

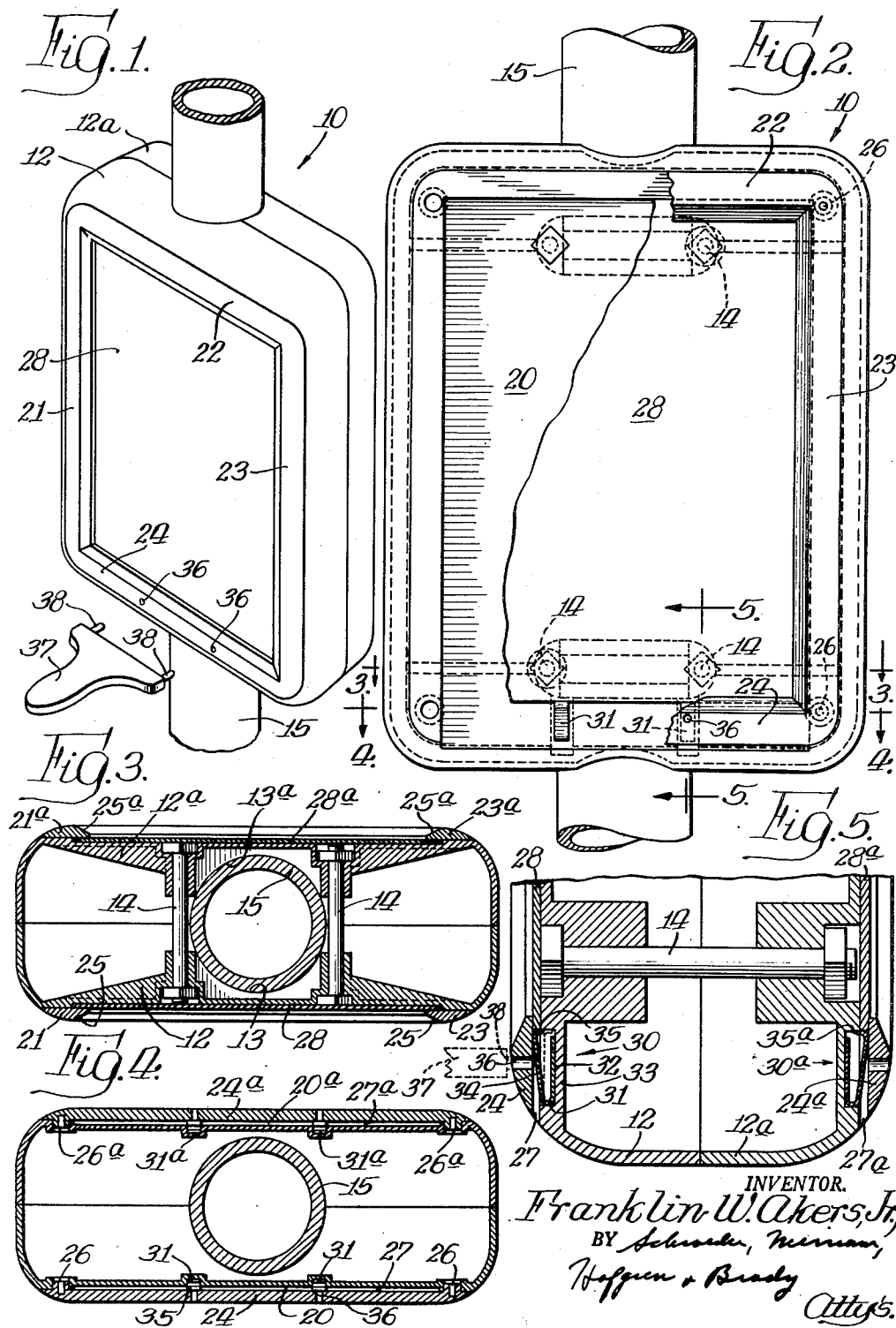
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DISPLAY DEVICE FOR AN ADVERTISING CARD OR THE LIKE

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DISPLAY DEVICE FOR AN ADVERTISING CARD OR THE LIKE

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2 Claims. (Cl. 40—17)

This invention relates to a display device and more particularly to a device for displaying an advertising card or the like.

It is the general object of this invention to produce a new and improved display device of the character described.

It is a more specific object of the invention to produce a display device into which an advertising card or the like may easily be inserted together with means for preventing withdrawal of the card either accidentally or by unauthorized persons.

A further object of the invention is to produce a display device of the character described in the preceding paragraph which is particularly adaptable to be clamped to a post, such as a post mounted parking meter, so as to display advertising matter.

Still another object of the invention is to provide a display device which includes a base member having an exposed face portion provided along each side thereof with guideways for receiving and retaining an advertising card, with one of the guideways being spaced from the face portion to provide an entrance slot through which the card may be inserted together with retaining means for retaining the card in position until released by key-operated means.

A further object of the invention is to produce a display device of the type described in the preceding paragraph in which said retaining means are spring-operated and provided with a cam portion to be contacted by the leading edge of a card inserted through the slot so as to move the retaining means out of a position blocking the slot to permit ready and easy insertion of a card into the guideways, with the spring means serving to move the retaining means to blocking position when the card is sufficiently inserted.

Other and further objects and advantages of the invention will be readily apparent from the following description and drawings, in which:

Fig. 1 is an isometric view of a display device embodying the invention;

Fig. 2 is an enlarged front elevational view partially broken away of the device shown in Fig. 1;

Fig. 3 is a horizontal sectional view along line 3—3 of Fig. 2;

Fig. 4 is a horizontal sectional view along line 4—4 of Fig. 2; and

Fig. 5 is a vertical section along line 5—5 of Fig. 2.

While this invention is susceptible of embodiments in many different forms, there is shown in the drawings and will herein be described in detail one specific embodiment, with the understanding that the present disclosure is to be considered as an exemplification of the principles of the invention and is not intended to limit the invention to the embodiment illustrated. The scope of the invention will be pointed out in the appended claims.

Referring now to the drawings, there is shown a display device comprising a base member, generally indi-

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cated at 10, including two similarly formed base portions 12 and 12a. As the base portions are substantially identical, similar reference numerals will be given to similar parts on each base portion, with those relating to the base portion 12a carrying the designating letter "a."

Each base portion is provided with a semi-cylindrical groove 13, 13a extending from end to end thereof, and means in the form of bolts 14 are provided for securing the base portions together so as to clamp the device around a post 15 which may be the post on which a parking meter is mounted. Each base portion is provided with an exposed, substantially rectangular face portion 20 and 20a and mounted on each side of each face portion are guideways 21, 22, 23 and 24. Each guideway is provided with a portion 25 overlying but spaced from the face portion and secured thereto by the screws 26. The lower guideway 24 is spaced from the adjacent surface of the face portion 20 so as to provide an entrance slot 27 through which a card 28 may be inserted, with the inserted card being positioned beneath the overlying portions 25 of the guideways.

Retaining means, generally designated 30, are provided for retaining an inserted card in position on the face portion, with the retaining means comprising a generally U-shaped leaf spring 31 having a leg portion 32 located in a recess 33 formed in the base member and the opposite leg 34 positioned in the slot 27. The end of the leg 34 is intumed to form a lip 35 normally blocking the slot so as to prevent the card from falling out of the guideways. It will be noted that the leg portion 34 is slanted and thus provides a cam surface aligned with the slot 27 so that when a card is inserted into the entrance slot, the leading edge of the card contacts the cam-like surface of the leg 34 so as to depress the spring and thus move the lip 35 out of blocking position in the slot. The card then may easily be inserted so as to lie beneath the guideway portions 25, and when the lower edge of the card passes beyond the lip portion 35, the latter is urged outwardly into blocking position relative to the slot by the spring. From the foregoing it can be seen that the insertion of a card in the display device is extremely simple, it only being necessary to insert the card in the slot and move it upwardly in the guideways to a position where its lower edge passes beyond the lip portions 35 and 35a.

One of the difficulties heretofore encountered in display devices of the general nature herein shown is that unauthorized persons, particularly juveniles, are wont to tamper with the advertising material, particularly to withdraw the card or other advertising matter. Thus, if exposed or easily operated means are provided for retaining the card in position, loss of the advertising material is apt to result soon after it is installed.

For this reason the display device of the present invention incorporates the use of key-operated means for withdrawing the display card.

For this purpose a pair of openings 36 are provided in the lower guiding means 24 aligned with the legs 34 of the springs 31, and there is provided a key 37 having a pair of pins 38 thereon which may be inserted in the openings 36 to contact the leg portions 34 and thus to move the lip portions 35 to unblocking position relative to the slot 27. With the retaining means so moved by the key, the card may be moved downwardly until it has passed the lip portions whereupon the key may be withdrawn and the card slipped out of the slot.

The provision of the pair of openings 36 rather than a single opening makes it more difficult for unauthorized persons to remove an advertising card. If only one hole were used anyone with a match, nail or similar object could remove the card, using one hand to hold the nail or other object and the other hand to remove the card.

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By using two holes both hands would be occupied in moving the springs to unlocking position, leaving no hands free to withdraw the card.

Obviously the entire housing may be secured to the parking meter post in the position shown or in inverted position if it is preferable to insert the cards from the top.

From the foregoing it can be seen that there has been provided a display device which is particularly adapted to be readily secured to a post and which is provided with means for displaying a card of advertising matter and the like, and that the card, while readily inserted in the device, may not be withdrawn therefrom except by the use of a key in the manner described. As so constructed the display device is particularly adapted for use in conjunction with parking meters wherein the danger of vandalism is particularly acute as the display device is within the reach of children of almost all ages.

I claim:

1. A holder for an advertising card or the like comprising a base member having an exposed face portion, guideways mounted on the base member and overlying the sides of the face portion, means defining an entrance slot between the face portion and one of said guideways through which the card may be inserted into said guideways to overlie the face portion, movable retaining means underlying said one guideway, spring means biasing the retaining means to a position blocking said slot to retain the card in inserted position, a cam portion on said retaining means and positioned to be contacted by a card inserted through the slot to move the retaining means to a position unblocking the slot to permit said insertion of a card, said spring means returning the retaining means to blocking position when the card is fully inserted, and

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key-operated means for depressing the spring means to move said retaining means to a position unblocking the slot to permit withdrawal of the card therethrough.

2. A holder for an advertising card or the like comprising a base member having an exposed face portion, guideways mounted on the base member and overlying the sides of the face portion, means defining an entrance slot between the face portion and one of said guideways through which the card may be inserted into said guideways to overlie the face portion, retaining means underlying said one guideway for retaining a card in inserted position, said retaining means including a substantially U-shaped leaf spring having one leg thereof bearing against the base member and the other leg having an inturned lip formed at the free end thereof, said other leg being positioned in the slot to be contacted by a card inserted therethrough to depress the lip and thereby permit insertion of the card into the guideways, said spring returning said lip to a position blocking the slot when the card is fully inserted, and means defining an aperture in said one guideway aligned with said other leg for the insertion of a key therein to depress the spring to move the lip to unblocking position whereby to permit withdrawal of the card through the slot.

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