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CARD DISPLAY RACK

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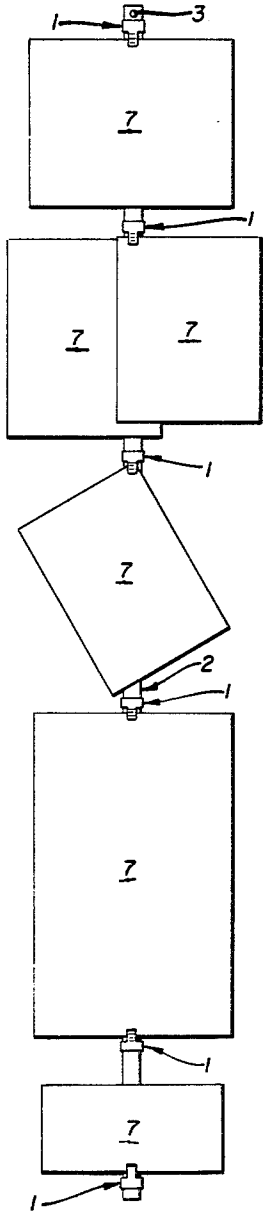


Fig. 1

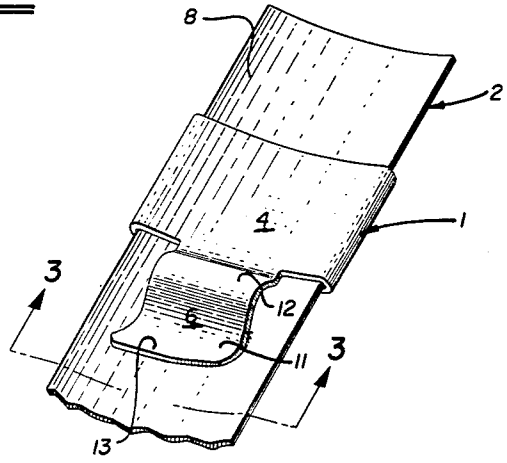


Fig. 2

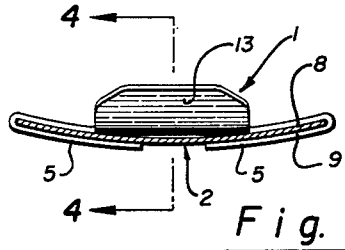
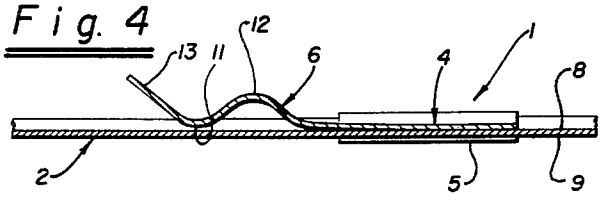


Fig. 3

Fig. 4



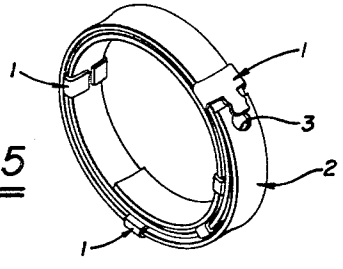


Fig. 5

INVENTOR.
Harry L. Hill

BY
Fryer & Johnson
Attorneys

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CARD DISPLAY RACK

Harry L. Hill, Redwood City, Calif., assignor to Helen L. Hill, San Francisco, Calif.

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6 Claims. (Cl. 40—124)

This invention relates to a flexible display rack for cards and the like, and more particularly to a rack which provides a strong support for displaying cards and which may be rolled into a relatively small coil for storage.

It is often desirable to have a card display rack that can be stored in a small space when it is not in use. For example, racks are often employed once a year to display Christmas cards, and the racks are then stored until the next holiday season. Heretofore, racks which have provided a strong support for display cards have been made of relatively rigid material. However, such racks are bulky and difficult to store.

In accordance with the present invention and as a brief summary thereof, a display rack that may be stored in a small space and which provides the desired strong clamping action is obtained by forming the rack of an elongated strip of thin flexible material curved across its width to provide a concave side and a convex side thereby rendering the strip self-straightening, and by providing clips on said strip which clamp the card against the concave side of the strip.

The resultant rack is easily rolled into a relatively small coil for storage in the same manner as the well known flexible steel rules. When the coil is unrolled to form the card display rack, the flexible curved material tends to be self-straightening and forms a rack from which cards can be firmly clamped.

Although the thin strip of material is flexible, a surprisingly strong grip on the card is obtained by providing a clip including a spring clamp mounted on the elongated strip with the clamp facing the concave side of the strip. The outward pressure of the curved sides of the strip and the inward urging of the clamp combine to hold the card securely. In effect, the clamp and the opposing curved strip provide a double spring clamping action.

In the drawings:

Fig. 1 is a front elevational view of the card display rack with the cards mounted in different positions.

Fig. 2 is a fragmentary perspective view of a portion of the rack and a clip for holding the cards.

Fig. 3 is a horizontal section taken in the line indicated by 3—3 in Fig. 2.

Fig. 4 is a vertical section of the clip and a portion of the rack taken in the line indicated by 4—4 in Fig. 3.

Fig. 5 is a perspective view of the card display rack coiled for storage or shipment.

In greater detail, the card display rack is formed of a clip 1 mounted on a strip 2. Most advantageously both the clip 1 and strip 2 are formed from spring steel, such as the steel commonly employed for metal measuring tapes. Steel is preferred since it is readily available, durable, and provides the flexibility and spring action important in the card display rack hereof. However, other materials, such as plastic can also be employed.

As best shown in Fig. 3, strip 2 is curved across its width. This curvature renders the strip relatively self-straightening. A hole 3 is provided at an end of strip 2 so that the strip may be hung on a nail in any convenient location.

Clip 1 has a base 4 with arms 5 of the base wrapped around the strip 2. Base 4 of clip 1 and arms 5 advantageously conform to the shape of strip 2 and are frictionally engaged therewith. Since clip 1 is not otherwise secured to strip 2, the clip can be slid along the length of strip 2 to various positions in order to accommodate cards of different sizes without overlapping. The frictional engagement of clip 1 with strip 2 prevents the clip from sliding unless a substantial amount of force is employed to move clip 1. Thus clip 1 does not slide on strip 2 unless force is applied. However, the force exerted by a person's hands is easily sufficient to move clip 1 to any desired location on strip 2.

In order to provide an extremely strong clamping action, a spring clamp 6 extends from base 4 to hold cards 7 in position. Clamp 6 is disposed on the concave side 8 of strip 2 rather than along the convex side 9. By this arrangement, card engaging section 11 presses inwardly on card 7, and the edge areas of concave side 8 of strip 2 press outwardly on the card thereby providing a double clamping action. As a result, the cards are held very securely by spring clamp 6.

Advantageously spring clamp 6 has an intermediate portion 12 forming a hump between base 4 and card engaging section 11. This intermediate portion 12 is spaced outwardly from strip 2 so that card engaging section 11 presses downwardly on a card 7 inwardly from the edge of the card to provide a secure grip.

Because of the strength of the double spring action provided by clamp 6 and the concave side 8 of strip 2, it would be difficult to insert a card between card engaging section 11 and the strip 2. In order to enable the card to be easily slid into clamping position, the free end 13 of said clamp 6 is turned outwardly from the strip as illustrated in Fig. 4.

Although the resultant card display rack is relatively rigid and provides a firm clamping action for the card, the rack can be rolled into a relatively small coil for storage, as best shown in Fig. 5. This coil is formed by rolling the card display rack with the concave side of the strip facing towards the center of the coil.

Referring to Fig. 1, a plurality of clips 1 are generally disposed along the length of strip 2. This enables the cards 7 to be held in a variety of positions. For example, the cards may be clamped in the center, or they can be firmly held at any desired angle merely by inserting a corner of a card 7 underneath the clamp 6. By reversing the direction of a clip 1, one clip can be employed to hold the top of a card 7 and another clip to clamp the bottom.

Because of its self-straightening features, strong clamp on cards, and ease of storage in the form of a coil, the card display rack is ideal for displaying Christmas cards, memoranda, photographs, newspaper clippings or signs of cut-out letters.

I claim:

1. A card display rack comprising an elongated strip of thin flexible material curved across its width to provide a concave side and a convex side rendering said strip self-straightening, and a clip including a spring clamp mounted on said elongated strip, said clamp lying adjacent the concave side of said strip.

2. A card display rack comprising an elongated strip of thin flexible steel curved across its width to provide a concave side and a convex side rendering said strip self-straightening, and a clip having a base and a spring clamp, said base being mounted on said strip, and said clamp extending from said base adjacent the concave side of said strip.

3. The card display rack of claim 2 in which said

elongated strip is in the form of a coil for ready storage with the concave side of said strip facing towards the center of said roll.

4. A card display rack comprising an elongated strip of thin flexible steel curved across its width to provide a concave side and a convex side rendering said strip self-straightening, and a clip having a base and a spring clamp, said base being mounted on said strip, and said clamp extending from said base adjacent the concave side of said strip, with an intermediate portion of said clamp being spaced outwardly from said clip to provide a spring clamping action.

5. A card display rack comprising an elongated strip of thin flexible steel curved across its width to provide a concave side and a convex side rendering said strip self-straightening, and a clip having a base and a spring clamp extending from said base, said base being wrapped around and slidably mounted on said strip, and said spring clamp having a card engaging section lying adjacent said concave side of said strip and an intermediate portion of said clamp between said base and said card engaging section being spaced outwardly from said strip to provide a spring clamping action.

6. The card display rack of claim 5 in which said spring clamp has a free end adjacent said card engaging section, said free end being turned outwardly from said strip to facilitate the sliding of cards under said clamp.

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