P. R. WARREN.

DISPLAY HOLDER.

APPLICATION FILED APR. 23, 1910.

964,826. Patented July 19, 1910.

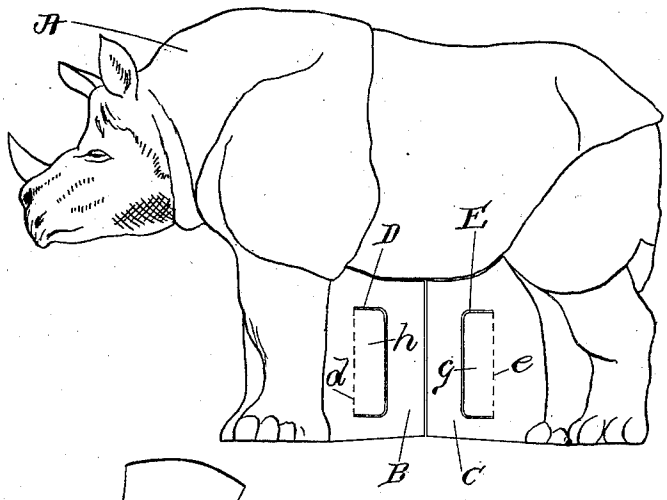

Fig. 3.

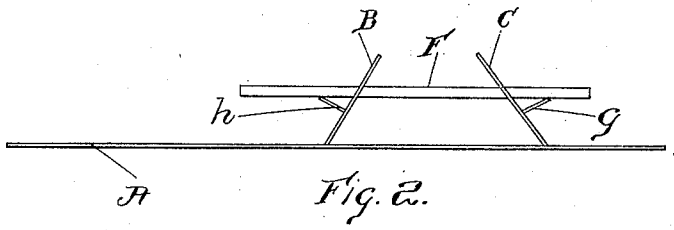

Fig. 2.

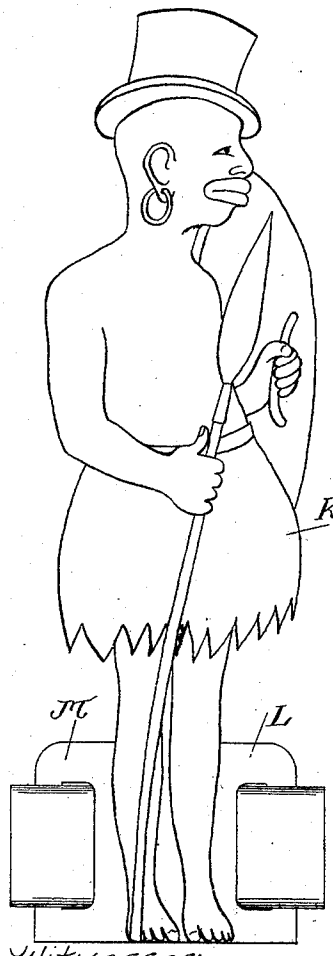

Fig. 4.

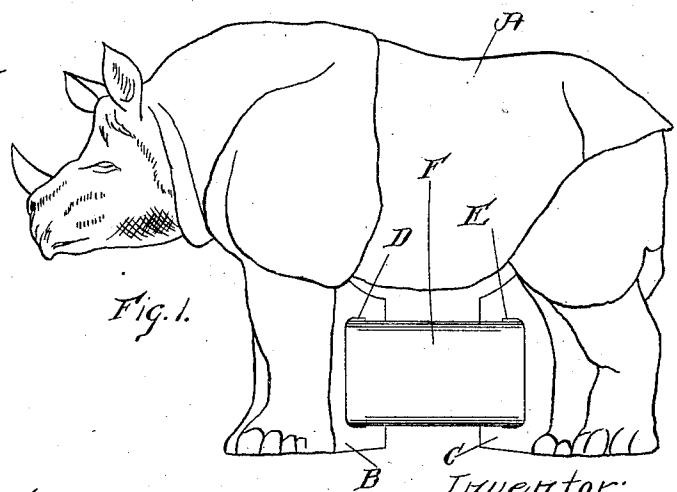

Fig. 1.

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DISPLAY-HOLDER.

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To all whom it may concern:

Be it known that I, PETER R. WARREN, a citizen of the United States, residing at Lowell, county of Middlesex, State of Massachusetts, have invented a certain new and useful Improvement in Display-Holders, of which the following is a specification, reference being had therein to the accompanying drawings.

My invention has for its object the production of a display holder which can be constructed from a single piece of card board or the like at so small expense as to be sold profitably with individual pieces of gum or candy, or with pencils and the like. It displays the article in an attractive manner and forms a desirable toy which may be played with by the child who purchases it after the article displayed therein has been removed. In practice I make these display holders in series, so that by purchasing several of the articles the child may obtain a full set of toys.

The display holder forming my invention is so constructed that it may be packed flat. The holder may be folded and the article inserted almost instantly.

The holder is also so constructed that it requires printing on one side only.

It will be seen from the accompanying drawings, that the article to be displayed is located near the bottom so that the center of gravity of the whole structure is low, and consequently the holder stands firmly on the counter or in the show window where the goods are displayed.

The invention will be fully understood from the following description taken in connection with the accompanying drawings, and the novel features are pointed out and clearly defined in the claims at the close of the specification.

In the drawings,—Figure 1 is an elevation of a display holder embodying my invention with the article to be displayed in place therein. Fig. 2 is a top plan view of the device shown in Fig. 1. Fig. 3 is a front elevation with the parts in the position which they assume before the article is inserted. Fig. 4 is a front elevation of another display holder, also embodying my invention, but having the ornamented portion of a different form.

Referring to the drawings and more particularly to Figs. 1, 2 and 3,—at A is indicated the body of the display holder. This is constructed preferably of card board or the like of sufficient stiffness so that it will stand upright when folded into position and of such a quality that it may be scored and bent without breaking. I give the main portion or body of the display device an outline corresponding to that of some object, such for instance as a rhinoceros, in the case shown in Figs. 1 to 3. This body portion is also preferably printed in colors to represent the object more completely and may, if desired, be highly ornamented or embossed, this being a matter depending largely upon the price of the article which is to be displayed by the holder.

Folded backward from some bottom portion of the body, are two vertical supports B and C having their bottom edges on a line with the bottom edge of the body portion of the holder. These vertical supports are provided with holes D and E through which the article to be displayed is slipped. In the drawings the article is shown at F and is a piece of chewing gum. My display holder may, however, be employed to display any one of a great variety of articles, such as gum, candy in pieces or sticks, pencils, knives and the like. The holes D and E are formed by cutting around three sides of the hole and scoring the fourth side as at *e* and *d* in Fig. 3. The portions *g* and *h* are bent backward so that they rest against the article after it has been slipped through the holes and serve to hold the vertical supports B and C in position and to steady the whole structure. It will be seen that the article is also near the bottom of the display holder so that the center of gravity is very low and the display holder consequently stands firmly. A considerable portion of the article is visible to a person viewing the holder from the front and the wrapper containing the article may be printed with this in view so that the advertising space on the wrapper of the article is not wasted. When used to display articles such as pencils and knives, the holder leaves the larger part of the article in sight.

In Fig. 4 is shown another display holder embodying my invention but having the body K constructed to represent a comic figure of a man. It will also be seen that the two vertical supports L and M are formed on the outside of the legs of the figure instead of between the legs of the figure.

What I claim is:

1. A display holder comprising a body portion of card board or the like having its outline cut to simulate some object and having a plurality of vertical supports cut from the card board and folded at an angle to the said body portion, said vertical supports being provided with holes through which the article to be displayed may be slipped.

2. A display holder comprising a body portion of card board or the like having its outline cut to simulate some object and having a pair of vertical supports cut from the card board and folded backward perpendicularly to the said body portion, said vertical supports being provided with holes through which the article to be displayed may be slipped.

3. A display holder comprising a body portion of card board or the like having its outline cut to simulate some object and having a pair of vertical supports cut from the card board and folded backward perpendicularly to the said body portion, said vertical supports being provided with holes near the bottom through which the article to be displayed may be slipped.

4. The combination with a holder comprising a body portion formed to represent an object and having two vertical supports formed integral with the said body portion and bent into planes other than the plane of the body, said vertical supports having holes therein, of an article to be displayed, said article being passed through the holes in the said vertical supports.

In testimony whereof I affix my signature, in presence of two witnesses.

PETER R. WARREN.

Witnesses:

GEORGE P. DIKE,

ALINE TARR.