May 3, 1949. E. L. SCHWAB 2,469,210

CARD SUPPORT AND DISPLAY

Filed Aug. 14, 1947

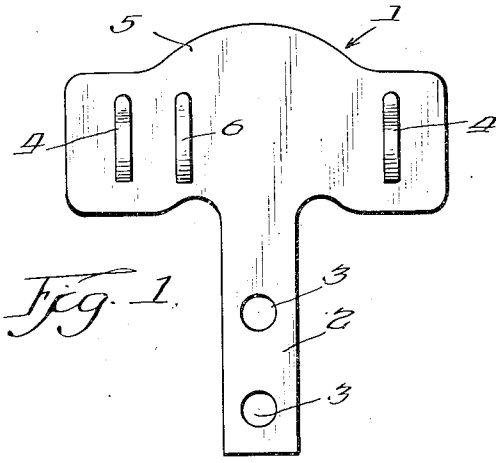


Fig. 1.

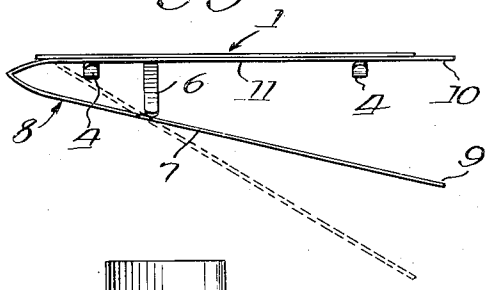


Fig. 2.

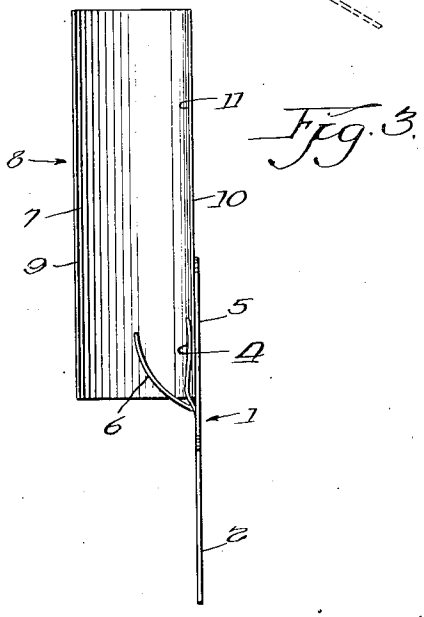


Fig. 3.

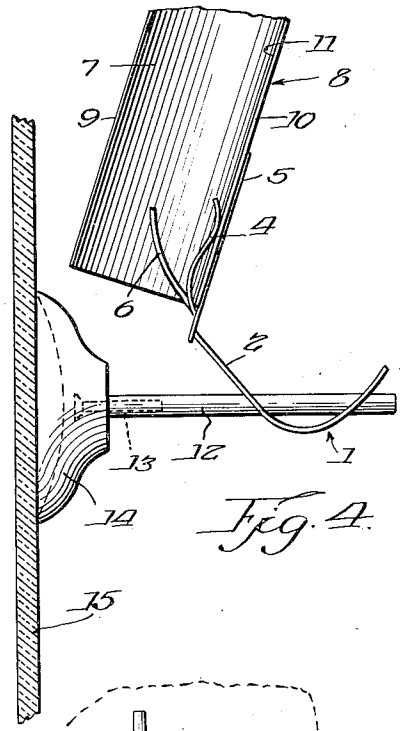


Fig. 4.

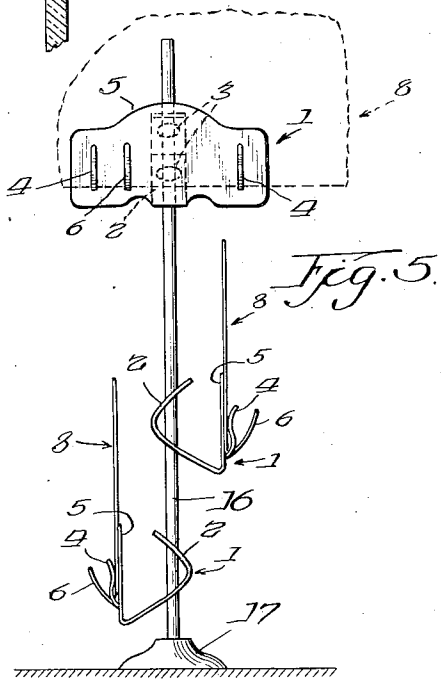


Fig. 5.

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CARD SUPPORT AND DISPLAY

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Application August 14, 1947, Serial No. 768,588

1 Claim. (Cl. 248—1)

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The invention relates generally to brackets and more particularly to a bracket designed to support and display greeting or other cards.

The present invention is an improvement on the device disclosed in my previous Patent No. 1,762,311, issued June 10, 1930, and has among its objects the production of a display support particularly adapted for use in displaying folded greeting cards, or the like, whereby the card will be held in a partially open position, and both the outer and inner face of the card may be visible without handling the same.

A further object of the invention is the production of such a bracket which may be adjustably supported on a rod or similar element, whereby the same may be positioned, for example, in a store window to display a folded card, or the like.

Other objects and advantages of the construction herein shown and described will be obvious to those skilled in the art from the disclosure herein given.

To this end my invention consists in the novel construction, arrangement and combination of parts herein shown and described, and more particularly pointed out in the claim.

In the drawings, wherein like reference characters indicate like or corresponding parts:

Fig. 1 is a plan view of a blank from which the device may be formed;

Fig. 2 is a top view of the device illustrated in Fig. 1 with a card supported therein;

Fig. 3 is a side elevational view of the holder and card illustrated in Fig. 2;

Fig. 4 illustrates one form of support for the card for use on a window or the like; and

Fig. 5 illustrates the device in combination with a suitable stand.

The present invention as previously mentioned, is primarily adapted for use with a folded type of card comprising a front leaf and a rear leaf connected along one edge, such cards generally will have a picture or design on the outer face of the front leaf and normally have a verse or the like printed upon the inner face of the rear leaf. By the use of the present invention, the card may be suitably supported with the front leaf partially open, whereby a verse or the like on the rear leaf may be visible without manually handling the card. Obviously, it is particularly desirable that handling of the cards be reduced to a minimum to avoid soilage, etc.

Referring to Fig. 1, the bracket is stamped or otherwise formed from a flat sheet of pliant or semi-resilient material such as relatively thin

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brass or the like to provide a body portion indicated generally by the numeral 1, integrally connected with which is a relatively narrow strip 2 having a pair of apertures 3 therein. The body portion 1 is provided with a pair of spaced card receiving fingers or prongs 4, punched from the body portion and shaped to permit the insertion of a card between the fingers and the front face of the body portion 1, as clearly illustrated in Figs. 2, 3 and 4. The upper portion 5 of the body portion 1, may be extended upwardly to provide sufficient support for a card held in the device.

Also punched from the body portion 1 is a third finger or projection 6, which is bent outwardly from the front face of the body portion 1 and the prongs 4, adapted to engage the inner face of the front leaf of a folded type of card.

Referring to Fig. 2, it will be noted that the projection 6 engages the inner face of the front leaf 7 of the card 8 spacing the edge 9 of the front leaf from the adjacent edge 10 of the rear leaf, the latter being positioned between the prongs 4 and the front face of the body portion 1, the lower edge of the rear leaf 11, resting upon the bottom portion of the prongs 4.

As illustrated in Fig. 4, the strip 2 is bent intermediate the holes 3 to permit the insertion of a rod 12 through the respective holes, the material comprising the strip 3 having sufficient resiliency to clamp the device on the rod. If desired, the end 13 of the rod 12 may be provided with a suitable suction cup 14 by means of which the rod may be supported by a window pane 15 or the like, the rod extending substantially perpendicular to the plane of the pane 15. The strip may then be bent at its juncture with the body portion 1 to position the latter at a slight angle to the plane of the pane 15, as illustrated in Fig. 4, so that the card 8 supported by the device will be readily visible through the glass, the finger 6 engaging the front leaf of the card so that both the outer face of the latter and the inner face of the rear leaf 11 may be viewed. The angle of the front leaf relative to the rear leaf may be readily varied by moving the card laterally as illustrated in dotted lines in Fig. 2, or if greater opening is desired, by bending the finger 6 outwardly.

As illustrated in Fig. 5, the device may be also used in conjunction with a counter stand or the like, in which case a plurality of brackets may be supported by a vertically extending rod 16 carried by a base 17. In this construction, the body portion 1 may be so bent, with respect to

the strip 2, that the plane of the body portion 1 will be generally upright and more or less parallel to the rod 16. The bracket may be readily moved vertically along the rod 16 by grasping the strip 2, adjacent the respective ends of the same and squeezing slightly to relieve the clamping action exerted by the strip, adjacent the holes 3, on the rod, and after proper positioning on the rod upon releasing the strip 2, the bracket will be maintained in the desired position. By rotating the stand, all cards may be viewed without handling the respective cards.

It will be noted from the above description that I have provided a bracket which will efficiently hold a folded card in position, whereby both the outer face of the front leaf and the inner face of the rear leaf may be visible without additional manipulation of the card, and in which the device may be readily and adjustably mounted on a suitable rod to achieve the desired results.

Having thus described my invention, it is obvious that various immaterial modifications may be made in the same without departing from the spirit of my invention; hence, I do not wish to be understood as limiting myself to the exact form, construction, arrangement and combination of parts herein shown and described or uses mentioned.

What I claim as new and desire to secure by Letters Patent is:

In a card supporting display device, the combination of a body portion, a pair of spaced clip members extending therefrom for engaging and holding the rear leaf of a folded card positioned between said clips, the body portion having a pliant member in the form of a relatively narrow strip having a pair of spaced holes therein extending from an edge thereof and being bent intermediate said holes to permit the insertion of a rod through said holes and adjustably support the body portion thereby, said strip being adapted to be bent relative to the body portion to arrange and maintain the body portion and strip at various angles relative to each other, and a projection spaced outwardly from the face of said body portion and from said clip members, said projection being laterally positioned intermediate said clip members and adapted to engage and maintain the front leaf of a folded card supported by the device, in partially open position with respect to the rear leaf thereof.

EDWARD L. SCHWAB.

REFERENCES CITED

The following references are of record in the file of this patent:

UNITED STATES PATENTS

Number	Name	Date
336,356	Osborn	Mar. 23, 1886
1,762,311	Schwab	June 10, 1930