March 14, 1933. L. A. PHILLIPS 1,901,188

DISPLAY CARD

Filed Feb. 25, 1932

Fig. 1.

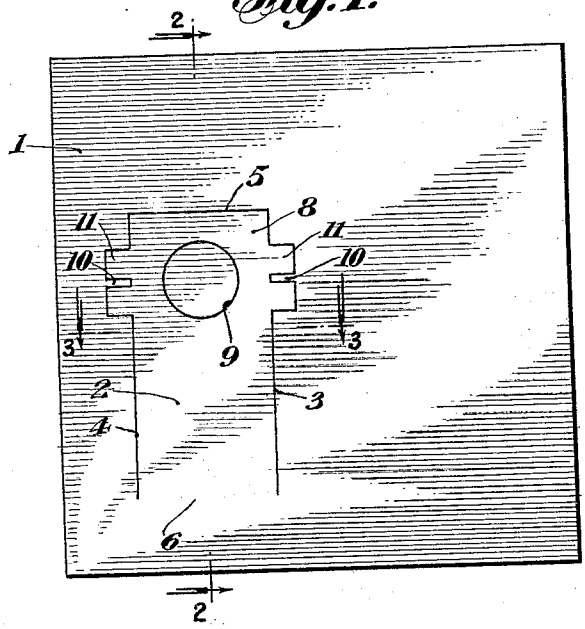


Fig. 2.

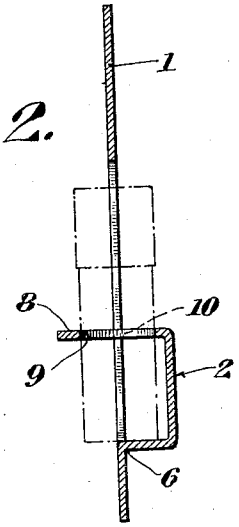
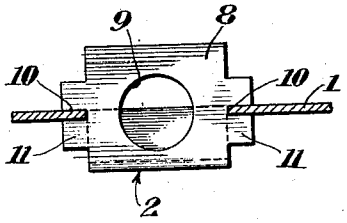


Fig. 3.



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UNITED STATES PATENT OFFICE

LOUIS A. PHILLIPS, OF TENAFLY, NEW JERSEY

DISPLAY CARD

Application filed February 25, 1932. Serial No. 594,991.

The invention relates to a display card adapted to receive and hold in position articles such as tubes, bottles, etc., for display purposes, and aims primarily to provide a display card of the above nature which will be simple in construction and in which the article-holding parts will be securely held in operative position.

Further objects and advantages of the invention will be in part obvious and in part specifically mentioned in the description hereinafter contained which, taken in conjunction with the accompanying drawing, discloses a preferred embodiment of the invention, such embodiment, however, to be regarded merely as illustrative. In the drawing—

Fig. 1 is a face view of a card constructed in accordance with the invention and showing the article-holding tongue positioned in the plane of the card.

Fig. 2 is a section on line 2—2 of Fig. 1 but showing the article-holding tongue in operative position, a tube being indicated in dotted lines as held by said tongue.

Fig. 3 is a section on line 3—3 of Fig. 1, but with the tongue bent into article-holding shape, and looking in the direction of the arrows.

The invention is disclosed as applied to a display card 1 having a tongue 2 partially cut out therefrom along the general lines 3, 4 and 5, leaving the tongue 2 connected to the body of the card at its base 6.

The tongue is then bent as indicated in Fig. 2, to provide a ledge 8 extending transversely of the body of the card, the ledge 8 having a recess 9 of suitable shape to receive the article to be displayed.

In order to prevent the ledge 8 from shifting accidentally out of proper article-holding position, I provide said ledge with slots 10 adapted to engage with the edge portions 3 and 4 of the body of the card, when the ledge 8 is bent into operative position, thus preventing the tongue from shifting in directions other than a movement parallel to the plane of the card, which is necessary to place the ledge 8 in operative position.

In the illustrated form of the invention the slots 10 are provided with laterally extending tabs 11 on ledge 8 whereby they are more widely spaced than the width of the remaining portions of the tongue 2, and therefore properly positioned to engage with the edge portions 3 and 4 when the tongue is bent into operative shape. From a broader aspect, however, this particular construction although desirable, is not essential.

While a particular form of the invention has been disclosed it should be understood that changes may be made therein without departing from the invention, within the scope of the appended claims.

I claim:

1. A display card having a tongue struck out therefrom but integrally connected with the body of the card at the base of the tongue, said tongue having a portion adapted to be bent to provide an article-holding ledge and provide an opening in the body of said card when so bent, said ledge portion being provided with slots adapted to receive adjacent edge portions of the body of the card when the ledge portion is bent in transverse position.

2. A display card having a tongue struck out therefrom but integrally connected with the body of the card at the base of the tongue, the free end portion of said tongue being adapted to be bent transversely of the plane of the card to provide an article-receiving ledge and provide an opening in the body of said card when so bent, and said ledge portion being provided with laterally extending tabs adapted to engage adjacent edge portions of the body of the card when said ledge portion is in the aforesaid transverse position, to assist in holding such portion in transverse position.

In testimony whereof I have signed my name to this specification.

LOUIS A. PHILLIPS.