May 20, 1958 H. GROH 2,835,059

DISPLAY CARD

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FIG. 1.

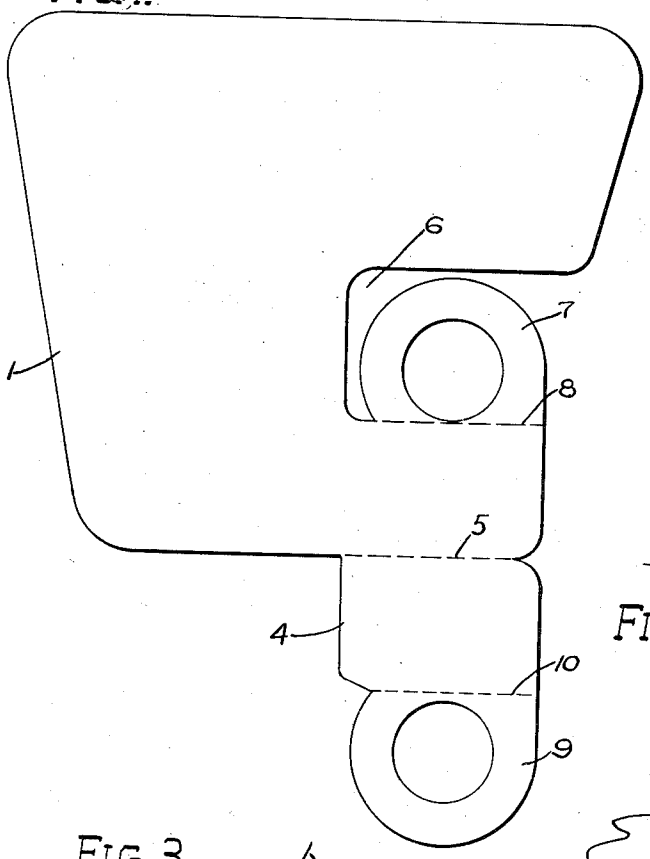


FIG. 2.

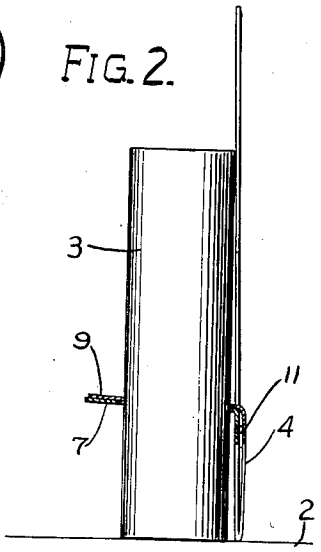


FIG. 4.

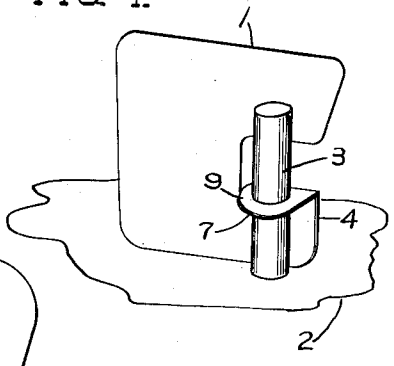
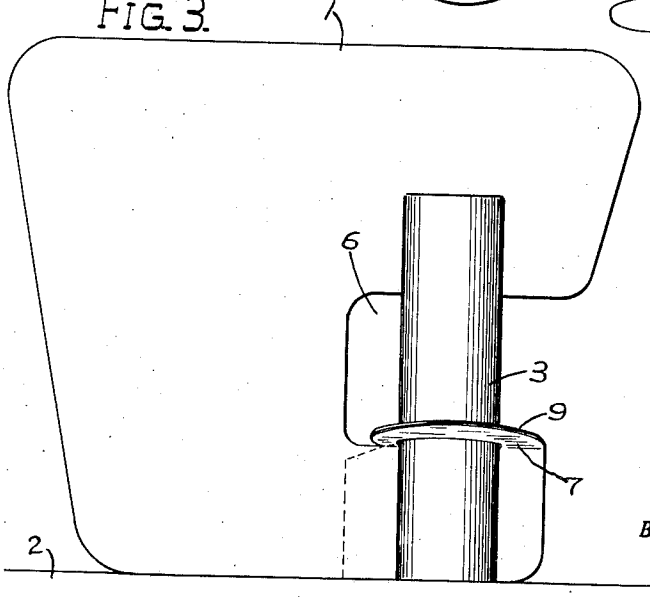


FIG. 3.



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DISPLAY CARD

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3 Claims. (Cl. 40—124.1)

This invention relates to an advertising display and more particularly to a display card adapted to support and display an article of sale.

An object of the invention is to provide an advertising display card which is of simple construction and attractive appearance.

Another object of the invention is to provide an advertising display card which may be readily fabricated from a single sheet of cardboard or similar material and requires printing on one side only.

Still another object is to provide a display card which will firmly support the article to be displaced and permit either the card or the article to be raised without being disengaged from the other.

Another object is to provide a card for displaying an elongated object standing on end whereby the card and the object cooperate to provide a stable structure which will not readily tip.

According to the present invention the display card is formed of a sheet of cardboard or the like and is provided with a tab which extends normally to the face of the card. The card is also formed with an extension which is adapted to be folded behind the body of the card. The free end of the extension is provided with a tab which is bent normal to the extension and is disposed above and generally flatwise to the first tab. The tabs are provided with aligned openings within which the article to be displayed is inserted and both the article and the card rest on a supporting surface. The extension is biased out of flatwise contact with the card by the resilience of the card at the fold and this biasing action tends to urge the second or upper tab rearwardly relative to the first tab and provides a shearing action which firmly secures the article within the openings of the tabs.

By this construction the article is given additional stability and either the card or the article may be lifted from the supporting surface without disengagement of the article from the card. However, the article may be readily removed from the openings in the card by lifting the article while restraining the shearing action of the tabs.

Other objects and advantages will appear in the course of the following description.

In the drawings:

Figure 1 is a top plan view of the display card as fabricated from a blank;

Fig. 2 is a side elevation of the card with the same partially broken away and sectioned to show the securement of an article to be displayed thereby;

Fig. 3 is a front elevation of the card supporting the article; and

Fig. 4 is a perspective view of the card supporting the article.

Referring to the drawings, there is shown an advertising display card **1** which is adapted to rest on a supporting surface **2** such as a counter or a table, and serves to support and display an elongated article **3** such as lipstick or cologne.

The card **1** is composed of cardboard or a similar material which may be readily cut and folded. The card has a generally rectangular shape and is provided with a depending ear or extension **4** which is adapted to be folded behind the card along the dotted line indicated by **5**.

The side edge of the card is provided with the recess **6** and the generally circular tab **7**, formed integrally with the card **1**, extends within the recess **6**. Tab **7** is adapted to be folded along line **8** to a position normal to the face of the card. In the normal usage of the card, the tab **7** is disposed in a generally horizontal plane. Tab **7** is provided with a central opening, corresponding in shape and slightly greater in size than the cross-sectional configuration of the article.

The outer or free portion of the extension **4** is formed with a tab **9** having a shape similar to that of tab **7**. The tab **9** is adapted to be folded normal to the body of the extension **4** along the dotted line **10** so that tab **9** extends forwardly of and above tab **7** in a generally parallel relation thereto. Tab **9** is provided with a central opening similar to the opening in tab **7**.

The openings in tabs **7** and **9** are in substantial vertical alignment. The article **3** to be displayed is inserted through the aligned openings and is adapted to rest on the counter or other supporting surface **2**.

The article is clamped within the openings in tabs **7** and **9** by a biasing action of the extension **4** away from the body of the card **1**. The fold indicated at **5** tends to urge the extension **4** out of flat-wise contact with card **1**, as seen in Fig. 2, and thereby causes a shearing action between the two generally parallel tabs **7** and **9**. That is, the upper tab **9** tends to be drawn rearwardly by the biasing action of the fold **5** while the lower tab **7** remains fixed and this produces a shearing action between the tabs to firmly grip the article **3** therebetween. As the face of the card bears against the upper portion of the article **3**, it constitutes a stop member to prevent pivotal movement of the card due to the shearing force of the adjacent tabs **7** and **9** upon the article **3**.

This biasing action of the fold **5** may be supplemented or otherwise effected by placing a spacing element such as a small piece of cardboard **11** or folded paper behind card **1** and between the latter and extension **4** as shown in Fig. 2.

The card **1** itself is formed without legs or other supporting structure and the article **3** to be displayed is generally of an elongated cylindrical shape which, when standing on end, is relatively top heavy and unstable. However, when the article is engaged within the openings in the tabs **7** and **9**, the card and article cooperate to provide a structure of considerable stability which will not readily tip or fall.

Due to the gripping action of the tabs **7** and **9**, the article is firmly secured to the card so that either the article or the card may be lifted from the counter or other supporting surface without the article being disengaged from the card. This feature enables a person to move or inspect the advertising card without the danger of the article falling or slipping through the openings in the tabs.

The article **3** may be readily removed from the card by restraining the shearing action of the tabs **7** and **9**. This may be accomplished by holding extension **4** against the card or removing cardboard **11**, thereby restricting the shearing action between the tabs and making it possible to lift the article from the aligned openings in the tabs.

Various embodiments of the invention may be employed within the scope of the following claims.

I claim:

1. A display to be supported upright as on a counter behind and by an article placed to stand on the counter, comprising a card having a lower edge forming the base of the display and including an adjacent flat portion of

a height less than that of the article and having upper and lower edges, said card further including a member extending from the lower edge of said flat portion and folded upwardly against the back side of said flat portion and having an end tab folded to extend over the upper edge of said flat portion and forwardly of the card, the end tab of said member having an opening to receive the article and to secure the card thereto so as to be supported behind the article on the counter.

2. The invention of claim 1 wherein the card further includes a second tab joined to the upper edge of said flat portion of the card and is scored thereat to be folded to extend forwardly of the card and beneath said first tab and having a corresponding opening to receive the article, the upper exposed face of said first tab corresponding to the front side of the card and being of a size to substantially overlie and conceal the second tab.

3. The invention of claim 1 wherein a spacing element is disposed between the flat portion and member to further tighten the end tab about the article.

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