Oct. 31, 1933. H. EKEDAHL ET AL 1,933,474

DISPLAY DEVICE

Filed Jan. 16, 1933

FIG. 1.

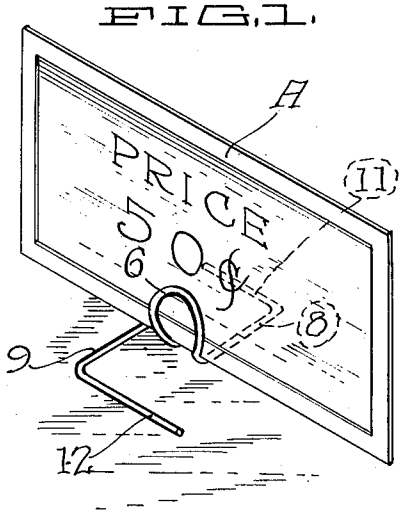
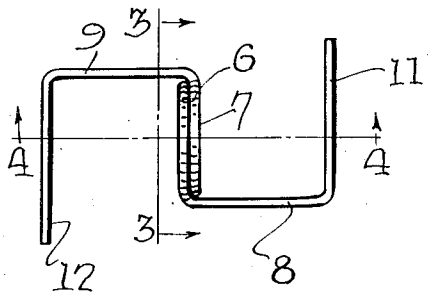


FIG. 2.



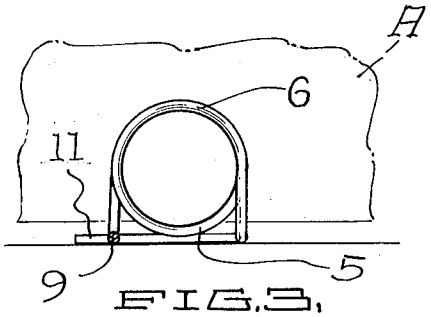


FIG. 3.

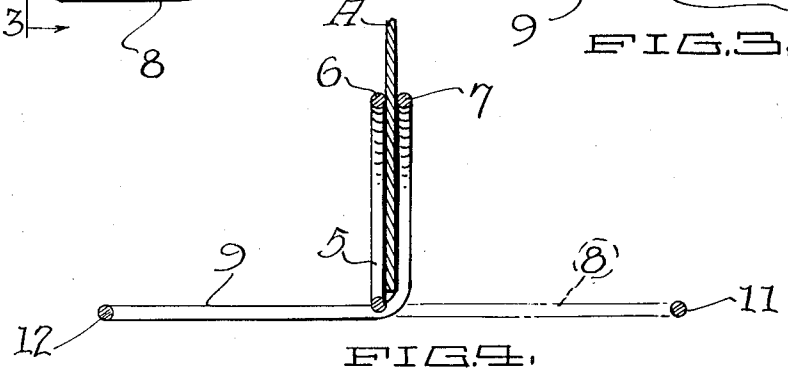
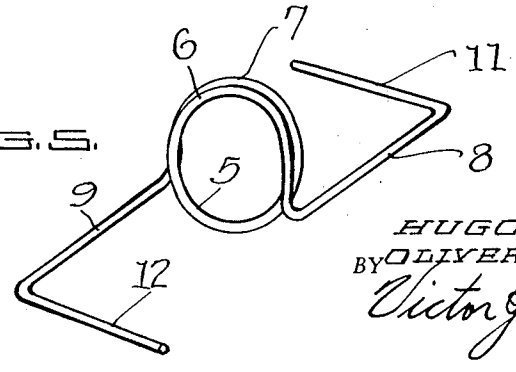


FIG. 4.

FIG. 5.



INVENTOR.
HUGO EKEDAHL
BY OLIVER BERVEN
Victor J. Evans & Co.
ATTORNEYS.

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DISPLAY DEVICE

Hugo Ekedahl and Oliver Berven, San Francisco, Calif.

Application January 16, 1933. Serial No. 652,048

1 Claim. (Cl. 40—151)

This invention relates to improvements in display devices and has particular reference to a display card holder.

The principal object of the invention is to produce a holder which will hold a card or other display matter in a position where the same may be readily viewed.

A further object is to produce a device which will have a surface sufficiently broad to prevent the display card from being tipped over.

A still further object is to produce a device which is economical to manufacture.

Other objects and advantages will be apparent during the course of the following description.

In the accompanying drawing forming a part of this specification and in which like numerals are employed to designate like parts throughout the same,

Fig. 1 is a perspective view of our device in use,

Fig. 2 is a top plan view of our device,

Fig. 3 is a cross sectional view on the line 3—3 of Fig. 2,

Fig. 4 is an enlarged cross sectional view on the line 4—4 of Fig. 2 and showing the position the card will take within the device, and

Fig. 5 is a perspective view of the device per se.

It is often necessary to designate the cost of articles by displaying price cards. It is often difficult to attach these price cards to the trays in which the articles are placed or to otherwise effectively display the price, therefore, applicants have devised a simple arrangement whereby a price card may be supported in an upright position where it may be readily viewed.

In the accompanying drawing wherein for the purpose of illustration is shown a preferred embodiment of our invention, the numeral 5 designates a wire forming a loop having overlapping portions 6 and 7. The ends of this loop are bent so as to form horizontal portions 8 and 9 which lie in the same plane with each other and extending in opposite directions from the loop. The ends of the wire are further bent so as to form bearing portions 11 and 12 which are at right angles to the portions 8 and 9. These ends are also in the same plane as the portions 8 and 9. By referring to Figs. 3 and 4 it will be noted that the lower portion of the loop is in a plane above the bearing surface of the portions 8 and 9.

It will be apparent from this structure that when a card A is placed between the overlapping portions 6 and 7, that the card will be held in an upright position as illustrated and that the bearing portions 8 and 9 and the ends 11 and 12 will cooperate to maintain the card in a position where it may be readily viewed from either side. When the device is not being used the cards may be removed and a large number of said devices may be readily stored in a small receptacle.

It will thus be seen that we have produced a device which will accomplish the above objects.

It is to be understood that the form of our invention herewith shown and described is to be taken as a preferred example of the same and that various changes relative to the material, size, shape and arrangement of parts may be resorted to without departing from the spirit of the invention or the scope of the subjoined claim.

Having thus described our invention, we claim:—

A card holding device including a wire having a vertically positioned loop portion formed midway of its length, said loop having overlapping portions, the ends of said wire being bent at right angles to the plane of the loop at the point where the ends join the loop to form a horizontal bearing surface, said ends being further bent at right angles and positioned parallel to the plane of the loop.

HUGO EKEDAHL.
OLIVER BERVEN.