

PATENT SPECIFICATION

321,309

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PROVISIONAL SPECIFICATION.

Improvements in or in connection with Show or Display Cards.

We, ARTHUR GILBERT, a Subject of the King of Great Britain, and MENTMORE MANUFACTURING COMPANY, LIMITED, a Company registered under the laws of Great Britain, both of Tudor Grove, Wells Street, in the Metropolitan Borough of Hackney, Manufacturers, do hereby declare the nature of this invention to be as follows:—

10 This invention has relation to show or display cards and the invention has for object to provide a show or display card on which the articles can be mounted quickly and easily and be displayed effectively, the articles being protected when in course of transport.

15 A show or display card, in accordance with this invention, comprises the combination with a base or carrier provided with means by which it may be suspended or supported and having a portion thereof cut away, of a second member of box or recessed formation mounted on the back of the base or carrier member behind the cut away portion and having means to secure the articles to be displayed. The means to secure the articles to be displayed may be formed of part of the second member or by a third member mounted within the second member and comprising racks or holders to grip the articles.

20 Further in accordance with this invention, the portion that is cut out of the base or carrier member is utilised as a lid to protect the articles during transport and subsequently as a show or display card. The lid may be hingedly connected with the base or carrier member

or be separate and when separate may be provided with supporting or suspensory means. 40

In one embodiment of the invention, the base or carrier member comprises a sheet of millboard, cardboard or the like, a portion of which is cut away to form an opening of any desired shape and at any desired position. The second member comprises an open box or tray mounted at its edges on the back of the base or carrier member so as to come directly behind and enclose the opening. On the base of, and within, the second member, racks or carriers are mounted and these comprise shelves, the edges of which are provided with partly closed slots, preferably of circular form and of a shape to extend almost completely around the article placed therein. The base or carrier member may be provided with a strut or suspensory means. 45 50 55 60

The portion that is cut out of the base or carrier member may be hinged to the base or carrier member to constitute a lid and to close the opening, or it may be detached for the same purpose. 65

The lid is provided with advertising or other matter and when separate may be provided with a strut or suspensory means. 70

Dated this 22nd day of October, 1928.

ARTHUR GILBERT,
MENTMORE MANUFACTURING CO.
LIMITED,

For and on behalf of Mentmore Manufacturing Coy. Ltd.,
A. GILBERT,
Managing Director.

COMPLETE SPECIFICATION.

Improvements in or in connection with Show or Display Cards.

We, ARTHUR GILBERT, a Subject of the King of Great Britain, and MENTMORE MANUFACTURING COMPANY, LIMITED, a Company registered under the laws of Great Britain, both of Tudor Grove, Wells Street, in the Metropolitan Borough of Hackney, Manufacturers, do hereby
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[Price 1/-]

declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:— 80

This invention has relation to show or display cards and the invention has for

object to provide a show or display card on which the articles can be mounted quickly and easily and be displayed effectively, the articles being protected when

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in course of transport. The show or display card is of the kind comprising a base, a carrier or front plate having a portion thereof cut away and a box or container for the articles to be displayed mounted at the back of the base or carrier and surrounding the aperture formed by the cut away portion.

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A show or display card, in accordance with this invention, comprises the combination with a base or carrier provided with means by which it may be suspended or supported and having a portion thereof cut away, of a second member of box or recessed formation mounted on the back of the base or carrier member behind the cut away portion and having means to secure the articles to be displayed, the portion that is cut out of the base or carrier member constituting a lid for the second member to protect the articles during transport and also having means to carry articles to be displayed or bearing advertisement or like matter to enable it to be used as a show card. The means to secure the articles to be displayed may be formed of part of the second member or by a third member mounted within the second member and comprising racks or holders to grip the articles.

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The lid may be hingedly connected with the base or carrier member or be separate and when separate may be provided with supporting or suspensory means.

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The invention will now be described with reference to the accompanying drawings wherein:—

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Fig. 1 shows a perspective view of one form of show or display card according to the present invention,

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Fig. 2 shows a perspective view of the part which has been cut out from the base or carrier and arranged as display means for articles, and

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Fig. 3 shows a section of a display card collapsed and arranged for transport.

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Referring to Fig. 1, the base or carrier member comprises a sheet 1 of millboard, cardboard or the like, a portion of which is cut away to form an opening 2 of any desired shape and at any desired position. The second member comprises an open box or tray 3 mounted at its edges on the back of the base or carrier member 1 so as to come directly behind and enclose the opening 2. On the base of and within the second member is arranged securing means 4 for the articles to be packed and displayed. In the drawing the securing means is constituted by loops of elastic but it will be understood that racks or

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carriers which may comprise shelves, or other securing means may be employed. The base or carrier member 1 is provided with a strut 5 to support it in an erect position or it may be provided with suspensory means for hanging.

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Fig. 2 shows the part 6 that is cut out from the opening 2 of the base 1, and it is also provided with securing means for articles to be displayed. Said securing means consists of a rack in the form of a shelf 7 provided with partly closed slots 8 extending inwards from its edge and of a form to extend almost completely round the articles placed therein. Said part 6 is provided with a strut 9 to support it in an erect position or it may be provided with suspensory means indicated in dotted lines at 10 for hanging.

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For transport, the strut 5 is folded back as shown in Fig. 3. The strut 9 is also folded back on the part 6. The part 6 is then placed over the opening 2 and constitutes means to protect the articles contained within the tray 3. In the drawings the part 6 is shown with the shelf 7 folded back, but it will be understood that said part may be reversed so that the shelf comes within the tray 3, said tray being deep enough to house the shelf in the extended position so that the display card may be packed with articles secured in the tray and to the part 6.

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Instead of providing display means on the part 6 said part may bear advertisement matter and be employed solely as a show card.

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The part 6 may be hingedly connected to the base 1 to constitute a lid for closing the opening 2 and similarly have means to carry articles to be displayed or bear advertisement matter which will be displayed when the lid is opened.

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The second member of box or recessed formation may be collapsible to allow it to fold flat against the base 1.

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Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

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1. A show or display card comprising the combination with a base or carrier provided with means by which it may be suspended or supported and having a portion thereof cut away of a second member of box or recessed formation mounted on the back of the base or carrier member outside the cut away portion and having means to secure the articles to be displayed, the portion that is cut out of the base or carrier member constituting a lid for the second member to protect the articles during transport and also having means to carry articles to be displayed or

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bearing advertisement or like matter to enable it to be used as a show card.

2. A show or display card according to Claim 1 wherein the lid has supporting or suspensory means or is hingedly connected to the base or carrier to close the opening therein.

3. A show or display card substantially

as described with reference to the accompanying drawings.

Dated this 19th day of July, 1929.

For the Applicants,
JOHN E. RAWORTH & MOSS,
75, Victoria Street, Westminster, London,
S.W. 1,
Chartered Patent Agents.

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Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1929.

[This Drawing is a reproduction of the Original on a reduced scale.]

