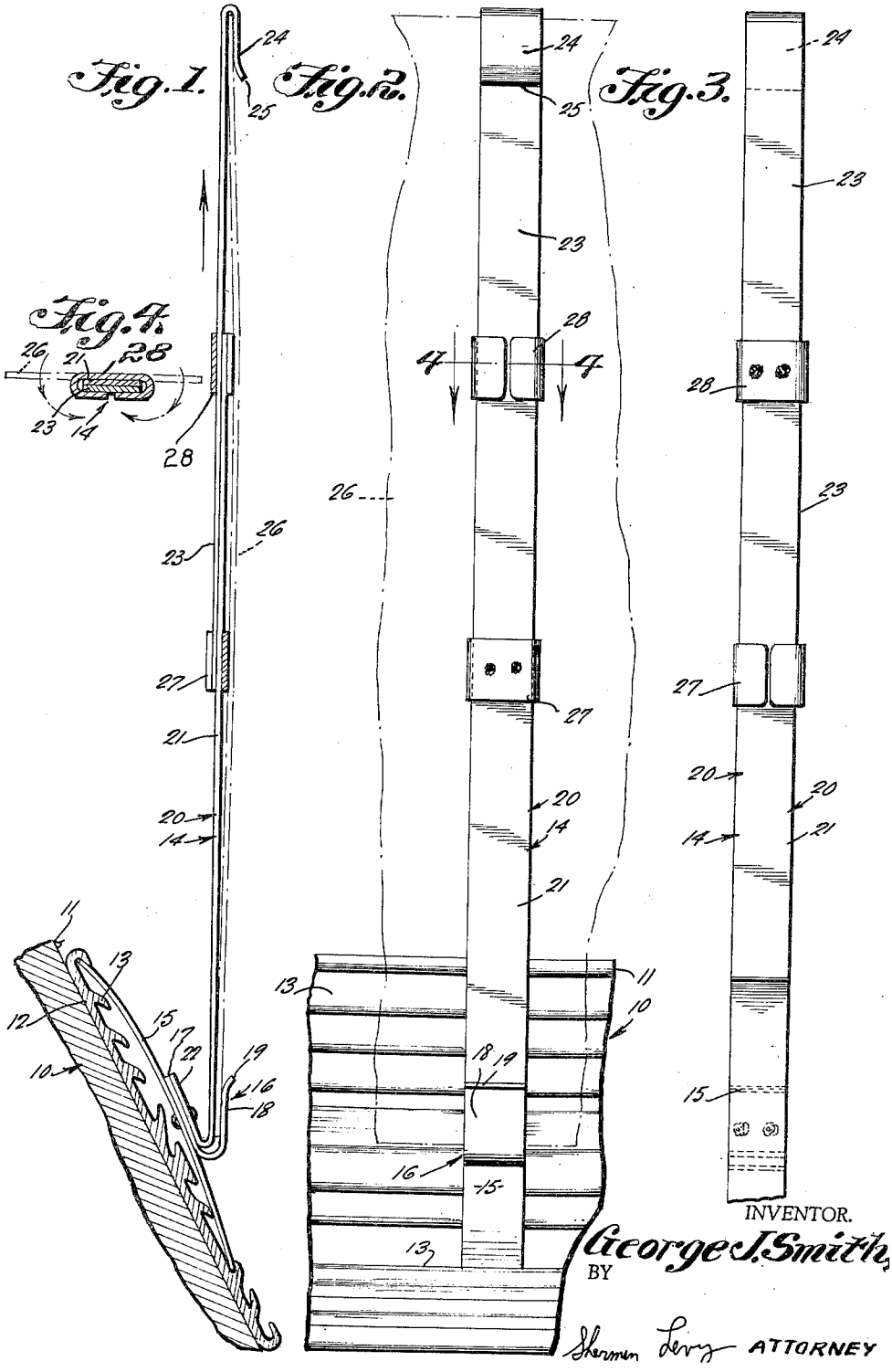
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HOLDER FOR CARDS, SIGNS OR THE LIKE

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HOLDER FOR CARDS, SIGNS OR THE LIKE

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1 Claim. (Cl. 40—10)

This invention relates to a support or holder, and more particularly to a device for supporting cards, signs or the like in commercial establishments such as food stores or super markets.

The primary object of the present invention is to provide a device which is adapted to be used for conveniently supporting signs or cards of different shapes or sizes, and wherein the present invention is adjustable so that it can readily accommodate or support signs or cards of different sizes as desired or required, and wherein the present invention can be readily attached to or detached from a strip such as an aluminum strip on a refrigerated meat case or the like.

Another object is to provide a card and sign support or holder which is adapted to be made of a suitable material such as thin flexible metal so that for example when the device is being used, in the event that a customer or employee or other person inadvertently or accidentally contacts or bumps into the card or support, the inherent resiliency of the device will permit parts of the device to flex or bend slightly in order to help insure that the device will not be knocked loose from its supporting structure during such an eventuality.

A still further object of the present invention is to provide a device which is especially suitable for supporting cards and signs on meat cases or refrigerators, freezers or the like in stores such as super markets, and wherein the present invention includes a lower portion or base member which is adapted to conveniently engage between ridges on an inclined strip such as an inclined aluminum strip, and wherein the device of the present invention is adjustable to accommodate articles being displayed of different sizes or shapes as desired or required.

A further object of this invention is to provide a card and sign or article holder which is extremely simple and inexpensive to manufacture.

Other objects and advantages will be apparent during the course of the following description.

In the accompanying drawings, forming a part of this application, and in which like numerals are used to designate like parts throughout the same.

FIG. 1 is a side elevational view illustrating the sign and card holder of the present invention mounted on or engaging an inclined strip of a freezer, meat case or the like, and with parts broken away and in section.

FIG. 2 is a front elevational view of the present invention.

FIG. 3 is a rear elevational view of the sign and card holder per se.

FIG. 4 is a sectional view taken on the line 4—4 of FIG. 2.

Referring in detail to the drawings, the numeral 10 indicates a portion of a member which may be a freezer, meat case or the like in a super market or other establishment, and the member 10 may include an upwardly arranged inclined surface 11, and the numeral 12 indicates a conventional strip which is arranged contiguous to the inclined surface 11, and the strip 12 may be made of a suitable material such as aluminum and includes the plurality of spaced apart ridges 13.

According to the present invention there is provided a card and sign holder which is indicated generally by the numeral 14, and as shown in the drawings the device 14 includes a base member or clip 15 which is adapted to be

made of a suitable material such as thin flexible metal, and the ends of the base member 15 are adapted to selectively engage certain of the ridges 13 of the aluminum strip 12 as shown in FIG. 1.

The holder or supporting device 14 further includes a support member which is indicated generally by the numeral 16, and the support member 16 includes a first portion 17 that is secured to the upper intermediate portion of the base member 15 in any suitable manner, as for example by welding, and the support member 16 further includes a second portion 18 that is arranged angularly with respect to the first portion 17, and the upper edge portion of the support member 16 is outwardly offset slightly as at 19 for a purpose to be later described.

The numeral 20 indicates a body member or upright element which includes a main straight flat section 21, and the body member has on its lower end a flange or lip 22 which is arranged angularly with respect to the straight section 21, and the flange 22 is positioned in superposed relation with respect to the first portion 17 of the support member 16, and the flange 22 is adapted to be secured to the portion 17 in any suitable manner as for example by welding.

The sign and card holder of the present invention further includes an extension 23 which is adjustably connected to the body member 20, and the extension 23 has on its upper end a downwardly projecting hook portion 24 which has its lower edge slightly offset outwardly as indicated by the numeral 25, FIG. 1. In FIG. 1 the numeral 26 indicates in dotted lines an article such as a card or sign being supported.

As shown in the drawings a first guide member or bracket 27 is secured to the lower end of the extension 23 for slidably engaging the straight section 21, and there is provided a second guide member or bracket 28 which is secured to the upper end of the straight section 21, and the guide member 28 slidably receives therein the extension 23.

From the foregoing, it is apparent that there has been provided a sign and card holder which is especially suitable for use in supporting cards, signs or the like in super markets, grocery stores, drug stores or other establishments. In use, with the parts arranged as shown in the drawings, it will be seen that the device 14 of the present invention is adapted to be made substantially entirely of a suitable material such as thin flexible metal stocks so that for example when the card, such as the card 26, is supported by the device, in the event that a customer, employee or other persons accidentally bumps into the card or holder, the parts will flex or give slightly in order to prevent the card from being knocked out of the holder or in order to prevent the holder from being knocked off of its supporting member such as the strip 12, and this is due to the inherent resiliency of the thin flexible metal that is used for making the device.

It is to be noted that since the base member 15 is made of thin metal like material, its ends are adapted to engage suitable ridges 13 in the strip 12, and the strip 12 is fastened to the case or member 10 in the usual manner. Due to the flexibility of the member 15, it can be arranged in engagement with different ridges as desired or required whereby it will be seen that the device of the present invention can be conveniently mounted on or supported by a strip having different spacings of ridges thereon, whereby the device of the present invention is versatile and adaptable to different articles or members as desired or required.

The provision of the pair of guide members 27 and 28 serve to insure that the extension 23 will be maintained properly aligned relative to the body member 20 regardless of the extended or retracted position of the extension

23, and in addition, the members 27 and 28 are adapted to coact to define or provide stop members to limit outward movement of the extension 23. That is, when the extension 23 is moved or pulled outwardly or upwardly, it can only move a distance until the guide member 27 engages or abuts the guide member 28 and then no further outward movement of the extension 23 can take place, and this arrangement serves to insure that the extension will not accidentally be pulled entirely loose or separated from the body member 20.

The card or sign 26 which is being supported may have suitable printed matter or advertising matter thereon as well as the prices or the like, and when the card is being supported, its upper edge is adapted to be engaged between the hook portion 24 and the adjacent upper surface of the extension 23, while the lower edge of the card is received between the portion 18 of the support member 16 and the adjacent lower surface of the straight section 21 of the body member 20. The extension 23 may be raised or lowered as desired or required in order to make sure that the upper and lower edges of the card are properly gripped or firmly held so as to provide a firm support for the card or sign. The edges 19 and 25 are slightly offset as shown in FIG. 1 for example so as to provide a somewhat tapering mouth or flaring guide portion to facilitate insertion of the edge of the card in position in the holder of the present invention.

The support member 16 serves several purposes, that is it provides the portion 18 which coacts with the adjacent lower surface of the section 21 to receive the bottom edge of the card, and in addition the support member 16 provides a means whereby the lower end of the body member 20 is secured and supported in place on the base member 15.

With the parts arranged as shown in FIG. 1, it will be seen that the card or sign 26 will be held or supported in a substantially vertical position, and thus the printed matter or advertisements, prices or the like on the card can be conveniently observed by customers in a super market or the like. However, the angle between the base member 15 and body member 20 can be varied as desired or required in order to permit a card or sign to be supported at different angular positions as desired.

The parts can be made of any suitable material or in different shapes or sizes.

While the present invention has been described specifically for use as a card or sign support in super markets or the like, it is to be understood that it is adapted to be conveniently used in other establishments besides super markets, as for example it may be used in various types of locations or establishments for supporting any type of card, sign or the like.

The device may be made or arranged so that it will fit different types or shapes of molding strips 12. The support member 16 not only provides a supporting means for the lower edge of the card, but also it provides an attaching means for firmly connecting the body member to the base member.

Minor changes in shape, size and rearrangement of details coming within the field of invention claimed may be restored to in actual practice, if desired.

What is claimed is:

As a new article of manufacture, a card and sign holder made of thin flexible material that is bendable and comprising a support member which embodies a first portion, a second portion arranged at an angle with respect to said first portion, said first and second portions being of uniform width throughout their length, a body member embodying a main straight section which has a flange on its lower end and said flange being arranged at an angle relative to said straight section, said flange being positioned in superimposed contiguous relation relative to the first portion of said support member and being affixed thereto, an extension of generally straight formation adjustably connected to the straight section of said body member and said extension being provided on its upper end with a hook portion which projects downwardly from the upper edge thereof, the space between the second portion and main straight section being substantially the same size as the space between the hook portion and adjacent portion of the extension, said support member, extension and body member being arranged in superposed relation with respect to each other and being of uniform width, said hook portion facing in the opposite direction from said flange, said hook portion and second portion of said support member having offset edges, the offset edge of said hook portion and second portion of said support member being arranged in diametrically opposed relation with respect to each other, a first guide member secured to the lower portion of said extension for slidably engaging and encircling said straight section, the lower end of said extension being flush with the lower edge of said first guide member, and a second guide member affixed to the upper end of said straight section and slidably receiving and encircling therein said extension, said second guide member being arranged above said first guide member, the upper edge of said second guide member being flush with the upper end of said straight section, said first guide member being mounted for movement into and out of engagement with said second guide member so that a stop is provided for limiting upward movement of said extension.

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