

Feb. 14, 1933.

A. G. DAVIS

1,897,652

DISPLAY DEVICE

Filed March 22, 1929

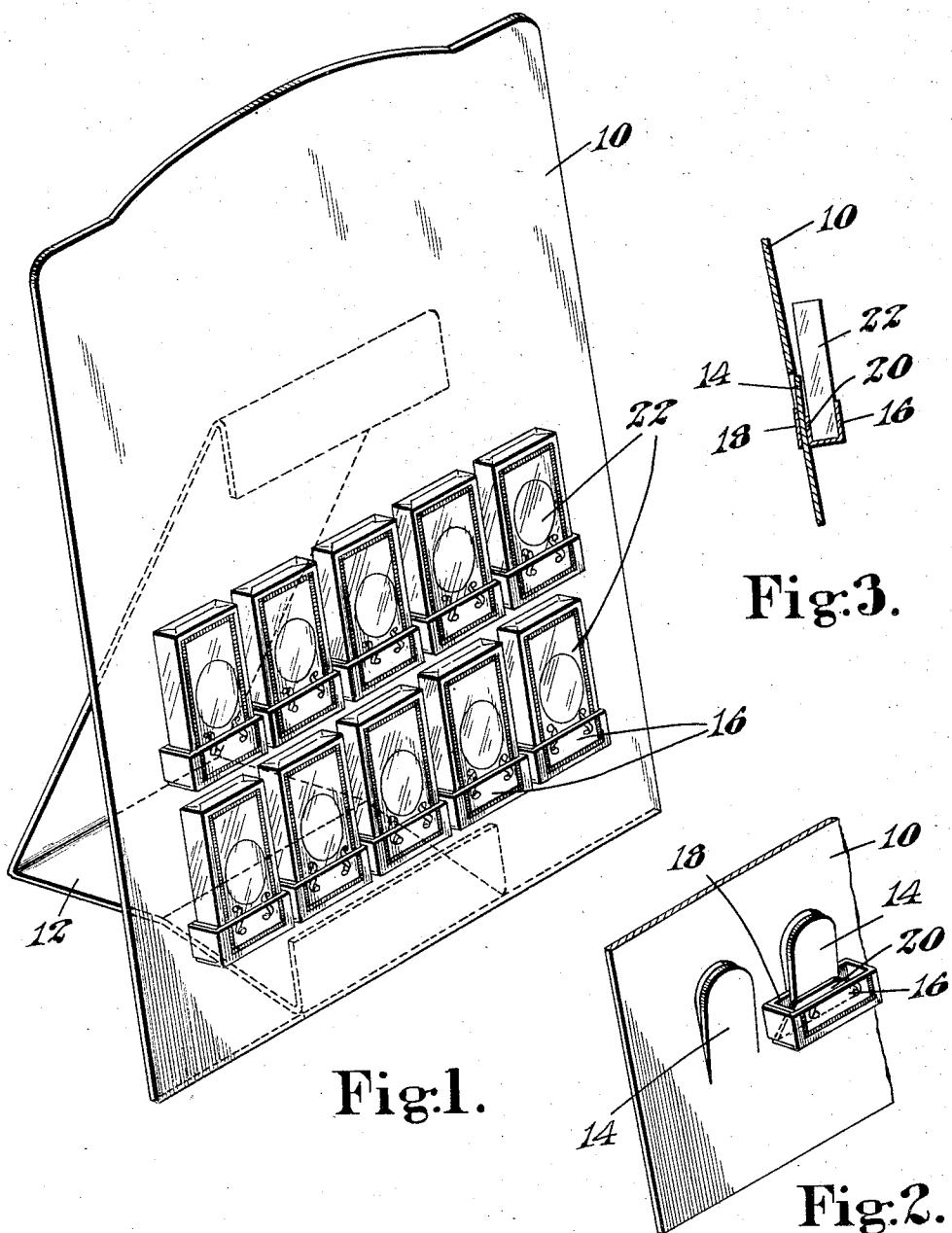


Fig.3.

Fig.1.

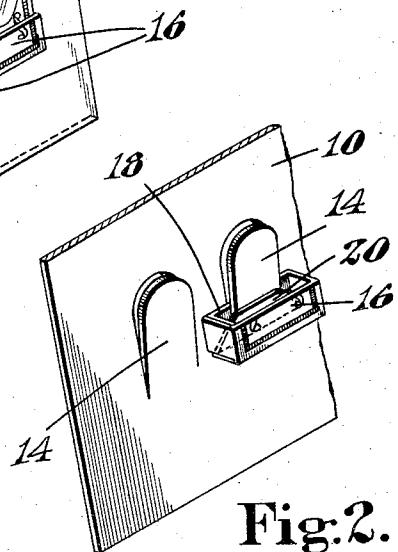


Fig.2.

INVENTOR

A. Garfield Davis.

By H. W. Penway, Atty.

## UNITED STATES PATENT OFFICE

ALBERT GARFIELD DAVIS, OF NEWTON CENTER, MASSACHUSETTS, ASSIGNOR TO GILLETTE SAFETY RAZOR COMPANY, OF BOSTON, MASSACHUSETTS, A CORPORATION OF DELAWARE

## DISPLAY DEVICE

Application filed March 22, 1929. Serial No. 349,245.

This invention relates to display devices and more particularly to cards for displaying in retail stores a series of small articles or packages.

5 Cards of this kind are usually placed upon counters and the like to present advertising matter to the customer, and a portion of their area is utilized to carry a limited supply of the advertised articles where they may be 55  
 10 readily inspected and removed in case of a purchase. For convenience in preparing and distributing the display cards the articles should be maintained securely in orderly arrangement against accidental displacement. 60  
 15 It is, however, desirable that each article should be capable of ready removal, when this is desired and without the necessity of breaking an elaborate seal or fastening device. 65

As an example of a field in which my invention has particular value I would refer to wrapped and sealed packages such as packaged safety razor blades. These are sealed in a moisture-proof transparent wrapper of glassine, cellophane or the like, through 70  
 20 which the cover design of the package is visible. It is important that such packages should be mounted upon the card in a manner which will preserve this somewhat delicate wrapper intact. If it is torn in removing the 75  
 25 package from the card its appearance is impaired and the value of the moisture-proof seal is sacrificed.

I have solved the problem by providing a display card with a series of flexible tongues 80 and associating with each tongue a receptacle in which the package or article may be removably placed and frictionally held. Preferably the tongues are resilient and shaped to maintain the displayed articles substantially 85  
 30 in contact with the body of the card. As herein shown and in accordance with a further feature of the invention the tongues may be outlined and cut in the body of the card and bent out of plane thereof to receive the receptacle and article which they are to carry. 90

Another feature of the invention relates more particularly to the receptacle which is associated with the tongues of the display card. As herein shown this is formed of sheet 95  
 35 material shaped to receive the article to be

displayed and having a slot adapted to receive the tongue of the card. Where the receptacle is rectangular in form it is desirable to fashion one side thereof with double wall between the members of which the tongue may be inserted. The receptacle may thus be conveniently impaled upon the tongue and supported firmly by the root thereof, while the tongue, on account of its flexible character, will permit the article with its receptacle to be deflected outwardly in removing one article from a series disposed closely adjacent to each other. 100

These and other features of the invention will be best understood and appreciated from the following description of a preferred embodiment thereof, selected for purposes of illustration and shown in the accompanying drawing, in which

Fig. 1 is a view in perspective of a display 70 card presenting two rows of packaged razor blades.

Fig. 2 is a view in perspective, on a slightly enlarged scale, of a portion of the card showing its details of construction, and 75

Fig. 3 is a sectional view of a portion of the card and one of the packages.

As shown in the drawing the card 10 is equipped with a support 12 of sheet material by which it may be maintained in substantially vertical position. The upper portion of the card is reserved for printed advertising matter and cuts. In the lower portion of the card are provided two rows of flexible tongues and, as herein shown, these 85 are formed by being cut from the body of the card and then bent outwardly at their upper ends. The tongues 14 are arranged uniformly and systematically in two horizontal rows. 90

Associated with each tongue 14 is an open receptacle 16. These, in the illustrated form, are rectangular in shape and each has its rear wall formed of two sections, an outer section 18 and an inner section comprising 95 a tongue 20 integral with the bottom of the receptacle. It will be seen that each receptacle may be readily placed upon one of the tongues by threading its rear wall over the tongue and slipping it down until it is ar- 100

rested by the root of the tongue. It will be understood that in preparing the cards for shipment each tongue is provided with a receptacle 16 located as shown in Fig. 2.

5 Each of the receptacles 16 is then provided with the article to be displayed. As herein shown this comprises a rectangular package 22 of razor blades. The package is inserted in the open ended receptacle 16 and will be  
10 retained at its lower end between the tongue 20 and the front wall of the receptacle. As already stated the tongue 14 is of resilient character tending at all times to spring back into its original position in the card and thus  
15 maintain the package 22 substantially in contact with the body thereof. The package 22 may be removed at any time from the receptacle and in removing a package from the lower row upon the card the tongue 14 upon  
20 which it is mounted may readily be deflected forwardly a sufficient distance to permit the package to be drawn upwardly over the packages arranged in the upper row.

I prefer to carry out the design of the  
25 package in the receptacle in which it is contained as this improves the general appearance of the assembly. Accordingly it will be noted in Fig. 1 that the ornamental frame and scroll which appear on the face of each  
30 package are duplicated upon the overlapping portion of each receptacle 16.

While the tongues 14 are herein shown as outlined in the body of the card 10 and it is desirable so to form them for reasons of  
35 economy and simplicity of construction, it would not be without the scope of the invention to form these tongues separately and attach them to the card.

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

A display card having upper and lower rows of tongues cut in its body with their roots lying in straight parallel lines extending across the card, each tongue being resilient and adapted to be bent out of the plane of the card at its upper end, and a shallow open-ended double-walled receptacle impaled upon each tongue and held positively  
45 in vertical position by being seated upon the root thereof, each receptacle being adapted to receive an elongated article and said article being maintained upright in substantial contact with the body of the card by the  
50 resiliency of the tongue, the tongues yielding outwardly to permit articles in the lower row to be withdrawn over articles in the upper row.

Signed at Boston, Massachusetts, this  
60 twentieth day of March, 1929.

A. GARFIELD DAVIS.