

[54] CARD HOLDER

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[22] Filed: Dec. 27, 1971

[21] Appl. No.: 212,577

[52] U.S. Cl. 40/124

[51] Int. Cl. G09f 1/10

[58] Field of Search ... 40/124, 68, 68.6, 72, 104.17; 281/47, 48

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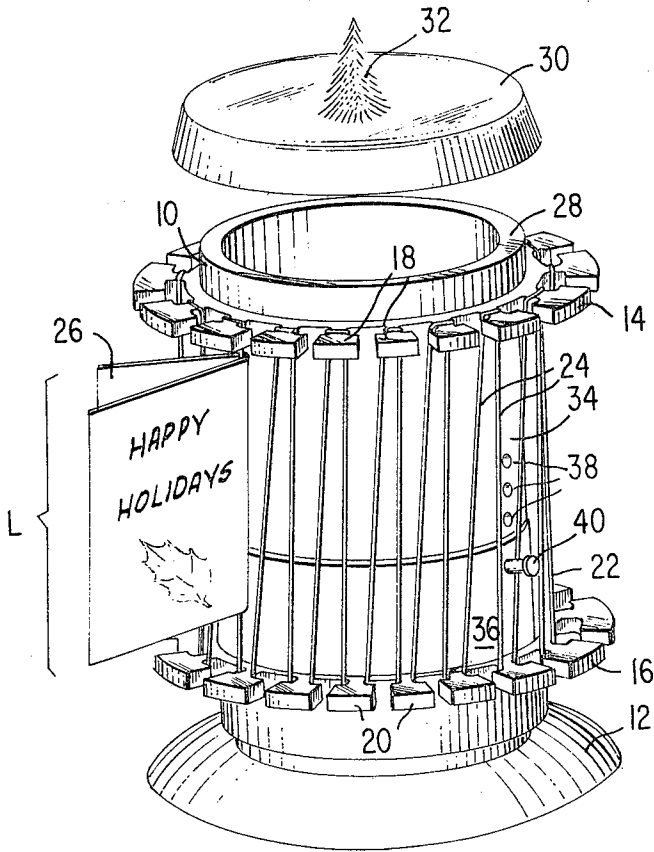
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[57] ABSTRACT

A greeting card holder is herein provided which may present an upright cylindrical body supported on a base platform. A series of protuberances may be formed on the body for holding a cord in a laced configuration so that segments of the cord extend generally vertically when the cylindrical body is properly mounted on a horizontal surface. The cord may be spaced from the outer surface of the body by means of horizontally extending ledges and the protuberances may be formed on the ledges, if desired.

The body may be rotatably mounted on the base to rotate about a vertical axis and the upper portion of the body may be formed to receive a cover which may be decorated to symbolize the occasion for which the displayed greeting cards have been received.

6 Claims, 3 Drawing Figures



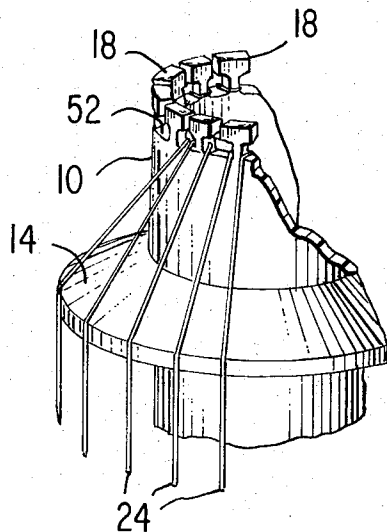
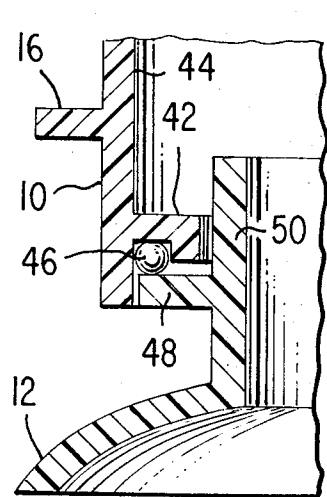
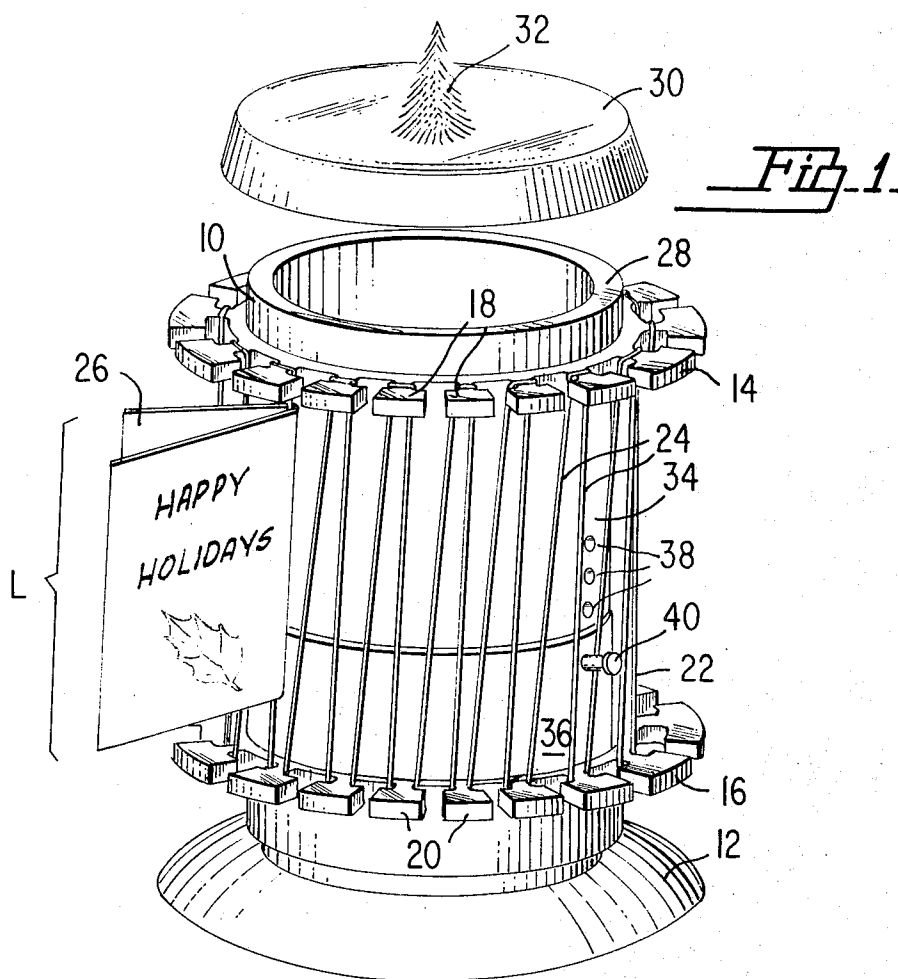


Fig. 2.

Fig. 3.

CARD HOLDER

BACKGROUND OF THE INVENTION

The present invention relates to card holders and, more specifically, relates to an apparatus for displaying a plurality of greeting cards.

During each of the various holidays, of each year, greeting cards are received and, if desired, are displayed in homes and at places of business, for the benefit of visitors.

Although the general concept of providing a card holder for such greeting cards is not new (see U.S. Pat. Nos. 3,581,419, 2,951,303, 2,913,843, and 2,841,901), the present invention comprises a unique combination of elements which co-operate in a synergistic manner to hold and display a large number of greeting cards.

The structure, according to the present invention, lends itself to unique decoration and provides a means for displaying greeting cards in a manner which facilitates the viewing thereof.

OBJECTS AND SUMMARY OF THE INVENTION

It is therefore an object of the present invention to provide a card holder, having a structure which is uniquely adapted for attractive decoration.

It is another object of the present invention to provide a greeting card holder which is economical to manufacture.

It is still another object of the present invention to provide a greeting card holder which is specifically designed to display a large number of cards, simultaneously.

It is yet another object of the present invention to provide a greeting card holder which is vertically adjustable to accommodate virtually any size conventional greeting card.

It is a further object of the present invention to provide a greeting card holder which is structurally adaptable to suggest any one of a variety of holiday occasions.

At least some of the above cited objects are achieved by the provision of a card holding and displaying apparatus which may comprise an upright body portion supported on a base. The body portion is adapted for holding a cord in a laced configuration so that segments of the cord extend generally vertically when the body is properly supported on a horizontal base. Additionally, the body may be formed to position the vertical strands of the cord in spaced relationship with respect to the outer surface of the body.

In accordance with one feature of the invention, the body may be rotatably mounted on the base to turn on a vertical axis and the card holding elements may comprise rigid, pin-like members.

In accordance with another feature of the present invention, the body may be formed with telescoping members so as to be vertically adjustable, to accommodate various size greeting cards.

BRIEF DESCRIPTION OF THE DRAWINGS

While the invention is particularly pointed out and distinctly claimed in a concluding portion of the specification, the preferred form of the present invention is set forth in the following detailed description, which may be best understood by reference to the accompanying drawing in which:

FIG. 1 is a perspective view showing the overall preferred embodiment of the present invention;

FIG. 2 is a partial, vertical, sectional view of a lower portion of the embodiment shown in FIG. 1; and

FIG. 3 is a partial, perspective view of an upper portion of a greeting card holder according to the present invention, and shows a modification to the embodiment shown in FIG. 1.

DETAILED DESCRIPTION

Referring now to the drawings, in which like numerals are used to indicate like parts throughout the various views thereof, FIG. 1 shows the overall structure of the preferred embodiment of the present invention.

A generally upright cylindrical body portion 10 may be mounted on a base portion 12. The body portion 10 may be rotatable about a vertical axis, with respect to the base 12, as will be described in more detail, with respect to FIG. 2.

The body 10 may be formed with two horizontally extending ledges 14 and 16. The ledges, in turn, may be formed to present a series of protuberances 18 and 20, respectively. The protuberances 18 and 20 may be formed of a T-shaped configuration and are operable to hold a cord 22 in spaced relationship with respect to the surface of the body member 10 so that individual segments 24 of the overall cord 22 may be aligned to extend in a generally vertical direction.

It will be noted that the T-shaped configuration of the protuberances 18 and 20 is especially designed to prevent the cord 22 from sliding off each protuberance when a greeting card 26 is being supported thereby.

The upper portion 28 of the upright body 10 may be formed to receive a cover member 30, which would tend to hide the protuberances 18. The cover 30 may present, on an upper surface thereof, a figurine, or the like, which may be symbolic of the occasion associated with the particular set of greeting cards displayed on the card holder. For example, the card holder shown in FIG. 1 may be especially adapted for Christmas by the provision of the cover 30, presenting a figurine of a Christmas tree 32.

The upright body 10 may comprise two portions, 34 and 36, which may be sized so that portion 34 is slidably adjustable within portion 36, in a telescoping fashion. A series of apertures 38 may be formed in the portion 34 and a peg-like locking member may be operatively mounted in the portion 36 to lock the members in a fixed axial position, corresponding with the length of the greeting card 26 to be mounted on the card holder arrangement. The cord may be of a resilient nature to accommodate such an adjustment.

In the particular embodiment shown in FIG. 1, the inventor has chosen to show a cylindrical body member 10. It will be, of course, understood, that the body 10 may be of virtually any upright configuration, including a rhomboidal shape. The body member 10 need not be an upright member and may comprise a planar wall. Additionally, the body 10 may be solid or may be hollow to receive Christmas candies, or cookies, or even a potted plant, or the like.

Referring now to FIG. 2, the structural interrelationship between the body 10 and the base 12 is shown in vertical, cross sectional view.

It will be noted that a horizontal race 42 is formed on the inner surface 44 of the body 10, to house a series of ball bearings, of which ball bearing 46 is shown.

A horizontally extending ledge 48 may be formed to extend radially outwardly from an upright portion 50 of the base member 12.

In operation, the body 10 may be rotated about a vertical axis with respect to the base 12 when torque is applied thereto.

Referring now to FIG. 3, a modification is shown wherein, the protuberances 18 of the preferred embodiment of FIG. 1 extend axially from an upper marginal edge 52 of the body 10. The radially extending ledge 14 is formed to be solid and operates to hold the vertical segments 24 of the overall cord 22 outwardly and away from the surface of the body 10, so that the greeting card 26 may be mounted thereon, as shown in FIG. 1.

Of course, the bottom marginal edge of the body 10 may also be formed in a manner similar with the upper portion, illustrated in FIG. 3. Since there would be no forces tending to pull the various strands 24 of the cord 22, axially off the protuberances, 14 or 16, of the embodiment shown in FIG. 3, it would not be necessary to utilize the T-shape configuration and, perhaps, a simple, straight protuberance may operate satisfactorily.

It can thus be seen that an improved greeting card holder has been herein provided, presenting a structure which lends itself to attractive decorations. The card holder, according to the present invention, is economical to manufacture and may be used to display a large number of greeting cards in a very orderly fashion and in such a manner as to facilitate the viewing thereof.

The card holder, according to the present invention, is vertically adjustable to accommodate virtually any size of conventional greeting card and the structure is, itself, adaptable to symbolize any of the variety of occasions, prompting the sending of such greeting cards.

SCOPE OF THE INVENTION

While what has been shown herein is a preferred embodiment of the present invention and a modification thereof, it is, of course, to be understood that various modifications and changes may be made therein without departing from the invention.

For example, rigid, pin-like members (extending from either of the ledges 14 or 16) may be substituted for the generally parallel cord segments 24.

It is therefore intended to cover in the following claims all such modifications and changes as may fall within the true spirit and scope of the present invention.

What I claim is:

1. Card holding and displaying apparatus comprising:
 - a. a body portion supported on a base means;
 - b. means on said body portion for holding cord means in a laced configuration with segments of said cord means extending generally mutually parallel; and
 - c. means presented on said body portion for positioning at least a portion of each segment of said cord means in spaced relationship with respect to an outer surface of said body portion, said body portion comprising two parts, one of said parts being slidably supported within the other of said parts, whereby the length of said body portion may be adjusted by relative telescoping movement between said two parts;

locking means being provided to hold said two parts against relative movement after the length of said body portion has been adjusted, as desired; and said cord means comprising a resilient member operative to maintain suitable tension for mounting greeting cards after said two parts of said body portion have been telescopically adjusted.

2. Card holding and displaying apparatus comprising:

- a. a body portion supported on a base means;
- b. means on said body portion for holding cord means in a laced configuration with segments of said cord means extending generally mutually parallel; and
- c. means presented on said body portion for positioning at least a portion of each segment of said cord means in spaced relationship with respect to an outer surface of said body portion, said base means including an outwardly extending circumferential ledge and the body portion including annular bearing means seating upon and freely rotatable relative to said ledge, whereby to mount the body portion for rotation on said base means.

3. Apparatus according to claim 2, wherein said body portion is an upright cylindrical member formed with a ball bearing race circumferentially extending about an inner lower portion thereof to provide said bearing means; and

said ledge being extended horizontally from the base means for supporting a series of ball bearings disposed within said ball bearing race and which ball bearings, in turn, rotatably support said body portion on said base means.

4. Card holding and displaying apparatus comprising:

- a. a body portion supported on a base means;
- b. means on said body portion for holding cord means in a laced configuration with segments of said cord means extending generally mutually parallel; and
- c. means presented on said body portion for positioning at least a portion of each segment of said cord means in spaced relationship with respect to an outer surface of said body portion, said body portion being formed as an upright member and an uppermost portion of said body portion being formed to receive a cover means; and

said cover means presenting a figurine on an upper portion thereof which figurine may symbolize the occasion for which greeting cards, mounting over the parallel segments of said cord, have been received.

5. Card holding and displaying apparatus comprising:

- a. a body portion supported on a base means;
- b. means on said body portion for holding cord means in a laced configuration with segments of said cord means extending generally mutually parallel; and
- c. means presented on said body portion for positioning at least a portion of each segment of said cord means in spaced relationship with respect to an outer surface of said body portion, said body portion being an upright member and: said cord means being held wholly externally of said body portion;

said means for holding said cord means comprising a plurality of protuberances formed on horizontally extending annular ledges, presented on said body portion;

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said body portion comprising two parts, one of which is slidably interfitted with the other, whereby the height of said body portion may be adjusted by relative telescoping movement between the two said parts;
locking means being provided to hold said two parts against mutual relative movement, after the height has been adjusted;
said cord means being of a resilient nature to main-

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tain suitable tension in said cord after said two parts of said body portion have been telescopically adjusted;
said body portion being rotatably on said base means about a vertical axis.
6. Apparatus, according to claim 5, wherein said protuberances are T-shaped.

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