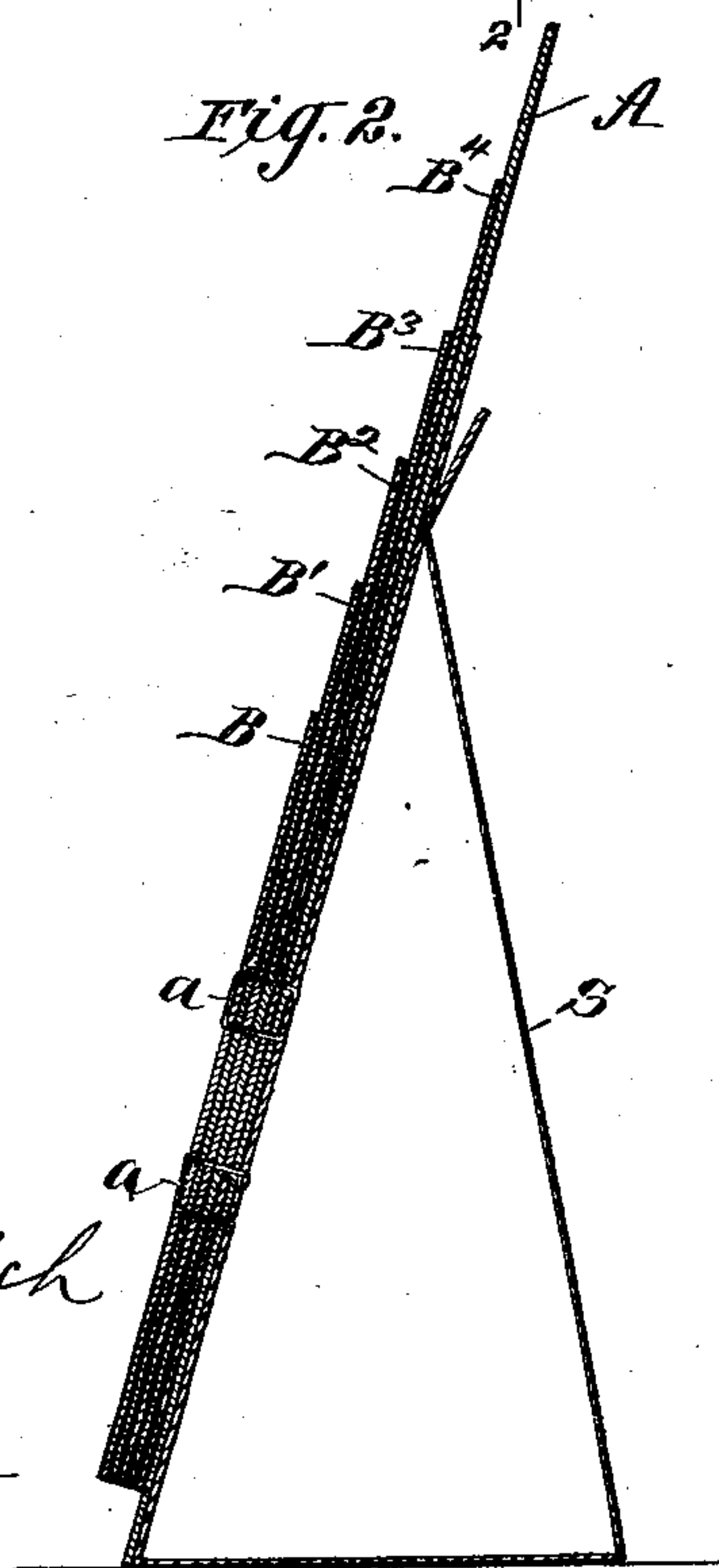
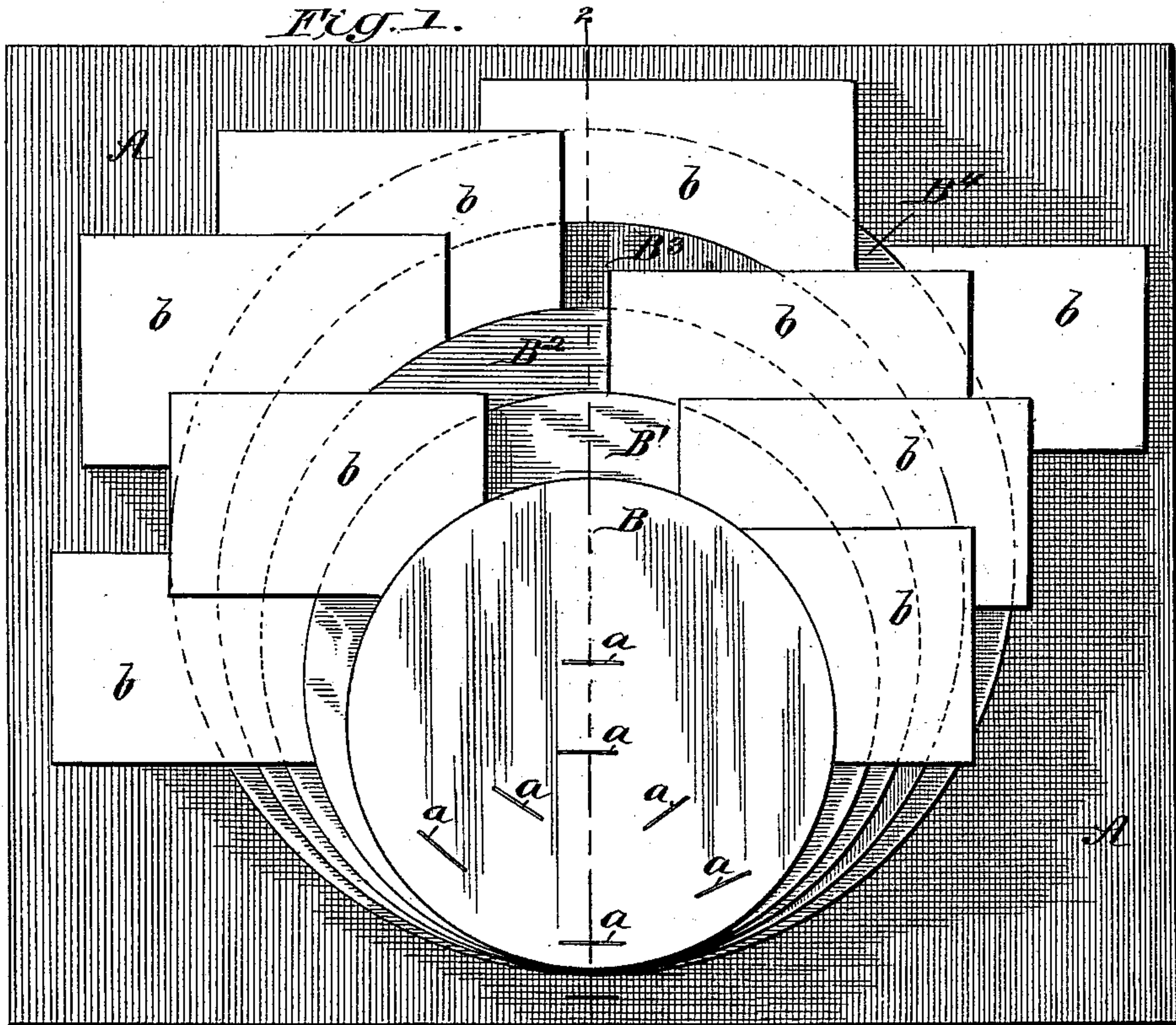


(No Model.)

W. F. JONES.
DISPLAY CARD AND HOLDER.

No. 534,157.

Patented Feb. 12, 1895.



WITNESSES:
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UNITED STATES PATENT OFFICE.

WILLIAM F. JONES, OF BALTIMORE, MARYLAND.

DISPLAY-CARD AND HOLDER.

SPECIFICATION forming part of Letters Patent No. 524,157, dated February 12, 1895.

Application filed October 17, 1894. Serial No. 526,138. (No model.)

To all whom it may concern:

Be it known that I, WILLIAM F. JONES, of Baltimore city, in the State of Maryland, have invented a new and useful Improvement in Display-Cards and Holders, of which the following is a specification.

My invention relates to that class of devices which are in the nature of large display cards having a bracket or support in the rear for holding them in upright position after the manner of an easel card, and having on the front face devices for holding small articles such as packages of medicine, &c., to be advertised, displayed and retailed.

It consists of a large field or backing card which has an easel bracket or support in the rear and forms a back ground support for the packages, small cards, or other flat articles to be supported, and having attached to its front face a number of centrally attached smaller layers of stiff card board of any desired shape but of different sizes, each one in front being smaller than the one next behind, so as to form a series of laps opening in front into which the thin packages or cards may be stuck, so as to more or less cover the main field card, and from which support any one package may be taken and sold without loosening or affecting the support of the others, as hereinafter more fully described.

Figure 1 is a front view of the display card, and holder filled with packages, and Fig. 2 is a section through line 2—2 with the packages all removed.

In the drawings, A represents the main card or field for the display of the articles to be sold. This may be of any size or shape, is stiff enough to stand up on one edge without bending, and has on the rear a bracket or easel support S Fig. 2 after the manner of what is known as easel cards, to hold it in upright position. On the face of this card and in approximate central position are the holders for flat packages, small cards, or other like articles. This holder consists of a series of stiff parallel layers of card board B B' B² B³, &c., each of different size, and each card in front being smaller than the one immediately behind it, so as to show a projection of any one of the layers beyond all the layers in front of it. These layers are all rigidly and permanently fastened together, and also to

the backing or field card, by small metal staples *a*, or by eyelets, or stitching, or any other well known or suitable means for attaching such light material. The lower edges of all these layers B B', &c., are coincident, and only their tops and side project in underlapping series. As shown the layers are circular, so as to form of the projecting laps a series of crescents, but they may be elliptical, triangular, or any other shape in outline. The series of laps of these layers B B', &c., form so many slits or flat pockets into which may be conveniently stuck and supported, and as easily removed without disturbing the other, any number of flat packages or small cards, as at *b*. The progressive increase in the size of the layers toward the rear causes the positions of the packages to be distributed over the larger area of the field card, so as to expose a portion of each of the packages and the advertising matter which it may bear.

The front layer card B is designed to be suitably ornamented, and is intended to carry the chief advertising features in bold display of type, while the area of the backing or field card may be provided with any surface ornamentation, tint, or coloring, that may be desired to make it attractive.

I am aware that a series of cards of progressively increasing size have been pivotally connected together so that any one of them may be turned out into view, and I make no claim to this. In my invention the layers are connected in fixed and non-adjustable relation, and they overlap each other in both upward and lateral directions but have coincident lower edges.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

1. As a new article of manufacture, a display card and holder consisting of a backing or field card having on its front face layers of card board attached to each other and to the field card in fixed and non-adjustable relation at points within their outer margins, and made in continually decreasing size toward the front, and an easel bracket or support fixed to the rear of the field card to hold it in upright position substantially as and for the purpose described.

2. As a new article of manufacture, a dis-

play card and holder consisting of a backing
or field card having on its front face layers
of card board attached to each other and to
the field card in fixed and non-adjustable re-
5 lation at points within their outer margins,
and made in continually decreasing size to-
ward the front, the lower edges of all of said
layers being coincident, while the sides and
top show a progressively increasing under lap

and an easel-bracket or support fixed to the rear of the field card to hold it in upright position substantially as and for the purpose described.

WILLIAM F. JONES.

Witnesses:

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L. WRIGHT.