Oct. 4, 1932. T. O'ROURKE 1,881,372

DISPLAY STAND AND CARD

Filed Dec. 18, 1931

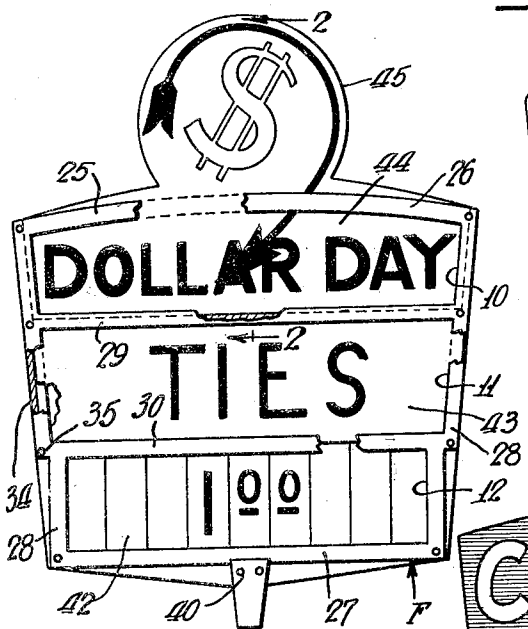


FIG. 1.

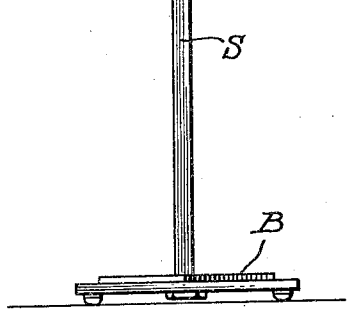


FIG. 2.

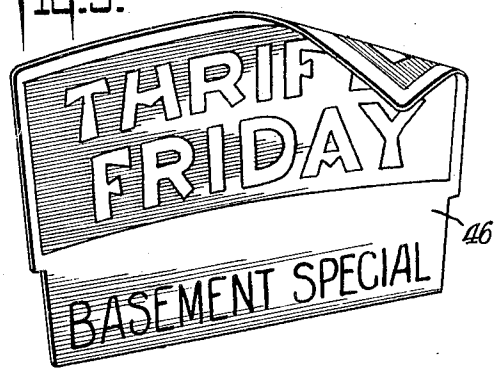


FIG. 3.



FIG. 5.

FIG. 4.

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Patented Oct. 4, 1932 1,881,372

UNITED STATES PATENT OFFICE

TEX O'ROURKE, OF NEW YORK, N. Y., ASSIGNOR, BY MESNE ASSIGNMENTS, TO CARD DISPLAY, INC., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK

DISPLAY STAND AND CARD

Application filed December 18, 1931. Serial No. 581,857.

My present invention while relating to card display stands and cards in general, is especially concerned with improvements in a portable self-supporting, display stand and card peculiarly adapted for association with counter displays of merchandise in department stores and other high-class shops.

More specifically the invention is concerned with improvements in display cards and combination stands and cards of the character disclosed in my prior application Serial No. 480,312, filed September 8, 1930.

Like the device of this prior application the present invention provides a card display stand which will permit the convenient assembly and removal of a series of interchangeable character bearing cards within a frame while protecting the edges of the cards against casual abrasion, a frame in which the cards are substantially self-locking against inadvertent displacement, a stand which is unapt to be accidentally upset in use and yet may be conveniently laid on its side at night without danger of displacing or injuring the cards and a stand of simple, rugged, durable construction, well suited to meet the requirements of economic manufacture and to withstand the careless handling to which it may be subjected.

In this art it is frequently desirable to use in connection with a framed display sign or card, a capper piece or card which projects above the top of the frame. This capper serves to change the contour of the display and is particularly advantageous in identifying certain holiday seasons or sales periods or other special occasions either by the captions or symbols which it bears. These cappers are especially useful when the sign framing devices themselves afford insufficient space for carrying special sales cards or seasonal decorations. The prior patent to Lamb No. 1,822,492 suggests and discloses the use of such capper cards as elements distinct and independent of the sign proper.

An object of the present invention is to provide a device which may serve the dual function of a capper and a part of the regular display sign itself.

In this connection I utilize a frame affording a plurality of spaces for removably mounting sign members and so arranged that the uppermost sign member displayed therein may constitute part of a capper piece, the capper projecting above the frame proper serving as a handle for the uppermost card and calling attention by its contour or its make up or the indicia displayed thereon to the particular seasonal display or special sale which may be going on.

The invention may be more fully understood from the following description in connection with the accompanying drawing wherein:—

Fig. 1 is a view mainly in front elevation of a display stand and capper card embodying the invention with parts broken away and in section for clearness.

Fig. 2 is an enlarged vertical sectional detail on the line 2—2 of Fig. 1 and

Figs. 3, 4 and 5 are perspective views showing alternative forms of capper cards.

The display stand consists generally of a base portion B from which rises the standard S upon the upper end of which is mounted the card carrying frame assemblage designated generally at F.

The card carrying frame assemblage may be designed to afford any suitable number of card frame openings. For illustrative purposes three of said openings are provided and designated by the numerals 10, 11 and 12. The frame structures which define these three frame openings are each channelled to accommodate the edges of the display cards to be mounted in the frames and are each open on one side to admit of convenient application or removal of the cards.

This frame structure may be of the character disclosed in my prior application above identified consisting of a pair of unitary front and back sections 25 of identical construction and comprising skeleton frames stamped from a single piece of sheet metal and presenting three elongated openings arranged one above the other. Each member 25 includes a top bar 26 and the bottom 27 connected by side bars 28 which in turn are bridged by two intermediate cross bars 29 and 30, thus defining the three openings 10,

11 and 12 each of which is shown with four sides.

Interposed between the identical frame stampings 25, and spacing them apart far enough to receive the cards between them is a skeleton structure designated generally at 34 riveted or otherwise secured as at 35 to the identical front and rear frame stampings. This skeleton structure (the details of which need not be discussed and which may be of one or several pieces) is so arranged that one side of each card receiving frame is left open to permit application and removal of the cards. As illustrated by the broken-away portions of Fig. 1 the lower framing opening 12 is open topped, the center framing opening 11 has an entrance opening at the side thereof and the upper framing opening 10 is open at its top. The frame structure thus assembled may be conveniently mounted on the standard as by riveting at 40.

Preferably the lower framing opening 12 is adapted to receive a plurality of small character bearing tiles or cards 42 arranged in side-by-side abutting relationship and serving to cooperatively display the prices of the articles on the counter. These tiles are dropped into place through the open top of the lowermost frame and upward movement thereof is blocked by the slidable insertion of a card 43 into the center frame. A card may be dropped into the uppermost frame through the open top thereof.

In practice a set of price cards ordinarily of cardboard as well as the other cards may be duplicated, two sets being placed back to back as illustrated so that the sign may be read from either side. By using the three frames it is quite convenient to display the price of the merchandise in one frame, the name of the merchandise in another frame and either the name of the department in which the merchandise is sold or the particular holiday or sales event being celebrated in the third frame.

A sign of this character is well adapted for use in connection with a capper card of the character disclosed in the patent to Lamb No. 1,822,492, such capper being inserted through the open top of the uppermost frame and where two of the cards 41 are used, having a keel portion to lie between the cards.

A feature of the present invention however is the provision of a card element which may serve not only as a capper, but the lower end or keel of which may include a portion to replace one or both of the cards commonly employed to fill the framing opening 10. In Fig. 1 I have shown such a capper including a lower portion 44 received within the upper framing opening 10 and a projecting indicia-bearing handle portion 45 extending above the top of the frame and effectively altering the contour of the frame.

In this instance the frame-filling card portion bears the slogan "Dollar day" and the extension is in the nature of a rounded projection bearing a large dollar sign with an arrow pointing to the "Dollar day" slogan below it. By using this arrangement the necessity of printing special cards for the uppermost framing opening as well as special cappers is avoided and the capper and top card members may be formed as a unit although they are to all intents and purposes apparently separated by the uppermost frame bar.

If desired the capper may be printed on both faces so that it may be read from either side. Preferably, however, I employ identical cappers and place them back to back although I may use here one advertisement on one face of the card or cards and another advertisement displayed at the opposite side of the sign.

Fig. 3 illustrates an embodiment of the invention in which a single capper card 46 has similar indicia displayed on opposite sides thereof thus eliminating the need for using two cards. This capper is shouldered just above its keel to rest on the frame top laterally of the opening therein and its sides and top are shaped to carry out the trapezoidal motif of the framing structure.

Fig. 4 shows another typical type of capper which may be utilized. In this instance the framed portion 47 of the capper bears the legend "Tag day" and the projecting portion 48 of the capper represents a tag.

In Fig. 5 I show another form of card in which the narrow laterally elongated capper portion 50 extends well beyond the sides of the sign frame itself and causes a keel 51 to enter the uppermost framing opening of the sign frame.

Numerous attractively shaped capper cards bearing appropriate legends or symbols may thus be used. This arrangement permits one or two preferably identical capper cards to replace the sign cards commonly used in the uppermost framing opening and at the same time afford a conspicuous projecting portion which extends above the limits of the frame proper and permits a wide choice of projecting shapes cooperating with the frames themselves to afford unusual contours. In fact cappers such as that shown in Fig. 1 and 3 could have their borders covered with metal paint or be otherwise decorated to simulate a part of the frame itself.

Due to the fact that the upper framing opening 10 is channelled on three sides, the lower portions of the cappers are not only protected against abrasion but firmly held against inadvertent displacement. Many variations of the type of capper shown in Fig. 4 may be made in which the contour of the capper is suggestive or symbolic of the indicia displayed upon its framed area or keel.

All patentable subject matter disclosed and not claimed herein is included in the subject matter of my copending application previously identified.

It will thus be seen that there is herein described apparatus in which the several features of this invention are embodied, and which apparatus in its action attains the various objects of the invention and is well suited to meet the requirements of practical use.

As many changes could be made in the above construction, and many apparently widely different embodiments of this invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawing shall be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:—

1. A display apparatus of the class described including a skeleton framing structure having a plurality of card framing openings therein and affording means to support and protect the edges of cards in said openings, the framing structure being such as to provide for introduction of a card through one side of each framing opening and into the top framing opening through the top side of the frame, indicia bearing cards completely filling said openings, the uppermost card including an indicia bearing capper portion projecting above the frame.

2. A display apparatus of the class described including a skeleton framing structure having a plurality of card framing openings therein and affording means to support and protect the edges of cards in said openings, the framing structure being such as to provide for introduction of a card through one side of each framing opening and into the top framing opening through the top side of the frame, cards in said openings, the uppermost card including an indicia bearing capper portion projecting above the frame and the card itself comprising an indicia bearing keel for the capper and being disposed in and completely filling the uppermost framing opening.

3. A capper card for display frames having card receiving openings in their top, said capper card including a printed portion to be inserted through said opening and lie within the frame and an extension handle portion for disposition above the frame, the extension portion including a border decorated to simulate an extension of the frame.

4. A capper card for display frames having card receiving openings in their top, said capper card including a printed keel portion to be inserted through said opening and lie within and completely fill the frame and an extension portion for disposition above the frame, said capper card being shouldered above the keel to rest upon the top of the frame, and projecting laterally beyond said frame.

Signed at New York in the county of New York and State of New York this 14th day of December, A. D. 1931.

TEX O'ROURKE.