July 5, 1932. C. H. COLBY 1,865,835

DISPLAY CARD HOLDER

Filed Sept. 2, 1931

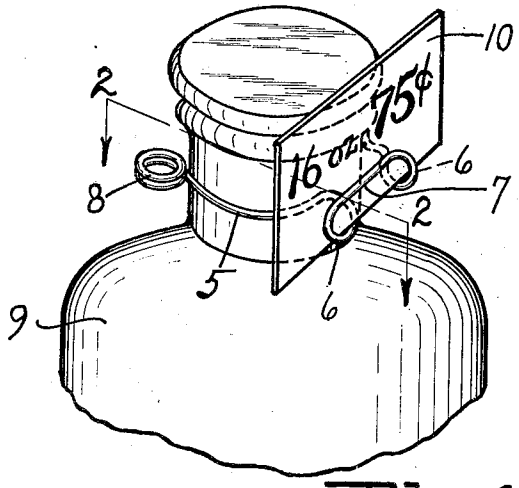


Fig. 1

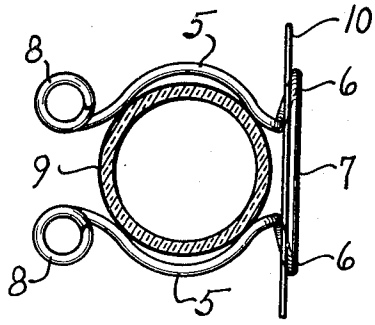


Fig. 2

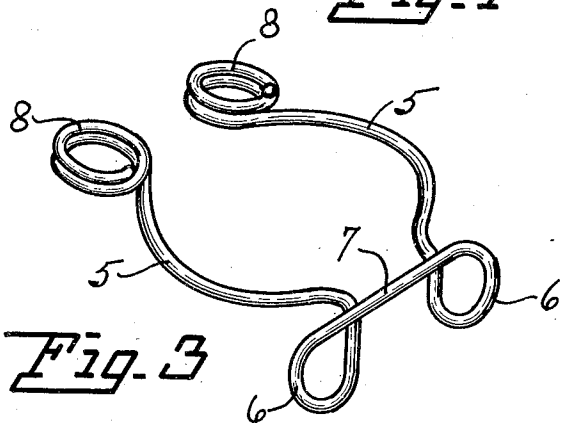


Fig. 3

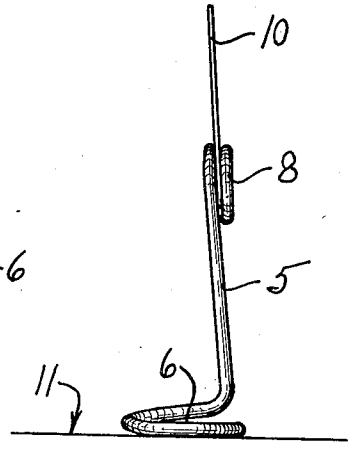


Fig. 4

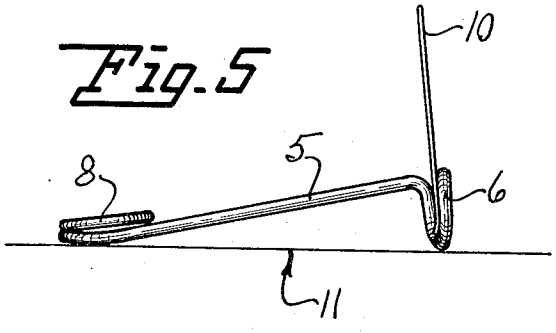


Fig. 5

INVENTOR.
Clarence H. Colby
BY
Glenn L. Fish
ATTORNEY.

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UNITED STATES PATENT OFFICE

CLARENCE H. COLBY, OF SPOKANE, WASHINGTON

DISPLAY CARD HOLDER

Application filed September 2, 1931. Serial No. 560,724.

My invention relates to display card holders and certain objects of the invention are to provide, as an article of manufacture, a display card holder made of a single piece of wire and comprising a pair of spring arms having a pair of connecting loops at one end thereof that are disposed substantially at right angles to said arms, and a pair of spaced apart coils formed on the other ends of the arms whereby a display card, with its lower edge portion inserted in said loops or in said coils, will stand in an upright position in the several positions and uses of the device as hereinafter set forth.

With the above and other objects in view which will appear as the description proceeds, the invention consists of the novel combination and arrangement hereinafter described and claimed. These objects are accomplished by the device illustrated in the accompanying drawing; wherein:—

Figure 1 is a view in perspective showing the device installed on the neck of a bottle with a card inserted in its forward loops;

Fig. 2 is a view in horizontal section of the bottle neck taken on a broken line 2, 2 of Fig. 1 and showing the card holder in plan;

Fig. 3 is an enlarged detail view in perspective of the device;

Fig. 4 is a view in side elevation showing the device resting on its forward loops and with a display card held by its rear coils; and

Fig. 5 is a view in side elevation showing the device laying on a flat surface and resting on its forward loops and rear coils with a display card held by its forward loops.

Referring to the drawing throughout which like reference numerals designate like parts, the device is made of a single piece of wire and comprises a pair of corresponding arcuate spring arms 5 that are disposed in spaced apart relation. The forward ends of said arms are bent downwardly and then around to form a pair of corresponding loops 6 that are connected forward of said downward bends by a transverse wire portion 7. The rear end portions of said arms are bent outwardly and around upon themselves to form a pair of corresponding spaced apart coils 8.

The rear coils 8 each comprise at least two turns of wire and lie substantially in the same plane with the arms 5 or nearly so and horizontal therewith while the forward loops 6 comprise one turn each and lie in a plane that is substantially at right angles to the plane of said arms.

In the use of the device the arms 5 may be sprung around the neck of a bottle or other container 9 in horizontal disposition, as shown in Fig. 1. In this position a display card 10 with its lower edge portion inserted in the forward loops 6, or between the downward turn of said loops and the transverse wire connecting portion 7, will stand upright.

As shown in Fig. 5, the device may be laid upon a shelf, counter or other flat surface 11 with both its forward loops 6 and rear coils 8 resting on said surface and in this position the display card 10, installed in the forward loops 6 or between the downward turn of said loops and the transverse connecting portion 7, will also stand in an upright position.

Referring to Fig. 4 of the drawing, the device itself may be placed in an upright position with its loops 6 and connecting portion 7 resting on the flat surface 11 and with its coils 8 raised above said flat surface. And in this position the display card 10 with its lower edge inserted in said coils will likewise stand in an upright position.

It will now be apparent that I have provided as an article of manufacture a display card holder that is simple in construction, inexpensive to manufacture, and which will hold a display card in an upright position in the several uses to which the device is adapted. Having thus described my invention, what I claim and desire to secure by Letters Patent of the United States is:—

As an article of manufacture a display card holder having in combination a pair of corresponding arcuate spring arms disposed in spaced apart relation, a pair of corresponding forward loops formed by bending the ends of said arms downwardly and around, the plane of said loops disposed substantially at right angles to the plane of said arms, a transverse portion connecting said loops disposed forward of their downwardly bent portions, and a pair of corresponding spaced apart coils formed on the rear ends of said arms by bending said ends outwardly and around upon themselves.

In testimony whereof I affix my signature.

CLARENCE H. COLBY.