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DISPLAY DEVICE

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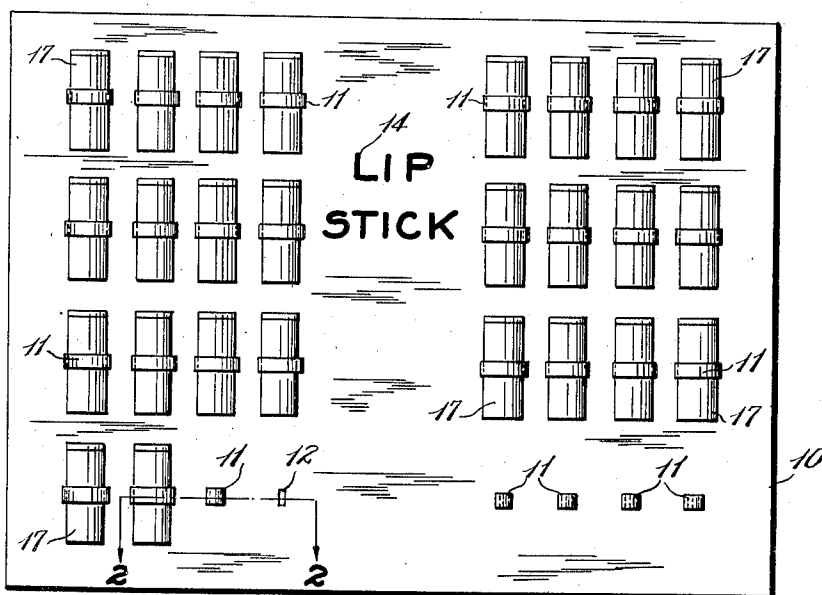


FIG. 1

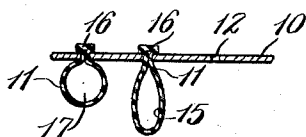


FIG. 2

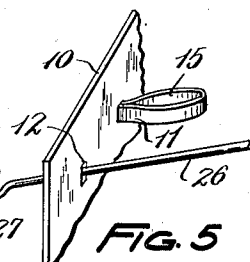


FIG. 5

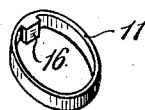


FIG. 3

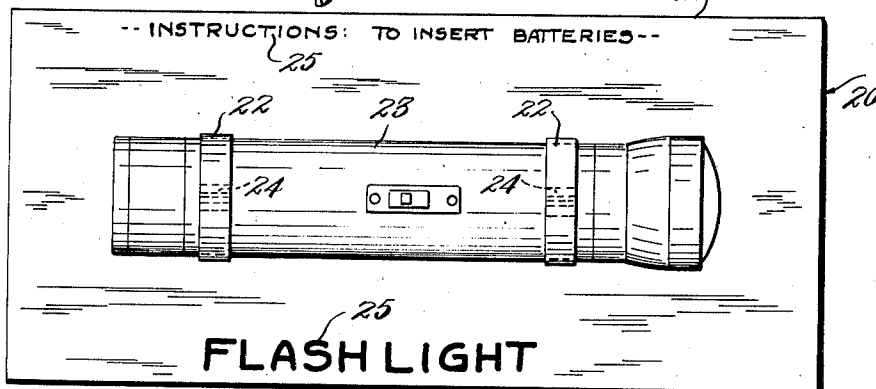


FIG. 4

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DISPLAY DEVICE

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2 Claims. (Cl. 206—80)

This invention relates to devices for displaying articles for advertising and merchandising purposes, and, as its principal object, aims to provide a device of this character which is of extremely simple form and which can be very economically manufactured.

Another object of our invention is to provide a novel display device, of the character mentioned, in which a support formed of sheet material has an opening or slot therethrough, and an elastic strand or band extending through such opening forms an article receiving loop and has an enlargement which prevents the strand or band from being pulled completely through the opening.

A further object of our invention is to provide a novel device for mounting articles on a display card or the like having an opening therein, comprising an elastic band adapted to be inserted through the opening to provide an article receiving loop and having an enlargement for preventing the band from being pulled completely through the opening.

Still another object of our invention is to provide a novel method of making display devices of the character herein disclosed.

Other objects and advantages of the invention will be apparent from the following description when taken in conjunction with the accompanying sheet of drawings, in which

Fig. 1 is a front elevation of a display card or the like embodying our invention;

Fig. 2 is a partial sectional view of the device taken on line 2—2 of Fig. 1;

Fig. 3 is a detached perspective view of the elastic band;

Fig. 4 is a plan or face view showing another display device embodying our invention; and

Fig. 5 is a perspective view illustrating our novel method of mounting the article-receiving members on the card or backing sheet.

More detailed reference will now be made to the accompanying drawing for the purpose of describing our novel display device, but before proceeding with such description, it should be understood that the drawing is to be regarded as being mainly illustrative and that the invention may be embodied in various other similar devices and may be applied to a variety of uses.

As shown in Figs. 1 and 2, our novel display device may comprise a backing member or support 10 and one or more members 11 mounted on the support to provide article receiving loops. The support 10 may be a display card or the like formed of suitable sheet material, such as card-

board, and having slots or relatively restricted openings 12 therethrough in which the members 11 are mounted. The slots may be arranged in rows or any other configuration corresponding with the desired arrangement which the articles are to have on the display card. In this instance, we show the card 10 as having the slots 12 arranged in rows and with the rows grouped so as to leave a clear space between the groups on which descriptive or advertising matter 14 may be printed.

The members 11 which are mounted on the card 10 and form article receiving loops are of similar form, and, as seen in Figs. 2 and 3, each of these members may comprise an elastic band formed of rubber or other suitable material. The band 11 may be one which is relatively wide or flat and may have a diameter or perimeter of such length that the loop portion will grip the article desired to be held therein. The member 11 is mounted on the card 10 by being inserted through the slot 12 so that the major portion of the band projects from the front face of the card and provides an article receiving loop 15, as shown in Fig. 2.

For retaining or anchoring the member 11 in the slot 12 and preventing the member from being pulled entirely through the slot, we provide the member with an enlargement 16 at one point thereof which is adapted to lie adjacent the rear face of the card 10, as shown in Fig. 2. The enlargement 16 may be formed by providing the band with an increased body of rubber at one point thereof or in any other suitable way.

Our novel display device may be used in various ways. For example, as shown in Fig. 1, it may be used to hold and display a number of articles 17 for advertising and sales purposes. The articles shown in this instance may be lipsticks, and the printed matter 14 appearing on the face of the card may pertain to these articles being displayed. The display device 10 with the articles 17 thereon may be placed in any convenient location, such as on a shelf or showcase, where the device and the articles thereon will be readily visible to prospective purchasers. The articles can be readily mounted on the display device by being inserted into the loops 15 of the members 11, and, when so inserted, will be resiliently gripped and held adjacent the front face of the card. The articles can be quickly and easily removed from the device by simply sliding or pushing them out of the loops.

In some instances it may be desirable to construct our display device with two or more loops

for engagement with a single article. The device 20 shown in Fig. 4 is of this type and comprises a display card or support 21 formed of cardboard or other suitable material, and two members 22 mounted thereon to provide two laterally spaced loops adapted to engage different portions of an elongated article, such as the flashlight 23 shown in this instance. The members 22 are similar to the member 11 of Fig. 3 and are mounted on the card 21 in the manner shown in Fig. 2, that is, with an enlargement 24 which lies adjacent the rear face of the card and prevents the member from being pulled entirely through the slot or opening of the card. If desired, suitable advertising or descriptive matter 25 pertaining to the article mounted on the device may be attached to or printed on the card 21.

In producing our novel display device, the bands can be inserted into the slots of the card or backing member in any suitable way, but we have devised a novel method whereby this can be accomplished very rapidly and economically. In Fig. 5 we show our method applied to the forming of the display device shown in Fig. 1. The method comprises providing a card or backing member having the slots 12 therein, inserting a tool 26 having a hook-like end 27 through the slots in succession and, at each slot, engaging a band on the hook and then drawing the band through the slot by withdrawing the hook therefrom. In Fig. 5 we show one band 11 engaged on the hook 27 and about to be drawn into the slot 12 and another band which has just been pulled through an adjacent slot. When the tool is withdrawn from the slot, the band is pulled there-through for a distance to bring the enlargement 16 adjacent the rear face of the card, this action being preferably carried out as one continuous movement and with the band under tension or in a stretched condition.

From the foregoing description and the accompanying drawing it will now be readily seen that we have provided a novel display device which can be very economically manufactured and which is very useful for displaying articles for advertising and merchandising purposes.

While we have illustrated and described our novel display device in a somewhat detailed manner, it should be understood that we do not wish to be limited to the arrangements and details of construction herein disclosed, but regard our invention as including such changes and modifications as do not constitute a departure from the spirit of the invention and the scope of the appended claims.

Having thus described our invention, we claim:

1. A display device of the character described, comprising a combined display card and support formed of sheet material and having an opening therethrough of relatively restricted size, and an endless rubber band extending through said opening with a portion of the band forming an elastic article receiving loop on one side of said card adapted to embrace and grip an article to be supported, said rubber band having an increased body of rubber therein at one point forming thereon a localized enlargement larger than said opening and normally incapable of passing through the latter and said band being disposed in said opening with said enlargement lying adjacent the other side of the card.

2. A device of the character described comprising a support formed of sheet material having front and back faces and a slot-like opening therethrough of relatively restricted size, and an endless band of flat rubber stock extending through said opening with a loop of the band on each side of the support, the loop adjacent the front face being relatively larger and forming an elastic article receiving loop adapted to receive therein and grip an article to be supported and the other loop being relatively smaller and having an increased body of rubber forming a block-like enlargement of larger size than said opening and normally incapable of passing through the latter, said enlargement lying adjacent said back face of the support and preventing withdrawal of said other loop through said opening.

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