Aug. 6, 1968 C. O. LARSON 3,395,792

DISPLAY

Filed Aug. 29, 1967

FIG. 1

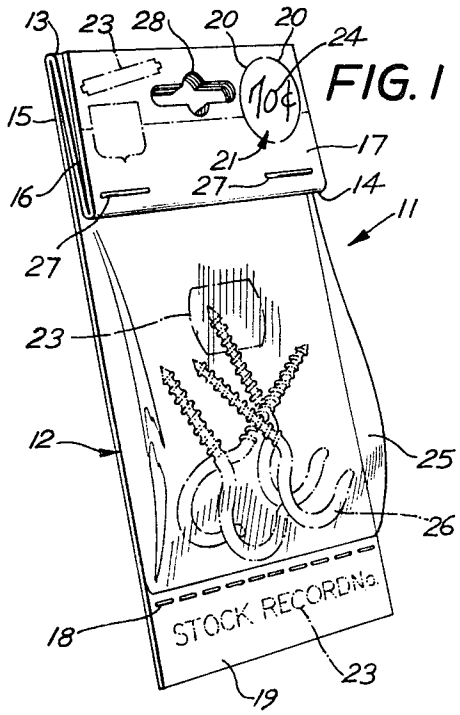


FIG. 2

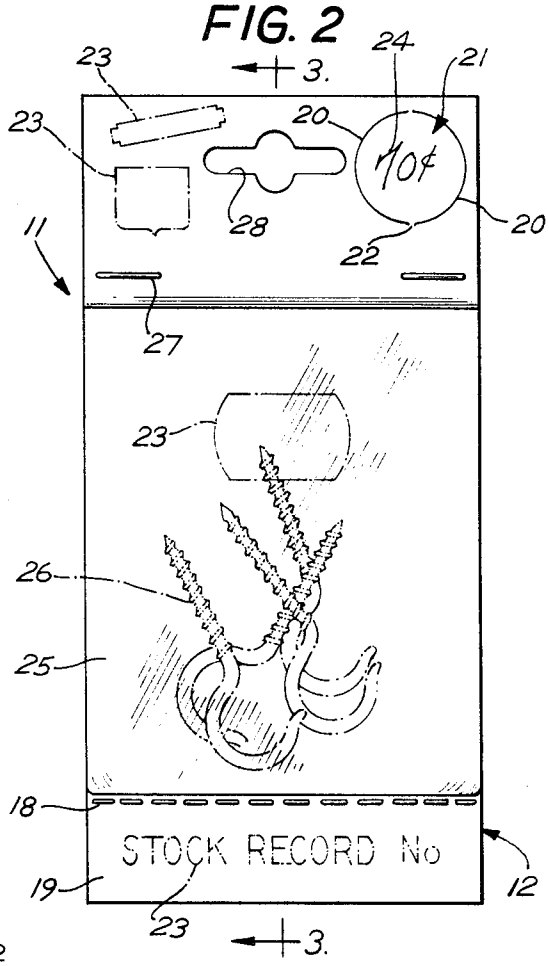


FIG. 3

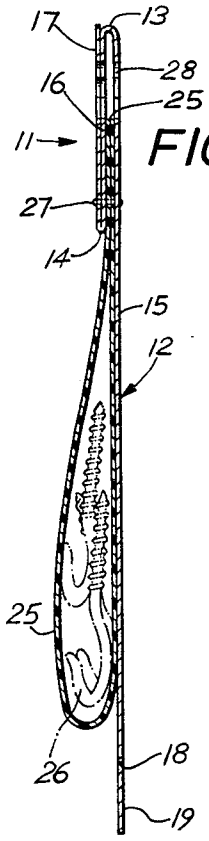


FIG. 4

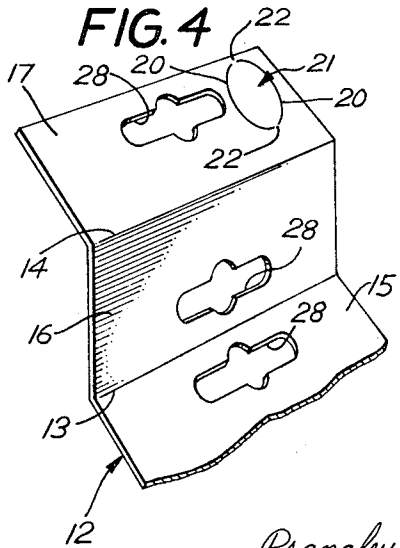
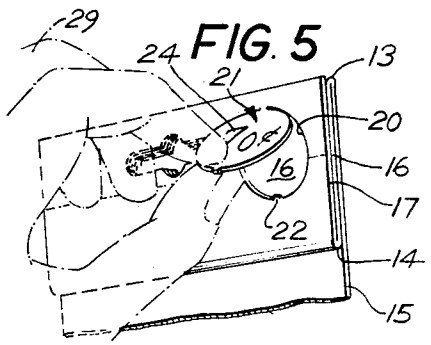


FIG. 5



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DISPLAY

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Continuation-in-part of application Ser. No. 640,015, May 22, 1967. This application Aug. 29, 1967, Ser. No. 664,159

14 Claims. (Cl. 206—80)

ABSTRACT OF THE DISCLOSURE

A display is disclosed including a rectangular card having first and second transverse fold lines thereacross which provide, when folded, a display panel, a support leaf overlying the adjacent end of the display panel, and an upwardly directed display flap overlying the support leaf; the upper end of an article holding bag is interposed between the support leaf and the display panel and fastening means, such as staples secure the article holding bag to the card, and aligned openings are provided through the display flap, the support leaf and the display panel whereby the package may be hung on a hook or the like; the card further has a line of perforations thereacross providing a detachable tab thereon which may be used as a re-order tab, and a removable price knockout on the display flap which exposes an unmarked surface of the card for remarking when removed.

This application is a continuation in part of application Ser. No. 640,015, filed May 22, 1967, for Display, now abandoned.

This invention relates to displays for small articles, and more particularly to a display including a folded display card having a number of advantages and improved features over existing types of display cards such as those adaptable for display on pegboards.

One object of the invention is to provide a very inexpensive, but attractive display card, formed from the usual type of cardboard having one plain side and the other side bearing imprintment thereon of information regarding the article displayed, advertising, prices and the like; but which is so folded that the plain side is entirely concealed from the view of the purchaser in use thus providing a much neater appearing display card than heretofore provided.

Still another object of the invention is to provide a display card which can be economically made from cardboard having only one printed side, yet when the card is folded only the printed side shows, and further providing a detachable tab having printing thereon corresponding to the information contained on the folded portion of the card, whereby the tab may be removed from the card and sent back to the manufacturer as a re-order slip, or removed and placed on a pegboard below the article for identification purposes.

A further object of the invention is to provide a display card which can be economically made from cardboard having only one printed side, yet when the card is folded only the printed side shows, and wherein the printed side of the card is provided with a pre-printed removable price knockout which, when removed, exposes an underlying portion of the unprinted side of the card for repricing.

Yet a further object of the invention is to provide an article display card which is highly effective in holding an article holding bag thereon, thereby to prevent damage to the bag and hold it more securely, and the bag is protected by the portion of the card from damage thereto by the fastening element holding the bag on the card when the display article contained therein is examined.

An additional object of the invention is to provide a folded display card which is economical to assemble with respect to an article containing bag, inasmuch as the same can be assembled with a minimum of effort and time.

Further features of the invention pertain to the particular arrangement of elements of the display whereby the above outlined and additional features thereof are attained.

The invention, both as to its organization and method of operation, together with further objects and advantages thereof, will best be understood by reference to the following specification taken in connection with the accompanying drawing, in which:

FIGURE 1 is a front perspective view of a display embodying the invention and showing a transparent article holding bag and articles therein associated with the display card;

FIG. 2 is an enlarged front elevational view of the display of FIG. 1;

FIG. 3 is a side sectional view taken in the direction of the arrows along the line 3—3 of FIG. 2, illustrating in greater detail the mounting of the article holding bag on the display card;

FIG. 4 is a fragmentary perspective view, partially exploded, illustrating the relationship of the fold lines of the display card prior to assembly thereof; and

FIG. 5 is a fragmentary front perspective view of the display illustrating the removal of the price knockout therefrom.

Referring now to the drawing, and more particularly to FIGS. 1 and 3, there is seen an assembled display designated generally as **11**, which comprises a generally rectangular card **12** having a first transverse fold line thereacross as indicated at **13**, and a second transverse fold line thereacross indicated at **14** that is spaced from the first fold line **13**. When the card **12** is folded about the fold lines **13** and **14**, the card is divided into a display panel **15** and a support leaf **16** disposed between the fold lines **13** and **14** and a display flap **17**. When folded, the support leaf **16** overlies the adjacent end of the display panel **15**, and the display flap **17** overlies the support leaf **16**, with the display panel **15** extending beyond the juncture or fold line **14** between the support leaf **16** and display panel **17**.

It will also be seen in FIGS. 1 through 3 that the card **12** has a line of perforations **18** transversely thereacross near the opposite end thereof to provide a detachable tab **19** for the card **12**, which tab **19** may be used in the manner hereafter explained.

The display flap **17** has two almost semicircular cuts **20** therein which define a generally circular removable area **21**, which for the sake of brevity, will be referred to hereinafter as a knockout. In cutting the knockout from the display flap **17**, spaced portions at opposite sides thereof remain uncut to form tongues **22** for normally retaining the knockout **21** in the plane of the display flap **17**. The knockout is used in a manner hereinafter explained.

The card **12** may be made of inexpensive "cardboard" stock unfinished on one side and coated on the other side for imprintment of any desired advertising, explanations, instructions or the like. By way of example, printed areas **23** are shown in dashed lines on the display panel **15** and the display flap **17**, with corresponding indicia being provided on the detachable tab **19**. The knockout **21** also bears price imprintment thereon as at **24**. The area of the downwardly directed support leaf **16** is illustrated as generally overlapping a minor portion of the display panel **15** of card **12**, and by folding the flap **17** thereover, the unimprinted or plain back side of the card is hidden from view. The card **12** serves as a background and support for an article holding bag **25** which may contain one or more

articles such as the screw hooks **26** shown therein. The imprintment **23** and **24** may be of suitable color and/or design to harmonize with, or set off, the article displayed.

While certain areal proportions have been mentioned, these may of course be varied within limits to suit various bag sizes and/or articles sizes and shapes, but in the preferred form illustrated, the second transverse fold line **14** is disposed midway between the first fold line **13** and the end of the card **12**, whereupon folding the card **12** about the fold lines, the display flap **17** formed thereby is coextensive with the support leaf **16** and terminates substantially parallel to the uppermost portion of the resulting display panel **15**.

The upper normally open marginal edge of the transparent bag **25** (indicated as **13** in FIG. 3) is interposed between the display panel **15** and the support leaf **16**. Suitable fastening means may be used to secure the bag **25** to the card **12**; in the illustrated embodiment, staples **27** are used, the staples **27** passing through the flap **17**, the leaf **16** and the panel **15** and also through the upper end of the bag **25** effectively to hold the article containing portion of the bag **25** properly displayed and supported in position relative to the card **12** and also to protect the bag **25** (in the area through which the staples **24** extend) from tearing out when handled by a customer. Also, this type of fastening is more substantial than the mere stapling of the bag to the front surface of a single thickness card. Moreover, by stapling the flap **17** and leaf **16** and panel **15** together, the strength of the finally assembled card is greatly increased.

It is also seen in the drawing that three identical openings **28** are provided in the card **12**, the openings **28** being suitably positioned so that upon folding the card **12** to its assembled position, the openings **28** will be in alignment, whereby the assembled card **12** may be suspended from a display hook of a pegboard, or the like.

As previously noted, the detachable tab **19** has imprinted thereon suitable indicia **23** corresponding to the indicia **23** printed on the panel **15** and flap **17**, whereby when the item is sold, the clerk or cashier may remove the tab **19** for convenience in either re-ordering or for inventory purposes. Other indicia, such as the customer's name or the like may be printed on the removable tab **19**. Further, the tab **19** may be removed and pasted below a display hook for identifying the item held thereon.

As previously described, the knockout **21** is provided with price indicia **24** thereon whereby the card is prepriced by the manufacturer to effect a savings in time for the retailer. However, because of discounting tactics and the rising cost of merchandise, many retailers have to reprice their goods so that they can afford to purchase replacements at the higher price. The removable knockout **21** on the display flap **17** is adapted to provide the retailer with a clean surface of the card for repricing, without defacing the card. As shown in FIG. 5, the knockout **21** may be easily removed by hand, as shown diagrammatically at **29**, by lifting same out of the plane of the display flap **17** and tearing the small connecting tongues **22**. Because of the double fold of the card, removal of the knockout **21** exposes the rear unprinted surface of the underlying support leaf **16** for application of a new price thereto. While the knockout shown has a generally circular periphery, it will be understood that knockouts of other configurations may also be employed.

By providing the double fold at the head of the card it is possible in use to conceal all of the unfinished surfaces of the folded card **12**, whereby none are exposed to view, thus enhancing the final appearance and consequential customer appeal of the display **11**, while the knockout **21** permits the retailer to use the unfinished surface to his advantage when necessary.

Inexpensive cardboard coated on only one side may be used, and though the initial length of the card is greater than where an unfolded card is used, a number of important advantages are had by the disclosed construction, such as the increased suspension strength of the card, the concealing of the top portion of the bag **25** from view, the provision of a background (panel **15**) for the displayed articles **26** which enhances the appearance and provides a substantial support for the bag **21** and its contents. It will, of course, be understood that if desired, the entire card **12** may be suitably coated for imprintment.

What is claimed is:

1. A display comprising an elongated card having a first transverse fold line thereacross and a second transverse fold line thereacross spaced from said first transverse fold line, said fold lines dividing said card into a display panel and a support leaf disposed between said fold lines and a display flap, said support leaf overlying the adjacent end of said display panel and said display flap overlying said support leaf and said display panel extending beyond the juncture of said support leaf and said display flap, display indicia on one surface of said card and visible on said display flap and the portion of said panel extending beyond said display flap, a transparent article holding bag adapted to receive an article for display and having an end interposed between said panel and said leaf, and fastening means for fastening said article holding bag to said card, thereby to support said bag with the article therein displayed against the display panel of said card, said display panel, said support leaf and said display flap having aligned openings therethrough, whereby said card may be suspended for display by the passage of a hook-like support through said aligned openings.

2. The display set forth in claim **1**, wherein said card is rectangular and said second transverse fold line is disposed midway between said first fold line and the adjacent end of said card, whereby said display flap is coextensive with said support leaf and terminates at the adjacent end of said display panel.

3. The display set forth in claim **1**, wherein said card is made of cardboard.

4. The display set forth in claim **1**, wherein said fastening means comprises a staple extending through said display flap and said support leaf and said display panel and the adjacent end of said article holding bag, thereby to support said bag with the article therein displayed against the display panel of said card and to clamp said display flap and said support leaf to said display panel to increase the strength of the finally assembled display card.

5. A display comprising an elongated card having a first transverse fold line thereacross adjacent to one end thereof and a second transverse fold line thereacross spaced from said first transverse fold line, said fold line dividing said card into a display panel and a support leaf disposed between said fold lines and a display flap, said support leaf overlying the adjacent end of said display panel and said display flap overlying said support leaf and said display panel extending beyond the juncture of said support leaf and said display flap, display indicia on one surface of said card and visible on said display flap and the portion of said panel extending beyond said display flap, said card having a line of perforation transversely thereacross adjacent to the other end thereof to provide a detachable tab, said detachable tab bearing indicia thereon corresponding to the indicia on said display panel from which said tab is adapted to be detached, whereby the detachable tab serves for convenience in reordering of the article carried by the display, a transparent article holding bag adapted to receive an article for display and having an end interposed between said panel and said leaf, and fastening means for fastening said article holding bag to said card, thereby to support said bag with the article therein displayed against the display panel of said card, said display panel and said support leaf and said display flap having aligned openings therethrough, whereby said card may be suspended for display by the passage of a hook-like support means through said aligned openings.

6. The display set forth in claim 5, wherein said card is rectangular and said second transverse fold line is disposed midway between said first fold line and the one end of said card, whereby said display flap is coextensive with said support leaf and terminates at the adjacent end of the resulting display panel.

7. The display set forth in claim 5, wherein said card is made of cardboard.

8. The display set forth in claim 5, wherein said fastening means comprises a staple extending through said display flap and said support leaf and said display panel and the adjacent end of said article holding bag, thereby to support said bag with the article therein displayed against the display panel of said card and to clamp said dipslay flap and said support leaf to said display panel to increase the strength of the finally assembled display card.

9. The display set forth in claim 5, wherein said display panel has at least one cut therethrough defining a removable knockout thereon, said knockout having price indicia imprinted thereon whereby removal of said knockout from said display flap exposes an unprinted area of said underlying support leaf for application of a new price thereto.

10. A display comprising an elongated card having a first transverse fold line thereacross and a second transverse fold line thereacross spaced from said first transverse fold line, said fold lines dividing said card into a display panel and a support leaf disposed between said fold lines and a display flap, said support leaf overlying the adjacent end of said display panel and said display flap overlying said support leaf, said display panel extending beyond the juncture of said support leaf and said display flap, display indicia on one surface of said card and visible on said display flap and the portion of said panel extending beyond said display flap, said display flap having at least one cut therethrough defining a removable knockout, said knockout bearing price indicia thereon, whereby removal of said knockout from said display flap exposes an unprinted area of said underlying support leaf for application of a new price thereto, a transparent article holding bag adapted to receive an article for display and having an end interposed between said panel and said leaf, and fastening means for fastening said article holding bag to said card, thereby to support said bag with the article therein displayed against the display panel of said card, said display panel, said support leaf and said display flap having aligned openings therethrough, whereby said card may be suspended for display by the passage of a support through said aligned openings.

11. The display set forth in claim 10, wherein said knockout is generally circular and is held in the plane of said display flap by at least one tongue extending between said knockout and said display flap.

12. The display set forth in claim 10, wherein said card is rectangular and said second transverse fold line is disposed midway between said first fold line and the adjacent end of said card, whereby said display flap is coextensive with said support leaf and terminates at the adjacent end of said display panel.

13. The display set forth in claim 10, wherein said card is made of cardboard.

14. The display set forth in claim 10, wherein said fastening means comprises a staple extending through said display flap and said support leaf and said display panel and the adjacent end of said article holding bag, thereby to support said bag with the article therein displayed against the display panel of said card and to clamp said display flap and said support leaf to said display panel to increase the strength of the finally assembled display card.

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