March 22, 1932. P. R. VOGEL 1,850,362

CARD HOLDING DEVICE

Filed July 6, 1931

Fig. 1

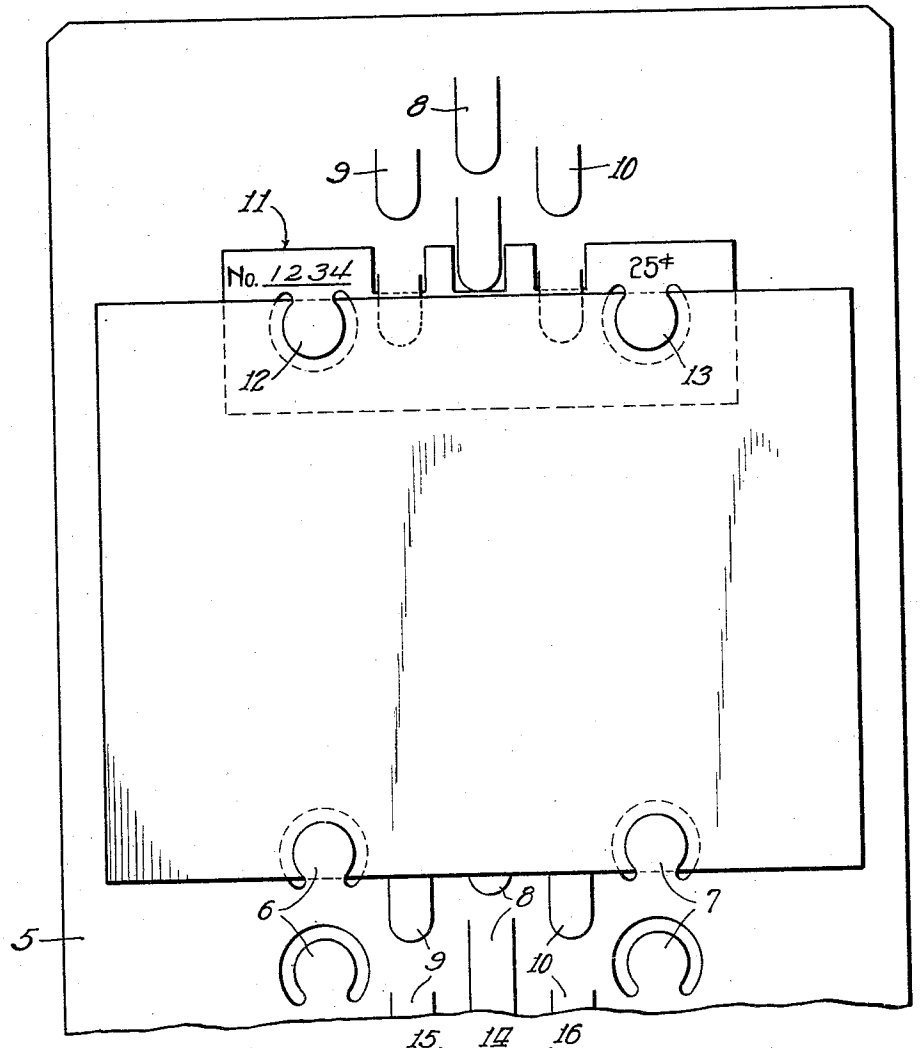
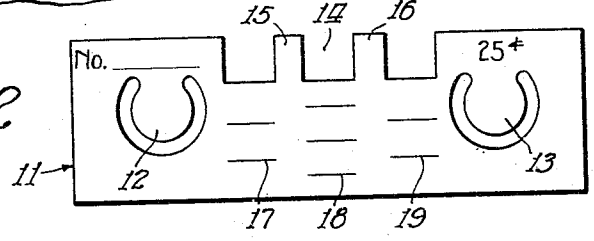


Fig. 2



Inventor

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By Jabez & Banning Attys.

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UNITED STATES PATENT OFFICE

PAUL R. VOGEL, OF CHICAGO, ILLINOIS

CARD HOLDING DEVICE

Application filed July 6, 1931. Serial No. 548,800.

My invention relates to card holders such as are used in the displaying of greeting cards and has for its principal object the provision in connection with a supporting or backing member provided with means to receive the edges of a card of a combination holding and designating tag.

More specifically it is a purpose of this invention to provide a marker or tag with means whereby the same also serves as a connecting link between the card and the holder to position the card in such manner as to prevent its being tipped sidewise so as to present an untidy appearance.

My invention also contemplates the provision of means whereby the same may be adjusted relative to the holder in the back so as to permit of closer and more useful adjustment of the holder to various sizes of cards.

I will describe the preferred form of my invention by reference to the accompanying drawings, it being understood that the drawings and description are illustrative only and are not to be taken as limiting the invention except in so far as it is limited by the claims.

In the drawings—

Fig. 1 is a front veiw of the card holder embodying my invention; and

Fig. 2 is a front view showing the card holding tag separated from the back and from the card.

Referring now in detail to the drawings, the card holder is shown at 5 in the form of a sheet having a series 6 of cut out tongues which receive the lower edges of the cards and having another series 7 near the opposite edge of the holder which also receive the lower edge of the card. Intermediate these series of tongues there are struck or cut out a multiplicity of teeth such as indicated at 8, 9, and 10 which teeth face in the opposite direction and are staggered with respect to one another so as to insure in general that the top edge of the card may be secured by one or more of these teeth. Such a construction is shown in my prior Patent No. 1,769,610.

My present invention consists in the provision of a combination price tag and holder 11 which as shown most clearly in Fig. 2 is provided adjacent the opposite ends thereof with a pair of tongues 12 and 13 similar to the tongues 6 and 7 in order that they may receive the top edges of the card. The top edge of the tag is notched as indicated at 14 there being in the form illustrated a notch for each series of teeth 8, 9, and 10 with small upstanding pieces of material such as 15 and 16 separating the notches. Immediately below the notched portion of the tag there are also provided a plurality of series of slits, as indicated at 17, 18, and 19, these slits being staggered with respect to each other.

The manner of using the price tag is illustrated in Fig. 1 where it is shown as holding a card in position. The portion of the tag lying above the tongues 12 and 13 illustrate the retail price and the serial number by which the card is usually ordered. The card may, of course, have on the opposite side any printed matter, description, or other information desired.

The tongues 12 and 13 serve to firmly grip the card at two spaced points along the top so that there is effectively a holding means to prevent lateral sliding of the card relative to the tag. The tag is in turn held against lateral sliding or tipping by means of the notches at the top, being passed underneath one or more of the teeth 8, 9, and 10. The portions 15 and 16 form lateral braces together with the side edges of the notches to effectively prevent any sidewise movement either in tipping or sliding of the tag. Thus when the card is once attached to the tag and the holder, it is effectively positioned so that the holder may be handled freely without danger of the card falling off or being knocked out of line.

It is obvious, of course, that the termina-

tion may hold not only the card but the envelope as well so as to make them both available for the customer's inspection. The provision of the slits in the body of the tag gives a further adjustment as it is clear that the teeth 8, 9, and 10 may be inserted in these slits to hold the tag in place instead of utilizing the tag in the manner shown in Fig. 1.

From the above description, it is believed that the construction and advantages of this device will be clear to those skilled in this art.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet.

2. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet, said cooperating means comprising cooperating tooth and recess means for receiving said teeth.

3. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet, said cooperating means comprising struck out teeth on the holder sheet and a notched portion at the top of said tag over which the teeth may fit.

4. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet, said cooperating means comprising a plurality of staggered series of teeth extending in the opposite direction to said tongues, and means on said tag for receiving one or more of said teeth.

5. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet, said cooperating means comprising a plurality of staggered series of teeth extending in the opposite direction to said tongues, and means on said tag for receiving one or more of said teeth, said means comprising notches in the projecting edge of the tag receiving certain of said teeth and preventing lateral shifting of the tag.

6. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet, said cooperating means including a tooth on one of said sheets and slits in the other to receive said tooth and prevent lateral shifting of the tag, sheet, and card.

7. In a display device for greeting cards and the like, a holder sheet of relatively stiff material, said sheet having spaced series of cut out tongue portions adapted to extend over one edge of the card and clamp it against the holder, a tag member of sheet material

having means for gripping the other edge of the card, the body portion of said tag being interposed between the card and holder, and said tag having a portion extending beyond the edge of the card to receive and display price or other markings, and cooperating means on the holder sheet and tag sheet for securing the tag to the holder sheet, said cooperating means comprising teeth on the holder sheet pointing in the opposite direction to said tongues, and said tag being provided with spaced slits to receive one or more of said teeth.

In witness whereof, I hereunto subscribe my name this 29th day of June, A. D. 1930.

PAUL R. VOGEL.