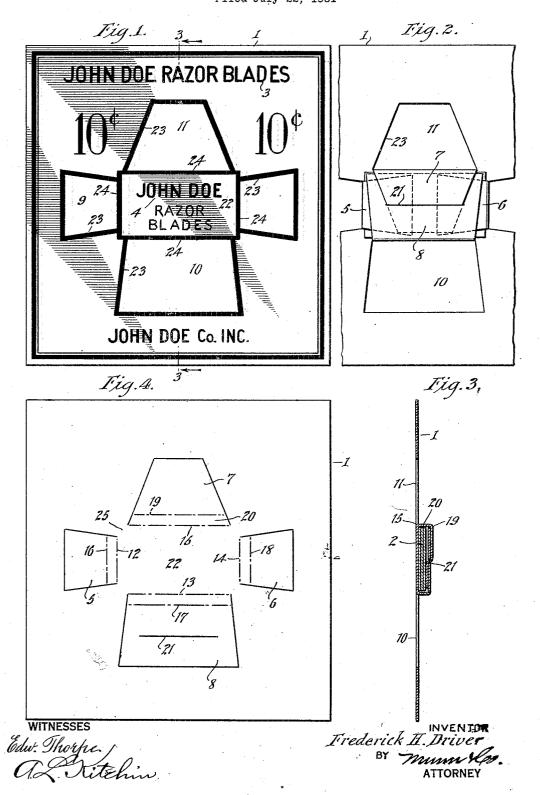
F. H. DRIVER

DISPLAY VENDING CARD Filed July 22, 1931



UNITED STATES PATENT OFFICE

FREDERICK H. DRIVER, OF BLOOMFIELD, NEW JERSEY, ASSIGNOR TO THE NEVINS-CHURCH PRESS, OF NEW YORK, N. Y., A CORPORATION OF NEW JERSEY

DISPLAY VENDING CARD

Application filed July 22, 1931. Serial No. 552,462.

This invention relates to display cards and particularly to an improved vending display card, the object being to provide a structure wherein an article may be held in position for 5 display while at the same time it is in position for vending.

Another object of the invention is to provide a display vending card wherein parts of the card are pressed out to present a holding 10 box or compartment while the remaining part presents areas for the reception of advertising matter.

In the accompanying drawings-

Figure 1 is a front view of a display vend-15 ing card disclosing an embodiment of the invention.

Figure 2 is a rear view of the central part of the structure shown in Figure 1 illustrating how the pressed out tongues are folded 20 to present a retaining box structure.

Figure 3 is a sectional view through Figure 1 on line 3-3.

Figure 4 is a rear view of the card shown in Figure 1 before the tongues have been 25 folded.

In selling razor blades or other articles, it has been found desirable to mount the article to be vended on a card which has been provided with advertising matter and explana-30 tory matter whereby the goods are presented in a way to display their desirabilities. Heretofore cards of different kinds have been provided for this purpose and separate boxes or containers applied in some manner to the card. This oftentimes resulted in loss of the articles by reason of the more or less rough usage through the handling of the cards by customers. In the present instance, these disadvantages have been overcome by forming a card which has certain parts pressed therefrom to present an enclosure or box for supporting and protecting the article to be vended.

In the accompanying drawings, 1 indicates the body of the card and 2 the article or articles to be vended. In the showing in the drawings, razor blades of the safety variety are shown as being vended and consequently the various advertising matter 3 and 4 correspond to the blades being vended. In order to draw attention to the razor blades, the card must be made as ornamental as possible and consequently the advertising or other matter may be done in colors and in addition, the various tongues 5, 6, 7 and 8 are 55 formed of a shape to present ornamental openings 9, 10 and 11 when the tongues are folded.

In forming the tongues 5 to 8 inclusive, they are cut on three sides while at the various 60 junctures 12, 13, 14, and 15 they are merely creased. In addition, the various tongues are creased along lines 16, 17, 18 and 19. This allows the tongues to be bent at two points as illustrated particularly in Figure 3. It 65 will be noted that the bending line 15 permits the section 20 to extend at right angles to the body 1 and then the bending line 19 permits the tongue 7 to extend parallel with the body 1 so that it may be readily tucked in 70 or projected through the slot 21 in tongue 8. The tongues 5 and 6 act in a similar way except that they are merely folded over and not interlocked as tongues 7 and 8.

In applying the articles 2 to the card, they 75

are placed in the space 22 and then the tongues 5 and 6 folded thereover. After this has been done, tongue 8 is folded over the folded tongues 5 and 6 and finally the tongue 7 is folded to the position shown in Figure 3. 80 This completes the article and it is ready for display.

While in the arrangement shown in the drawings, a Maltese cross formation is provided by the openings 9 to 11 inclusive, other 85 forms of openings may be provided by redesigning the various tongues. As illustrated in Figure 1, the various openings are preferably provided with a border line 23 and in keeping with this border line, a border line 90 24 is provided around the space 22, said border line merging at the respective corners in the respective uncut portions 25 whereby a rectangular box-like enclosure is presented.

The front of the space 22 is preferably provided with printed matter presenting a package so that in a limited sense this part of the card will simulate a package of razor blades and the blades will actually be held in place by the various tongues 5 to 8 inclusive.

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1. A display vending card comprising a body, a plurality of tongues pressed from the body around a central section, each of said tongues being foldable so as to enclose an article in said central section.

2. A display vending card providing a body formed with a plurality of pressed out sections, each of said sections being foldable, 10 one of said sections having a slit for receiving the end of the opposite section whereby the folded sections may be retained in a folded position presenting an article receiving container.

3. A display vending card comprising a body having a plurality of tongues pressed therefrom within the border thereof and surrounding a central rectangular section, each of said tongues being foldable over said rec-20 tangular section, one of said tongues having a slit intermediate its length for receiving the

diametrically opposite tongue.

4. A display vending card comprising a body of sheet material formed with a plural-25 ity of pressed out tongues within the borders of said body, said tongues being spaced around the rectangular solid section, each of said tongues being bendable along two lines so as to present, when folded, a container, one so of said fingers having a slit for receiving therethrough one of the other fingers whereby the entire group of fingers are held in a folded position.

FREDERICK H. DRIVER.

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