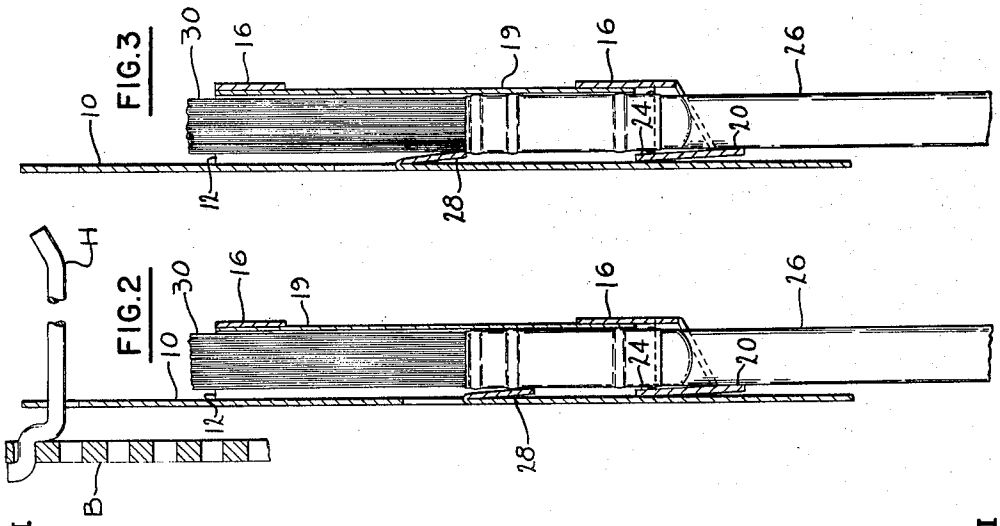
Oct. 18, 1960 J. DGETLUCK 2,956,676

PUNCH BOARD DISPLAYS FOR PAINT BRUSHES AND THE LIKE

Filed March 13, 1958 2 Sheets-Sheet 1



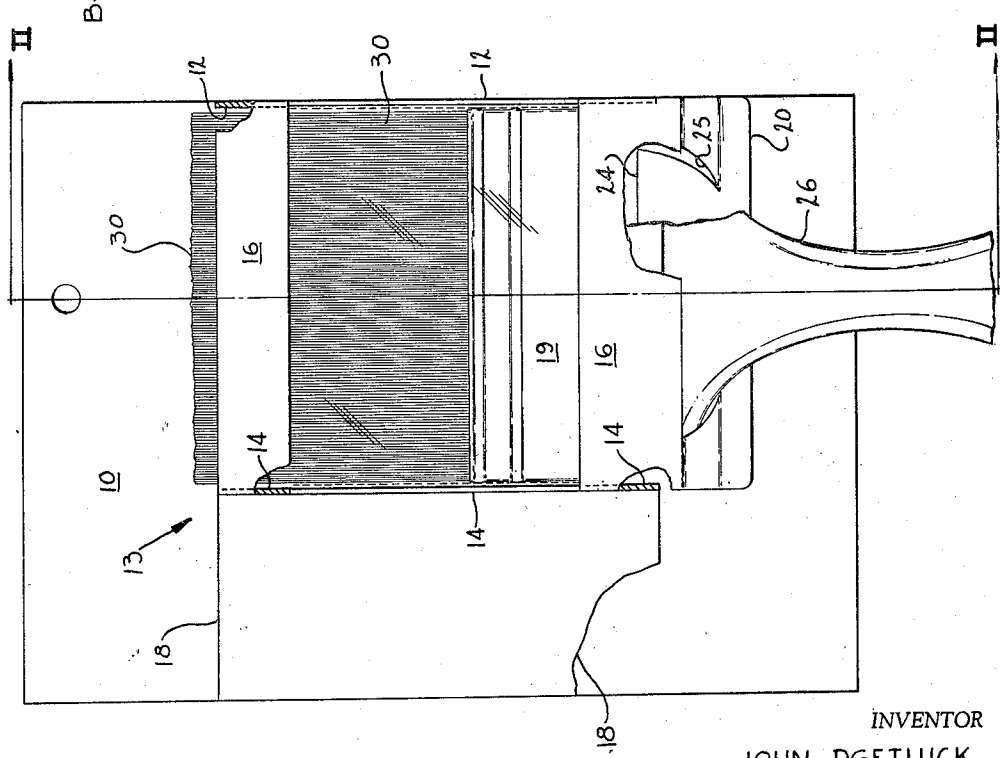


FIG.1

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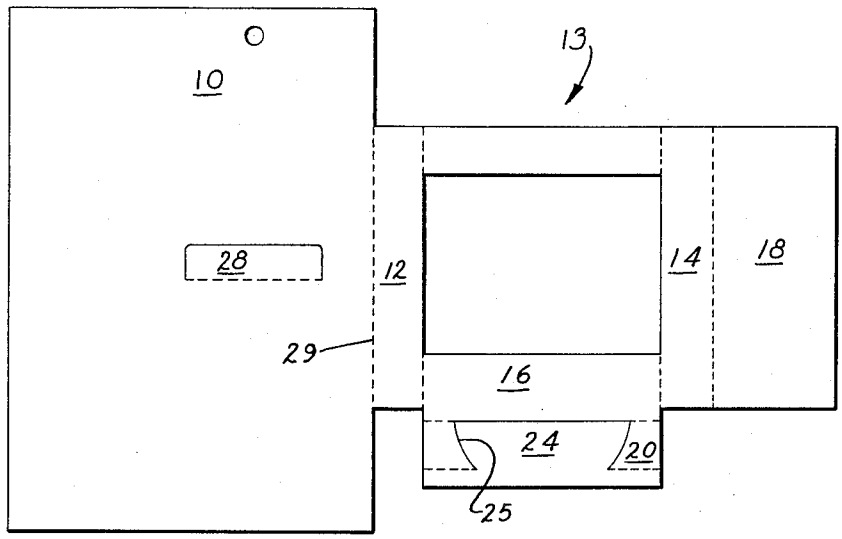
BY Chapin + Neal
ATTORNEYS

Oct. 18, 1960 J. DGETLUCK 2,956,676

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Filed March 13, 1958 2 Sheets-Sheet 2

FIG. 4



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PUNCH BOARD DISPLAYS FOR PAINT BRUSHES AND THE LIKE

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Filed Mar. 13, 1958, Ser. No. 721,272

1 Claim. (Cl. 206—79)

The present invention relates to punch board display cards and more particularly for such cards as are to be used for displaying paint brushes or the like.

Present day merchandising has given greater and greater emphasis to displays in packaging which are aimed at more effectively featuring goods which are on sale. One method which is now widely accepted is the so-called punch board display which generally comprises a relatively thin board having a pattern of holes therein. With this pattern of holes it is possible to position hooks in most any desired pattern for whatever merchandise is to be displayed and the merchandise may then be hung on the hooks at eye level or at a location most effective to obtain a point of purchase display. In many instances it has been possible to secure merchandise to a card in a straightforward manner and then punch the card to receive the hook on which it is to be hung. The display cards that are employed serve another function, especially in diplaying small items in that they serve as a deterrent to pilfering. That is, it becomes awkward for a person so inclined to readily conceal even a few items when they are mounted on relatively large display cards. The present treatment of this type of merchandising has led to the desirability of displaying such items as paint brushes on peg boards. However, the nature of paint brushes presents several peculiar and unique requirements in that the purchaser, and particularly a cash purchaser, wishes to have full freedom in inspecting whatever brush he might be purchasing.

The present invention, therefore, has for its object to provide a punch board display card for paint brushes and the like which enables paint brushes to be advantageously displayed for point of purchase merchandising and at the same time allows at least substantially the same degree of inspection by the purchaser as was available when other methods of merchandising were used.

The above and other related objects as well as the various novel features of the invention will be apparent from a reading of the following description of the disclosure found in the drawings and pointed out in the appended claim.

In the drawings:

Fig. 1 is a front elevation of a punch board display card embodying the invention with certain portions in section and others broken away;

Fig. 2 is a sectional view taken on line II—II in Fig. 1;

Fig. 3 is a fragmentary section similar to that of Fig. 2 showing an alternate embodiment of the invention; and

Fig. 4 is a view on a reduced scale of the blank from which the display card of Figs. 1 and 2 is made.

Referring now to the drawing it will be seen that the present display card comprises a main panel **10** and a tube comprised in part by a portion of the main panel forming the rear portion of the tube and side portions **12** and **14** and a front portion **16** completing the tube. It will be apparent that the tube is thus formed by a strip **13** of sheet material integral with the main panel

and folded outwardly therefrom to first provide the side portion **12**, then the front portion **16** and finally the other side portion **14**. This strip then has a terminal portion **18** which extends over the front face of the panel and is secured thereto preferably by the use of glue or cement. The front portion of the tube is provided with a window **19** which comprises a piece of transparent plastic material covering over an opening formed in the said front portion. The transparent material may be secured interiorly of the tube as by sealing it to the marginal portions of the tube surrounding the opening in the front portion thereof. The front portion **16** is further provided with an extension **20** which is folded rearwardly after the fashion seen in Fig. 2. A tongue **24** has been struck from the extension **20** and thus provides an aperture **25** through which the handle **26** of the illustrated paint brush extends, the shoulder portion of the handle engaging the aperture struck in said extension thereby suspending the paint brush within the tube. It will be noted from Fig. 2 that the tongue **24** bears against the rear of the paint brush maintaining the lower portion of the extension **20** against or adjacent the front face of the panel **10**. It will also be noticed that the aperture in the extension **20** is disposed with respect to the top of the front portion of the top of the tube preferably so that the bristles extend beyond the top of the tube a slight amount.

A tongue **28** is struck from the portion of the main panel comprising the above mentioned tube. The tongue **28** is reversely folded and bears against the ferrule of the paint brush. The main panel is formed of fibre board of the like having some resilient qualities whereby the bottom edge of the tongue **28** will bear against whatever projections there are on the ferrule of the paint brush, thereby preventing the paint brush from being readily or easily removed from the tube, this means serving as a deterrent to pilfering.

The display card of this invention is formed from card blanks in which an elongated strip **13** (Fig. 4) extends from one edge of a panel card **10** and is integral therewith. The integral edge is scored **29** along the width of strip **13**. Strip **13** is provided with three additional scored lines parallel with said integral edge to facilitate formation of a rectangular tube. These lines are spaced from the common edge of panel **10** and strip **13** so that tube widths of sides **12** and **14** are approximately equal to the thickness of a brush to be displayed and so that the tube front portion **16** of strip **13** is approximately equal in width to the width of a brush to be displayed. The panel **10** provides the rear face portion of the rectangular tube member. From Fig. 4 it will be apparent that extension **13** is folded about the indicated score lines and the terminal portion **18** is secured to panel **10** in order to obtain the display card seen in Figs. 1 and 2.

Referring now to Fig. 3, an alternate location of the tongue **28** is seen. In Fig. 3 the tongue **28** is disposed somewhat higher to bring its outer edge when reversely folded just above the top of the ferrule of the paint brush. This arrangement provides an even greater deterrent to pilfering in that the bristles **30** will be slightly deflected by the resilient force of the tongue so that the outer edge of the tongue **28** will be caught or snagged against the top edge of the ferrule in the event that anyone should attempt to remove the paint brush. While it is conceivable that even with this arrangement paint brushes could be removed without injuring the display card it is difficult, if not impossible, to do so quickly and readily in order to avoid detection. Thus the desired function of deterring pilfering is obtained. However, in some instances it may be found preferable to dispose the tongue **28** after the fashion seen in Fig. 2, inasmuch as

in certain cases the slight force of the tongue bearing against the bristles would cause an indentation which in the case of very high grade brushes is not desirable.

It will be noted that the main panel is apertured above the brush receiving tube and substantially in alignment with the center thereof. The display card may thus be hung on a hook as at H extending from a peg board B of standard construction. It will further be noted that as it is arranged the paint brushes will hang straight and at the same time suitable area is provided for printing or other indicia as to price, quality and advertising.

Having thus described the invention what is claimed as novel and is desired to be secured by United States Letters Patent is:

A punch board display card for paint brushes and the like, said card comprising a main panel formed of sheet material and an open top tube formed by an integral extension from one side of the main panel, said tube having a height less than the height of said panel and formed by the panel extension being folded outwardly and then in front of said display panel to form the front portion of the tube and then being folded rearwardly to the front face of said panel with outer end of the panel extension

overlying and secured to the front face of said main panel and extending substantially to the edge of said panel remote from said tube, the front portion of said tube being provided with a transparent window extending through a greater part of its height, the front portion of said tube being provided with a downwardly extended portion which is folded rearwardly beneath said tube and apertured by reason of a tongue being struck therefrom to receive the handle of a paint brush and dispose said paint brush so that the upper ends of the bristles thereof extend slightly above the upper front portion of said tube, the portion of said panel comprised in said tube being provided with a tongue struck therefrom and reversely folded so that its outer end is adapted to bear against the ferrule of a paint brush to maintain the same in said tube.

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UNITED STATES PATENT OFFICE

CERTIFICATE OF CORRECTION

Patent No. 2,956,676 October 18, 1960

John Dgetluck

It is hereby certified that error appears in the printed specification of the above numbered patent requiring correction and that the said Letters Patent should read as corrected below.

Column 2, line 32, for "board of" read -- board or --; line 41, after "scored" insert -- at --; line 48, for "tube front" read -- front tube --.

Signed and sealed this 11th day of April 1961.

(SEAL)
Attest:
ERNEST W. SWIDER
Attesting Officer

ARTHUR W. CROCKER
Acting Commissioner of Patents