Nov. 5, 1968 W. H. DORING 3,408,758

DISPLAY CARD

Filed June 28, 1966

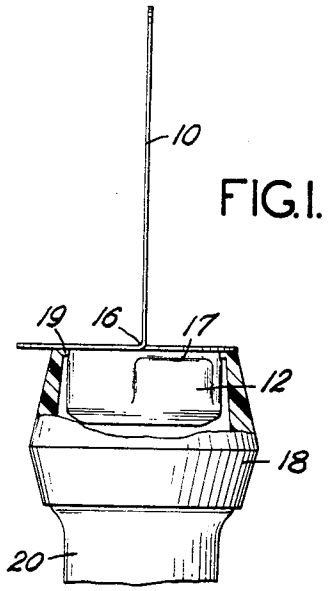


FIG.1.

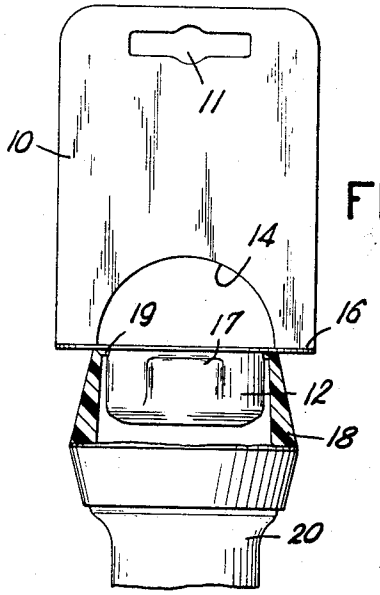


FIG.2.

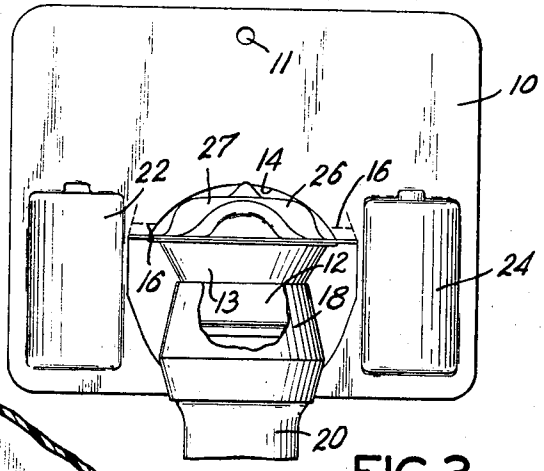


FIG.3.

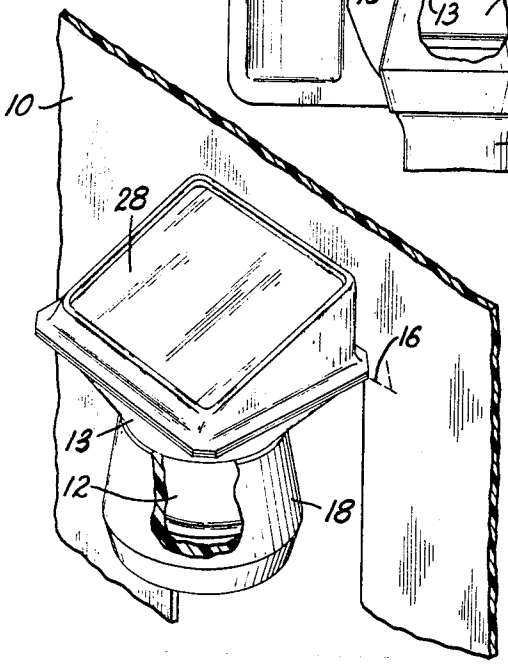


FIG.4.

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DISPLAY CARD

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5 Claims. (Cl. 40—124.1)

This invention relates to a display device or card particularly adapted for the display and support of an article having a recessed end.

Marketers of many household articles have found that proper display devices provide an excellent stimulus for sales, and the art is replete with suggestions for display cards to which such articles can be affixed. It has also been found, however, that if it is difficult to remove the articles from the display device, the consumer is aggravated to the extent that he may not make a repeat purchase.

In accordance with this invention a display card for an article having a recessed end is provided which securely, attractively and easily releasably supports the article. A particular article of this type is a flashlight having a hollow lens ring extending beyond the end of the flashlight casing, and the invention will be described with particular reference to such an article.

The invention comprises a display card having a main body portion having an aperture therein for hanging the card on a suitable support such as a hook and a cup-like concave plug portion formed in or attached to the main body portion, the main body portion of the card being scored and partially cut in the vicinity of the plug portion to provide a hinge area for the plug portion. The plug portion is adapted to fit securely but releasably within the recessed end of the article to be displayed and supported and through hinge action provided by the scores and cuts in the hinge area to display and support the article in a plane substantially parallel to the plane of the main body portion of the card when it is hung on a support.

Preferably the plug portion is provided with a plurality of ribs arranged substantially parallel to its longitudinal axis to provide gripping action with the inner walls of the recess in the article to be displayed. If desired the main body portion of the card may provide one or more receptacles for articles to be used in association with the articles to be displayed as for instance batteries to be used in a flashlight. Also, the plug portion may be provided with a cover which may have indicia printed thereon or formed therein. Such a cover may be substantially flat and arranged at an acute angle to the longitudinal axis of the plug and adapted to support a substantially flat article. When a covered plug is used, the cuts and scores in the main body portion should be so arranged as to provide ready detachability of the plug from the card. If the article to be displayed is a flashlight, the plug can then be removed from the card and used as a signalling device or to provide an illuminated image. In such case the plug should be translucent.

In the accompanying drawing:

FIG. 1 is a side elevation of a display card of the invention showing (part being broken away) its use to display and support a flashlight;

FIG. 2 is a front elevational view partially in section of the card and flashlight of FIG. 1;

FIG. 3 is an elevational view similar to FIG. 2 but showing a modified display card; and

FIG. 4 is a pictorial view of a display card and modified plug parts being broken away.

Referring now to the drawing a display card embodying the invention is shown having a main body portion

10 provided with an aperture **11** enabling the card to be hung on a suitable hook or like suport. A plug portion **12** which may have an outward flare **13** (FIG. 3) is hingeably movable at least about 90° with respect to the main body portion **10** by reason of a cut **14** and scores **16** defining a hinge area. The plug **12** is provided with ribs **17** which assist in providing a secure but releasable fit of the plug **12** in the recessed lens ring **18** of a flashlight **20**. The ribs **17** are substantially parallel to the longitudinal parallel to the longitudinal axis of the plug **12**, that is are generally parallel to its concavity. As shown in FIG. 2, a lip **19** may be provided on the lens ring **18** to cooperate with the ribs **17**. In the main body portion **10** of the display card illustrated in FIG. 3, receptacles **22** are provided for batteries, a battery **24** being shown in one such receptacle. In the embodiment illustrated by FIG. 3 a cover **26** is provided for the plug portion **12**, and the cover **26** is provided with an image **27** formed therein.

Another embodiment of the invention, illustrated in FIG. 4 comprises a plug **12**, particularly for use with a flashlight. The plug **12** is provided wtih a cover having a flat surface **28** preferably defined by a peripheral ridge **30**, the flat surface **28** being at an acute angle to the longitudinal axis of the plug **12**. This device, which may be utilized as a part of a display card for a flashlight may be used in conjunction therewith when made of translucent material for examination of an object placed on the flat surface **28** and illuminated by a light source in the flashlight. For instance, it may be used as a viewer for transparencies.

The display card of the invention may be formed of any desired, conventional material such as cardboard but at least the plug portion should be flexible and resilient to provide a snap-in, snap-out type fit in the recess of the article to be displayed and supported. Conventional plastics such as cellulose acetate, polyvinyl chloride, vinyl copolymers, polyethylene, polypropylene and the like are preferred materials for use in fabricating the device.

If an uncovered plug is used, it may be integral with the main body portion. If a covered plug is used, the cover is conveniently integral with the main body portion and a separate plug portion may be attached thereto by cementing, heat-sealing or other known method.

The ribs **17** provided on the plug portion **12** improve resiliency thereof and also permit escape of air from the recess of an article into which the plug is placed making for ease of insertion. The snugness of fit is enhanced by the lip **19** which may be provided in the recess of the article.

It will be seen particularly from FIG. 1 that when the plug **12** is inserted in the recessed portion (lens ring) **18** of an article (flashlight) **20** and the main body portion **10** is supported, the plug **12** and article **20** may be hingeably moved about 90° so as to display and support the article in a plane substantially parallel to the plane of the main body portion **10**. If the card is supported from a hook on a typical display board, the article secured to it may contact such board to assist in holding the article in a substantially vertical portion.

It will be readily apparent that the display card of the invention is simple yet effective and presents an article in an attractive manner. Of course, suitable sales or other messages may be imprinted on the main body portion in an easily readable position. And when a covered plug is used it may constitute a useful premium, provision being made by the cut **14** and scores **16** for its ready detachability from the main body portion **10**.

While specific illustrative description of the display card of the invention has been given herein in detail,

various modifications within the scope of the invention will occur to those skilled in the art.

What is claimed is:

1. A display card adapted to support an article having a recessed end, said card having a main body portion having an aperture therein for hanging said card on a support and a cup-like concave plug portion in said card, said main body portion being scored and partially cut to provide a hinge area for said plug portion, said plug portion being adapted to fit securely but releasably within the recessed end of said article and through hinge action provided by said hinge area to display and support said article in a plane substantially parallel to the plane of said main body portion when said card is hung on a support, said plug portion having a plurality of ribs substantially parallel to the longitudinal axis thereof adapted to grip the inner side walls of the recess of said article to be displayed.

2. A card as defined by claim 1 in which said main body portion is provided with at least one receptacle formed integrally therein for an article associated in use with said first article.

3. A card as defined by claim 1 in which said plug is provided with a cover and is detachable from said main body portion as a unit.

4. A card as defined by claim 3 in which said plug is translucent and said cover bears an image.

5. A card as defined by claim 3 in which said plug is translucent and said cover is substantially flat and defines a plane at an acute angle to the longitudinal axis of said plug.

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