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C. F. HOOFER

2,206,775

CARD HOLDER

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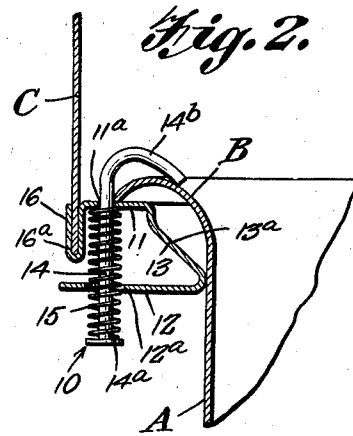
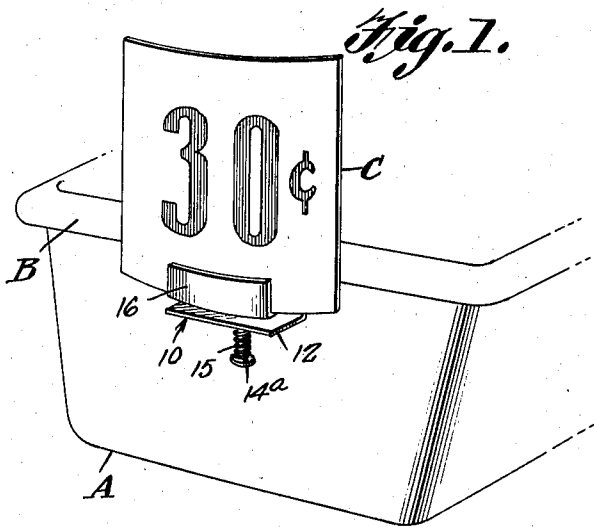


Fig. 3.

Fig. 4.

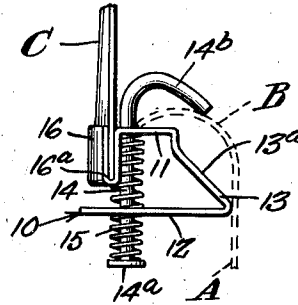
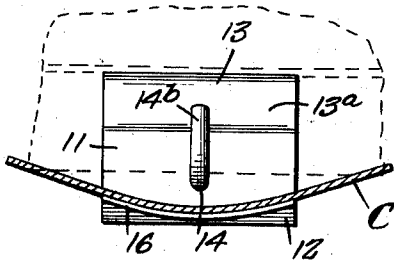
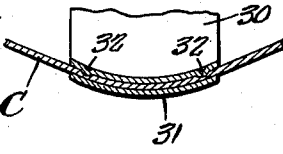
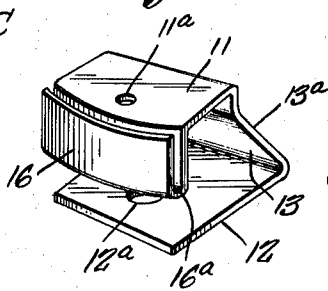
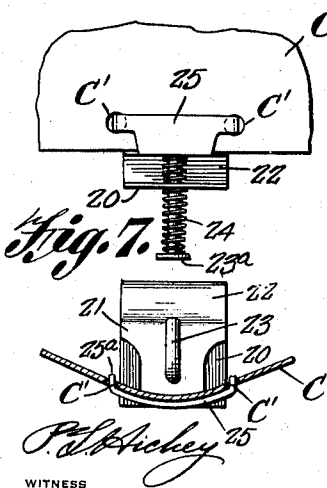


Fig. 6.

Fig. 5.

Fig. 8.



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UNITED STATES PATENT OFFICE

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CARD HOLDER

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5 Claims. (Cl. 40—10)

This invention relates to improvements in tag or card holders and especially is concerned with a new and improved type of holder useful for holding price tags or advertising cards upon edge portions of pans, trays and the like.

It is an object of the present invention to provide a novel support for cards and advertising elements which is adapted to grip and to hold itself upon edge portions of pans, trays and the like without projecting into the interior thereof and without interfering with the removal of the contents therefrom.

Another object of the present invention is to provide in a tag or a card holder of the type above mentioned means for easily removably holding a tag or card in upright position adjacent an edge portion of a pan or tray.

A feature of the novel tag or card holder according to the present invention is that it includes means for engaging with and gripping openings formed in marginal portions of the tag or card to be held whereby the tag or card engaged with the support is firmly held but readily disengaged therefrom upon such occasions as it is desirable to change or remove the card or tag.

An advantage of the novel card or tag support according to this invention over similar devices now in use is its comparative simplicity of construction which suits it insofar as manufacture is concerned to the requirements of mass production permitting manufacture and sale of the device at minimum cost. The structural simplicity of the device is also advantageous in that it minimizes necessity of repair or replacement during use.

Other objects, advantages and features of the new and improved card holder according to the present invention will be apparent to those skilled in this art during the course of the following description.

Regarded in certain of its broader aspects the novel card holder according to the present invention comprises a member having essentially parallel top and bottom portions, one end of said member being suited to support a card, the opposite end of said member comprising a surface oblique with respect to said bottom portion of said member, and a spring tensioned hook element mounted in said member urged toward the said oblique surface thereof.

In order to facilitate a fuller and more complete understanding of the present invention a specific embodiment thereof herein illustrated will be hereinafter described, it being clearly understood, however, that the illustrated embodi-

ment, although presently preferred, is provided solely by way of example of the practice of this invention and not by way of limitation thereof except insofar as the invention is recited in the subjoined claims.

Referring then to the drawing,

Figure 1 is substantially a perspective view of one of the preferred embodiments of the present invention showing the device in position of use mounted upon a tray edge,

Fig. 2 is essentially a vertical sectional view of the device shown in Fig. 1,

Fig. 3 is a top plan view of the device illustrated in Fig. 1 showing parts of the same in sectional view,

Fig. 4 is a side elevational view of the tag or card holder with parts of a tray or pan shown in phantom view,

Fig. 5 is a perspective view of one of the elements of the card holder,

Fig. 6 is a front elevational view of another embodiment of the instant invention,

Fig. 7 is a top plan view of the device shown in Fig. 6, the card being shown in sectional view, and

Fig. 8 is substantially a horizontal sectional view of a third embodiment of the present invention.

Referring now to Figs. 1 to 5 inclusive, it will be perceived that the illustrated preferred embodiment of the present invention generally designated by the numeral 10 comprises a member having a horizontally extending top portion 11 and a substantially parallel bottom portion 12 connected by a crosspiece 13 having an inclined surface 13a extending obliquely upwardly from the bottom portion 12. Registry openings 11a and 12a are formed in the top and bottom portions 11 and 12 respectively for slidably receiving a vertically extending rod 14 terminating at the bottom in a head 14a and at the top in a hook element 14b. The hook element 14b normally is urged against the oblique surface 13a of the cross piece 13 by the spring 15 sleeved around the rod and abutting against the head 14a thereof and parts of the top portion 11 of the support member.

The end of the top portion 11, distal relative to the cross piece 13, is provided with a transversely extending furrow defined by a bent part of the top portion 11 and by the face plate 16. It is especially to be noted that the furrow is curvilinear in shape for reasons which hereinafter will more fully be apparent.

In Figs. 2 and 4 is illustrated the preferred

mode of attaching a novel card holder according to the present invention to a tray or pan edge portion, in these views the pan being designated by the reference character A and the curved edge portion thereof by the reference character B. It is especially to be noticed that the hook element 14b presses the curved lip B of the pan A toward the oblique surface 13a of the cross piece 13 whereby the device is held substantially fixedly in position upon the pan as shown.

In the above described embodiment of this invention the card or tag C is held within the transversely extending curvilinear furrow 16a by reason of the intrinsic resiliency of the material from which the card or tag is formed whereby it presses thereagainst and frictionally engages with end portions of the furrow sides. In the hereinafter to be described embodiments of this invention other means for holding the card within the furrow will be disclosed.

Referring now to Figs. 6 and 7 particularly, it will be seen that the therein illustrated embodiment of this invention comprises a member having a lower portion 20 and an upper portion 21 connected by a cross piece 22 having an inclined outer face substantially corresponding to the upper and lower portions of the member and cross piece referred to in the embodiment of the invention illustrated in Figs. 1 to 5 inclusive. The member is similarly attachable to edge portions of a tray or pan. The furrow defined by bent parts of the upper portion 21 of the supporting member is, in this embodiment of the present invention, curvilinear in horizontal outline and end parts of the front portion 25 over said member are extended in line with the furrow and bent inwardly to provide lugs 25a receivable in and engageable with corresponding openings C' formed in the card C. It will be evident that in this embodiment of the present invention not only is frictional engagement between parts of the card and edge portions of the furrow relied upon to assure firm holding of the card, but also there is provided means for physically engaging with parts of the card, thereby assuring an especially firm mounting for the same. In attaching or removing the card from the support, it is of course necessary merely to flex the card slightly whereby it is disengaged from the lugs 25a, thereby permitting its easy and ready removal.

A third embodiment of the instant invention illustrating still another mode of attaching the card to the support is shown in Fig. 8 and in this embodiment of the present invention the bent portion of the member 30 comprising the back wall of the furrow is struck by a punch to provide inwardly extending formations 32 for gripping and engaging with marginal portions of the card C pressing the same against the front face 31 of the furrow essentially as shown. In this embodiment of the present invention the card is held firmly and substantially irremovably in place within the furrow as contrasted to the above described means for mounting the cards whereby the cards might be removed and replaced with ease.

It will be evident to those skilled in this art that the present invention provides novel means for supporting price tags and advertising material upon edge portions of pans or trays whereby the supporting structure does not come in contact with the contents of the tray or pan and in no wise interferes with the removal of the contents therefrom.

It is to be understood of course that this invention is capable of extended application and is not confined to the precise illustrated forms nor described construction and, therefore, such changes and modifications may be made therein as do not affect the spirit of the invention nor exceed the scope of the appended claims.

Having thus described the present invention, what it is desired to secure by Letters Patent is:

1. A card holder comprising a member having essentially parallel top and bottom portions, one end of said member being suited to support a card, the opposite end of said member comprising a surface oblique with respect to said bottom portion of said member, and a spring tensioned hook element having a downturned free end portion facing the oblique surface, mounted in said member urged toward said surface.

2. A card holder comprising a supporting member having formed therein a transversely extending curvilinear furrow for receiving portions of a card, and integral formations near the ends of said furrow for engaging and holding a card positioned therein, said formations comprising lugs extending in line with said furrow, bent inwardly at the ends for engagement with openings formed in the card.

3. A card holder comprising a member having spaced horizontally extending arms and an integrally formed crosspiece connecting said arms; a vertically slidingly mounted hook element, mounted in registering openings formed in said arms, for gripping objects positioned between said element and said crosspiece; and means on said member for holding a card, said means comprising a curvilinear furrow transversely extending across an end portion of said member for receiving portions of a card, and integral formations near the ends of said furrow for engaging a card positioned therein.

4. A card holder comprising a member having spaced horizontally extending arms and an integrally formed crosspiece connecting said arms; a vertically slidingly mounted hook element, mounted in registering openings formed in said arms, for gripping objects positioned between said element and said crosspiece; and means on said member for holding a card, said means comprising a curvilinear furrow transversely extending across an end portion of said member for receiving portions of a card, and integral formations near the ends of said furrow for engaging and holding a card positioned therein, said formations comprising punched portions of said member extending within said furrow engaging corresponding openings in the card.

5. A card holder comprising a member having spaced horizontally extending arms and an integrally formed crosspiece connecting said arms; a vertically slidingly mounted hook element, mounted in registering openings formed in said arms, for gripping objects positioned between said element and said crosspiece; and means on said member for holding a card, said means comprising a curvilinear furrow transversely extending across an end portion of said member for receiving portions of a card, and integral formations near the ends of said furrow for engaging and holding a card positioned therein, said formations comprising lugs extending in line with said furrow, bent inwardly at the ends for engagement with openings formed in the card.

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