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C. TATE ET AL

2,270,393

DISPLAY CARD WITH ATTACHED WALL HOOKS

Filed Jan. 6, 1938

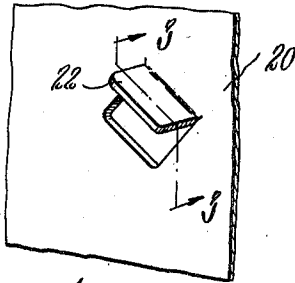


Fig. 1.

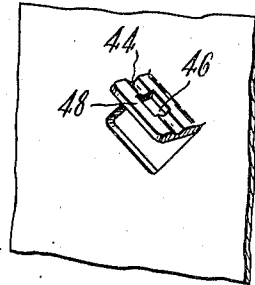


Fig. 2.

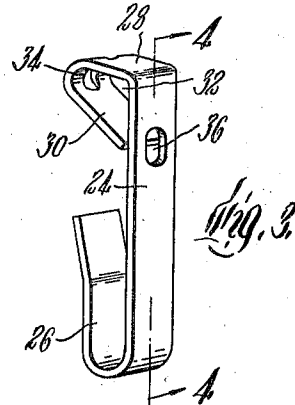


Fig. 3.

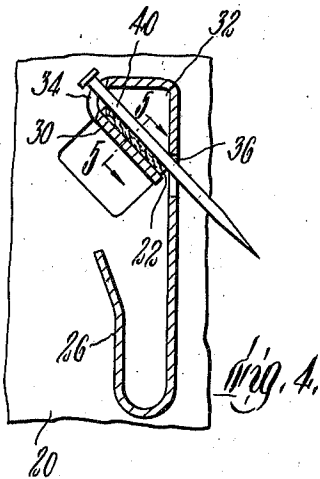


Fig. 4.

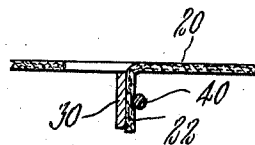


Fig. 5.

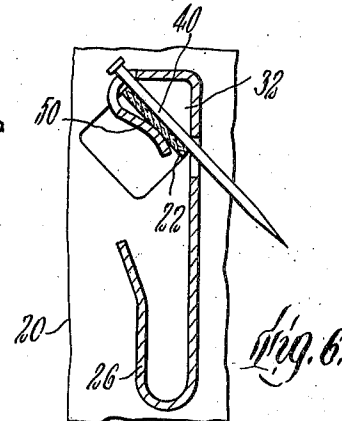


Fig. 6.

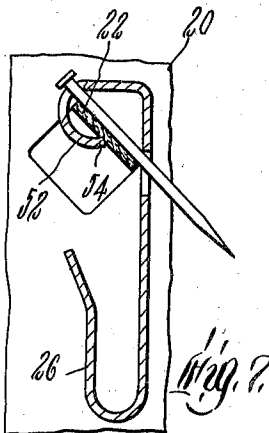


Fig. 7.

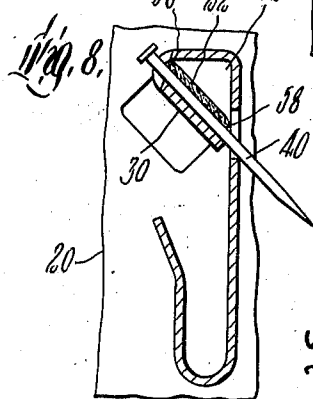


Fig. 8.

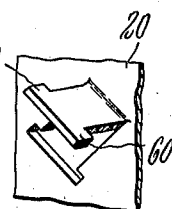


Fig. 9.

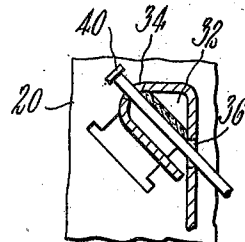


Fig. 10.

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DISPLAY CARD WITH ATTACHED WALL
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Application January 6, 1938, Serial No. 183,612

2 Claims. (Cl. 206—79)

This invention relates to a sales and display card having wall hooks or hangers attached thereto. It is an object of the present invention to supply a predetermined number of wall hooks or hangers attached to a card in a novel manner so as to be held thereon in orderly array and to be removed therefrom.

The invention has to do particularly with wall hooks each consisting of a strip of metal having one portion bent into hook form and another portion bent into a closed or nearly closed loop. A pair of holes are provided at opposite sides of the loop to receive a pin or nail which is thrust through the holes and across the loop to project from the back of the hanger and to be driven into a supporting wall. According to the invention, a display card is provided having tabs or ears projecting from the face thereof, each of the hangers being attached to a tab by the pinching tab between its pin and a part of the metal strip of which the hanger is made.

For a more complete understanding of the invention, reference may be had to the description thereof which follows, and to the drawing of which

Figure 1 is a fragmentary perspective view of a card having a tab projecting therefrom.

Figure 2 is a similar view showing a modified form of tab after the wall hook has been previously attached thereto.

Figure 3 is a perspective view of a wall hook without its pin.

Figure 4 is a fragmentary elevation of a card having a wall hook attached thereto, the wall hook being shown in a section taken on the line 4—4 of Figure 3.

Figure 5 is a section on the line 5—5 of Figure 4.

Figures 6, 7 and 8 are views similar to Figure 4, showing modified forms of the invention.

Figure 9 is a fragmentary perspective view of a card having a modified form of tab.

Figure 10 is an elevation of the same showing a wall hook attached to the tab.

Figure 1 of the drawing shows a card 20 from which is struck up a tab 22, roughly rectangular in shape. This tab normally projects from the face of the card 20 at right angles thereto. The tab is adapted to serve as a means by which a wall hook, such as is illustrated in Figure 3, may be removably secured to the card for display and sales purposes. The type of wall hook for which the card is designed is illustrated in Figure 3 and consists of a strip of metal or the like bent into the shape shown or a shape equiva-

lent thereto. As shown, the strip comprises a straight back portion 24 which usually rests against the supporting wall when the hook is in use, the lower end portion of the strip being bent up into a hook 26. The upper end portion of the strip is bent horizontally forward as at 28, and then rearward and downward as at 30, the back 24 being considered as vertical. The portion 28 thus makes a right angle with the back portion 24, the portion 30 being diagonal with respect to the right angle, thus completing a loop 32 which is approximately triangular. A pair of holes 34 and 36 are provided at opposite sides of the loop 32, through which a nail or pin 40 is thrust to assemble the complete wall hook. In the wall hook illustrated on the drawing, the pin 40 extends across the loop 32 and through the holes 34 and 36. As indicated in Figure 4, these holes are of sufficient size to permit a loose fit of the pin 40 therein. They are, however, so arranged with reference to the diagonal portion 30 of the metal strip that a part or all of this portion lies close to the pin 40 when the latter is in position in the holes 34 and 36. In assembling the hook on the card, the hook is placed edgewise against the face of the card 20 so that the tab 22 projects through the loop 32. The pin 40 is then inserted through the holes 34 and 36, the tab 22 being against the diagonal portion 30 of the metal strip, so that the tab is then between the pin 40 and the diagonal strip portion 30. The minimum clearance between the portion 30 and the pin is preferably less than the normal thickness of the tab, so that the tab is indented or grooved by the lateral pressure of the pin thereon. If the pin is later removed so as to remove the hook from the card, an indented groove 44 is left in the face of the tab as indicated in Figure 2. This figure shows a modified form of tab having a central opening 46. Since the tab at the sides of this opening is not compressed, the edge 48 of the opening tends to overlap the pin to some extent and thus to lock the pin against lateral removal from the tab. This reinforces the pinching hold which the pin 40 and the diagonal portion 30 of the strip have on the tab. The tab thus serves not only to hold the hook edgewise against the face of the card 20, but also holds the pin frictionally in engagement with the metal strip since the tab presses the pin strongly against the remote sides of the holes 34 and 36.

To avoid any piercing, puncturing or tearing of the tab by the pin, which is objectionable,

the tab should not be too thick. While its normal thickness must be greater than the minimum clearance between the side of the pin and the cooperating portion of the strip by which the tab is pinched, the thickness of the tab should not exceed such minimum clearance plus half the diameter of the pin as otherwise the point of the pin is liable to enter the edge or gouge the face of the tab when the hook is being assembled on the card.

Figure 4 shows the pin 40 pinching against the entire width of the tab 22. The diagonal portion of the metal strip may be differently formed so that the pinching takes place only over the portion of the width of the tab. For example, in Figure 6, a diagonal portion 50 is shown which is inwardly curved so as to bear against the tab 22 for a small portion of its width. The tab 22 is thus pinched at virtually one point only. In like manner, Figure 7 shows a diagonal portion 52 which is curved or bent inwardly so that its end 54 bears against a face of the tab 22 at virtually one point only.

In the embodiments of the invention thus far described, the tab 22 is pinched between a side of the pin and the diagonal portion of the metal strip. In Figure 8, the tab 22 is inserted through the loop 32 so that the pin 40 will pass between it and the diagonal portion 30 of the strip. As in the previously described embodiments, the tab 22 is surrounded by the portions of the strip forming the loop 32. In this case, however, the tab is between the pin and the angle of the loop so that the side edges of the tab are pinched as at 58.

Instead of employing a rectangular tab such as that shown in Figure 1, a tab having laterally projecting ears 60, as illustrated in Figure 9, may be employed. This tab is thus wider at its end than elsewhere. In assembling wall hooks on cards having tabs of this description, the tab is thrust up through the loop 32 and then is moved toward the angle of the loop. The length

of the narrow portion of the tab is preferably equal to the width of the metal strip so that the ears 60 overlap the edge of the strip remote from the card, thus serving as a loop to hold the hook against the face of the card. The pin 40 is then thrust through the holes 34 and 36 so as to maintain the tab in its locking position. If desired, the tab may also be of such a width as to be pinched between the pin 40 and the adjacent portions of the metal strip.

It is evident that various modifications and changes may be made in the embodiments of the invention herein shown and described without departing from the spirit or scope of the invention as defined in the following claims.

We claim:

1. In combination, a display card having a tab projecting from a face thereof, and a wall-hook removably secured against said face of the card, said wall-hook consisting of a strip of metal having a portion bent into a loop and a pin extending across said loop and through said strip at points on opposite sides of the loop, said strip being disposed edgewise against the card with said loop surrounding said tab, said tab having portions overlapping the edge of the strip away from the card so as to lock the wall hook against the card.

2. In combination, a display card having a tab projecting from a face thereof, said tab having a pair of laterally projecting ears at the end thereof, and a wall hook removably secured to said card, said wall hook consisting of a strip of metal having a portion bent to form a loop disposed edgewise against said card and a pin extending across said loop and through said strip at points on separate sides of the loop, the parts being arranged so that the tab projects up through the loop and is pinched between said pin and said strip and said ears overlap the edge of the strip away from the card.

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