

July 7, 1931.

H. H. MOLKENTHIN

1,813,812

DISPLAY CARD

Filed Dec. 21, 1929

Fig. 1.

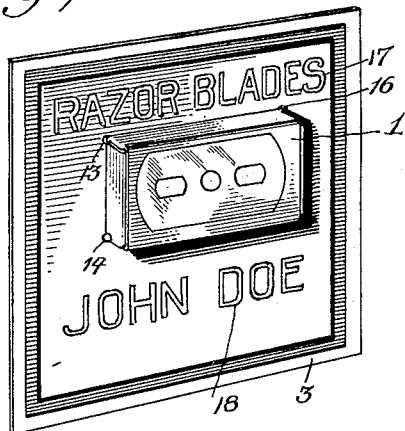


Fig. 4.

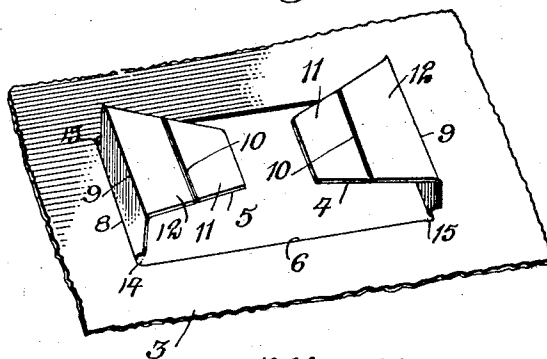


Fig. 2.

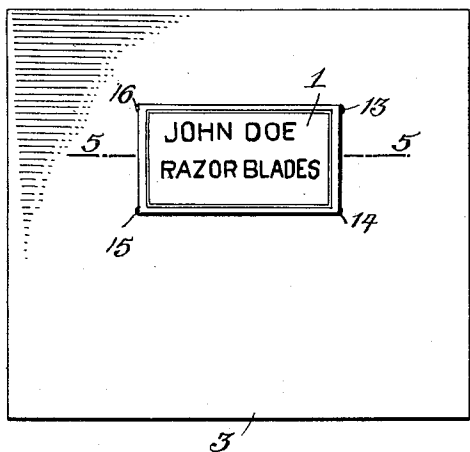


Fig. 3.

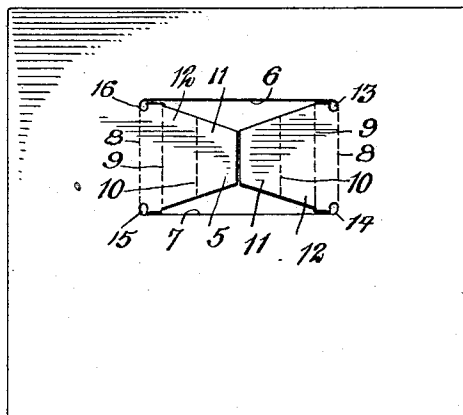
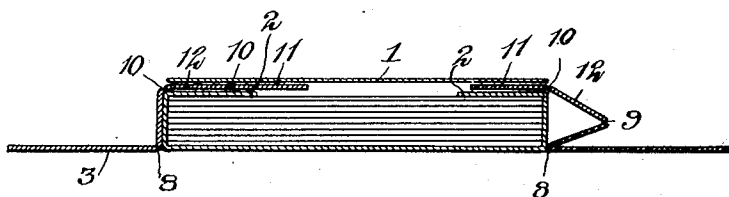


Fig. 5.



WITNESSES

George Taylor
A. L. Ritchie

INVENTOR
Henry H. Molkenthin
BY *Mumma*
ATTORNEYS

UNITED STATES PATENT OFFICE

HENRY H. MOLKENTHIN, OF GLEN RIDGE, NEW JERSEY, ASSIGNOR TO INTERNATIONAL SAFETY RAZOR CORP., OF BLOOMFIELD, NEW JERSEY, A CORPORATION OF NEW JERSEY

DISPLAY CARD

Application filed December 21, 1929. Serial No. 415,679.

This invention relates to display cards and has for an object to provide an improved construction wherein articles for display may be easily mounted thereon and firmly held in position after having been secured in place.

Another object of the invention is to provide a display card in which an ordinary box having folded ends may be held in place without the use of adhesive or extraneous retaining members.

A still further object of the invention is to provide a display card for supporting a box having folded ends so that the box may be held without adhesive, the card being provided with supporting tongues cut from the card and forming an integral part thereof, the line of severance merging into apertures at each corner to prevent tearing.

An additional object of the invention is to provide a display card in which a box having folded ends may be held on the card in such a manner as to not only support the box but to prevent its contents from accidentally moving out of the box when the card is jarred.

In the accompanying drawings,—

Figure 1 is a perspective view of a display card disclosing an embodiment of the invention, a box being shown mounted thereon;

Figure 2 is a rear elevation of the structure shown in Figure 1;

Figure 3 is a front elevation of the card shown in Figure 1 before the tongues have been folded;

Figure 4 is a perspective view on an enlarged scale of the center portion of the card shown in Figure 1, the same illustrating the position of the holding tongues when in use;

Figure 5 is a sectional view through Figure 4 on the line 5—5, the same being on an enlarged scale.

Referring to the accompanying drawings by numerals, 1 indicates a box of a well-known construction in which a rectangular body is provided having folded ends which include an intumed flange 2. Heretofore in boxes of this kind, razor blades or other small articles are placed and then the boxes are secured to display cards by adhesive or

other connecting means. In connecting the boxes to the display cards heretofore, the ends were properly tucked in and held by friction in the usual manner. It has been found that where comparatively heavy articles, as for instance, razor blades are thus displayed, jarring of the card during shipment will oftentimes cause the ends to give way and, consequently, will permit the blades to move out and become lost. This accidental loss of the contents of the box is very objectionable and also the securing of the box in place by adhesive or other extraneous means is more or less expensive.

To obviate these objections, particularly the loss of merchandise, the card 3 has been provided and formed with a pair of supporting and locking tongues 4 and 5 which are of identical construction and are designed to coact with opposite ends of the box 1. These tongues are preferably an integral part of the card 3 and formed by cutting out sections 6 and 7 and then providing the creases 8, 9 and 10 in each tongue. These creases permit the tongues to be bent as shown in Figure 4 and the end sections 11 and the intermediate sections 12 of each tongue tucked in between the top of the box and the flange 2. The creases are made on the under side of the card 3 so as to present a raised portion or slight bead at each crease which increases the friction when the sections 11 and 12 have been properly tucked in as shown at the left in Figure 5. The cut out portions 6 and 7 and the tongues 4 and 5 present a space slightly larger than the box so that it may be inserted and snugly fit this space so that when the parts are all properly positioned, the display card and its box will appear as shown in Figure 2 when viewed from the front and will appear as shown in Figure 1 when viewed from the rear. In cutting out the tongues 4 and 5 preferably rounded portions or holes 13, 14, 15 and 16 are provided at the respective corners, as indicated particularly in Figure 3. This prevents tearing of the respective tongues when applying or when in use. Also, this allows the tongues to be readily flexed and bent into the desired shape accurately and quickly.

Where the box is pasted on the card as heretofore practiced, the rear of the box could not be seen but by providing the tongues 4 and 5, the rear of the box may be seen as well as the front whereby if the card should be accidentally turned around there will still be a certain amount of display, and as a matter of fact, the same advertising matter 17 and 18 may be applied to the rear as well as to the front.

What I claim is:—

A card for supporting a box having folded end flanges formed with pressed-out tongues, one of said tongues being shaped to have a substantially vertical part thereof folded across the end of said box, and a substantially horizontal part forced into the box between the flange and the top of the box, the last-mentioned part of the tongue having a transverse bead for frictionally engaging the top of the box and preventing displacement of the tongue.

HENRY H. MOLKENTHIN.

25

30

35

40

45

50

55

60

65