

# UNITED STATES PATENT OFFICE

2,626,061

## DISPLAY DEVICE FOR MERCHANDISE CARRYING CARDS AND THE LIKE

Raymond E. Girouard, Danville, Ill.

Application October 16, 1950, Serial No. 190,382

1 Claim. (Cl. 211-59)

1

The present invention relates to a display device for merchandise carrying cards and the like.

Many types of merchandise lend themselves to display and sale on flat card mountings. The present invention relates to a display device especially constructed and adapted for the convenient support in an attractive display setting of merchandise carrying cards. The merchandise may be affixed to the cards by adhesive or by extending through apertures in the supported cards. It is a feature of the present invention that a multiplicity of cards can be supported in attractive display arrangement and in association with advertising matter, the arrangement being such that individual cards carrying their complete complement of separately salable merchandise can be conveniently removed from the display device without disturbing the remaining merchandise supporting cards carried thereby. It is additionally among the purposes and objects of the invention to provide a display device for merchandise carrying cards that lends itself to economic production and which is exceedingly effective in use as well as possessing ruggedness and stability.

More specifically, it is the object of the invention to provide a display device for merchandise carrying cards which can be produced for the most part from wire stock of uniform dimensions through the medium of very simple operations.

Further and more specific objects and advantages of the invention will become apparent as the description proceeds and which is given in connection with the accompanying drawings, wherein:

Figure 1 is a perspective view of a merchandise card supporting display device conforming to the invention; and

Figure 2 is a vertical transverse sectional view along the line 2-2 of Figure 1, omitting illustration of the merchandise carrying cards.

Referring to the drawing, it will be observed that the merchandise card supporting display device embraces a main frame which for convenience is designated 10. This main frame has two portions 11 and 12 disposed at right angles to each other in such manner that the portion 11 of the frame 10 constitutes the base of the display device and the portion 12 constitutes the vertical back wall thereof. The frame 10 including the right angularly disposed portions 11 and 12 thereof is formed from a single length of wire, the ends 13 and 14 of which are shown in dotted lines at the top of Figure 1, where they are

2

brought into juxtaposed position in the topmost run of the vertical portion 12 of the frame. The ends 13 and 14 are held in the disclosed position by a sheet metal panel 15 bent about the frame 10 along three of its marginal edges, as indicated at 16, 17 and 18. It will be observed that the panel 15, when positioned on the frame 10 with its three marginal edges 16, 17 and 18 bent around the wire of the vertical portion 12 of frame 10, acts to hold the juxtaposed ends 13 and 14 of the single length of wire constituting the frame 10 against axial separation or relative lateral movement. The panel 15 additionally rigidifies and strengthens the frame 10. The front of the panel 15 affords an excellent area for effective advertising matter. Extending across and affixed to the upper portion 12 of the frame 10 are the two parallel transverse bars 19 and 20. The ends of the bars 19 and 20 are permanently secured as, for example, by welding to the wire constituting frame 10. The transverse parallel bars 19 and 20 thus additionally act to rigidify the frame 10 and preclude unwanted deformation thereof. A pair of supporting bars 21 and 22 project at right angles or perpendicular to the portion 12 of the frame 10 and with the exception of their extreme outer ends which are slightly curved upwardly, they lie in a common plane parallel to the base portion 11 of the frame 10. The supporting bars 20 and 21 have right angular extensions 22 and 23 which are adapted to lie behind and be affixed to the transverse bars 19 and 20 as, for example, by being welded thereto. It will thus be observed that two mutually reinforcing rectangular structures are afforded by the bars 19 and 20 and the cooperating elements of the display device. For example, it will be noted that the bars 19 and 20 form with the vertical side members of the portion 12 of the frame 10 a complete rigid rectangle and likewise the bars 19 and 20 form with the vertical portions 22 and 23 of the supporting arms 20 and 21 a second and smaller rigid rectangle. The arrangement of the bars 19 and 20 and the members 22 and 23 and the association of the bars 19 and 20 with the vertical portion 12 of the frame 10 yields a structure of great strength which effectively resists torsional twisting in any usage. The parallel bars 20 and 21 which project at right angles or perpendicularly to the portion 12 of the frame 10 are each adapted to receive a substantial number of merchandise carrying cards such as indicated generally at 24 in Figure 1. Each of the cards 24 is apertured as indicated at 25 so that

3

it may be threaded on and suspended from either bar 20 or 21. A small frictionally held washer 26 having a central opening corresponding closely to the diameter of rods 20 and 21 is adapted to be placed over the end of either of these rods and to frictionally grip the same so as to releasably hold the cards 24 on the associated supporting bar 20 or 21. While only one pack of merchandise carrying cards 24 is shown in Figure 1, it will be appreciated that a second pack of similar merchandise carrying cards may be positioned on the supporting bar 20 in which case a second friction washer such as 26 will be placed on the outer end of the supporting bar 20. These friction washers such as 26 are readily removed from the end of the associated supporting bar 20 or 21 to permit removing one or more of the merchandise carrying cards which are mounted and displayed on the display device.

The display device of the present invention has proved itself to be a most effective one and has been especially well received in the display of such merchandise as bobby pins, a full set of which can be carried on each individual card, such as the cards indicated at 24 in Figure 1. The merchandise is appealingly displayed in association with appropriate advertising matter carried on the panel 15.

It will be appreciated that the merchandise card carrying bars 20 and 21 are spaced apart a sufficient distance to permit the ready accommodation of sets of like cards, individual cards of which may be removed from either supporting bar 20 or 21. It will likewise be understood that the vertical spacing of the supporting bars 20 and 21 from the portion 11 of the frame 10 can be determined in accordance with the particular type of merchandise carrying card desired to be mounted on the device.

Having thus described my invention, what I claim is:

A display device for merchandise carrying cards and the like, comprising a continuous length of wire bent to form a frame defining a pair of mutually perpendicular rectangular planes; that portion of the wire defining one of said planes constituting a base member and that

4

portion of the wire defining the other of said planes constituting an upright member; the ends of said wire lying in an end-to-end abutting relationship at the top of said upright member; a metallic panel having three of its marginal edges bent around said wire, one of said bent edges embracing said abutting wire ends, the other two bent edges of said panel embracing the sides of said upright member, said bent marginal edges cooperating to hold said wire ends in an axially-aligned end-to-end abutting relationship; a pair of parallel transverse bars disposed below said panel extending between the sides of said upright member and perpendicular to said sides; a plurality of card-supporting bars each attached to both of said transverse bars and being entirely below said panel, said card-supporting bars having one portion in a common plane perpendicular to said upright member extending outwardly from said upright member in the same direction as said base member and at a substantial distance thereabove, said card-supporting bars lying for a substantial portion of their length in a plane parallel to said base member and having upwardly curved outer ends.

RAYMOND E. GIROUARD.

#### REFERENCES CITED

The following references are of record in the file of this patent:

#### UNITED STATES PATENTS

Number	Name	Date
D. 106,230	Fawcett	Sept. 28, 1937
D. 123,126	Howell et al.	Oct. 15, 1940
575,590	Brightman	Jan. 19, 1897
576,453	Henderson	Feb. 2, 1897
829,475	Jaquith	Aug. 28, 1906
1,514,375	Crimmel	Nov. 4, 1924
1,785,988	Sutcliffe	Dec. 23, 1930
2,268,748	Glenny	Jan. 6, 1942
2,511,431	Dashkin et al.	June 13, 1950

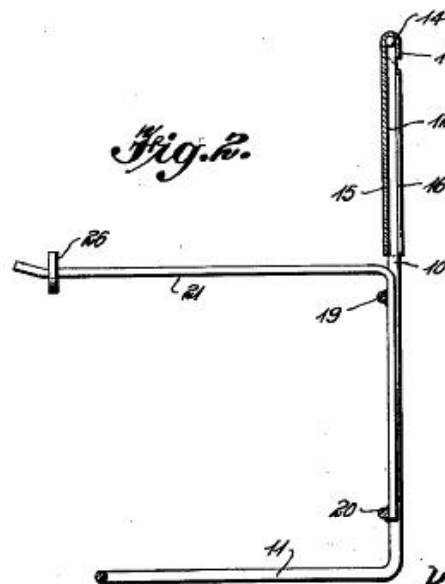
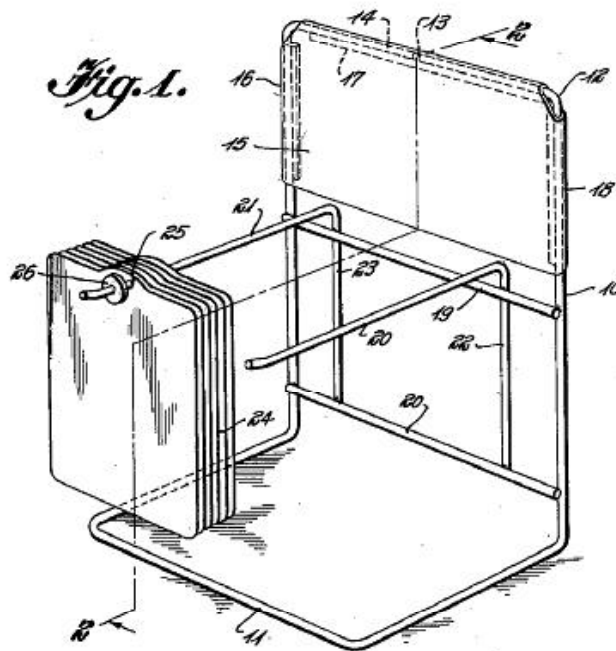
#### FOREIGN PATENTS

Number	Country	Date
574,891	Great Britain	Jan. 24, 1946

Jan. 20, 1953

R. E. GIROUARD  
DISPLAY DEVICE FOR MERCHANDISE  
CARRYING CARDS AND THE LIKE  
Filed Oct. 16, 1950

2,626,061



INVENTOR

*Raymond E. Girouard*

BY *Burns, Moore & Benedict*  
ATTORNEYS