

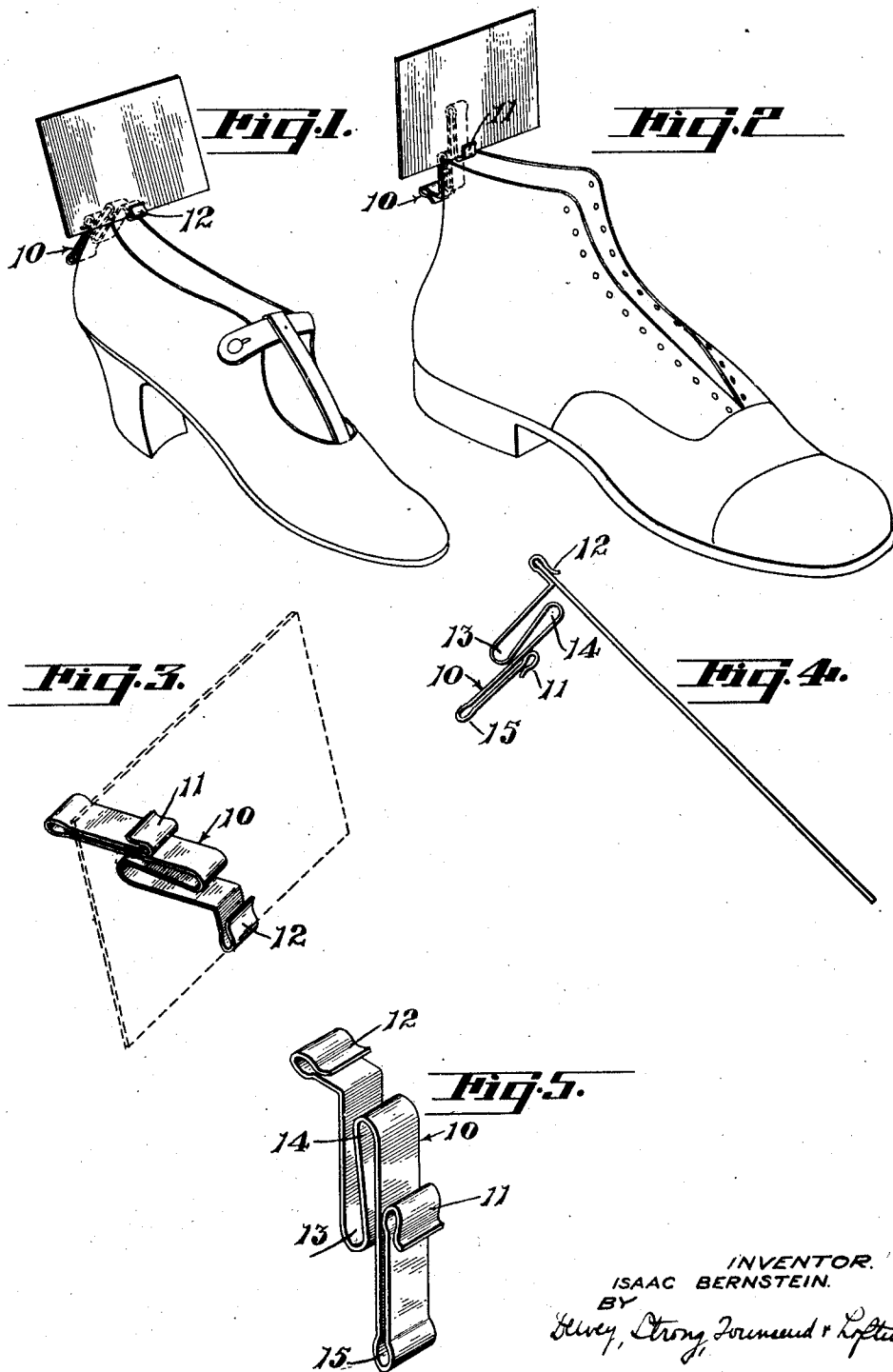
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CARD HOLDER

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CARD HOLDER.

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To all whom it may concern:

Be it known that I, ISAAC BERNSTEIN, a citizen of the United States, residing at the city and county of San Francisco, and State of California, have invented new and useful Improvements in Card Holders, of which the following is a specification.

This invention relates to a display device and particularly pertains to a card holder for supporting display cards.

It is the principal object of the present invention to provide a simple and inexpensive device adapted to be used in supporting price tags, display cards, and the like, either by supporting the tag on a plane surface or attaching the tag by the present invention to the article to be displayed, the invention being especially adapted for use in connection with shoes, as the various shapes of shoe counters make it inconvenient to suitably display a price tag easily read.

The invention contemplates the use of a single strip of metal of such a configuration as to permit it to be readily fastened upon articles of various shapes and to support a card and to also be set upon a plane surface, such as a floor, in a manner to support a card in a display position.

The invention is illustrated by way of example in the accompanying drawings, in which:

Fig. 1 is a view in perspective showing the application of the present invention to a low shoe or slipper.

Fig. 2 is a view in perspective showing the application of the present invention to a high shoe.

Fig. 3 is a view in perspective showing the application of the present invention in serving as an easel.

Fig. 4 is another manner in which the present device may be used as an easel.

Fig. 5 is an enlarged view in perspective showing the complete device.

Referring more particularly to the accompanying drawings, 10 indicates a fastener with which the present invention is concerned. Referring to Fig. 5, it will be seen that this device is formed of a single strip of flat metal terminating in clasp portions 11 and 12. These portions are disposed substantially at right angles to each other for a purpose which will be hereinafter described, and each is formed by being bent over upon the body of the metal strip. The

strip of metal forming the upper member 12 continues at right angles to the said portion and is bent upon itself to form a loop 13 adapted to receive the edge of an article upon which the device is to be clamped.

Attention is directed to the fact that the throat of the loop 13 is of greater width than the throats of the clamps 11 and 12, the former being designed to receive cards of small thickness. From the loop 13 the metal strip is bent to complete an ogee curve, thus forming a loop 14 disposed in an opposite direction to the loop 13, but of substantially the same dimensions. The strip then continues substantially parallel to the plane of the two loops and is then bent upon itself to form a long loop 15 terminating in the class 11. The throat of the long loop 15 is narrower than the throats of the loops 13 and 14, thus permitting it to securely clasp upon articles of smaller width. It is understood that the strip of metal of which the present invention is constructed is spring metal, as for example spring brass.

In the operation and use of the present invention, it will be evident that due to the peculiar configuration of the device, it may have varied uses, as for example, it may be fastened to the forwardly curving portion of a member such as the curved heel counter of a slipper shown in Fig. 1, and may thereafter receive a card in the clamp portion 12 to properly display this card to view, while the counter of the shoe is resting in the spring loop portion 14. If the article has a reverse curve, as for example the curve of the shoe top shown in Fig. 2, the device may be turned around so that the edge of the article may slip into the throat 13 and thus place the clamp 12 in a position to conveniently receive and properly display the card.

In the form of the invention shown in Fig. 3, the clamp is disposed flat upon a table, shelf, or floor, with the clip portion 12 and the loop 15 resting upon the flat surface and the clip 12 extending upwardly to receive a card to form an easel support therefor.

In the application of the invention shown in Fig. 4, the clip is just reversed in its position upon the card, being fastened at the upper edge thereof by engagement of the clip 12 and the rest being upon the loop 15.

It will thus be seen that while the present invention is decidedly simple in its construc-

tion and may be very cheaply made, it provides a suitable clip capable of a multiplicity of uses.

5 While I have shown the preferred form of my invention as now known to me, it will be understood that various changes may be made without departing from the spirit of the appended claims.

10 Having thus described my invention, what I claim and desire to secure by Letters Patent is:

15 1. A card fastener formed of a single strip of spring metal terminating in clasps for receiving cards, said clasps being disposed at right angles to each other, said fastener being further formed with an ogee curve, the throats of which may receive articles upon which the fastener is to be supported.

2. A card fastener comprising a flat strip of spring metal bent upon itself at one end 20 to form a clip to receive a card, then continuing a distance therefrom where it is bent upon itself to form a clamp throat, said continuation then forming an ogee curve which terminates in a card clip occurring at the 25 end of the clamp and disposed at right angles to the first named clip.

3. A card clamp comprising a flat strip of metal terminating at its opposite ends in clip portions for receiving cards, said clip 30 portions being disposed at right angles to each other, the intermediate portion of the strip being formed into a series of undulations which serve as clamping jaws for the structure.

ISAAC BERNSTEIN.