Aug. 21, 1928. 1,681,586

F. M. KESSLER

DISPLAY CARD HOLDER

Filed Dec. 23, 1926

Fig. 1.

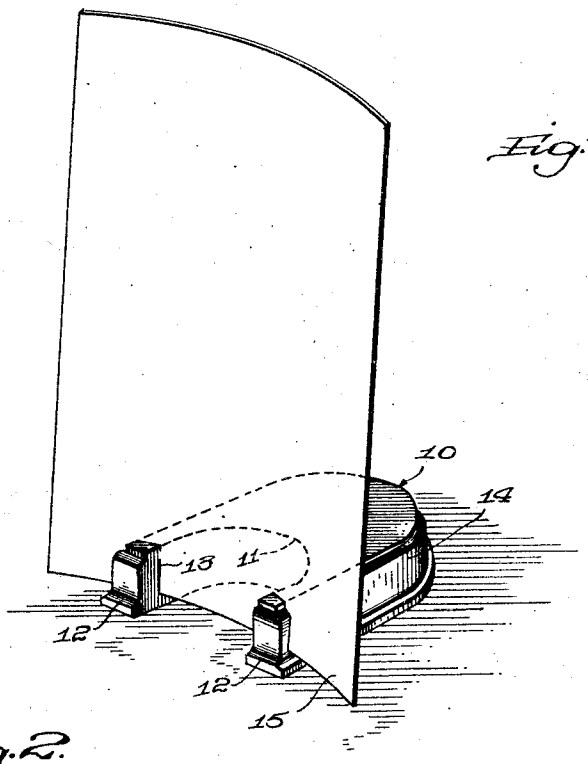


Fig. 2.

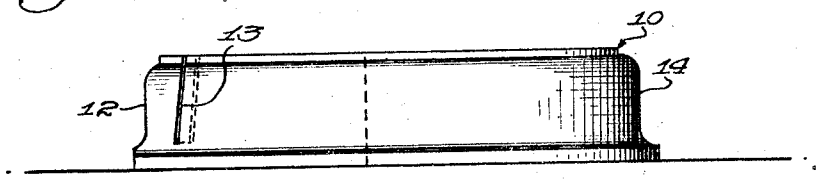
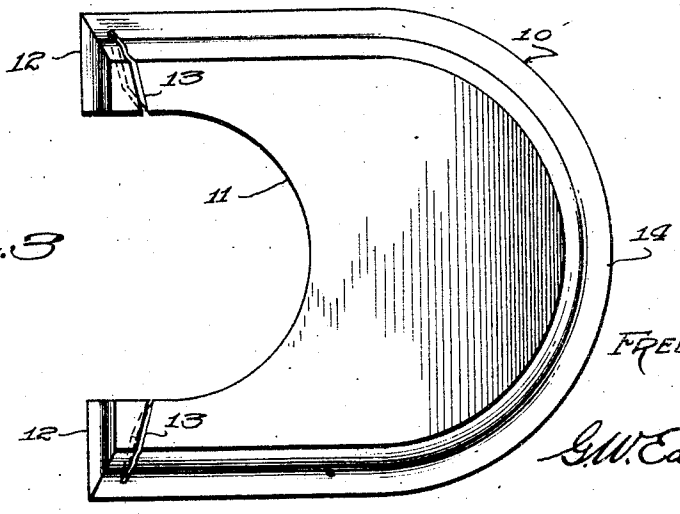


Fig. 3



Inventor
FRED M. KESSLER

G. W. Earnshaw
Attorney

Patented Aug. 21, 1928. 1,681,586

UNITED STATES PATENT OFFICE.

FREDERICK M. KESSLER, OF JOPLIN, MISSOURI, ASSIGNOR OF ONE-HALF TO JOSEPH C. BECK, OF JOPLIN, MISSOURI.

DISPLAY-CARD HOLDER.

Application filed December 23, 1926. Serial No. 156,675.

This invention relates to display card holders, and more particularly to a device adapted to support advertising and similar cards in stores and the like.

An important object of the invention is to provide a holder which is relatively flat and adapted to rest upon the floor of a show window or similar support, and which is adapted to support relatively thin advertising and like cards without additional supporting means for the upper ends of the cards.

A further object is to provide a card holder which is adapted to engage the lower end of a card to hold it in such a position that it will be slightly curved horizontally, thus rendering the card self-supporting.

A further object is to provide an integral rigid card holder having spaced portions provided with slots to receive the lower end of a card, the slots being arranged at an angle to each other whereby the card will be curved horizontally.

A further object is to provide a rigid card holder having a pair of arms provided with slots arranged at a slight angle to each other and adapted to receive the lower end of a card, the slots being slightly inclined from the vertical to render the card more easily read when it is below the line of vision of the observer and to assist in rendering the card self supporting.

Other objects and advantages of the invention will become apparent during the course of the following description.

In the drawing I have shown one embodiment of the invention. In this showing,

Figure 1 is a perspective view of the device in operation,

Figure 2 is a side elevation, and,

Figure 3 is a plan view.

Referring to the drawings the numeral 10 indicates the card holder as a whole which is preferably formed of wood and is provided with a cut out portion 11 forming arms 12. Each of the arms 12 is provided with a slot 13 cut in its upper face, and in practice, these slots are preferably arranged at an angle of 140° with respect to each other, it being understood that other suitable angles between the slots may be employed. Referring to Figure 2, it will be noted that each slot 13 is slightly inclined from the vertical for a purpose to be described. In making the holder, the rear end thereof is preferably curved, and the outer edge of the device and the forward edges of the arms are preferably ornamentally formed as indicated at 14. The holder is adapted to support an advertising or similar card 15, as indicated in Figure 1.

The operation of the device is as follows:

The holder is placed in any suitable position, and the lower edge of the card 15 is inserted in the slots 13. It will be noted that these slots do not frictionally engage or grip the card, the latter being freely received in the slots. The slots however, cause the card to assume a slight horizontal curvature which has been found to efficiently render the card self-supporting whereby it is unnecessary to provide any means for holding the upper edge of the card. For this reason, it has been found that cards of material width and height may be employed, and such cards may be made from relatively thin material instead of relatively thick stiff cardboard which usually is necessary in a device of this character. The holder is formed preferably of wood, and is made of one piece, thus rendering its manufacture extremely simple and cheap. The arms of the device are rigid, as will be apparent, and the slots maintain a fixed relationship with respect to each other. The slots are preferably wide enough to receive cards of varying thickness and it is wholly unnecessary for the card to be frictionally engaged within the slots since the curvature imparted to the card renders it wholly self-supporting. The curvature of the card is assisted by the arrangement of the slots 13 inclined slightly from the vertical, in rendering the card self-supporting. The tilting of the card also renders it more readily readable when arranged below the line of vision of an observer.

It is to be understood that the form of the invention herewith shown and described is to be taken as a preferred example of the same and that various changes in the shape, size and arrangement of parts may be re-

sorted to without departing from the spirit of the invention or the scope of the subjoined claim.

I claim:

A card holder comprising a rigid base member having a pair of spaced portions at one side thereof, said spaced portions having slots therein adapted to receive the normal edge portion of a card, said slots being arranged at an angle to each other and inclined from the vertical whereby a card held in said slots will be curved transversely thereof and inclined from the vertical and will be supported at a point remote from the center of the base.

In testimony whereof I affix my signature.

FREDERICK M. KESSLER.