1 of cardboard or other suitable material, herein referred to as the base member, is shaped to the contour of the removable portion or lid of the can 2, Fig. 1, i. e. circular, oval or other shape, and is adapted to rest on such lid, or if the can is provided with a recessed or beaded top 3, the said base member may be adapted to fit into such bead or recess.

45 The base member 1 is formed integral with or has hingedly or otherwise secured thereto or mounted thereon another member 4 herein referred to as the lid member, of cardboard or other suitable material; the said lid member is, substantially, of the same contour as the removable portion of the can, the periphery 5 of the member being of irregular or notched formation to represent the removable

portion of the can after it has been opened with a can opener.

The lid member 4 is preferably provided with a strut or support 6 to retain the member in a raised position, the said strut being 55 adapted to engage the side 7 of the can.

It will be seen that if the upper surface of the base member 1 is furnished with a picture of the contents or the top layer of the contents of the can, a very realistic impression of an 60 open can is conveyed. Any suitable advertising or other matter may be applied to the upstanding simulation lid 4.

Although the members comprising the device have been described as being formed 65 from cardboard, it will be understood they may be constructed of metal or any other suitable material.

The device is also applicable to cans or receptacles having replaceable lids of flanged 70 or other formation, the lid member of the device being shaped or formed to simulate the lid of the can or receptacle with which the device is to be employed.

The device is preferably formed to enable 75 it to be readily folded into a comparatively small compass for the purpose of storage and transport, and this may be conveniently effected by arranging the base and lid members to fold one on the other. 80

We claim:—

1. An advertising or display device consisting of two members of substantially the same contour throughout, one of which constitutes a base member adapted to rest upon the lid of 85 a closed can, and the other of which is movably connected with said base member throughout a limited portion of its perimeter to simulate the top of a can, and means carried by one of said members engageable with 90 a can for holding said top member at an angle to said base member, and preventing likelihood of the displacement of said base member, said base member having impressed thereon the representation of the contents 95 of a can.

2. An advertising or display device consisting of two members of substantially the same contour throughout, one of which constitutes a base member adapted to rest upon 100

the lid of a closed can, and the other of which
is movably connected with said base member
throughout a limited portion of its perimeter
to simulate the top of a can, and a tongue
secured to said top member adjacent the
5 point of connection of said members and pro-
jecting beyond said point of connection into
engagement with the side of a can for hold-
ing said top member at an angle to said base
10 member, and preventing likelihood of the dis-
placement of said base member, said base
member having impressed thereon the repre-
sentation of the contents of a can.

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