

July 22, 1930.

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1,770,914

CARD HOLDER

Original Filed May 31, 1928

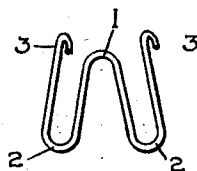


Fig. 1.

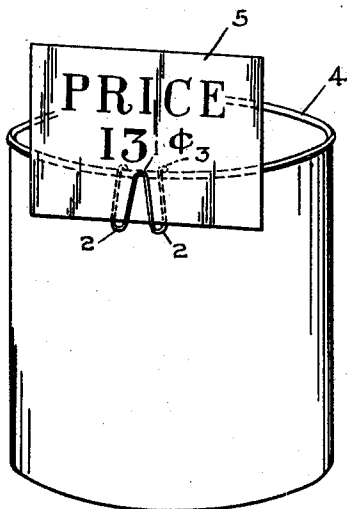


Fig. 2.

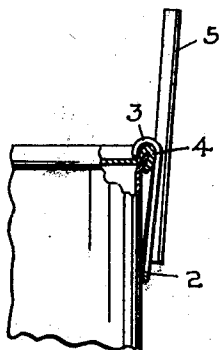


Fig. 3.

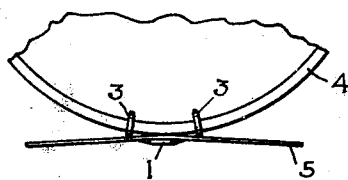


Fig. 4.

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CARD HOLDER

Application filed May 31, 1928, Serial No. 281,744. Renewed May 24, 1930.

The objects of my invention, stated in general terms, are, to provide a holder for price cards or display matter which may be detachably mounted to the top rim of a can such as is commonly used as a container for merchandise; and, to afford such a device of this character which is exceedingly simple in construction and of a form which is convenient in packing for marketing and in handling for use.

In the accompanying drawing—

Figure 1 is a perspective of the device complete;

Fig. 2, a view of the same as mounted on a can and supporting a card, the dotted lines being designed to more clearly indicate the positions of the holder and the card relative to the top rim of the can;

Fig. 3, a side elevation of the same, said can being shown partly in cross section and broken away; and,

Fig. 4, a top view of the same, the can also being broken away.

The device, in the embodiment shown, is bent from a single piece of resilient wire and consists of a central card-holding loop 1, a card-supporting loop 2, disposed on either side thereof, and a pair of hooks 3, extending slightly beyond the first-named loop and being formed at the free ends of the wire. Said loops are located in the same plane, and the bight of each of the hooks extends beyond the bight of the first-named loop. The hooks are adapted to engage the top edge and inner portion of the can rim, said rim being denoted as 4. The hooks are preferably bent so that when thus mounted on the can they converge toward the longitudinal axis of the can, to better accommodate themselves to the curvature of the rim, as indicated in Fig. 4.

The standard cans of a certain type employed in putting up canned goods each have an upper rim substantially of the form shown in Figs. 2 and 3, and as it may be noted said rim projects outwardly. When the device is hooked to the rim the loop 1 bears against the rim, exerting a clamping effect on the hooks as they embrace the rim and also forcing the loops 2 against and into gripping engagement with the adjacent side of the can, the

hooks and each of the three loops thus cooperating in securely holding the device to the can, the loop 1 particularly providing the requisite tension therefor.

In utilizing the holder, the card 5 is placed within the card holder, and is obviously supported laterally by the card-supporting loops, then the device is attached to and maintained on the can as heretofore described. When secured to the can in this manner, the card-holding loop—inconspicuous in itself—is virtually the only part of the holder which will be readily observable from the front of the card, as is apparent in Fig. 2. When the card is thus put in display position it is securely clamped between the card-holding loop and the rim, as particularly indicated in Fig. 4.

Should it be desired to display the card so that its top edge will be disposed below said rim, it may, as is evident, be placed between the holder and the adjacent periphery of the can, the loops holding it in the position thus placed, or two cards may be displayed at the same time by inserting another card in the holder as first described.

The device may likewise be applied and utilized in connection with boxes or cartons having suitable edge portions.

I claim:

1. A card holder for a can having an upstanding and outwardly projecting rim, made of a single piece of resilient stock, comprising a card-holding loop having a centrally located bight portion and an open end, a card-supporting loop disposed on either side of said end, each having a side portion extending toward the bight portion, said parts being located in the same plane, and a rim-embracing hook projecting from each side portion and slightly beyond the bight portion, each hook being located in a plane substantially perpendicular to the first-mentioned plane.

2. A card holder for can rims, bent from a single piece of spring wire to form at its center a loop having substantially straight sides, the portions of the wire on each side of the center being formed into a loop, each including one of said sides and a second

and similar side substantially parallel therewith, said loops lying in approximately the same plane, and an open hook formed at the free end of each of the second sides and
5 lying in a plane substantially perpendicular to the first-mentioned plane.

3. In combination with a can having an up-standing rim, a card holder, made of resilient material and detachably mounted on said
10 can, comprising a card-holding loop, a card-supporting loop, disposed on either side of the card-holding loop and engageable with the outer periphery of the can, each card-supporting loop having a side portion ter-
15 minating in a hook embracing said rim, the loops being disposed in the same plane and the hooks each in a plane substantially perpendicular to the first-named plane, and a display card mounted in the second men-
20 tioned loops and bearing on said rim, the card-holding loop exerting a compressive force on said card in its contact with the rim for retaining the card in display position in the card holder, and the card, in cooperation
25 with the rim, forcing the card-holding loop outwardly.

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