

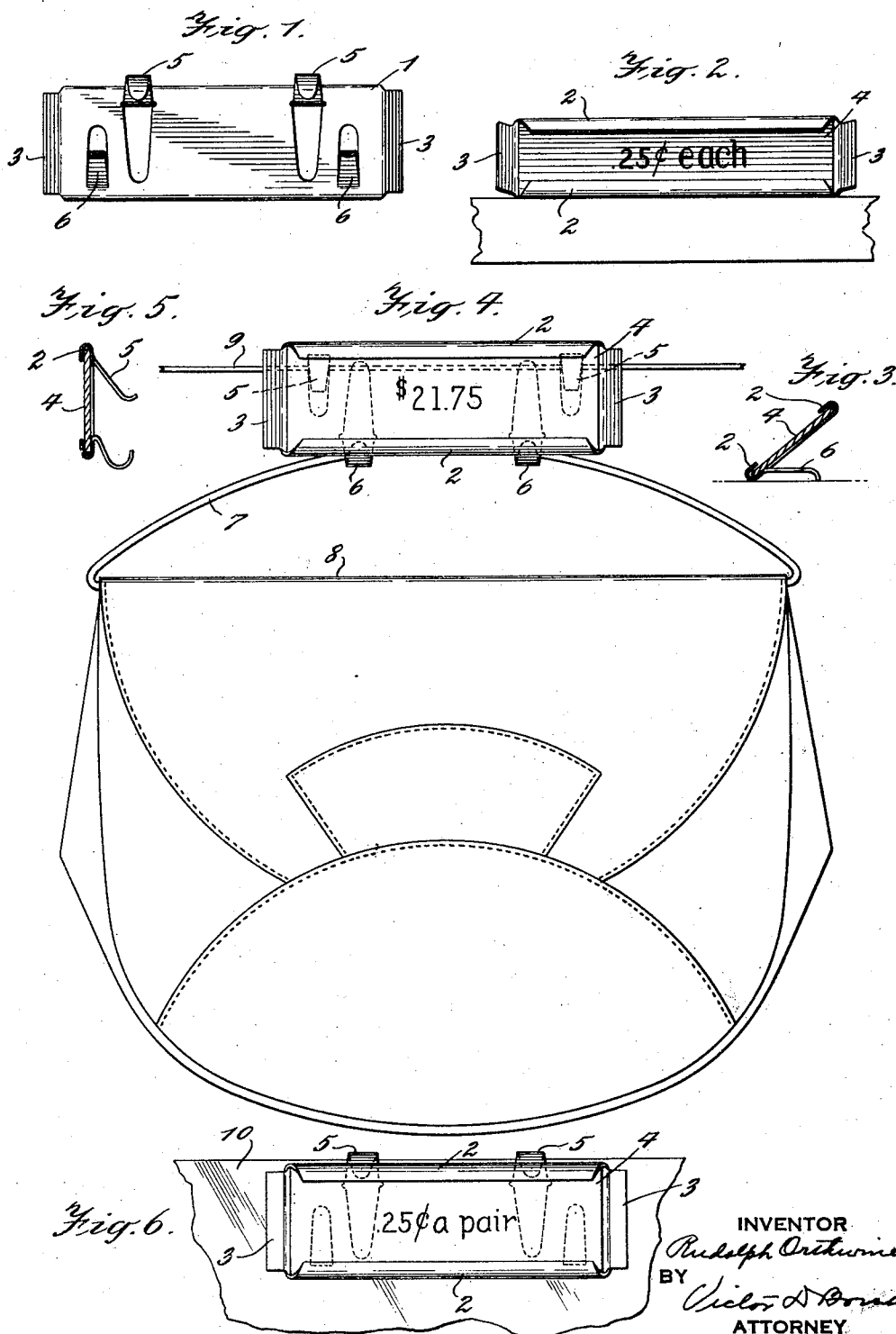
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DISPLAY DEVICE

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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

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My invention relates to a display card holder for use in displaying merchandise for sale.

In displaying merchandise for sale, it is customary to use display cards upon which the price of the article and sometimes in addition some inherent characteristic of the article are recorded. Various types of merchandise are displayed in various ways, for instance, some merchandise is displayed in bins, such as small articles sold in bulk; other merchandise is displayed in cabinets being arranged on shelves or pedestals; and, as a further example, some merchandise is suspended from various devices. Heretofore, in displaying merchandise, it has been necessary to have different types of display card holders for the various types of merchandise and for the various ways of displaying the same.

In accordance with my invention, I provide a display card holder that is universal in its application in that it is applicable to all types of merchandise and ways of displaying the same. The display card holder of my invention is made of sheet metal and channels are provided adjacent opposed edges of the sheet metal plate forming the display card holder. The channels are adapted to receive the edges of the display card to hold the card against the plate. On the rear of the plate forming the display card holder, there are a plurality of flexible metal strips which are adapted to be shaped to accommodate the display card holder to the various types of merchandise.

An advantage of my construction is the fact that it is comparatively inexpensive to manufacture.

Specifically, I construct a display card holder from a single piece of sheet metal, the sheet metal is cut in the form of a plate and the opposed edges thereof are bent inwardly substantially parallel to the plane of the plate. These inwardly bent portions form with the plate longitudinal channels which are adapted to receive and retain the edges of the display card. The plate forming the card holder is stamped so as to form a plurality of opposed flexible strips. These flexible strips may be bent to accommodate the display card holder to practically any type of merchandise.

Other advantages and features of my invention will be apparent from the following particular description of one embodiment thereof taken in connection with the accompanying drawing in which:

Fig. 1 is a rear elevation of a display card holder constructed in accordance with my invention;

Fig. 2 is a front elevation of the same;

Fig. 3 is an end elevation of the display card holder as shown in Fig. 2;

Fig. 4 shows the display card holder used in connection with displaying a purse;

Fig. 5 is an end view of the display card holder as it is used in Fig. 4; and

Fig. 6 is a front elevation of the display card holder as applied to a bin in which merchandise is displayed in bulk.

In the drawing, the display card holder is shown applied to several types of merchandise. The card holder is made from a single piece of sheet metal and consists of a plate 1 having flanges 2 formed on the side edges thereof and flanges 3 formed on the end edges thereof. The flanges 2 are bent inwardly substantially parallel with the plane of the plate 1 and form channels therewith, which channels are adapted to receive the edges of a display card 4. The flanges 3 on the ends of the plate 1 are inclined to the plate so as to permit a display card to be readily inserted in the channels formed by the plate 1 and the flanges 2 by relative longitudinal movement of the plate and the display card. These flanges 3 also serve to prevent the display card from accidental longitudinal movement after it is placed in the holder.

The plate 1 is stamped so as to form a plurality of metal strips which are integral with the plate at one end. In the illustrated embodiment of the invention, four metal strips are shown. These metal strips comprise two sets, the strips of one set being designated by the numeral 5, and the other by the numeral 6. The strips 5 extend in a direction opposite to the strips 6. These metal strips may be bent to accommodate the display card to various uses as shown in Figs. 2 to 6.

In Figs. 2 and 3, the display card holder is shown as it appears upon a flat horizontal

surface. For this use, the strips 6 are bent as shown in Fig. 3 to form supports for the card holder which is held in a position inclined to the vertical.

5 In Figs. 4 and 5 the display card holder is shown in conjunction with a purse. In this instance, the metal strips 6 are bent to form hooks from which a hanger 7 is suspended, the purse 8 being supported by the hanger 7.

10 The metal strips 5 are bent outwardly and are adapted to fit over a rod 9 which supports the card holder which in turn supports the purse.

Certain classes of merchandise particularly small articles are sold in bulk and are usually displayed in bins, the walls of which are made of glass. The manner in which the card holder of my invention may be adapted to this class of merchandise is shown in Fig. 6 wherein the downwardly extending strips 5 are bent to form hooks which fit over the upper edge of one of the glass partitions 10 of such bins.

From the above description of the illustrated embodiment of my invention, it will be apparent that the card holder is susceptible of innumerable uses which will suggest themselves to those familiar with displaying merchandise for sale. It is also obvious that various modifications may be made in the embodiment illustrated and above particularly described by those skilled in the art within the spirit and scope of my invention as expressed in the appended claim.

I claim:

25 A holder for display cards used in displaying merchandise comprising a non-resilient sheet metal plate having flanges formed on opposed edges, the flanges extending substantially parallel to the plane of the plate and forming channels therewith adapted to receive the edges of a display card, and two pair of strips extending oppositely, the strips being formed in said plate and being readily deformable to accommodate the display card holder to various merchandise.

45 In witness whereof, I hereunto subscribe my signature.

RUDOLPH ORTHWINE.

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