Aug. 4, 1953 R. G. ELLIS 2,647,640

DISPLAY CARD

Filed Jan. 9, 1947

Fig. 1

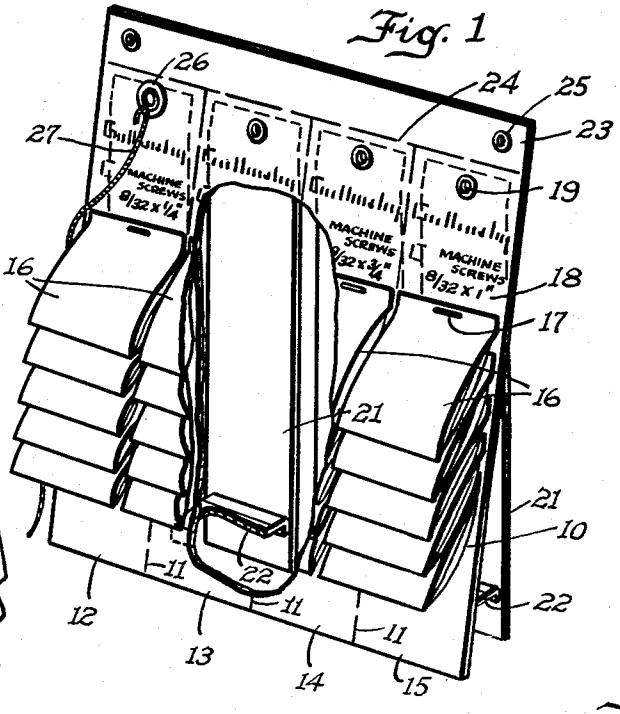


Fig. 3

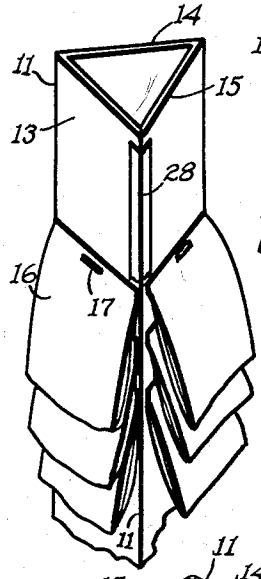


Fig. 2

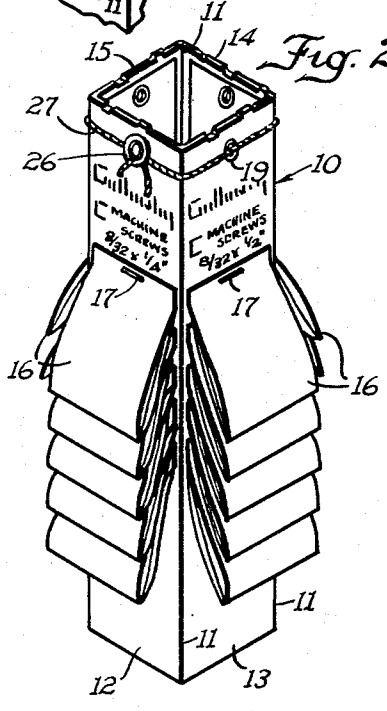


Fig. 4

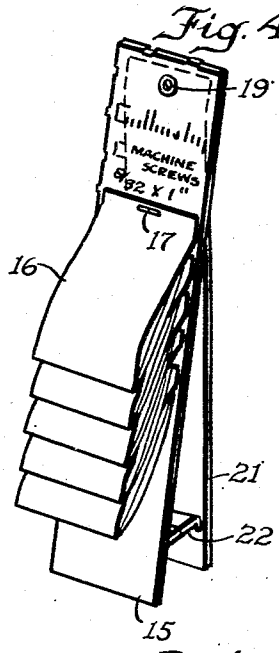
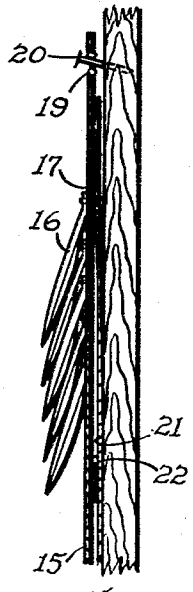


Fig. 5



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DISPLAY CARD

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1 Claim. (Cl. 211—72)

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This invention relates to a new and improved display card especially designed and adapted for use in the selling of various packaged products that are commonly sold in heavy paper envelopes, such as screws, tacks, brads, bolts, and the like, the invention in its broader aspects being also applicable to confectionery, nuts, and other foods, commonly sold in envelopes of transparent material, such as glassine or cellophane.

The principal object of my invention is to provide a display card which can be used on a counter or tacked onto the wall with two, three, or more display card sections in one card, or may be broken up into as many separate display cards for individual display on the counter or in a compartment of a display table or tacked onto the wall, a further novel feature being the possibility of folding a three or four section card to form a triangular or rectangular box-like display stand which is self-supporting on a counter or shelf or wherever it may be placed in the store.

The invention is illustrated in the accompanying drawings, in which

Fig. 1 is a perspective view of a display card made in accordance with my invention, a portion being broken away to show that each of the sections has its individual easel;

Fig. 2 is a perspective view of the display card of Fig. 1 after the top portion has been torn off and the lower portion has been folded and tied into a box-like display stand;

Fig. 3 is a similar view showing a triangular box type display stand formed by three sections of the same card, the ends of which are fastened together with adhesive tape;

Fig. 4 is a perspective view of one torn-off section of the display card of Fig. 1 being used as an individual display, and

Fig. 5 is a side view showing how a card like that of Fig. 1 may be hung up on the wall, this view being, however, intended only to show the single-section display of Fig. 4 hung on a wall.

The same reference numerals are applied to corresponding parts throughout the views.

Referring to the drawing, the display card shown in Fig. 1 and indicated generally by the reference numeral 10 is perforated lengthwise, as indicated at 11, to define four sections 12, 13, 14 and 15 onto which envelopes 16 containing the machine screws or other merchandise to be displayed for sale are preferably stapled in vertically spaced relation, as indicated at 17, the envelopes hanging on the four sections 12–15 in overlapping relationship to one another in vertical rows, as shown, thus making it an easy

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matter for the customer or clerk to take hold of the uppermost one from a row and pull it off. The flaps of the envelopes are preferably glued and sealed so that there is no objection if a small fragment of the end of the envelope is torn off at the staple in the removal of the envelope from the card. All of the rows of envelopes may, of course, contain the same articles, but, as indicated by the legends at 18 in Fig. 1, a four-section display card can be used for the displaying of four different sizes of machine screws, for example, or four different sizes of brads, tacks, or bolts, thus greatly increasing the sales possibilities. Each of the sections 12–15 has an eyelet 19 or punched hole in the middle of the upper end portion thereof so that the individual sections when torn from the card along the perforation lines 11 may be hung on the wall by means of a tack or nail, as indicated at 20 in Fig. 5. Each section is also preferably provided with a foldable easel 21 on the back thereof having a foldable brace portion 22 connecting the lower end of the easel with the lower end of the card, thus permitting the four-section card to be stood up on the counter as a unit, as shown in Fig. 1, or the individual sections to be stood on the counter, as shown in Fig. 4. Of course, where the compartments in a display table are wide enough to permit, the four-section display cards may be laid one on top of another in the compartment, but usually the compartments are narrower, and will easily accommodate the separated sections 12–15. I may make the four-section card 10 with only the vertically extending perforation lines 11 and use the eyelets 19 for hanging the card on a wall in the manner shown in Fig. 5, but the four-section card can be made stiffer if there is a top section 23 extending the full width of the four sections. A horizontal perforation line 24 is indicated in Fig. 1 between the top section 23 and the sections 12–15 defined between the vertical perforation lines 11, the lines 11 terminating at the line 24, as shown. Additional eyelets 25 or punched holes are provided in the opposite ends of the top section 23 for use in hanging the four-section display card in the manner of Fig. 5. When the card 10 is to be broken up into four display cards, the top section 23 is folded along the line 24 and torn off, after which the sections 12–15 are folded along the lines 11 and torn off. It is apparent from the foregoing that I have provided a display card that is widely adaptable to suit the different needs and preferences of store managers and proprietors, and one which will enable full use of wall space and

spare counter and shelf space so that a much greater volume of sales can be realized. Furthermore, because the envelopes containing the merchandise must be torn off, there is much less likelihood of a dishonest customer picking one up and slipping it into his pocket unnoticed, and this method of display of the merchandise avoids confusion and saves the clerk's time in finding what is asked for, if the customer has not already made his selection from the display card. Then, too, more merchandise can be displayed in a given floor space with this type of display than with many other displays previously used.

As shown in Fig. 2, a display stand may be formed from a four-section flat card by folding along the perforation lines 11, and suitably tying the folded card in that form. A paper washer 26 can be supplied on one of the end sections 12 or 15 and fastened with the eyelet 19, and a string 27 can be tied at one end to the card behind this washer and passed around the folded card and wound around the tied end behind the washer 26, as illustrated in Fig. 2, to tie the folded card in the box-like form. This makes an attractive display for use on the end of a counter or for use in the center of a small display table and wherever it is desirable to have the merchandise arranged so as to be seen from all four sides of the display. The folded display stand is, of course, self-supporting and is substantially evenly balanced by reason of the fact that the same number of filled envelopes 16 are carried on each of the four sides. Where the string 27 is not to be used, because the display card is to be used in the four-section form shown in Fig. 1, or in the separate section form shown in Fig. 4, it can, of course, be cut off so as not to be in the way. Furthermore, if the user prefers, he may use transparent adhesive cellophane tape to fasten longitudinal edges of adjoining sections 12 and 15 together, as indicated at 28 in Fig. 3, where the tape is applied to the longitudinal edge portions of adjoining sections 13 and 15 in a triangular box type display formed from three sections 13–15 of the display card 10. A three-sided display stand, like that of Fig. 3, is more desirable in certain spots than a four-sided one, like that of Fig. 2. A display stand of the triangular from is self-supporting and the weight of the merchandise thereon is evenly balanced. A further form of folded display stand suggests itself from these others; namely, one in which the fold lines 11 extend transversely instead of longitudinally. Thus, a card foldable at the middle to inverted V-form would have envelopes 16 of merchandise displayed on opposite sides.

It is believed the foregoing description conveys a good understanding of the objects and advantages of my invention. The appended claim has been drawn to cover all legitimate modifications and adaptations.

I claim:

A display card adapted for use interchangeably on a counter or wall as a stand type or pendent type display card for displaying articles mounted thereon in vertical rows, said card comprising a substantially rectangular body of stiff sheet material, having spaced parallel vertical lines of weakening, one between each pair of rows, defining a plurality of rectangular display card sections, one for each row, the card being quickly and easily subdivisible into its separate sections by tearing or cutting along said lines, there being a transversely extending reinforcing end section on at least one side of and integral with the rest of the body of said card joined to the adjacent ends of the separable sections, said transverse end section being marked off from the ends of the separable sections by a weakening line, along which it may be torn or cut off from the rest of the card, and one or more openings in said transverse end section for the hanging of the ensemble, each of said sections also having an opening in the top portion thereof for the hanging of the sections individually, each of said sections also having a foldable easel support on the back thereof unfoldable from a position flat against the back to a position in acute angle relation thereto.

RICHARD G. ELLIS.

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