Dec. 4, 1928. 1,693,622

C. SPAULDING

GREETING CARD STORING AND DISPLAYING HOLDER

Filed Feb. 10, 1925 2 Sheets-Sheet 1

Fig. 1.

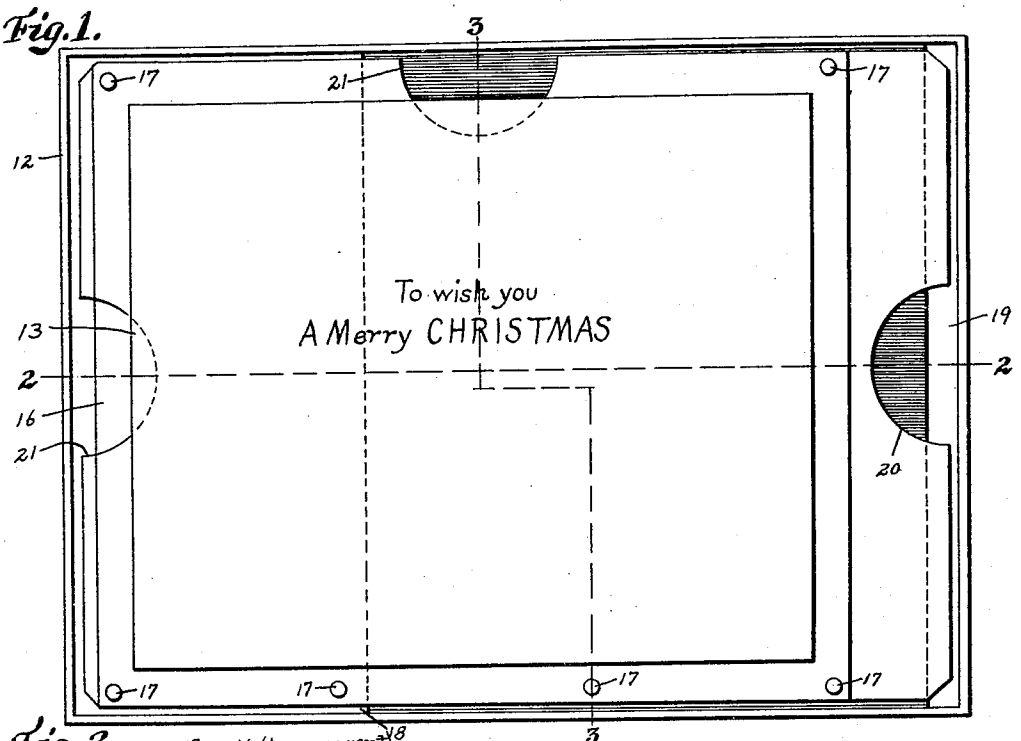


Fig. 2.

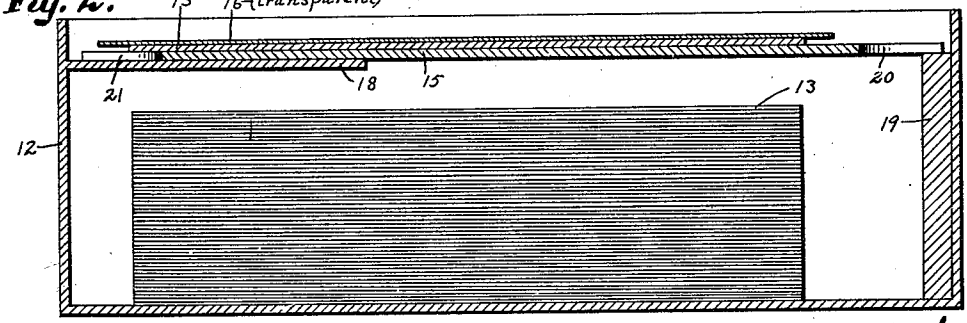


Fig. 3.

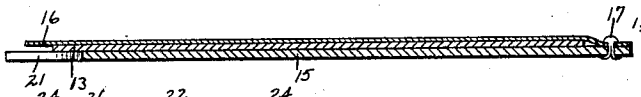


Fig. 4.



Fig. 5.

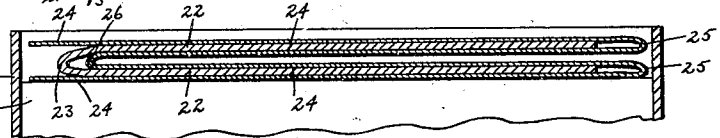


Fig. 6.

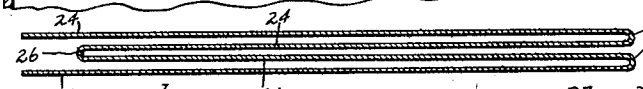


Fig. 7.

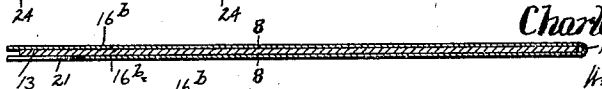
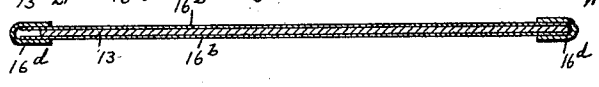


Fig. 8.



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C. SPAULDING

GREETING CARD STORING AND DISPLAYING HOLDER

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Fig. 9.

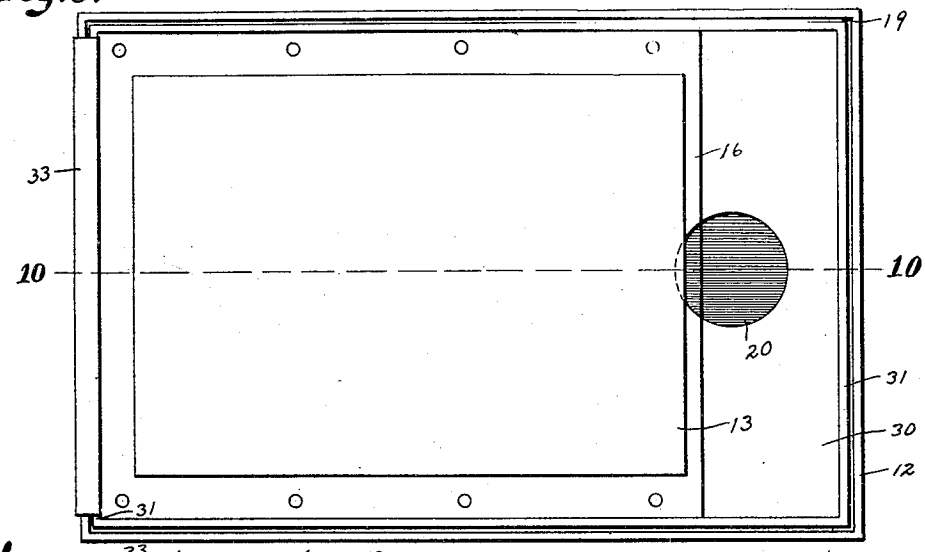


Fig. 10.

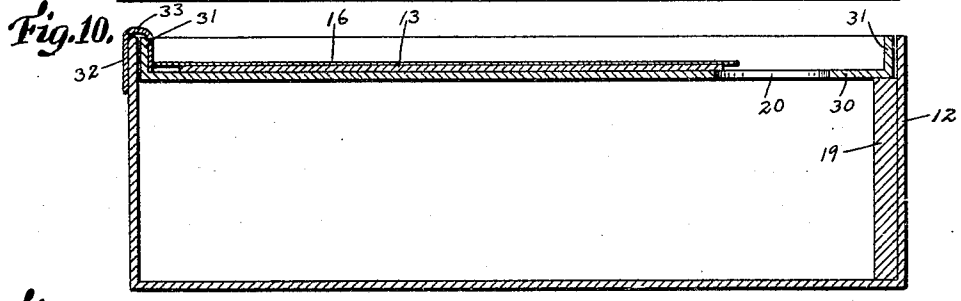
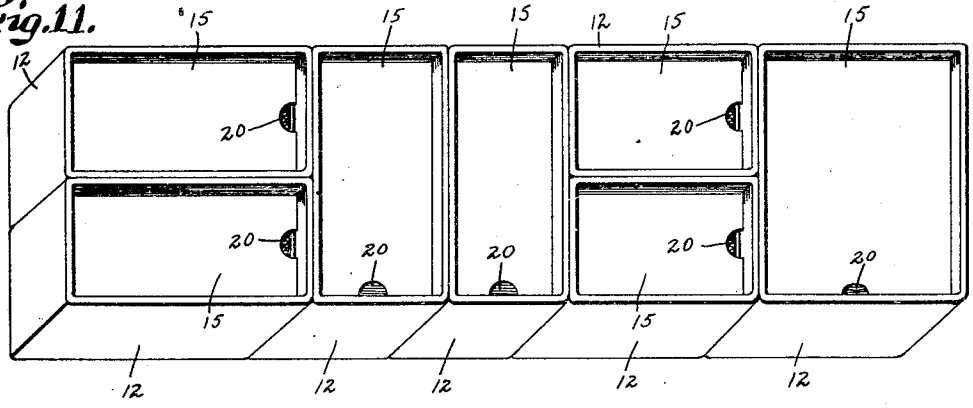


Fig. 11.



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UNITED STATES PATENT OFFICE.

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GREETING-CARD STORING AND DISPLAYING HOLDER.

Application filed February 10, 1925. Serial No. 8,148.

This invention relates to means for the protection, display and sale of articles such as greeting cards.

All retail dealers in greeting cards and other articles which are now subject to handling by customers, suffer serious losses in stock and profits by the continual soiling and damaging of the articles. Exposure to dust, the handling by customers, the time required to erase finger marks, the mixing up and jumbling together of various sizes and kinds, and when the articles are greeting cards the misplacements of the proper envelopes, are serious and expensive annoyances. Customers will not purchase a soiled article. If the sample is soiled, they look for another one and in doing so inadvertently soil others. This leaves on the dealer's hands a quantity of quite unsalable articles.

The principal object of the present invention is to provide means for maintaining a stock of articles such as greeting cards in perfect, salable condition, with a sample article of the stock completely visible and yet perfectly protected against damage, and so associated with the stock as to enable a customer to easily take possession of an unsoiled duplicate of such sample. I attain this object by providing a box or container for a stock of the articles, said container having a loosely mounted cover which contains and protects a sample article, the said cover having a transparent upper member to render the contained article visible, the cover being easily raised to give access to the stock of articles below it.

Another object of the invention is to provide a storing, displaying and protecting outfit for greeting cards and samples thereof, comprising a plurality or group of units, each composed of a box and a cover characterized as above stated, the cover members of the unit being wholly within the box members and liftable so that the boxes may be located closely together side by side and in regular symmetrical rows on a table, with no vacant or waste spaces between adjacent boxes, such as would be required if the boxes had laterally movable drawers; and the box members being of uniform height, so that the covers may be located in the same plane, and thus advantageously displayed, the storage spaces of the box members being differently proportioned, so that cards of different sizes may be stored, displayed and protected by the outfit.

Standard makes of greeting cards are of two types, viz, a single leaf flat card, printed on one side only, and a so-called folder including two connected leaves, each bearing printed matter, the folder being in some cases accompanied by an intermediate printed leaf secured to the holder by a ribbon.

The cover of my improved holder may be constructed as hereinafter described, to receive, protect and display a greeting card of either of the types above mentioned.

Of the accompanying drawings forming a part of this specification,—

Figure 1 is a plan view of a holder embodying the invention.

Figure 2 is a section on line 2—2 of Figure 1.

Figure 3 is a sectional view of the cover, on line 3—3 of Figure 1, the box being omitted, the card being of the single leaf type.

Figure 4 is a fragmentary section showing a modification.

Figure 5 shows a portion of the box in section on line 3—3 of Figure 1, and a cover used with a greeting card of the folder type.

Figure 6 shows separately and in section the cover shown by Figure 5.

Figure 7 is a view similar to Figure 3, showing a cover differently constructed, and a card of the single leaf type.

Figure 8 is a section on line 8—8 of Figure 7.

Figure 9 is a view similar to Figure 1, showing the cover hinged at one end to the box.

Figure 10 is a section on line 10—10 of Figure 9.

Figure 11 is an isometric perspective view, showing a storing, displaying and protecting outfit.

The same reference characters indicate the same parts in all of the figures.

In the drawings, 12 designates a preferably rectangular box adapted to contain a stock of greeting cards. Bearing removably on the box above the cards therein and liftable to give access to the said stock, is a cover formed as a pocket, adapted to receive one of the cards as a sample, and having means for protecting and completely displaying the sample card.

Figures 1, 2, 3, 4, 7 and 8 show cards 13 of the single leaf type, and a cover forming a pocket, the wall of which is adapted to bear closely on and cover the sides of a sample card 13, so that the card cannot be defaced by dust and by finger contact. The pocket is open at one or more edges, so that the card may be readily inserted and removed, by an edgewise movement. The pocket wall includes transparent material, preferably sheet celluloid, of sufficient area to cover a printed side of the card, the transparency of this material permitting inspection of the card while it is entirely protected.

In the embodiment shown by Figures 1, 2 and 3, the cover is not made entirely of transparent material, and includes a stiff base portion 15, which may be of boxboard, and a transparent portion 16, which may be a sheet of celluloid, placed on the portion 15, and connected therewith in such manner that the two portions form a pocket which is practically closed at one or more of its edges, and open at another edge or edges for the reception and removal of the card. The said portions may be connected in any desired manner, as by metallic fasteners 17, as shown by Figures 1 and 3, or by cementing parts of the transparent portion to corresponding parts of the base portion.

Figure 4 shows an edge of the transparent portion folded over an edge of the base portion, and extended to form a flap 16^a which may be cemented to the under side of the base portion 15, or held by friction, or by metallic fasteners. Other edges of the transparent portion may be similarly secured to the base portion.

To provide for the convenient application and removal of the cover, and prevent its edgewise displacement when in use, I provide the box with internal cover-supporting means located below the upper edge of the box, the cover being formed to enter the mouth of the box and bear removably on the said supporting means, which may be embodied in ledges 18 and 19, secured at suitable points inside the box. The supporting ledge 18 is in the form of a shelf having an area (Figure 2) that will prevent the stock of articles below it from tilting so far as to fall out when the cover is lifted and the box somewhat tilted to facilitate removal of one or more of the stock.

The arrangement is such that while the cover and its visible protected sample may be freely lifted from the box, edgewise displacement of the cover in any direction is prevented by the portion of the box which projects above the cover-supporting means. To facilitate the removal of the cover, I provide in an edge portion thereof, a recess or opening 20, in which a finger may be inserted, preparatory to grasping and lifting the cover.

When the cover includes the base portion 15, I prefer to extend one edge of the base portion from the corresponding edge of the transparent portion 16, the recess 20 being formed in this extension, so that the recess is outside the area of the pocket. The base portion may be provided with other recesses 21, as shown by Figure 1, to expose portions of the under side of the sample card 13, and enable the card to be grasped and conveniently withdrawn from the pocket.

Figures 7 and 8 show a cover composed of a sheet of celluloid folded to form two pocket wall portions 16^b and a connecting neck 16^c, forming one closed edge of the pocket. Two other closed edges may be formed by strips 16^d of the same material, cemented to the portions 16^b, as shown by Figure 8. The cover thus constructed may removably rest on the cover-supporting means inside the box, like the cover first described.

Figures 5 and 6 show a cover adapted to protect and display a card of the double or folder type, composed of two leaves 22, and a neck 23, connecting the leaves. In this instance, the cover includes four transparent wall portions 24, and connecting necks 25 and 26, the pocket being branched or bifurcated.

The leaves 22 are inserted in the branches of the pocket, with the neck 23 adjacent to the open edge or mouth of the pocket, as shown by Figure 5, so that the card may be conveniently inserted and removed.

In case the card has an intermediate leaf, this may be inserted with one of the leaves 22 in one of the branches of the pocket. This cover, like those previously described, may rest on the cover-supporting means.

The cover may be hinged to the box, as shown by Figures 9 and 10. The cover in this instance includes a stiff base portion 30, having an upstanding marginal flange 31, the transparent portion 16 being secured to the base portion by fasteners 17, the opening 20 being an orifice in the base portion.

A hinge connection is provided by a strip 32 of flexible material, such as textile fabric, cemented, or otherwise secured to one end of the box, and to the portion of the flange 31 at one end of the cover, the strip 32 including a flexible neck portion 33, permitting a swinging movement of the cover.

When the cover is hinged to the box as described, it is still freely liftable to give access to a stock in the box similar to the sample visibly exposed in the protecting cover.

It will be seen that in each of the described embodiments of the invention, the upper edge of the box projects above the cover-supporting means, and constitutes a curb, confining the sample-display and protecting cover against edgewise displacement when it is closed. The closed, sample-exhibiting cover is, therefore, wholly within the box and fits the curb so loosely that the cover may be

freely displaced upward from its operative position, without having a tendency to lift or displace the box.

As shown by Figure 11, a storing, displaying and protecting outfit for greeting cards of various sizes, may be provided by assembling a plurality or group of the described holders in a row, in which the box members contact with each other, without vacant spaces therebetween such as would be required if cards were in drawers, the box members being of uniform height, so that the cover members are arranged in the same plane, with all the varying samples equally visible. As illustrated, the storage spaces may be differently proportioned, so that cards of different sizes may be stored, displayed, and protected by the outfit.

In such an outfit, the boxes 12 are preferably so proportioned that some of the boxes extend continuously across the row, their length determining the width of the row, while other boxes, each having a witdh which is a sub-multiple of the width of the row, extend lengthwise of the row and are arranged side by side, the result being a row of uniform width from end to end.

As above stated, the boxes are of uniform height. Therefore, although there may be many more articles in some boxes than in others, the entire display will appear to be uniform in quantity, because a sample of each is exhibited just within the top of each box and with all of the samples in one plane. This equal display not only adds to the attractiveness of the whole, but also facilitates examination and selection by a customer because no looking into a nearly empty box is ever required.

It is obvious that the outfit may include a sufficient number of holders to form two or more rows of uniform length and width.

The outfit may be supplied to retailers of greeting cards, and used to contain cards removed from the more closely fitting boxes in which they are shipped by the manufacturers.

When the covers are bodily removable from the boxes, the removal of a cover permits more convenient inspection of the sample card which is held, displayed, and protected by that cover, than is the case when the cover is hinged to the box. I therefore prefer to make the covers entirely removable from the boxes.

While the boxes and their movable, sample-exhibiting covers or pockets are especially adapted for the protection, display and sale of Christmas and other greeting cards, I do not limit myself thereto. Such boxes and their sample-exhibiting and protecting covers are useful in connection with the sale of many other articles.

An important advantage, for all purposes, is that the display boxes such as described may be used season after season, entirely eliminating all losses due to soiling and damage to the articles; and even the sample articles are salable after the remainder of the stocks has been sold out, thereby avoiding an accumulation of unsalable samples.

I claim:

1. A container for a stock of articles, said container having a loosely mounted cover constructed as a pocket to contain and protect a sample article, the upper member of said pocket cover being transparent to render the contained article visible, said cover having a finger-receiving space to facilitate examination of the sample and access to the stock below it.

2. A container for a stock of articles, said container comprising a box having a supporting shelf fixed within the box, and below the tops of the walls thereof, and arranged to permit access to stock articles below it, and to prevent accidental removal of said articles, and a cover constructed as a sample-exhibiting pocket loosely mounted on said shelf and freely movable to give access to a stock of articles below the shelf.

3. A container for a stock of articles, said container having a loosely mounted cover constructed as a pocket to contain and protect a sample article, the upper member of said pocket cover being transparent to render the contained article visible, said cover having means for facilitating examination of the sample and access to the stock below it.

In testimony whereof I have affixed my signature.

CHARLES SPAULDING.