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F. H. MIX
DISPLAY CARD

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Fig. 1.

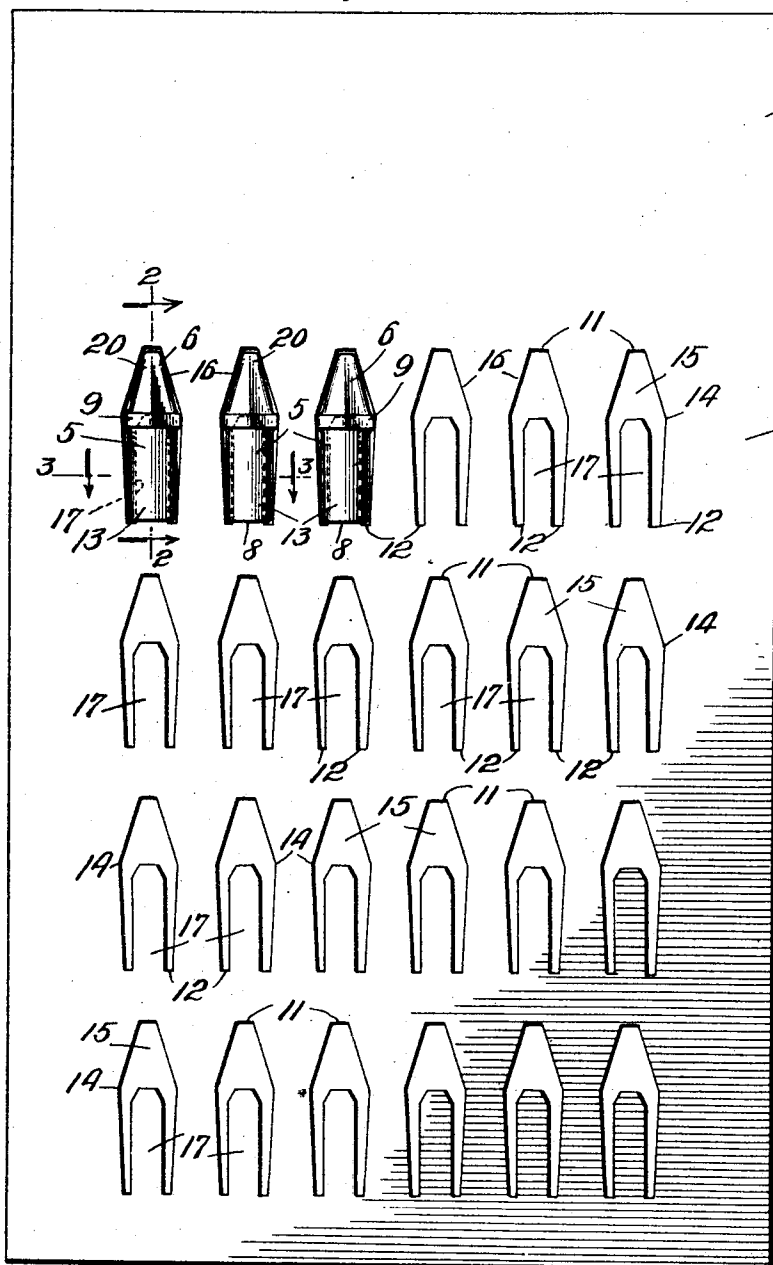


Fig. 2.

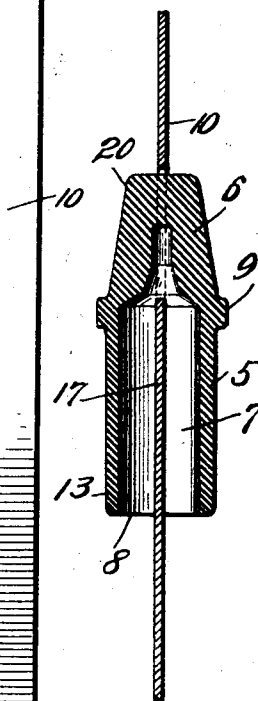
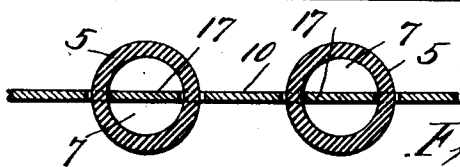


Fig. 3.

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DISPLAY CARD.

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The invention relates to an improvement in display cards, and more particularly to an improvement in display cards for displaying for sale rubber erasers adapted to be replaceably fitted onto the top end of a pencil.

Detachable rubber erasers for pencils have heretofore been commonly sold in boxes. The present tendency in this and similar trades is to expose the goods for sale in an attractive manner on the counter or show case of the store. One object of the present invention is to produce a display card especially adapted for holding within a relatively small space a large number of erasers and displaying them in an attractive manner. A further object of the invention is to so construct the display card that it may be manufactured very cheaply, so cheaply in fact that it need not be returned to the eraser manufacturer or kept by the sales agent for refilling, the card with the erasers thereon being shipped from the manufactory ready for display purposes. Another object of the invention is to so construct the eraser holding parts of the card that there will be no liability of the erasers falling off or becoming displaced from the card in case the card should fall over. To the accomplishment of these objects the invention consists in the improved display card hereinafter described and particularly pointed out in the appended claims.

In the accompanying drawing illustrating the preferred form of the invention, Fig. 1 is a front elevation of the improved display card with three erasers held in display position thereon; Fig. 2 is an enlarged longitudinal section taken along the line 2—2 of Fig. 1; and Fig. 3 is an enlarged transverse section taken along the line 3—3 of Fig. 1.

The pencil erasers which are to be exposed or displayed for sale purposes on the improved display card illustrated in the drawings comprise a tubular or cylindrical part 5, and a wedge-shaped part 6 which serves as the eraser proper. The tubular part 5 of the eraser is adapted to fit over either end of the pencil and for this purpose is provided with a central longitudinal hole 7 which extends from the bottom or inner end 8 of the eraser as far as the ferrule 9 which marks the point of junction between the eraser proper and the tubular part 5. The eraser part 6 is wedge-shaped, as is clearly

seen in the side elevations of the displayed erasers on the card shown in Fig. 1.

The improved display card of the present invention for holding and displaying the erasers described above in an attractive manner comprises a card 10 which is preferably rectangular in outline and may be composed of cardboard or other thin relatively stiff and cheap material. The card 10 may be supported in display position on the counter or show case in any usual manner, as by providing it with an easel or leaning it against some other object. The card 10 may be of any width and height and is provided with rows of apertures 11 arranged in tiers for holding the erasers in display position. For this purpose each aperture 11 has the general outline of a longitudinal cross-section of an eraser taken at right angles to the median plane of the wedge-shaped end of the eraser. The sides of the lower end 12 of each aperture 11 are spaced slightly farther apart than the diameter of the lower or inner end 13 of the eraser, and the sides of the aperture taper upwardly and outwardly slightly to the point 14 which is slightly larger than the diameter of the ferrule 9 of the eraser. The sides of the aperture 11 then taper sharply inwardly and upwardly to form the wedge-shaped openings 15 adapted to receive the wedge-shaped outer ends 6 of the erasers. Extending upwardly into the lower end of each aperture 11 and terminating at substantially the point 14 is a tongue 17 which is substantially as wide as the internal diameter of the hole 7 of the tubular part 5 of the eraser. The taper of the sides 16 of the wedge-shaped openings 15 of the apertures 11 form a more obtuse angle than the taper of the wedge-shaped ends 6 of the erasers so that the upper ends of the sides 16 of the wedge-shaped openings 15 will engage and hold the sides of the upper or outer ends 20 of the wedge-shaped part 6 of the eraser.

In mounting the erasers on the improved display card, the mouth or lower end 13 of the tubular part 5 of the eraser is placed over the upper end of a tongue 17 and the upper end or wedge-shaped part of the eraser is brought close to the face of the card. The eraser is then pushed downwardly so that the tongue 17 is inserted up into the longitudinal hole 7 in the tubular part 5, the flexibility of the tongue 17 permitting it to bend forward slightly during this operation. When

the bottom extremity 8 of the eraser has reached the bottom extremity 12 of the aperture 11 the upper or wedge-shaped end 6 of the eraser is pushed into the wedge-shaped opening 15 of the aperture. The eraser is held sufficiently firm in the card by the engagement therewith of the sides of the aperture 11 at the points 13, 9 and 20, and also by the engagement of the side edges of the tongue 17 with the sides of the cylindrical hole 7 in the tubular part of the eraser. When the eraser is fully in position on the display card, as shown in Fig. 1, the transverse median plane of the eraser (the plane at right angles to the median plane of the wedge-shaped end 6) is substantially coincident with the plane of the display card, as shown in Fig. 2.

To remove an eraser from the card it is simply necessary to grasp the eraser by the upper or wedge-shaped end thereof and pull it forward until the upper end of the eraser is clear of the aperture 11, the tongue 17 yielding sufficiently for this purpose. The eraser is then drawn longitudinally off the tongue 17. The resiliency of the material of which the card 10 is composed permits the tongue 17 to return into its initial position in alinement with the rest of the card. In order that the public may be informed as to the nature and character of the goods on display and the name of the manufacturer, a clear space 21 is left at the top of the card for this purpose.

Having thus described the invention what I claim as new is:—

1. A display card for holding articles consisting of a tubular part and a wedge-shaped part comprising, a card having series of apertures therein, each aperture having a wedge-shaped space adapted to receive the wedge-shaped part of the article, and a tongue extending longitudinally of the aperture and at its free end terminating substantially at the base of the wedge-shaped space at a distance from the inner edge-walls of the aperture, and adapted to enter the tubular part of the article, the edge-walls of the aperture oppo-

site the edge-walls of the tongue tapering upwardly and outwardly and forming wedge-shaped slots to receive the tubular portion of the article and frictionally engage the walls thereof.

2. A display card for holding articles consisting of a tubular part and a wedge-shaped part comprising, a card having therein a series of apertures, each aperture having a wedge-shaped space adapted to receive the wedge-shaped part of the article, and a tongue extending longitudinally of the aperture and terminating substantially at the base of the wedge-shaped space, and adapted to enter the tubular part of the article and frictionally engage the inner face of the parallel side walls of the article to retain it within the aperture without extraneous retaining means.

3. A display card for holding articles consisting of a tubular part and a solid part comprising, a card having therein a series of apertures, each aperture consisting of a space shaped to receive the solid part of the article and a space to receive the tubular part of the article, said last mentioned space having a tongue projecting therein and lying parallel with the inner face of the parallel walls of the article and adapted to engage said walls to a point adjacent to the base of the space receiving the solid part of the article.

4. A display card for holding articles consisting of a tubular part and a wedge-shaped part, comprising a card having therein a series of apertures, each aperture having the general outline of the article to be held so that the inner edge walls of the aperture will have frictional gripping engagement with the outer surfaces of the article at a plurality of independent points of contact, each aperture being provided with a tongue extending therein adapted to enter the tubular part of the article and engage its inner parallel walls and so that when the article is in place on the card its transverse median plane coincides substantially with the plane of the card.

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