May 23, 1939. E. C. BERG 2,159,838

DISPLAY CARD AND HOLDER

Filed March 22, 1939

Fig. 1.

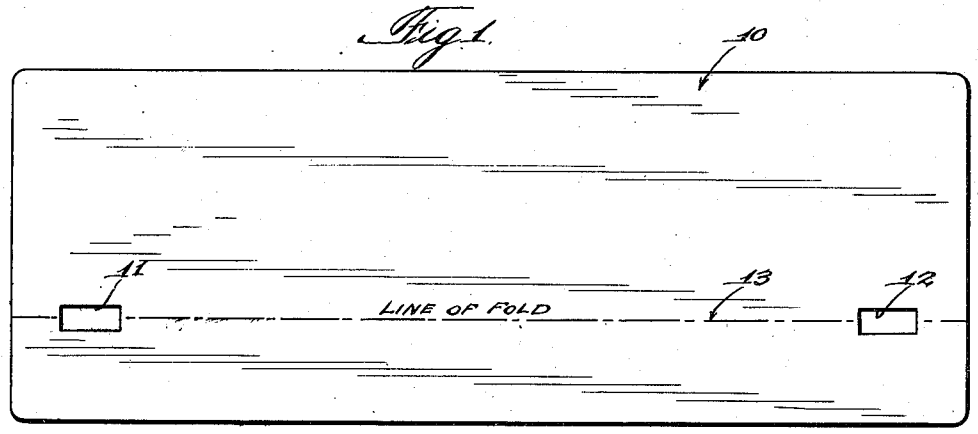


Fig. 2.

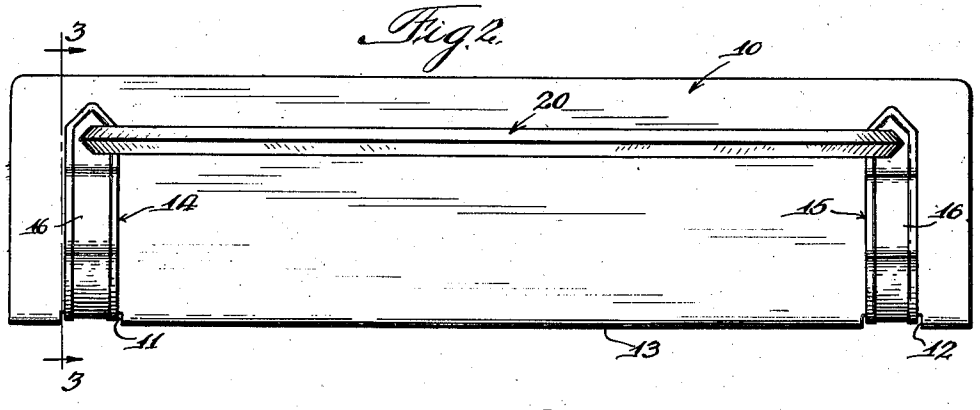
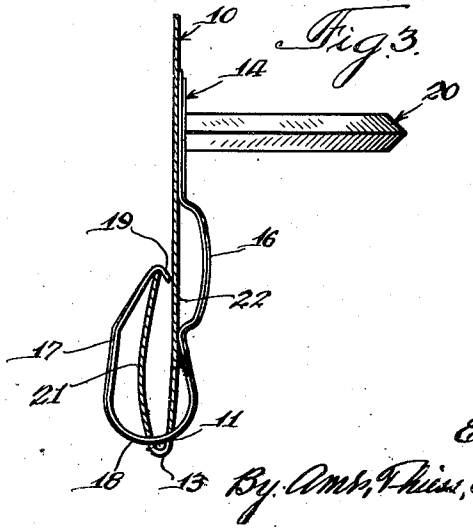


Fig. 3.



Inventor:
Edward C. Berg.
By Arnold, Thies, Olson & Mecklenburger.
Attys.

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DISPLAY CARD AND HOLDER

Edward C. Berg, Chicago, Ill., assignor to The Autoyre Company, Incorporated, Oakville, Conn., a corporation of Connecticut

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6 Claims. (Cl. 40—125)

This invention relates to a display card and holder and has special reference to means which may be readily attached to and detached from an article of manufacture for holding the fixture and for displaying printed matter to attract attention thereto and for specifying directions for the use thereof.

More particularly, this invention relates to a display card and holder for holding an article of manufacture comprising a facing portion and a backing portion fixedly connected along one of each of the edges thereof and extending therefrom at unequal lengths, each of the connected portions having a notch in registration with each other along the connected edges thereof.

The present invention contemplates specifically the use of a readily attachable and detachable member for holding an article of manufacture in which the article comprises a bracket having spaced arms of different lengths connected together at one of the ends of each thereof for supporting a fixture, one of the arms having a projecting portion extending toward the other arm. The display member comprises a facing portion and a backing portion fixedly connected adjacent one of each of the edges thereof and extending therefrom at different lengths, the connected edges having registering notches therein of substantially the width of the bracket and of a depth such that the remaining distance to the free edge of one of said connected portions is substantially the same as the length of the shortest arm of the bracket from the end connection thereof to the projecting portion thereof whereby accidental displacement of the article is prevented when said bracket engages the notches and the projecting portion overlies the free edge of the shorter of the connected portions.

In offering fixtures to the buying public and particularly where such fixtures are of an inexpensive character, the retail stores ordinarily provide little, if any, means for attracting attention to the articles to be sold. In most of the so-called chain stores, articles of inexpensive character are disposed in bins lying flat on the counter, there being several bins across the width of the counter and a great many more along the length thereof. Such articles as are held in the bins usually have in themselves little to attract attention of the purchaser and entirely escape the purchaser's attention except when the purchaser has knowledge of the article he wishes to purchase and, then, it is an effort to locate the article.

Ordinarily, directions for the use of the article are printed on a sheet or a tag and are affixed or attached to the article in some make-shift fashion, the directions becoming lost or mutilated through handling and being otherwise of a character at least not to attract attention even though attached. The present invention contemplates the use of a display card of relatively stiff though flexible material which is so attached to the article as to not require any substantial amount of space in and of itself other than is necessary for the storage of the article and yet will permit of displaying the use to which the article may be put. Alone the article of manufacture may be lost in the bin in so far as one's attention may be attracted to it, while with the present display card teaching its use attached to it in a manner such that it cannot be accidentally displaced and made of a material which will not become accidentally torn, attention of the purchasing public is directed thereto. The display card may have printed thereon color which will attract attention and illustrations which are useful to disclose its use as well as instructions for the installation thereof.

One of the objects of this invention is to provide a display card and holder of the character indicated above for holding an article of manufacture whereby accidental displacement of the article therefrom is prevented.

Another object of this invention is to provide a display card and holder of the character above described wherein attention is attracted thereto by color, illustrations, and the like, and which also provides knowledge to the consumer of the use to which the article may be put.

Other objects and advantages of this invention will hereinafter be more particularly pointed out and, for a more complete understanding of the characteristic features of this invention, reference may now be had to the following description when taken together with the accompanying drawing, in which latter:

Figure 1 is a developed view of the display card and holder incorporating the features of this invention;

Fig. 2 is a front elevational view of the display card and holder of Fig. 1 folded into condition of use and attached to and holding an article of manufacture; and

Fig. 3 is an enlarged sectional view taken on the line 3—3 of Fig. 1.

Referring now more particularly to the drawing, the present invention is shown as being embodied in a single sheet or blank 10 of somewhat

rigid yet flexible material such as cardboard, composition materials, fiber, sheet metal, or the like, the sheet being initially in the condition shown in Fig. 1, having apertures 11 and 12 adjacent the ends and intermediate the width thereof. While the apertures may preferably be cut during the formation of the blank 10 of Fig. 1, they may, however, be notched along the line of fold 13 after the blank is folded in the condition shown in Fig. 2.

The location of the notches and the line of fold relative to the free edges of the blank 10 are determined by the article of manufacture which the card supports. In the present invention the article of manufacture is shown as comprising a rack for washcloths, dishcloths, towels, etc. The rack in the instance of the drawing comprises a pair of spaced brackets 14 and 15 each of which brackets has spaced arms 16 and 17 of different lengths connected together at one of the ends of each thereof by an end connection 18, the arms and end connection being formed preferably of a single piece.

The arm 17 of the bracket has a projecting portion 19 which extends toward the other arm and the bracket thus formed is for the purpose of clamping a fixture such as the towel bar 20 to the depending apron of a sink, basin, or the like. The fixture 20, while shown as being a towel bar, may, of course, be any one of a number of different articles such as hooks, trays, or the like, and the bracket is formed of a resilient material so that the arms may spread to receive the depending apron and thereafter exert a pressure thereon so as to prevent displacement therefrom, the projecting portion 19 forming a line contact with the unfinished and somewhat roughened inner surface of the apron to assist the resiliency of the material of the bracket in holding the bracket in place.

The apertures 11 and 12 form registering notches in the folded edge of the sheet or blank 10 and are of a width corresponding substantially to the width of the bracket and of a depth such that the remaining distance to the free edge of the backing member 21 is substantially the same as the length of the arm 17 from the end connection 18 to the projecting portion 19.

The folded sheet comprising a backing portion 21 and a face portion 22 is passed between the arms 16 and 17 of each of the brackets, and the notches formed by the apertures 11 and 12 are spaced the distance between the brackets so that the end connections 18 of each of the brackets engage the notches. Since the depth of the notch is such that the remaining distance to the free edge of the backing portion 21 is substantially the same as the length of the arm 17 from the end connection 18 to the projecting portion 19, the projecting portion will overlie the free edge of the backing portion 21. The end connection 18 prevents displacement of the bracket and fixture in one direction and the projecting portion 19 prevents displacement of the bracket and fixture in the opposite direction. The notches formed by the apertures 11 and 12 prevent endwise displacement in either direction.

The substantially rigid yet flexible character of the display card and holder permits the ready attachment and detachment thereof from the brackets and fixture and prevents accidental displacement thereof from the brackets and fixture. The fold, being merely obtained in the positioning of the card between the arms of the bracket, presents a resilient spacing of the face and backing portions thereof so that a tendency for the portions to spread acts to confine the backing portion 21 beneath the projection 19 of the arm 17. The sheet 10, being of substantial size, affords the opportunity for a display of color and other means to attract attention thereto and also provides a means for showing the use of the fixture and directions for the application thereof.

While but a single embodiment of this invention is herein shown and described, it is to be understood that various modifications thereof may be apparent to those skilled in the art without departing from the spirit and scope of this invention and, therefore, the same is only to be limited by the scope of the prior art and the appended claims.

I claim:

1. A display card and holder comprising a readily attachable and detachable member for holding an article of manufacture, said article comprising a bracket having spaced arms of different lengths connected together at one of each of the ends thereof for supporting a fixture, one of said arms having a projecting portion extending toward the other arm, said readily attachable and detachable member extending between the arms of said bracket and comprising a face portion and a backing portion fixedly connected adjacent one of each of the edges thereof and extending therefrom at different lengths, said connected edges having registering notches therein of substantially the width and for receiving a portion of said bracket, said notches being of a depth such that the remaining distance to the free edge of one of said connected portions is substantially the same as the length of the shortest arm of said bracket from the end connection thereof to and for disposition beneath said projecting portion thereof whereby accidental displacement of said article is prevented when said bracket engages said notches and said projecting portion overlies the free edge of the shorter of said connected portions.

2. A display card and holder comprising a readily attachable and detachable member for holding an article of manufacture, said article comprising a bracket having spaced arms of different lengths connected together at one of each of the ends thereof for supporting a fixture, one of said arms having a projecting portion extending toward the other arm, said readily attachable and detachable member extending between the arms of said bracket and comprising a face portion and a backing portion fixedly connected adjacent one of each of the edges thereof, said backing portion being of shorter length than said face portion, said connected edges having registering notches therein of substantially the width and for receiving a portion of said bracket, said notches being of a depth such that the remaining distance to the free edge of said backing portion is substantially the same as the length of the shortest arm of said bracket from the end connection thereof to and for disposition beneath said projecting portion thereof whereby accidental displacement of said article is prevented when said bracket engages said notches and said projecting portion overlies the edge of said backing portion.

3. A display card and holder comprising a readily attachable and detachable member for holding an article of manufacture, said article comprising spaced brackets each having spaced arms of different lengths connected together at one of the ends of each thereof for supporting

a fixture therebetween, one of said arms of each of said brackets having a projecting portion extending toward the other arm, said readily attachable and detachable member extending between the arms of said bracket and comprising a face portion and a backing portion fixedly connected adjacent one of each of the edges thereof and extending therefrom at different lengths, said connected edges having spaced registering notches therein each of substantially the width and for receiving a portion of one of said brackets, said notches being of a depth such that the remaining distance to the free edge of one of said connected portions is substantially the same as the length of the shortest arm of said bracket from the end connection thereof to and for disposition beneath said projecting portion thereof whereby accidental displacement of said article is prevented when said brackets engage said notches and said projecting portions overlie the free edges of the shorter of said connected portions.

4. A display card and holder comprising a readily attachable and detachable member for holding an article of manufacture, said article comprising a bracket having spaced arms of different lengths connected together at one of each of the ends thereof for supporting a fixture, one of said arms having a projecting portion extending toward the other arm, said readily attachable and detachable member extending between the arms of said bracket and comprising a flexible sheet folded to provide a face portion and a backing portion extending at different lengths from the line of fold, said folded edge having registering notches therein of substantially the width and for receiving a portion of said bracket, said notches being of a depth such that the remaining distance to the free edge of one of said folded portions is substantially the same as the length of the shortest arm of said bracket from the end connection thereof to and for disposition beneath said projecting portion thereof whereby accidental displacement of said article is prevented when said bracket engages said notches and said projecting portion overlies the free edge of the shorter of said folded portions.

5. A display card comprising a readily attachable and detachable member for holding an article of manufacture, said article comprising a bracket having spaced arms of different lengths connected together at one of the ends thereof for supporting a fixture, one of said arms having a projecting portion extending toward the other arm, said readily attachable and detachable member extending between the arms of said bracket and comprising a sheet of cardboard folded to provide a face portion and a backing portion resiliently held in a spaced relation and extending at different lengths from the line of fold, said folded edge having spaced registering notches therein each of substantially the width and for receiving a portion of said bracket, said notches being of a depth such that the remaining distance to the free edge of one of said folded portions is substantially the same as the length of the shortest arm of said bracket from the end connection thereof to said projecting portion thereof whereby accidental displacement of and for disposition beneath said article is prevented from said bracket engages said notches and said projecting portion overlies the free edge of the shorter of said folded portions.

6. A display card comprising a readily attachable and detachable member for holding an article of manufacture, said article comprising spaced brackets each having spaced arms of different lengths connected together at one of the ends of each thereof for supporting a fixture therebetween, one of each of said arms having a projecting portion extending toward the other arm, said readily attachable and detachable member extending between the arms of said bracket and comprising a sheet of cardboard folded to provide a face portion and a backing portion extending at different lengths from the line of fold, said folded edge having spaced registering notches therein each of substantially the width and for receiving a portion of said bracket, said notches being of a depth such that the remaining distance to the free edge of one of said folded portions is substantially the same as the length of the shortest arm of said bracket from the end connection thereof to and for disposition beneath said projecting portion thereof whereby accidental displacement of said article is prevented when said bracket engages said notches and said projecting portion overlies the free edges of the shorter of said folded portions.

EDWARD C. BERG.