

March 5, 1929.

G. F. EGAN

1,704,561

DISPLAY DEVICE

Filed July 14, 1925

Fig. 1.

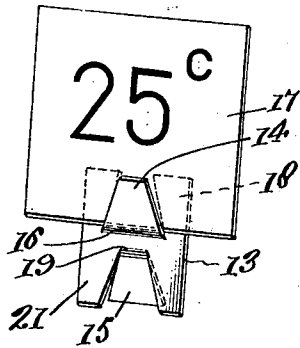


Fig. 2.

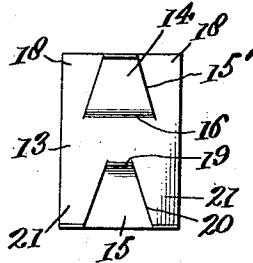


Fig. 3.

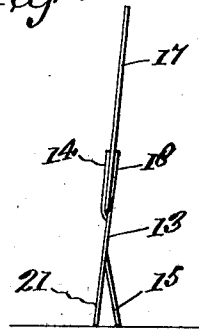


Fig. 4.

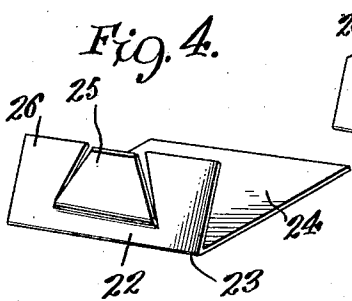


Fig. 5.

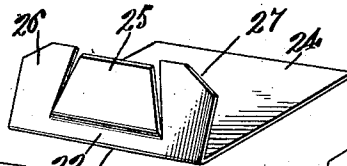


Fig. 6.

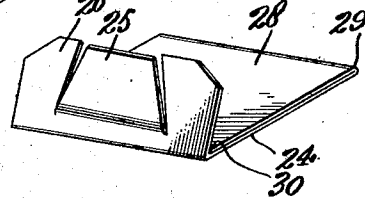


Fig. 7.

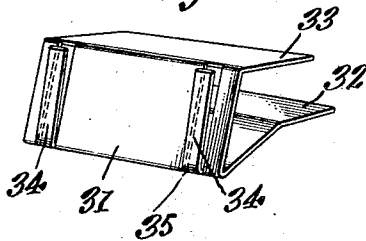


Fig. 9.

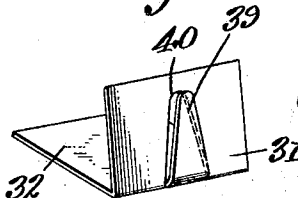


Fig. 8.

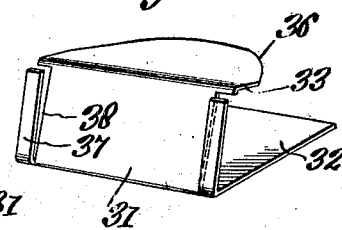


Fig. 10.

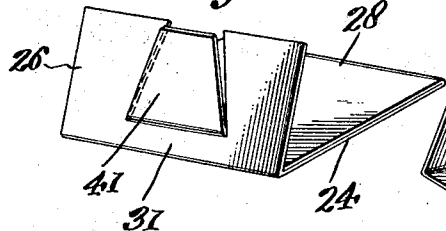


Fig. 11.

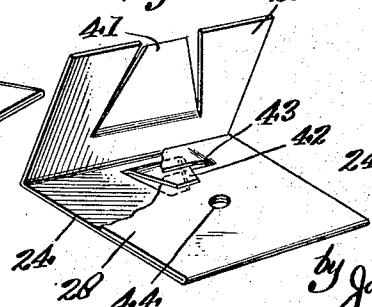
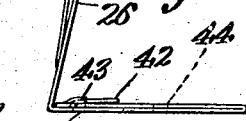


Fig. 12.



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DISPLAY DEVICE.

Application filed July 14, 1925. Serial No. 43,548.

The present invention relates to improvements in display devices and has for an object to provide an improved holder of inexpensive form for use upon store counters, shelves, and in display windows, wherein a card or tag may be displayed clearly without intruding too much upon the display of goods.

Other objects of the invention are to reduce the size and form of display devices.

to provide a sheet metal article which may be stamped and set up at small expense, to provide devices of this character which admit of being packed closely together for minimum cost in transportation, and to provide devices that lend themselves readily to the grasping and support of cards or tags, this device being stable in use and not apt to topple over or upset as this is always unsightly and detracts materially from the effect of display.

With the foregoing and other objects in view, the invention will be more fully described hereinafter and will be more particularly pointed out in the claim appended hereto.

In the drawings, wherein like symbols refer to like or corresponding parts throughout the several views:

Figure 1 is a perspective view of one form of device with a price card therein;

Figure 2 is a front view of the same;

Figure 3 is a side view with the price tag in the device;

Figures 4, 5 and 6 are perspective views showing slightly changed constructions of a modified form of my invention;

Figures 7 and 8 are further perspective views showing related structures containing further modifications;

Figure 9 is a perspective view showing another modification;

Figure 10 is a perspective view of a still further modified form; and

Figures 11 and 12 are respectively fragmentary perspective and edge views of a still further modified form of my invention.

Referring to Figures 1, 2 and 3 the device is shown as made from a body portion 13, which, in this instance is a substantially rectangular piece of sheet metal possessing a degree of malleability or resiliency and from the upper and lower portions of which are cut the substantially triangular tongues 14 and 15. Both tongues are truncated and upper tongue 14 is cut from the upper edge of the body downwardly upon divergent lines 15'

making the tongue smaller at the top than at the base line 16 where it merges with the central body portion of the sheet metal forming a hinge joint therewith and giving an area of relatively long purchase to the price card 17 which is intended to be supported substantially on this hinge joint and which is held between the two prongs 18 of the sheet metal at the opposite sides of the tongue 14. These prongs may also be bent back about an imaginary line co-incidental with the hinge line 16. In other words the tongue is bent in one direction and the prongs in the other so as to form a trough in which to receive the price card and the resiliency inherent in the metal will cause the prongs and tongue to come together upon opposite faces of the card and hold the same against any rocking or edge-wise movement.

The bottom tongue 15 is of the same general shape as the upper tongue 14 except that its connecting or hinge line 19 is at the minimum breadth of the tongue and the lines 20 are convergent upwardly to this hinge line 19. In this case also the prongs 21 are formed at the sides of the tongue 15 and by spreading the tongue and the prongs relatively apart as indicated in Figures 1 and 3 an easel support is formed for the device. The device may be inverted and the card inserted between the tongue 15 and prongs 21 and the upper tongue 15 and prongs 18 form an equally good easel. Then again the device may be inserted over the edge of a box in which merchandise is contained or may be set up on a shelf or counter or other suitable place.

Referring to Figure 4, the body portion 22 of the sheet metal article is shown bent on a transverse line 23 so that the major part 24 lies in a substantially horizontal plane and may rest through an extended surface upon a shelf or other support, or be inserted between two surfaces. The bent up part is shown as disposed backwardly at an angle to the part 24 and in this upstanding part tongues 25 and prongs 26 are shown as cut. The tongue 25 is shown as a truncated triangle and the base line is shown as larger so as to receive and support a card throughout an extended lower edge.

In Figure 5 the arrangement is very similar and identical parts are referred to by like reference characters. In this case the corners of the prongs 26 are cut off on diagonal lines indicated at 27, so as to add to the appearance

of the article and provide a smoother edge to the thumb or finger as this part is engaged in the bending of the prongs 26 back and forth.

In Figure 6 the parts are also substantially the same except for the fact that an additional fold 28 of the body material is made about the line 29 thus giving overlapping thickness and providing a heavier and more substantial base for the device. Difficulty is encountered in display devices toppling over in store windows and other places and the message as to price is not conveyed to the public. Besides, in order to reach the toppled over display device to restore it to proper position it is oftentimes necessary to remove goods and replace such goods. With a substantial base such as is provided in the device shown in Figure 6 cards of large size may be placed in the holder without fear of upsetting. Moreover, the forward free edge 30 of the overlapping part 28 engages against the rear wall of the upright tag holder portion and reinforces and strengthens this against back bending in the direction of inclination. This also admits of placing a heavier card therein.

In Figure 7 the body portion 31 is upstanding and is supported upon the base portion 32, and in addition there is a top portion 33. The base portion 32 will preferably be inclined upwardly and will also be preferably inclined downwardly at its rear so as to be more easily inserted on a shelf and so as to be more firmly clamped to the shelf or other support. The parts 32 and 33 form in effect a clamp to be inserted over the edge of a shelf or other support. The parts are, of course, spread out to admit of this and they will hug the shelf and prevent accidental dislodgment. Of course, the device may be pulled off by the direct application of force. The card in this instance is held in the two elongated tongues 34 cut out along parallel side lines and hinging as indicated at 35 at substantially the lower edge of the upright part. The top ends of these tongues are cut from metal lying substantially coincident with the plane of the top part 33 and the tongues are bent slightly outwardly from the plane of the upright part. Thus an elongated support is not needed but the card is held at two points near its opposite edges and no tilting or canting may occur. This form of device may, if desired, be placed on an article of merchandise.

In Figure 8 there are also clamp parts 32 and 33 with the rear edges of the upper part rounded as indicated at 36 for the purpose of facilitating the insertion of the device on a shelf and for the purpose of facilitating the prying of the part 32. The upright part is also provided with the two upright tongues 37 which, in this instance, are cut from the remotest edge portions of the upright member thus making it necessary for one incision only at each side, the tongue being bent then from material between the incision and the edge

of the upright part. By having the tongues 37 of rather narrow width the fact that the support is removed at the edges of the device is not material and does not unfavorably affect the strength of the device.

In Figure 9 the sheet metal upright part 31 is also bent back and is supported upon the base part 32. In this instance an elongated triangular tongue 39 is provided having the rounded tip 40 to facilitate prying the tongue out and inserting the card in place. The tongue is also substantially triangular and it is a smaller base line than some of the other tongues but adequate to support certain types of cards while holding the card through a greater area as to height.

Figure 10 is very similar to Figure 6 except that the tongue 41 is of less width and greater length and the device is larger in every respect being adapted for the support of heavier cards. Also the greater length of the tongue 41 and the prongs 26 aids to support a much higher card and the corner portions are left in this device so as to support the larger card throughout a substantial area. The base part 24 and overlapped portion 28 are the same as in Figure 6 except of larger size.

Coming now to Figures 11 and 12, these figures show a device similar in all respects to Figure 10 except that the base part 24 is provided with an interlocking tongue 42 adapted to enter the slit 43 made at an appropriate point in the overlapping portion 28. The tongue is preferably triangular and similar to the tongue heretofore referred to and the tip end of the tongue is shown as of smaller size and of considerably less width than the width of the slit 43 to facilitate the passage of the tongue therethrough.

The interlocking engagement holds the parts down together and also holds the perforations 44 in alinement, these perforations being for the purpose of receiving a nail, screw or other fastening to prevent movement or upsetting of the device.

The forms of device shown in Figures 4, 5, 6, 9 and 10 may also, if desired, be provided with perforations, as 44.

The forms of device illustrated in Figures 5, 6, 9, 10 and 11 may, like the form of device shown in Figure 4, be placed on a shelf or other support or be inserted between two surfaces.

It is obvious that various changes and modifications may be made in the details of construction and design of the above specifically described embodiments of this invention without departing from the spirit thereof.

What is claimed is:—

A display device comprising a thin, flat sheet body of resilient material having upper and lower portions divided by diagonal incision lines in the central tongues and lat-

eral prongs, the incision lines in the upper portion of the sheet body diverging downwardly to approximately the central portion of the body and providing an elongated base for the tongue, the incision lines opening through the upper edge of the body in relatively close relation and providing the adjacent prongs with pointed free corner portions adjacent the tongue to receive the card and provide elongated top edges for grasping the card, the lower portion of the device having diagonal incisions extending from remote points in the lower edge upwardly and convergently to the central portion of the device whereby to provide a central easel tongue and lateral foot prongs. 10 15

In testimony whereof I affix my signature.
GEORGE F. EGAN.