

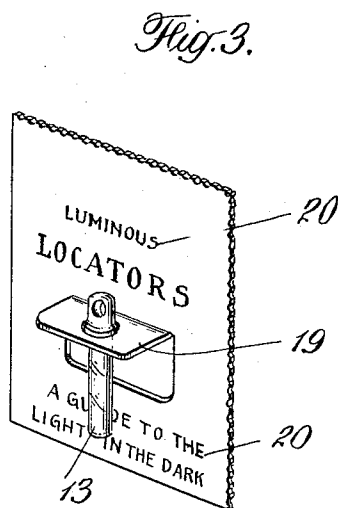
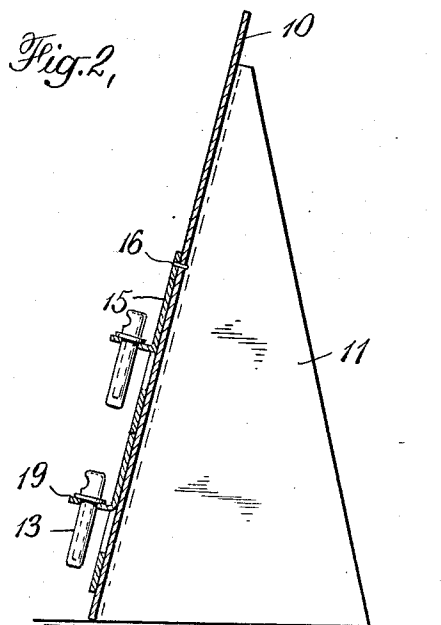
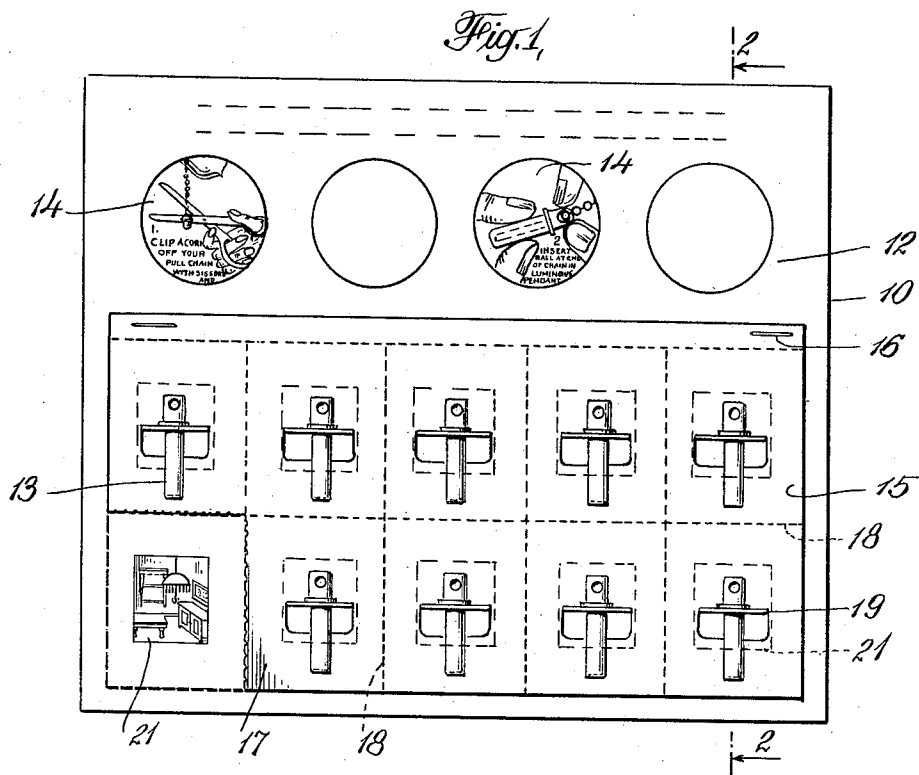
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DISPLAY DEVICE

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DISPLAY DEVICE

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This invention relates to sales and display devices adapted to be placed on a counter, show-case or the like for displaying articles of merchandise. More particularly, the invention is concerned with a device of this kind which provides a convenient means for shipping the articles and for displaying them for sale in an attractive manner. The device of the invention is particularly useful in connection with the display and sale of small articles, and an embodiment particularly adapted for use in connection with luminous pendants will be described for purposes of illustration.

Small articles of which a luminous pendant to be attached to the end of the chain of an electric lamp switch is a good example, present a sales problem arising from the fact that these articles are of such a size that the customer purchasing one of them receives an article that seems to be very little for the price paid. These articles are also easily lost if not properly wrapped and their lack of bulk makes it difficult to display them in an inviting manner.

To overcome this problem, I have devised a sales and display device which makes it possible to present such articles attractively, and permits them to be delivered to the customer in such manner that he receives a package of considerable size which is not easily lost. This package does not include a separate box or container for the article, which would involve a considerable item of expense, but is given the desired size by means of a part of the device which is detached with the article and turned over to the customer. The device also provides spaces for suitable display or advertising indicia, in part continuously visible and in part normally concealed by the detachable parts of the device and therefore brought into view only as sales are made.

In the preferred embodiment of the invention, I employ a foundation member of cardboard or like material which may be provided with means by which it may be set in more or less upright position. Attached to this card is another of less size which is subdivided into readily removable sections in any

convenient manner as by scoring lines. Each section is provided with means for carrying one or more of the articles and beneath the sections are advertising or display indicia normally concealed thereby. Advertising or display indicia are also carried on the foundation card above the smaller one and continuously in plain view.

With this arrangement, the articles are mounted on the removable sections and the device is placed in any desired location. When a sale is made, a section with its article in place thereon is detached, wrapped in any suitable wrapper or placed in an envelope, and delivered to the customer. The customer accordingly receives a package, the bulk of which is much greater than that of the article alone, and he feels that he has received something tangible for his money. In addition, the package is not readily lost, as the article alone might be, and to secure this result it is not necessary to provide a box or the like for the article. When the section with its article is removed, advertising indicia are displayed, so that the absence of the section does not detract from the appearance of the device, and by the use of suitable colors and indicia, the device may be made highly attractive.

For a better understanding of the invention, reference may be had to the drawings, in which

Fig. 1 is a face view of the display device;

Fig. 2 is a sectional view thereof on the line 2-2 of Fig. 1 and

Fig. 3 is a view in perspective of a part of the device detached.

Referring now to the drawings, the device is illustrated as consisting of a foundation member 10 which may take the form of a piece of cardboard material of any desired shape and size. This card may be supported in any convenient manner and may be provided with flaps 11, which may be folded to extend at right angles therefrom at the rear to provide a convenient means for supporting the card in upright position on a flat surface. This card has an area 12, preferably at the top, where advertising or display indicia may be placed. The card illustrated is used for the display and sale of luminous pendants,

one of which is shown at 13, and on the area 12 which is continuously in view, there are imprinted illustrations 14 showing how the pendant is attached to the chain of a luminous switch. Various other advertising and display indicia may be placed on this part of the card and the card may be attractively colored to give it a pleasing appearance. Attached to the card substantially centrally thereof is a smaller card 15 secured to the card 10 in any convenient manner, as by staples 16 passing through the top of the smaller card and through the foundation card. The smaller card is thus formed as a flap, the lower edge of which is free.

This flap is sub-divided into a plurality of sections 17 attached to each other by readily destructible connections, as, for example, these sections may be defined by lines of scoring 18. Each of these sections is adapted to carry one or more of the articles and for this purpose each section may be cut to form a U-shaped slit defining a flap 19, which may be folded at right angles to the plane of the section. In a suitable opening in the small flap 19 may be inserted a luminous pendant 13 and above and below the pendant the section may carry advertising indicia, generally designated 20.

On the main body of the card 10 beneath the sections are placed advertising indicia which may take various forms. One attractive means of utilizing the space beneath the flap 15 is illustrated as involving the affixing of pictures, such as that designated 21, of which there is one placed beneath each of the sections. These pictures, for instance, may illustrate a use to which the articles, in this case the pendants, may be put. These pictures are normally concealed but when a section is moved the picture beneath it comes into view.

Also, if desired, the section on which the article is mounted may be given the outline or shape of the thing with which the article is to be used. This result may also be obtained by suitably printing the mounting. A pendant, for example, may be mounted in a section representing a chain operated electrical socket, thus suggesting at once to the prospective purchaser the use to which the pendant is to be put.

The display device provides a convenient means for shipping the articles, which can be mounted thereon at the factory and shipped in place on the device. The dealer receiving the device, sets it up on a counter, show-case, or the like and whenever a sale is made one of the sections 17, with the article on it, is detached by tearing along the scoring lines. The customer receives both the section and the article, which may be wrapped in any suitable manner or placed in an envelope. The package thus delivered to him, therefore, has considerably greater bulk than the arti-

cle alone and thus removes any feeling which the customer might have, if the article were delivered alone to him, that he was receiving very little for the money paid; also, the section with the article in place on it is handled much more easily in the wrapping operation than the article alone. The device of the invention also makes it possible to display small articles, such as pendants, in such a way that they can be readily examined but cannot be readily stolen. By mounting the pendant in the manner described, it is not possible to steal a pendant without leaving the mounting and this at once shows that theft has been committed. Detachment of the mounting, while comparatively easy, is still sufficiently difficult so that it can hardly be done without being detected. The articles, while displayed in plain view, are not loose as they would be if placed in open trays and this reduces loss.

As the display device may be constructed of cardboard or similar inexpensive material, it does not represent any considerable addition to the selling cost of the product displayed and it adds to the sales, since it may be made attractive in appearance and puts the product displayed before the purchaser in a manner which compels his attention.

I claim:

1. A sales and display device comprising the combination of a foundation member, a plurality of article-carrying sections attached thereto, each section being readily detachable from said member with its article remaining in place, and display indicia normally concealed by the sections but exposed upon detachment thereof.

2. A sales and display device comprising a card, and a card of less size than the first attached thereto along one edge to form a flap, this flap being sub-divided into readily removable sections, each of which is provided with means for carrying one or more articles of merchandise, and advertising indicia beneath said flap and normally concealed thereby but brought into view on removal of said sections.

3. A sales and display device comprising a card, a flap attached thereto and sub-divided into readily removable sections, each of which is provided with means for carrying one or more articles of merchandise, and advertising indicia on the card under the flap and normally concealed thereby, the removal of the sections bringing the indicia into view.

In testimony whereof I affix my signature.
WILLIAM H. DEY.