

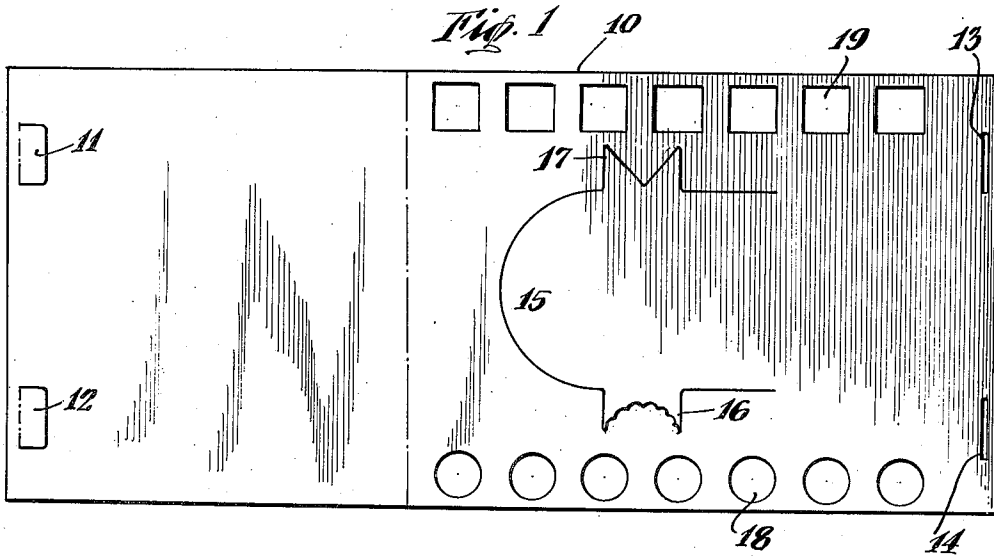
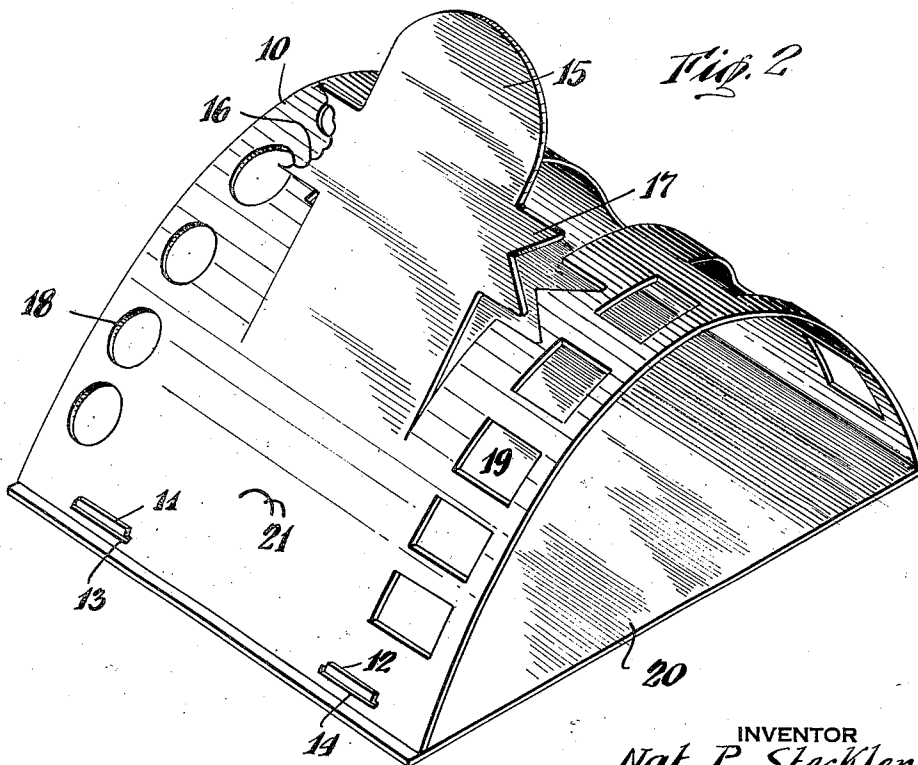
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STREAMLINE ARTICLE DISPLAY DEVICE

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STREAMLINE ARTICLE DISPLAY DEVICE

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1 Claim. (Cl. 211-60)

My invention relates to a streamline display device for articles of every description, particularly merchandise and more particularly sundries used in the drug business such as for instance samples of styptic pencils, menthol inhalers, cacao butter sticks, pacifiers, teething rings, nipples, etc.

It is the principal object of my invention to provide such a device which can be cheaply made from a suitable blank and readily be set up for advantageously displaying the merchandise in conjunction with suitable advertisements pertaining thereto.

Another object of my invention is the provision of a display device which, when not in use, may be collapsed flat to facilitate storing and forwarding.

A further object of my invention is the provision of a display device equipped with round or square holes, loops and other elements for supporting and attractively and alluringly displaying the merchandise.

A still further object of my invention is the provision of display device providing space for keeping articles in reserve as for instance goggles in their boxes etc.

These and other objects and advantages of my invention will become more fully known as the description thereof proceeds, and will then be more specifically defined in the appended claim.

In the accompanying drawing, forming a material part of this disclosure:

Fig. 1 is a top plan view of a blank for making the display card according to my invention, flattened.

Fig. 2 is a perspective view of the streamline display card set up for use.

As illustrated, a blank 10 of any suitable material, size, shape or color has on one of its end edges, preferably the bottom edge, formed with tongues 11, 12 adapted, when the device is set up for display to be passed through openings 13, 14 in the front face of the same to hold the device in its set up position.

A tongue 15 having lateral branches 16, 17 is stamped out of the material of the blank, and is principally intended for the display of suitable advertisements, illustrations, etc., relating to the kind of merchandise displayed.

Near one of the side edges of the display device the same is provided with one or more rows of preferably round slots or openings 18, while on its opposite edge one or more rows of preferably square openings 19 are provided for the

display of suitable articles of merchandise, as for instance such as mentioned in the introduction to this specification. It will be clear that slots with tongues between them may also be provided for holding nipples, pacifiers or the like goods.

The bottom 20 may be used for the storage of a reserve of the articles displayed on the device as for instance goggles in their boxes, while suitable loops 21 or the like may be employed to hold articles to the display card or device.

It will be clear that the sides may be closed by suitable doors or flaps, if so desired.

In operation, the blank is bent to the shape illustrated in Figure 2, and the articles or merchandise to be displayed is placed thereon and held in the various openings and loops to most attractively display the merchandise, while the tongue and front part is provided with suitable advertisements and illustrations relating to the goods displayed. The bottom 20 having tongues formed in its front edge which are pushed through suitable openings or slots in the opposite edges of the blank, when the device is set up for display, will present a firm support of the device on a counter or other support.

It will be understood that I have described and shown the preferred form of my invention as one example only of the many possible ways to practically make the same, and that I may make such changes in the general arrangement thereof, as well as in the minor details of the device as come within the scope of the appended claim without departing from the spirit of my invention and the principles involved. Thus for instance I can make the tongue bearing the advertising matter without the side branches or shaped in a different manner or make the display openings instead of round or square of any other desired shape, or supply the bottom plate with loops for holding articles and provided with side flaps to close the same and so on.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

A streamline display device formed from a blank having a substantially longer slotted section and a substantially shorter section, said longer section adapted to be bent relatively to the shorter section to form an arch above the shorter section forming a bottom portion, tongues at the outer end of the shorter section adapted to fit into the slots at the end of the longer section to connect and interlock both sections in the

set up position of the device, and a median flap having laterally projecting branches shaped from the material of the longer section and adhering thereto at one end to assume in the set up position of the device a substantially upright tongue, said larger section having a plurality

of marginal openings for the display of articles of merchandise and said bottom portion beneath said arch to constitute a means for storing a reserve supply of the articles on display.

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