March 11, 1924. 1,486,789

L. L. NICKEL

CARD HOLDER

Filed April 18, 1922

Fig. 1.

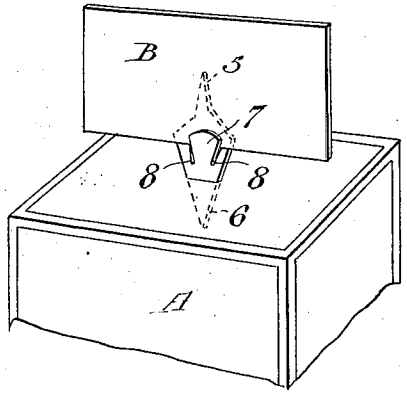


Fig. 2.

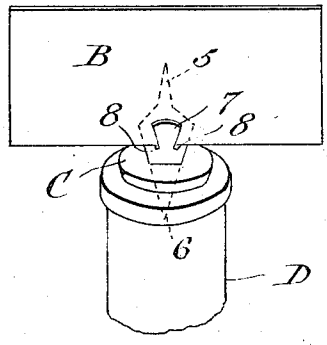


Fig. 4.

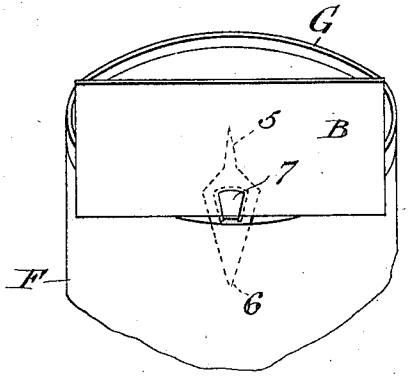


Fig. 3.

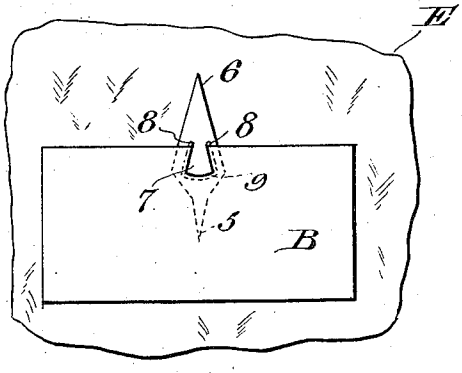


Fig. 6.

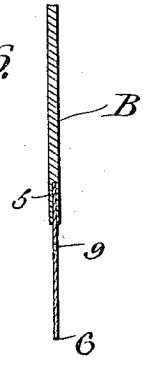


Fig. 5.

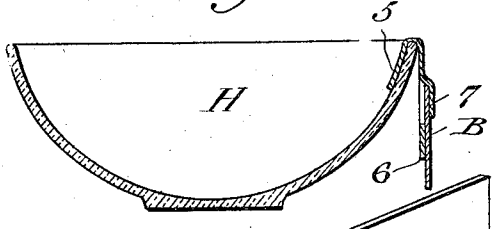
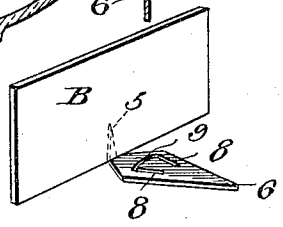


Fig. 7.



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UNITED STATES PATENT OFFICE.

LEONARD L. NICKEL, OF ENGLEWOOD, NEW JERSEY.

CARD HOLDER.

Application filed April 18, 1922. Serial No. 554,745.

To all whom it may concern:

Be it known that I, LEONARD L. NICKEL, a citizen of the United States, residing at Englewood, in the county of Bergen and State of New Jersey, have invented new and useful Improvements in Card Holders, of which the following is a specification.

This invention relates to card holders for use in the display of cards of various kinds such as those used in connection with the sale and advertisement of merchandise.

An object of the invention is the provision of a device of this character which will effectively hold the card in display position while firmly maintaining same in a relatively fixed manner upon the article displayed.

A still further object of the invention is to provide a device of this character which will adapt itself to merchandise of varying kinds, such as cloth, bottled goods, canned goods, or boxed goods, the device when used for any one of the above purposes having means for permitting it to be firmly anchored in the object while holding the card in display position thereon.

With the above and other objects in view which will appear as the nature of the invention is better understood, the same consists in the improved construction and novel arrangements of parts which will hereinafter be fully described and particularly pointed out in the claims.

In the accompanying drawing, has been illustrated, a single and preferred form of the invention, it being, however, understood that no limitations are necessarily made to the precise structural details therein exhibited, but that changes, alterations and modifications within the scope of the claims may be resorted to when desired.

Figure 1, is a perspective view showing the device in use upon a paper carton.

Figure 2, is a similar view showing the device in use upon the bottle.

Figure 3, is a front view showing the device in use upon an article of clothing.

Figure 4, is a perspective view showing the device in use upon a can.

Figure 5, is a vertical section through the device showing another use to which it is put.

Figure 6, is a vertical section through the device showing another modified use thereof.

Figure 7, is a perspective view showing a still further use.

In carrying the invention into practice, I make use of a single piece of metal of suitable gauge or thickness. The metal is cut to form oppositely extending points 5 and 6, the latter being comparatively larger than the former and as shown, said point 5 is arranged in the same longitudinal alignment with the point 6. Both of these points normally occupy the same general planes. The point 5 is extremely narrow or restricted as compared to the width of the point 6, and it is also much shorter in length than the point 6. The purpose of this construction will appear hereinafter. Upstruck from the point 6, is a bendable tongue 7, defined by slits 8—8 and 9. This slit also is normally in the same general plane with the said points 5 and 6. On reference to Figure 1, of the drawing, it is observed that the point 6, of the device is pressed down into the crown of a card board carton (A), so that the upper portion of the point 6, is exposed from the carton, thereby permitting the tongue 7, to be flexed with respect to the central body portion of the article in order that it can be brought into engagement with a display card (B). The upper or restricted point 5, in this instance, acts as a backing or support for the card so as to firmly hold same operatively associated with said tongue. It will be observed that the point 6, is provided with diverging sides so that its maximum width is approximately at a joinder with the restricted point 5. Due to this construction the point 6, may be pushed down through the crown of the carton (A) without fear of its dropping or being forced entirely into the carton.

In Figure 2, the device is arranged in card display position upon the cork (C) of a bottle (D). The point 6, is made to penetrate the cork in a manner similar to its penetration of the crown of the carton (A). The card is also held in a similar manner upon the device.

In Figure 3, I arrange the device in an inverse order, the point 5 extending downward in order that it can be made to penetrate the lining of a garment or similar object (E). The display card (B) is confined between the spring tongue 7, and the larger portion of the point 6.

In Figure 4, the large point 6, is inserted between the label (F) and the walls of a can (G), so as to expose the upper part of the point 6, to permit the display card (B) to be operatively associated with the aforesaid tongue 7.

In Figure 5, the device is bent upon itself between the ends of the point 6, so that it can be slipped over the edge of a bowl or vessel (H). In this manner, the device can be used in connection with the display of china, glass, tin ware and the like.

In cases where the display cards (B) are thick, as shown in Figure 6, the small or restricted point 5, is made to penetrate the card between the plies thereof, from one edge of the card. The card can then be displayed in any one of the several fashions hereinbefore referred to.

In Figure 7, the small point 5, is made to penetrate the card (B), between the plies thereof. The point is then bent at its joinder with the large point 6, and the latter operates as a support to hold the display carton in easel form where it can be displayed upon a show case or the like.

While I have herein fully shown and described and have pointed out in the appended claims certain novel features of construction, arrangement and operation which characterize my invention, it will be understood by those skilled in the art that various omissions, substitutions, and changes in the form, proportions, sizes, of the materials used, and of their operation, may be made without departing from the spirit of my invention.

What is claimed as new is:—

1. As a new article of manufacture, a card holder formed of a single blank of bendable material having a plurality of oppositely extending points arranged normally in the same general plane and a springy tongue struck from the blank between said points, and associated with one of said points to co-act therewith in the manner of a clamp and to secure a card between said tongue and said one point, the other of said points adapted to penetrate an object to hold the device secured thereto.

2. As a new article of manufacture, a card holder formed of a single blank of sheet material, and provided with a plurality of points, one of said points being relatively narrow as compared with the other of said points, said points normally arranged in the same general plane, and a spring tongue upstruck from the body of the blank between said points, one of said points adapted to penetrate an object to secure the device in display position.

3. As a new article of manufacture, a card holder formed of a single blank of sheet material, and provided with a plurality of points, one of said points being relatively narrow as compared with the other of said points, said points normally arranged in the same general plane, and a tongue carried by said blank and located between said points, and adapted to co-act with one of said points to permit a card to be securely clamped between one of said points and said tongue, the other of said points adapted to penetrate an object to secure the device in display position.

In testimony whereof I have affixed my signature.

LEONARD L. NICKEL.