

No. 742,545.

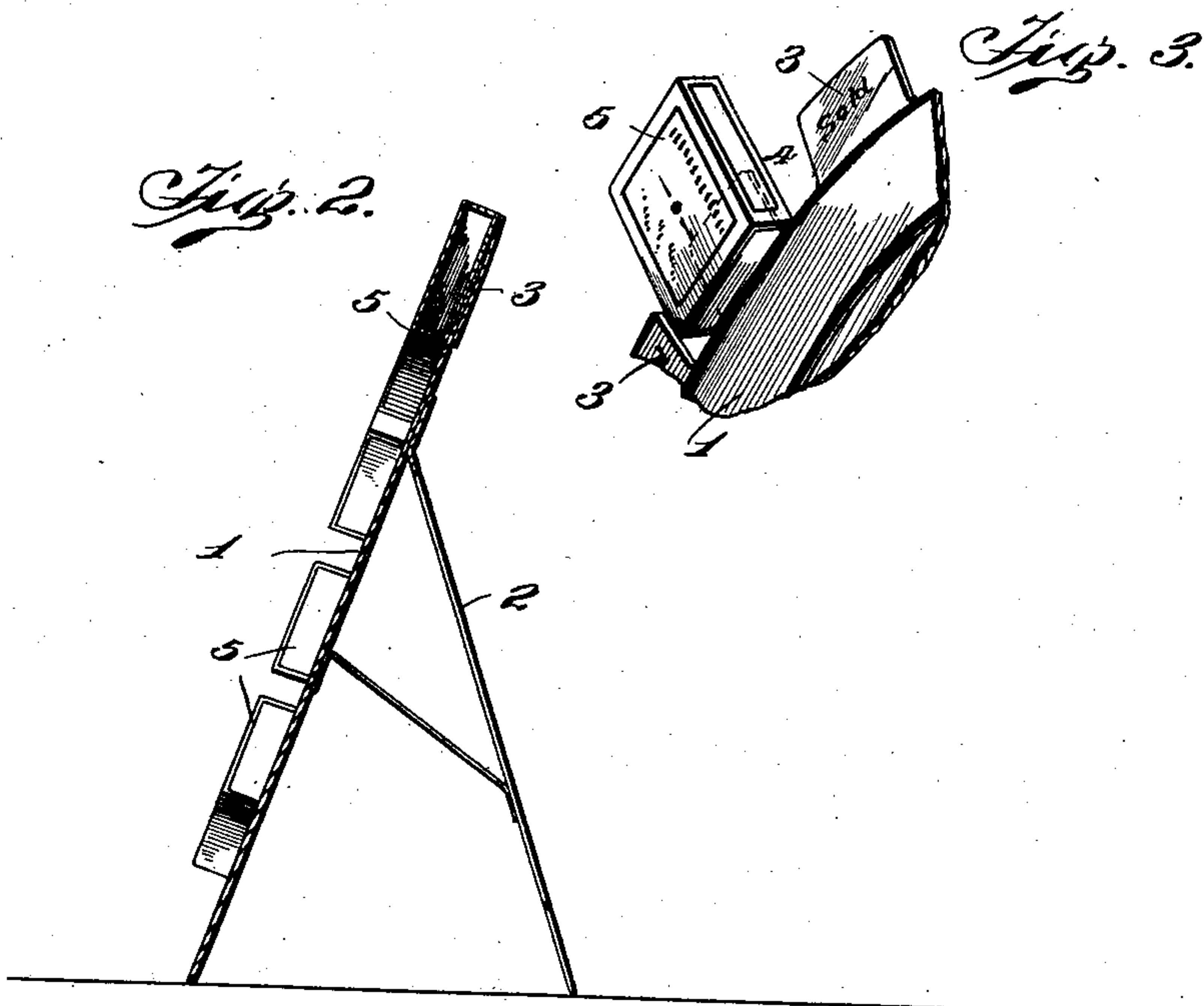
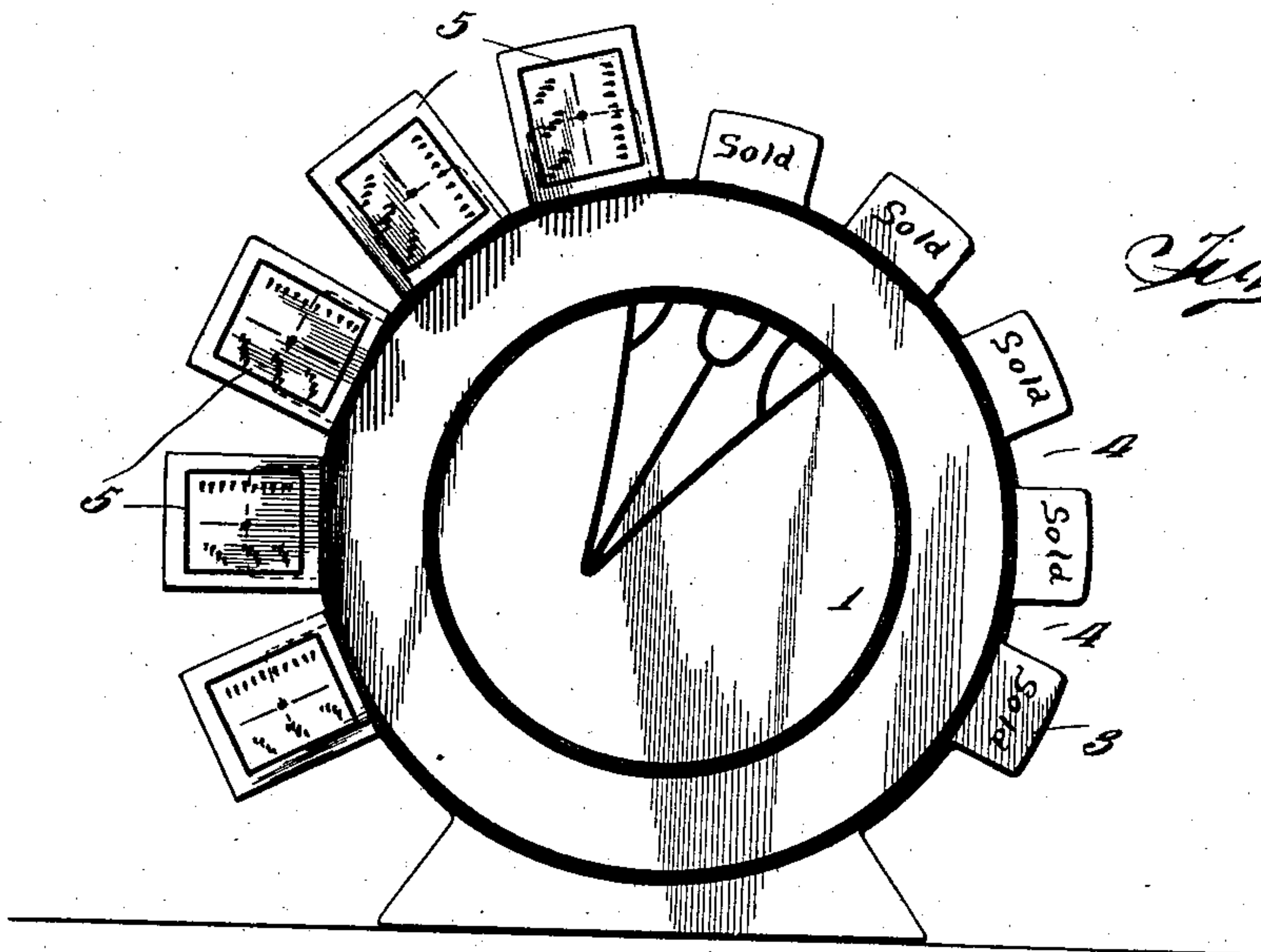
PATENTED OCT. 27, 1903.

L. C. WITKOWSKI.

ADVERTISING DISPLAY CARD AND CARTON HOLDER.

APPLICATION FILED SEPT. 13, 1902.

NO MODEL.



Witnesses

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# UNITED STATES PATENT OFFICE.

LOUIS C. WITKOWSKI, OF PHILADELPHIA, PENNSYLVANIA.

## ADVERTISING DISPLAY-CARD AND CARTON-HOLDER.

SPECIFICATION forming part of Letters Patent No. 742,545, dated October 27, 1903.

Application filed September 13, 1902. Serial No. 123,342. (No model.)

*To all whom it may concern:*

Be it known that I, LOUIS C. WITKOWSKI, a citizen of the United States, residing at Philadelphia, in the county of Philadelphia and State of Pennsylvania, have invented certain new and useful Improvements in Advertising Display-Cards and Carton-Holders; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

My invention relates to advertising display-cards and carton-holders designed especially to be placed upon show-cases or stands in stores in conspicuous places; and the invention consists of a flat body portion designed to contain advertising matter and provided with a plurality of spaced ears or projections which extend, preferably, but not necessarily, substantially all around the body portion and of a size and shape to receive and hold without auxiliary fastening means a box or package containing an article which it is desired to advertise and sell, sufficient space being left between the projections to permit the ready insertion and removal of the boxes without in any way marring or injuring the display device, so that the same can be supplied with a new stock of articles after once emptied.

It also consists in certain novel constructions, combinations, and arrangements of parts, as will be hereinafter fully described and claimed.

In the accompanying drawings, Figure 1 is a front elevation of my improved advertising display-card and carton-holder. Fig. 2 is a vertical transverse section through the same. Fig. 3 is a fragmentary perspective view of the same.

The object of my invention is the production of an advertising display-card designed to be placed upon a counter or in any conspicuous place in a store for the purpose of displaying and advertising goods which are usually packed in small boxes and having a sliding removable cover—such as pens, cough-drops, chewing-gum, and the like—the construction and arrangement being such that the boxes can be placed in position on the display-card and held in such position with-

out the use of any auxiliary fastening means and can be as readily removed therefrom.

1 in the drawings represents the body portion of the device, which is made of any suitable shape as far as the contour of the edge is concerned—as, for instance, round or rectangular—and of any suitable thin flat material, preferably cardboard. The body portion 1 is sustained in a vertical or slightly-inclined position on the counter or other support by any suitable means, such as an arm or bracket 2 or the body portion normally resting on a suitable flat base or support formed integral therewith and lying within the planes of the faces thereof.

The body portion 1 is provided with a plurality of projections 3, which are formed, preferably, integral with the body portion and extend almost entirely around said body portion. These projections are spaced apart, as at 4 4, to admit of the ready insertion and removal of the boxes 5, which are slid onto the projections 3. The projections 3 are made of a shape and size to be readily slid into the space between the cover of the box and the box proper and are of such a length as to hold the boxes in position without requiring any auxiliary fastening means. The projections being flat and comparatively thin admit of the ready insertion and removal of the boxes. By this construction and arrangement the goods are constantly exposed to view until all are sold, the sales being indicated by the fact that the projections from which the boxes are removed are marked with the word "sold," and at the same time the card continues as a permanent advertisement until the last box of pens or chewing-gum or cough-drops, &c., is disposed of and can then have a new supply of goods placed thereon.

The device can be produced at a slight cost and a very effective and desirable advertising medium secured.

Large sums of money are expended every year by manufacturers in displaying their goods in stores to the best advantage. The present device reduces the cost of such kinds of advertising and provides a display-card which would not be objectionable to merchants, but, on the contrary, would prove very attractive.

A decided advantage and benefit gained by



my construction is that no auxiliary fastening means is employed, which in an article of this kind is very important, for the reason that it greatly lessens the time and labor required in its production, consequently its cost, and also saves time in removing the articles as they are sold. Another advantage is that when the goods have all been sold the card can be replenished as many times as desired. This is distinctively different from display-cards in which the goods are held in position on the same by means of fastening cords or metallic cables, which are destroyed in order to remove the goods.

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

1. A display device comprising a flat body portion, a base or support therefor continuous of said body and similarly flat, and a plurality of projections extending at intervals therefrom, each of said projections being comparatively thin and of a shape and size for permitting a box to be readily slid onto the same and for retaining the box against lateral or edgewise displacement, substantially as described.

2. A display device comprising a flat body portion, a flat base formed integral therewith for supporting the same lying within the plane thereof, and a plurality of projections extending at intervals therefrom, each of said projections being comparatively thin and of a shape and size for permitting a box to be readily slid onto the same and for retaining the box against lateral or edgewise displacement, substantially as described.

3. A display device comprising a body portion, a base, and a plurality of projections extending at intervals from the edge of the base, the entire structure being formed from a single piece of comparatively thin flat material, substantially as described.

4. A display device comprising a flat body portion, a flat base or support connected therewith lying within the planes of the faces of the body portion, and a plurality of substantially rectangular projections extending at intervals on said body portion of a thickness for permitting a box to be readily slid onto the same and for retaining the box against lateral or edgewise displacement, substantially as described.

5. A display device comprising a flat body portion, a flat base or support therefor lying within the planes of the faces of the body portion, and a plurality of projections extending at intervals from the body portion, each of said projections being comparatively thin and of a shape and size for permitting a box to be readily slid onto the same for retaining the box against lateral or edgewise displacement, substantially as described.

6. A display device comprising a disk, and projections formed integral with the edge thereof and projecting radially therefrom and spaced apart, said disk and projections being stamped from a single piece of comparatively thin flat material, substantially as described.

7. A display device comprising a body portion and a plurality of projections extending at intervals therefrom, each of said projections being of a shape and size for permitting a box to be readily slid onto the same and for retaining the box against lateral or edgewise displacement, said body portion and projections being stamped from a single piece of comparatively thin, flat material, substantially as described.

In testimony whereof I hereunto affix my signature in presence of two witnesses.

LOUIS C. WITKOWSKI.

Witnesses:

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EDWARD T. FENWICK.