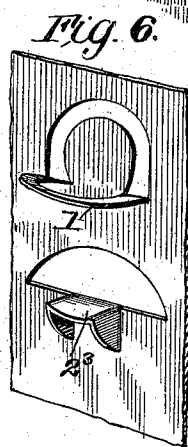
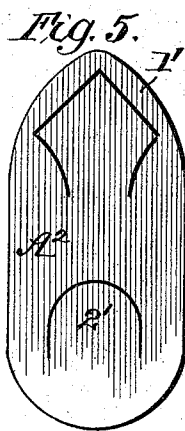
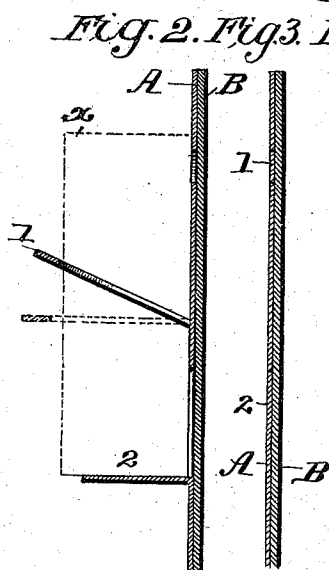
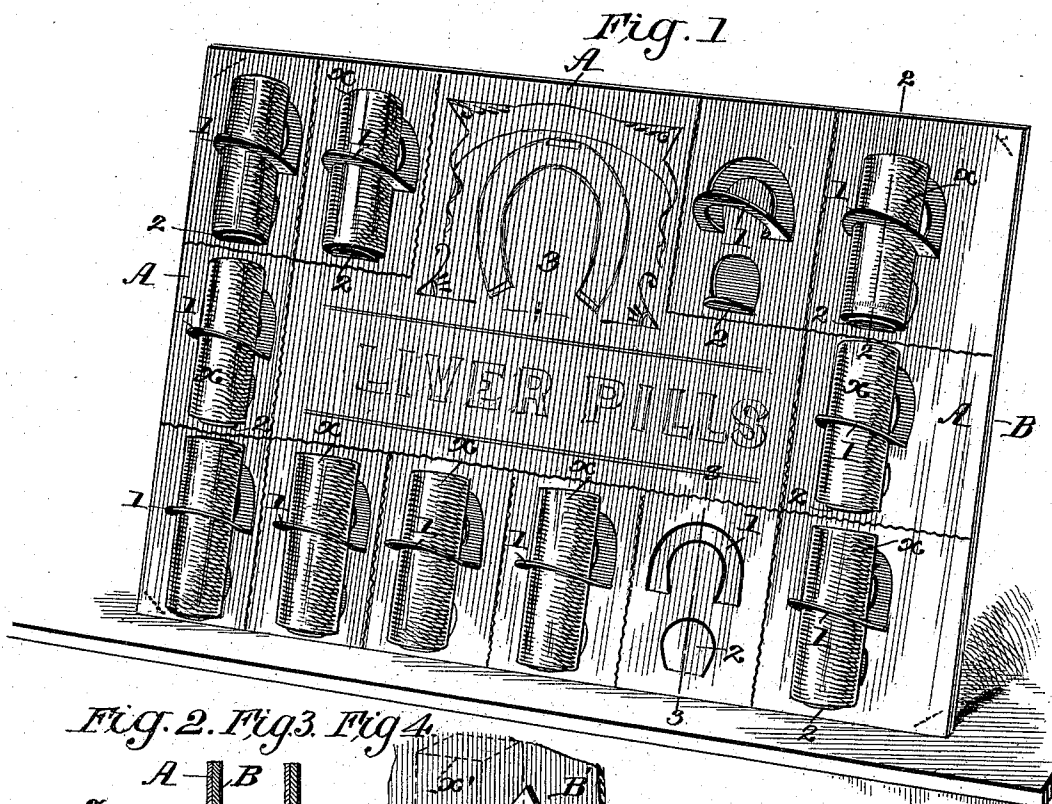


(No Model.)

W. F. JONES.
DISPLAY CARD AND HOLDER.

No. 570,408.

Patented Oct. 27, 1896.



WITNESSES:
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UNITED STATES PATENT OFFICE.

WILLIAM F. JONES, OF BALTIMORE, MARYLAND.

DISPLAY-CARD AND HOLDER.

SPECIFICATION forming part of Letters Patent No. 570,408, dated October 27, 1896.

Application filed April 3, 1896. Serial No. 586,091. (No model.)

To all whom it may concern:

Be it known that I, WILLIAM F. JONES, of Baltimore city, in the State of Maryland, have invented a new and Improved Display-Card and Holder, of which the following is a specification.

My invention is an improvement in the class of display-cards and holders for small articles, such as packages of medicines or samples, &c., and which are made of metal or cardboard having some form of fastening or clamp for securing the articles, yet permitting their easy detachment.

My invention is embodied in the construction, arrangement, and combination of parts hereinafter described and claimed.

In the accompanying drawings, Figure 1 is a perspective view of my improved display-card and holder. Fig. 2 is a transverse section on line 2 2 of Fig. 1. Fig. 3 is a transverse section on line 3 3 of Fig. 1. Fig. 4 is a perspective view showing a slight modification of the invention. Fig. 5 is a face view of the same part. Fig. 6 is a perspective view of another modification.

I will first describe the preferred form of my invention. It is composed of two parts, namely: the holder proper, A, and a backing B. The former, A, is composed of a piece of thin card or cardboard having partly cut-out portions 1 and 2 for clamping and supporting the packages of medicine or other articles x , as shown, and a central space 3 for receiving advertising matter relating to the particular articles displayed. These parts A B may be permanently secured together by paste or glue, or metal fasteners, which may be applied at the edges only. The portions 1 are in the form of an inverted U, through which the articles x are inserted and by which they are clamped or held pressed bodily against the surface of the display-card. The other cut-out portions 2 are substantially semicircular in shape and arranged directly below the loop-clamps 1, so that when bent outward into horizontal position they serve as brackets or supports for the articles, whose bases rest thereon, as shown.

The loops 1 normally lie flat when not in use, and their elasticity causes them to tend to assume such position when bent outward and in use, whereby they are made to clamp

and hold the articles x with elastic pressure. It will be seen that to secure an article to the holder a loop and an adjacent base-support are drawn forward and the article slid down until it rests on the support, when, the loop being released, it tends to close, and thus clamps the article, as shown.

To remove an article, the loop is simply pressed slightly downward, (see dotted lines, Fig. 2,) when the article can be raised without impediment.

It is apparent that more than one loop 1 may be employed in case the articles are of unusual length.

In some cases the loop-clamps and base-supports are cut from a display piece or card having sufficient thickness and rigidity to enable a backing to be dispensed with.

In Figs. 4 and 5 the invention is shown as a holder A^2 for a single article x' and is pasted or secured by wire clamps 4 upon a stiff backing B'. The inner edge of the loop is also of angular form to adapt the loop to fit upon and hold articles of rectangular shape. I propose to make the loops of any form required to suit the shape of the articles, whether cylindrical, polygonal, or irregular. It is apparent a series of such holders A^2 may be secured to a suitable backing.

In Fig. 6 I show a modification of the bracket or base-support 2^3 , which is segmental in form and provided with folding end portions that may be bent downward at right angles to the body or central portion to form braces, which adapt it for supporting heavy articles.

By the term "card" I intend a sheet or plate of paper, cardboard, metal, or any other material that is adapted for the required use.

In practice the holder will be provided with a folding brace attached to the back for supporting it upon a shelf, counter, or show-case, or else with a loop or eye to adapt it to be swung upon a nail or hook fixed in a wall.

What I claim is—

1. A display-card and holder for packages of medicines and other small articles, which is composed of a card having an integral cut-out portion that is in the form of a loop, and serves as a clamp, adapted, when bent outward, to embrace and hold a package, substantially as shown and described.

2. A display-card and holder consisting of a

card having an elastic or spring loop tending to close upward, when drawn out, and a base-support arranged beneath it, and also adapted to be turned outward, both such loop and
5 support being integral with the card, and lying normally flat and flush with its surface, as shown and described.

3. As an improved article of manufacture, the display-card and holder composed of a
10 thin flexible piece of cardboard or equivalent material, having cut-out semicircular loop

portions that serve as package-clamps, and base-supports for articles, both loops and said supports lying normally flat, and a backing of rigid or semirigid material to which such
15 flexible piece is secured flatwise, as shown and described.

WILLIAM F. JONES.

Witnesses:

BENJ. F. WESTERFIELD,
J. F. JONES.