

Oct. 22, 1935.

R. W. RUSH

2,018,578

CARD HOLDER

Filed Dec. 31, 1934

Fig. 1.

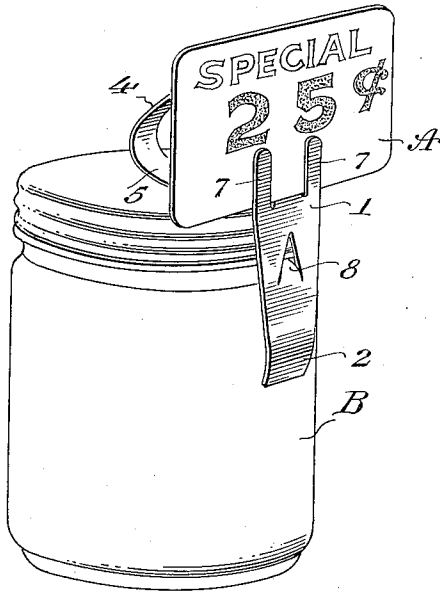


Fig. 2.

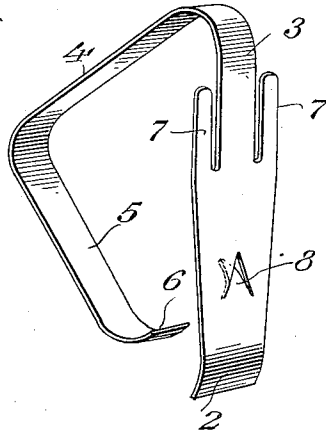
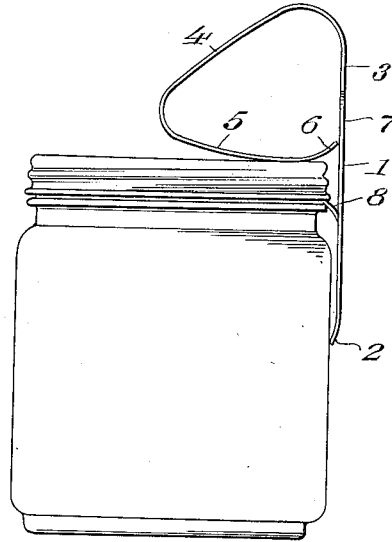


Fig. 3.

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UNITED STATES PATENT OFFICE

2,018,578

CARD HOLDER

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Application December 31, 1934, Serial No. 759,977

2 Claims. (Cl. 40—11)

This invention relates to card holders and its general object is to provide a holder that is primarily designed for attachment to merchandise generally handled in a grocery store, such as bottle and jar goods, cartons, boxes and even to the shelves, for supporting a price card or the like with respect to the merchandise.

A further object of the invention is to provide a card holder that can be easily and expeditiously applied in position for use, in that it can be snapped in such position and removed accordingly, yet accidental displacement or removal is practically impossible.

Another object of the invention is to provide a card holder that is formed from a single strip of resilient material, such as steel, is simple in construction, inexpensive to manufacture, and extremely efficient in use and service.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawing and specifically pointed out in the appended claims.

In describing my invention in detail, reference will be had to the accompanying drawing wherein like characters denote like or corresponding parts throughout the several views, and in which:

Figure 1 is a perspective view showing my holder in use with a card applied thereto.

Figure 2 is a side view of the holder in use.

Figure 3 is a perspective view of the holder per se.

Referring to the drawing in detail, it will be noted that I have illustrated my holder applied to a jar, but I want it understood that it can be applied or attached to practically all merchandise and particularly to merchandise handled in a grocery store, as well as to the shelves therein.

The holder is formed from a single strip of resilient material and includes a body 1 that is slightly tapered toward one end, and this end portion is curved inwardly as at 2.

Extending upwardly from the upper end of the body 1 is a relatively narrow strip 3 that is bent in substantially V-shaped configuration, in that it includes a rearwardly and downwardly inclined portion 4, and a forwardly downwardly inclined portion 5, the latter being directed toward the body and terminates in an upwardly curved end portion 6.

Rising from the body 1 upon opposite sides of the upwardly extending portion of the strip 3 are fingers 7 which cooperate with the upwardly directed portion of the purpose of receiving a card such as indicated by the letter A, it being obvious that the fingers and upwardly extending portion

set up a clamping action against the card, as suggested in Figure 1.

Cut from the body and extending rearwardly therefrom is a triangular shaped ear 8 which due to its shape is provided with a penetrating point for cooperation with the strip 3 and the lower curved end of the body, for securing the holder to a container or the like, such as a jar B, as shown, therefore it will be noted that my holder includes what may be termed a three point contact with the merchandise and in a manner whereby casual removal or displacement thereof is practically impossible, especially due to the inherent resiliency of the material from which the holder is made, as it will be apparent that the strip 3 sets up a resilient action against the top of the jar, the ear 8 between the cap and the neck, and the curved inwardly directed portion 2 against the body of the jar.

By providing the penetrating point of the triangular shaped ear 8, it will be further obvious that my holder can be readily applied to cartons, boxes and the like with the same efficiency as shown and described.

It is thought from the foregoing description that the advantages and novel features of my invention will be readily apparent.

I desire it to be understood that I may make changes in the construction and in the combination and arrangement of the several parts, provided that such changes fall within the scope of the appended claims.

What I claim is:

1. A card holder formed from resilient material and comprising a body, a spring strip formed on and rising from said body and being directed rearwardly thereof, said spring strip including a forwardly directed inclined portion, penetrating means extending from said body and cooperating with the forwardly directed inclined portion for securing the holder in position for use, and means formed on the body and cooperating with the spring strip to provide clamping means for a card.

2. A card holder formed from resilient material and comprising a body terminating at its lower end in a rearwardly curved portion, a spring strip formed with and rising from the body and extending rearwardly thereof, a forwardly inclined portion included in the spring strip and terminating adjacent said body, means formed on said body and cooperating with the forwardly inclined portion and the lower curved end of the body for securing the holder in position for use, and means cooperating with the spring strip in providing clamping means for a card.

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