

Sept. 20, 1932.

J. M. FROWENFELD

1,877,840

DISPLAY CARD

Filed Feb. 4, 1931

Fig. 1.

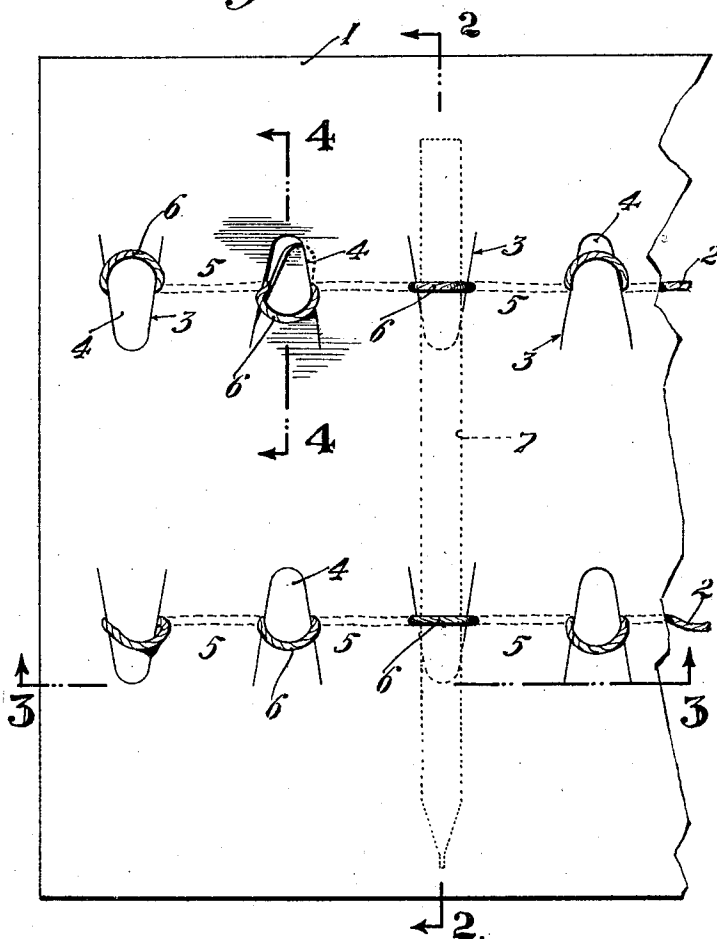


Fig. 2.

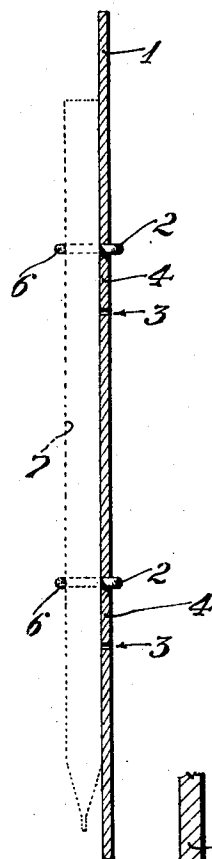


Fig. 3.

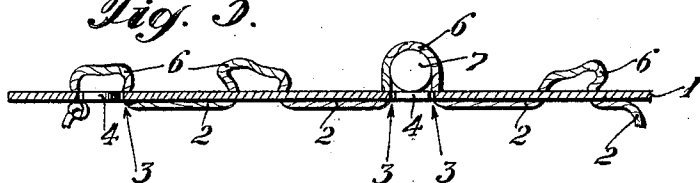


Fig. 4.

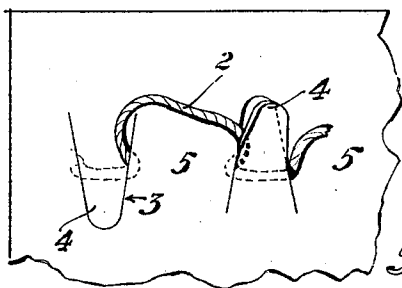
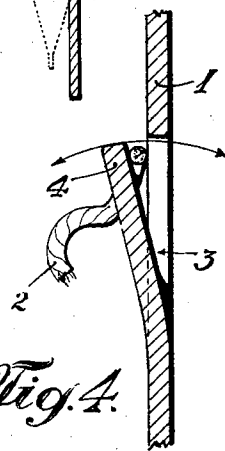


Fig. 5.

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DISPLAY CARD

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This invention relates to display or sample cards of the type on which the articles to be displayed are held in position by means of a securing string.

One form of such card now in common use has a series of holes punched therein through which the securing string, usually an elastic cord, is threaded to provide a series of loops on the front of the card in which loops the articles are held.

The stringing of this type of card is slow and difficult since the cord must be threaded carefully through the series of holes, passing alternately from the back to the front of the card. This increases the cost both of manufacture and of assembly.

A further disadvantage of this form is that the loops are all connected together so that the loosening or tightening of one loop will affect all the others.

It is an object of my invention to devise a form of card wherein the securing string may be more easily and quickly applied than by the threading method of the prior art.

Another object of the invention is to form the string into a series of loops each of which is maintained independently in position, whereby the removal of an article from one loop will not loosen the entire string.

My invention, broadly considered, involves the arrangement of a card having a series of perforations, the securing string being adapted to be applied from one side only of the card and having portions which project through the perforations to the other side of the card to form loops, there being means on the card for maintaining the string in a desired position relatively to the perforations.

Other novel and distinctive features of the invention will appear from the following description thereof, reference being had to the accompanying drawing, in which:

Figure 1 is a view of the front face of a card embodying the invention, partly broken away, and showing one of the tongues bent back out of the plane of the card;

Fig. 2 is a vertical section taken on the line 2—2 of Fig. 1;

Fig. 3 is a horizontal section on the line 3—3 of Fig. 1;

Fig. 4 is an enlarged section taken on the line 4—4 of Fig. 1; and,

Fig. 5 is a fragmentary view of the back of the card.

Referring now to the drawing, 1 indicates the body of the card which may be of any suitable material, and of any desired shape and size. 2 is a securing string which consists of a single piece of cord, preferably elastic cord. A series of partial perforations 3 are formed in the card leaving a plurality of integral tongues 4 and connecting portions 5 in the body of the card. The tongues 4 are preferably of substantially V-shape, and they may be disposed in two rows, one above the other, with the alternate tongues of each row pointing in opposite directions. This preferred arrangement prevents weakening the card along the line of the base of the tongues. I prefer to use partial perforations with integral tongues, but it should be understood that I may use whole perforations, and add separate tongues thereto, to accomplish the same results.

When applying the string, the tongues 4 are bent back out of the plane of the card, as seen in Fig. 4, to form openings in the card. The securing string 2 is then applied to the back of the card and drawn through the spaces between the bent tongues and the back of the card, the tongues being then bent back into the plane of the card to their initial positions. This projects portions of the string through the openings on to the front of the card to form a series of loops 6 thereon. The bending of the tongues may be done by hand or by any suitable appliance. It will be seen from the foregoing description that the string 2 is applied entirely from one side of the card only, thus distinguishing from prior cards in which the string is threaded through holes and passes alternately from one side to the other of the card.

The tongues 4, when bent back to their original positions, grip the loops 6 at their sides and firmly bind the same in relatively fixed position. The loops, of course, are adjustable to any size required to permit the insertion of the particular article to be displayed, as for example, the pencil 7.

With a card of the character described, the application of the string or flexible securing member is greatly simplified and involves little effort. Furthermore, the removal of one or more of the articles will not loosen the grip of the tongue 4 on the particular loop 6, and the remaining articles are undisturbed. Consequently it is a very simple matter to remove any article from the card and replace it with another when desired.

While I have set forth as a part of my invention the feature whereby the loops are held in adjusted positions, it should be understood that the essential feature of the invention is the arrangement of the card so that the securing cord may lie on one side of the card and be exposed for use on the reverse side of the card by means of the tongues and partial perforations.

Various modifications in the construction herein described may be made by those skilled in the art without departing from the scope of the invention as defined in the appended claims.

What I claim is:

1. A display card provided with a series of spaced openings each having side walls, a tongue-like member for each opening substantially overlying the opening and having one end secured to the card and its opposite end free, and a cord on one side face of the card having loops which latter extend on the opposite side face of the card, the cord having portions at the ends of the loops extending into the openings and wedgingly engaged by and between the sides of the tongues and the adjacent walls of the openings.

2. A display card provided with openings each having side walls, a cord-securing member for each opening overlying the latter and attached to the card and having sides, and a cord-like member engaged with one side face of the card and having loops extending outwardly from the opposite side face of the card, the ends of the loops being wedgingly engaged between the sides of the cord-securing members and the adjacent side walls of the openings.

3. A display card provided with two spaced series of openings, the respective openings of the two series being alined and each having side walls, a tongue-like member for each opening substantially overlying the same and having one end secured to the card and the other end free, the alternate tongue-like members of each series extending in opposite directions, and a cord-like member for each series on one side face of the card and having loops extending outwardly from the opposite side face of the card and overlying the adjacent side faces of the tongues, the ends of the loops being wedgingly engaged between the sides of the tongues and the adjacent side walls of the openings.

4. A display card provided with openings, a cord-securing member associated with each of said openings, and a cord-like element disposed on one side face of the card and having an article holding loop portion extending through each of the openings and frictionally engaged with the cord-securing member whereby to independently hold each of the loop portions against movement upon removal of the articles from the other loop portions.

Signed at New York city, in the county of New York and State of New York.

JAMES M. FROWENFELD.