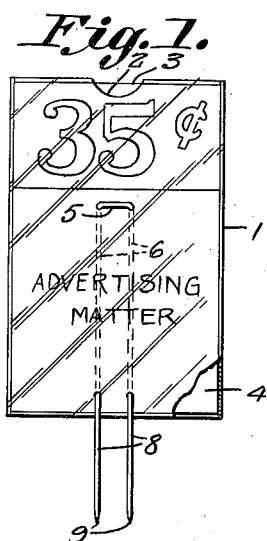
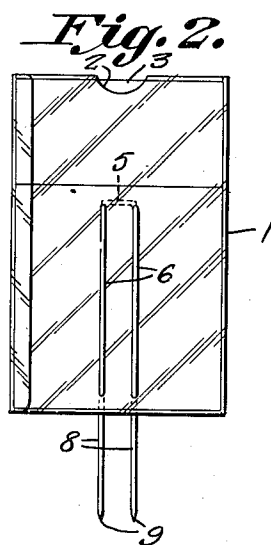
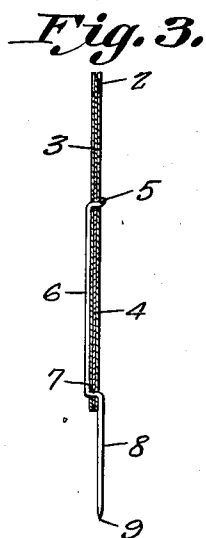
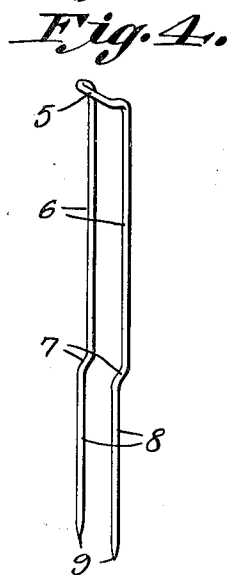


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DISPLAY CARD HOLDER
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DISPLAY CARD HOLDER

Charles F. Hooper, Chicago, Ill.

Application December 23, 1941, Serial No. 424,184

2 Claims. (Cl. 40—10)

This invention relates to display card holders of the type disclosed by my co-pending application Serial No. 398,829, filed June 19, 1941, and the general object of the present invention, like that of the said application, is to provide a holder designed for supporting price and advertising cards relative to displayed merchandise, including food products, and in a manner whereby the cards are not only protected against becoming soiled, but to allow instant changing of certain of the cards, for example the price cards, without removing the holder from the merchandise.

A further object is to provide a display card holder that includes a transparent sheath or envelope for the cards, the sheath being fixed to means for applying the holder with respect to merchandise in an easy and expeditious manner, and said means also acts to fix an advertising card within the sheath against casual removal or displacement, while the price card can be readily removed therefrom.

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 the 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 front view of one form of my holder, which is adapted to be applied directly to merchandise, and particularly food products or the like.

Figure 2 is a rear view thereof.

Figure 3 is a vertical sectional view taken through the holder, and

Figure 4 is a perspective view of the staple like pin of the form of Figure 1.

Referring to the drawing in detail, it will be noted that my holder includes a flat sheath or envelope 1 made from any suitable transparent flexible material, such as Celluloid or the like, and the sheath 1 is made from a single sheet of said material folded in rectangular form to provide open upper and lower ends and closed sides, the front and rear walls of the sheath centrally of the upper ends thereof are preferably provided with substantially semicircular registering recesses 2, to facilitate removing the detachable price card 3, while the advertising card 4 is permanently secured within the sheath in a manner which will be later described.

The card 4 is shown as being larger than the card 3 and the latter is supported on the upper edge of the card 4, as well as is of a height to extend substantially to the upper edge of the sheath, so that the card 3 can be conveniently gripped through the recesses for removing the same, as will be apparent.

The holder can be applied directly to merchandise, as previously indicated, and for that purpose, it includes an elongated staple like pin provided with spaced parallel limbs which are bent at their upper ends for disposing the bight portion 5 at right angles to the limbs. From the bent upper ends, the limbs are straight for a portion of their length as at 6 and thence are bent to provide short downwardly and forwardly inclined portions 7 underlying the bight portion 5, as best shown in Figure 4. From the bent portions 7 the limbs are directed downwardly to provide straight lower portions 8 which terminate in penetrating points 9.

The pin is attached to the sheath in a manner to secure the card 4 therein, but allowing free application and removal of the card 3, it being noted from Figure 1 to 3 that the pin is inserted through the sheath and card 4, at points adjacent to the upper end of the latter for disposal of the bight portion 5 horizontally against the front face of the sheath and the upper straight portions 6 vertically along the rear face of the sheath. The pin is likewise inserted through the sheath and card adjacent to the lower ends thereof for disposal of the inclined portions 7 therethrough and the lower portions 8 forwardly of the sheath, as well as in depending relation therefrom, for use in supporting the sheath in an upright position, it being obvious that the lower or depending portions 8 of the pin can be readily inserted in merchandise or the like, due to the penetrating points thereof.

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

It is to be understood that changes may be made 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 holder for display cards, comprising a transparent sheath for receiving cards therein, a staple like pin including parallel limbs and a bight portion, said limbs being inserted through the sheath and a card therein for disposal of the bight portion against the front face of the sheath

and portions of the limbs against the rear and front faces of the sheath for fixing said card against removal from the sheath, and said limbs extending from the sheath to be associated with merchandise for supporting the sheath in an upright position relative thereto.

2. A holder for display cards, comprising a transparent sheath for receiving cards therein, an elongated staple like pin including parallel limbs and a bight portion, the latter being arranged at right angles to the limbs and the limbs being bent to provide short inclined portions intermediate their ends, said limbs being inserted

through the sheath and a card therein for disposal of the bight portion in engagement with the front face of the sheath and the portions of the limbs from adjacent the bight portion in engagement with the rear face of the sheath, said inclined portions being inserted through the sheath and said card for disposal of the remaining portions of the limbs in engagement with the front face of the sheath and in depending relation therefrom, and the lower ends of the limbs terminating in penetrating points.

CHARLES F. HOOVER.