July 2, 1929. G. F. EGAN 1,719,503

DISPLAY DEVICE

Original Filed July 14, 1925

Fig. 2

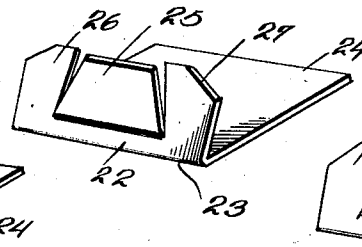


Fig. 1.

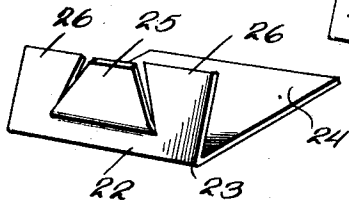


Fig. 3

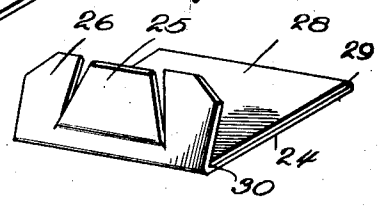


Fig. 4

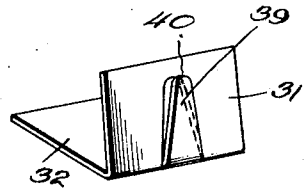


Fig. 5.

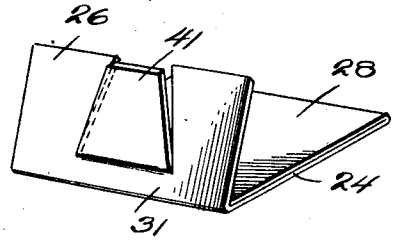


Fig. 6.

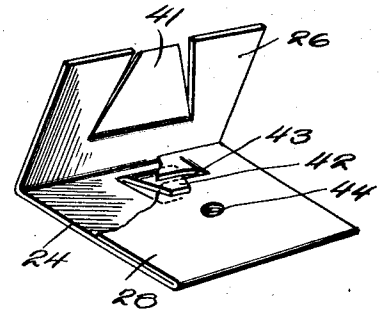
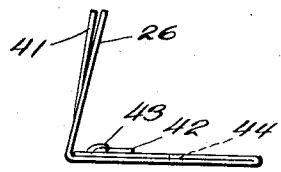


Fig. 7.



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UNITED STATES PATENT OFFICE.

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DISPLAY DEVICE.

Original application filed July 14, 1925, Serial No. 43,546. Divided and this application filed April 8, 1926. Serial No. 100,613.

The present invention relates to improvements in display devices and constitutes a division of my similarly entitled copending application, filed July 14, 1925, Serial No. 43,546.

An object of the invention described in this specification and claimed in the claims appended hereto is to provide an improved holder for cards, tags and the like for display in connection with store counters, shelves, display windows, and other places, whereby the price of the goods or some legend referring to the goods may be displayed.

Another object of the invention is to provide a holder in which a tag, card, or the like, may be held forcibly and in constant upright position.

It is a further object of the invention to provide a simple, inexpensive, yet durable, device for the displaying of cards, tags, and the like.

With the foregoing and other objects in view, the invention will be more fully described hereinafter, and will be more particularly pointed out in the claims appended hereto.

In the drawings, wherein like symbols refer to like or corresponding parts throughout the several views,

Figure 1 is a perspective view of a display device constructed according to the present invention;

Figure 2 is a similar view showing a slight modification;

Figure 3 is a perspective view showing a further modified form;

Figure 4 is a perspective view showing a still further modified form of the device;

Figure 5 is a perspective view similar to Figure 3 but with squared corners;

Figure 6 is a perspective view, with portions broken away, showing a modification in the base plate; and

Figure 7 is an edge view of the same.

Referring more particularly to Figure 1, the body portion 22 of the device is shown as bent on a transverse line 23, so that the major part 24 lies in a substantially horizontal plane and may rest, through an extended surface, upon a shelf or other support, or be inserted between two surfaces. The bent up part is shown as disposed backwardly at an angle to the part 24 and in this upstanding part a tongue 25 and prongs 26 are shown as cut.

The tongue 25 is shown as a truncated triangle, and the base line is shown as larger, so as to receive and support a card throughout an extended lower edge. The base support is shown as comparatively deep. This construction will add mass and weight and give stability to the device particularly when large cards are inserted.

In Figure 2 the arrangement is very similar and identical parts are referred to by like reference characters. In this case the corners of the prongs 26 are shown as cut off on diagonal lines indicated at 27. This will add to the appearance of the device and provide a smoother edge to the thumb or finger in inserting or removing a card.

In Figure 3 the parts are also substantially the same except for the fact that an additional fold 28 of the body material is shown as made about the line 29 thus giving overlapping thickness and providing a heavier and more substantial base for the device. Difficulty is encountered in display devices toppling over in store windows and other places and the message on the card is not conveyed to the public. Besides, in order to reach the toppled over display device to restore it to proper position it is oftentimes necessary to remove goods and replace such goods. With a substantial base, such as is provided in the device shown in Figure 3, cards of large size may be placed in the holder without fear of upsetting. Moreover, the forward free edge 30 of the overlapping part 28 may engage against the rear wall of the upright tag holder portion and reinforce and strengthen this against back bending in the direction of inclination. This also admits of placing a heavier card therein.

In Figure 4 the upright part 31 is shown as bent back and as supported upon the base part 32. In this instance an elongated triangular tongue 39 is shown as provided and as having a rounded tip 40 to facilitate the insertion of a card in place. The tongue is shown as substantially triangular and is adequate to support certain types of cards while holding the card through a greater area as to height.

Figure 5 is very similar to Figure 3, except that the tongue 41 is of less width and

greater length. Also the greater length of the tongue 41 and the prongs 26 aids to support a much higher card, and the corner portions may be left in this device so as to support a larger card throughout a substantial area. The base part 24 and overlapped portion 28 are the same as in Figure 3.

Coming now to Figures 6 and 7, these figures show a device similar in all respects to Figure 5, except that the base part 24 is shown as provided with an interlocking tongue 42 adapted to enter a slit 43 made at an appropriate point in the overlapping portion 28. The tongue is preferably triangular and the tip end of the tongue is shown as of smaller size and of considerably less width than the width of the slot 43 to facilitate the passage of the tongue therethrough.

The other forms of the device may also, if desired, be provided with perforations, such as the perforation 44, and the forms shown in Figures 1, 2 and 4 may be provided with a fold, such as is shown in Figure 3, and all forms may, if desired, have an interlocking tongue and slit, such as is shown in Figure 6, to hold the base part and the fold together.

Devices embodying this invention may be either placed upon a flat surface, such as a shelf or counter or the base portions may be inserted between two surfaces or between the shelf and the goods on the shelf.

It is obvious that various changes and modifications may be made in the details of construction and design of the above specifically described embodiment of this invention without departing from the spirit thereof.

I reserve the right to make all such changes as fall within the scope of the following claims.

What is claimed is:—

1. A display device comprising a body part consisting of an upright portion having a tongue cut therefrom, a base plate also having a tongue cut therefrom, and an overlapped portion on the base plate provided with a slit to receive said second-mentioned tongue, said base plate and overlapped part being perforated to receive a fastening.

2. A display device comprising a base plate comprising a long wide substantially heavy piece of material bent intermediately upon itself and providing lower and upper portions, the upper portion being received in contact with the upper surface of the lower portions and having an opening through both overlapping portions to receive a fastening, a tongue cut from the lower portion and bent upwardly, said upper portion having a slot to receive the tongue, an upright integral portion bent upwardly from the base plate and backwardly against the free edge of the upper overlapped portion, and a tongue cut from the upright portion leaving relatively offset flanking prongs.

3. A display device comprising a body part consisting of an upright portion having a tongue cut therefrom, a base plate also having a tongue cut therefrom, and an overlapped portion on the base plate provided with a slit to receive said second-mentioned tongue.

4. A display device comprising a piece of sheet material having one end thereof bent angularly to form an upright portion to receive a card and having the intermediate portion thereof disposed to form a base, the other end portion being bent over on top of the base and pressed down thereagainst, and means for securing the last mentioned end portion and the intermediate portion together to form a weighty base for the device.

In testimony whereof I affix my signature.

GEORGE F. EGAN.