

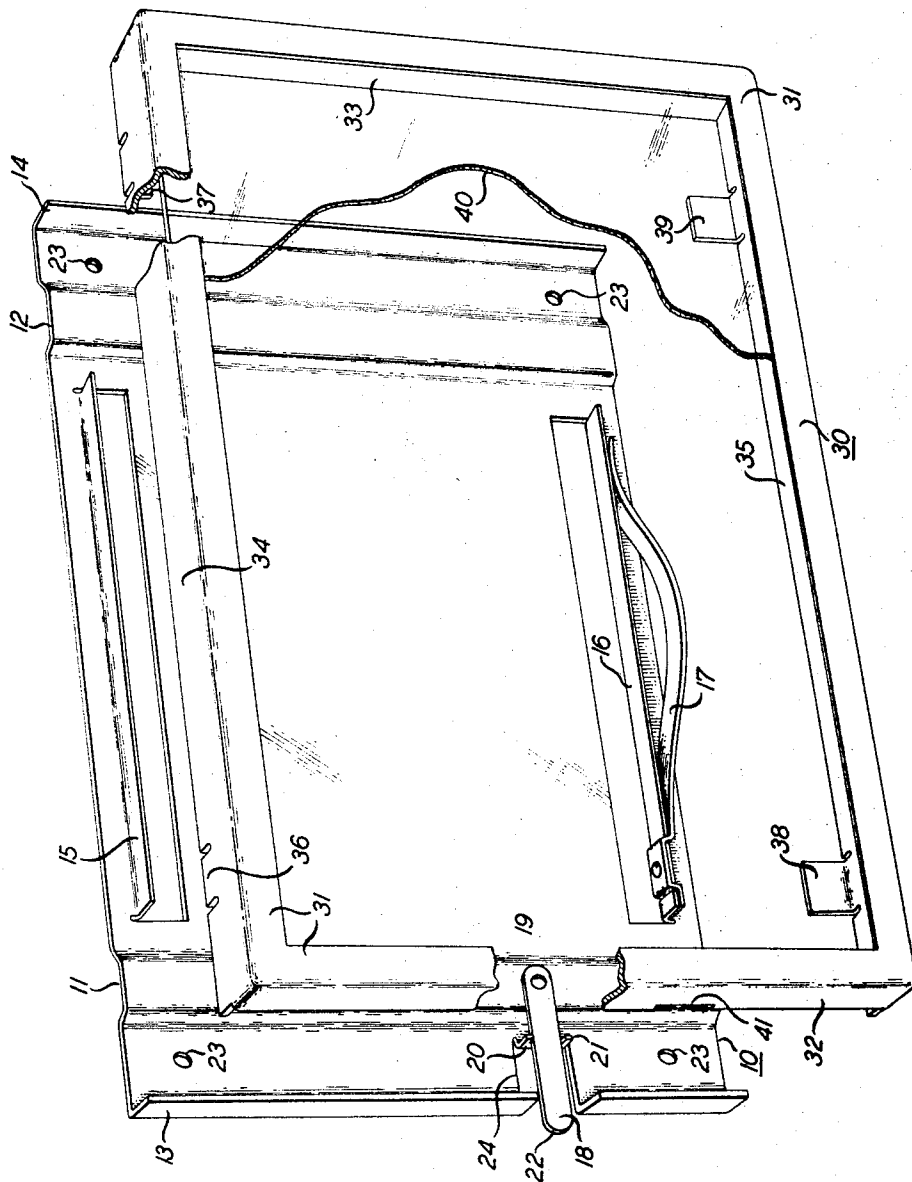
Nov. 19, 1968

J. W. ERICSSON

3,411,226

DISPLAY CARD FRAME

Filed Jan. 9, 1967



INVENTOR

J. W. ERICSSON

BY *Charles E. Grimes*

ATTORNEY

1

3,411,226

DISPLAY CARD FRAME

James W. Ericsson, Indianapolis, Ind., assignor to Bell Telephone Laboratories, Incorporated, Murray Hill, N.J., a corporation of New York

Filed Jan. 9, 1967, Ser. No. 608,114

5 Claims. (Cl. 40—10)

ABSTRACT OF THE DISCLOSURE

A card holder including a base member mountable on a support and a frame member overlying the base member to hold the card therebetween and with spring biased means to lock the said base and frame member in assembled relation.

This invention relates to display card holders and, more specifically, to a display card frame for use with public telephone booths.

Telephone booths commonly include an information card provided by the telephone operating company containing their advertising or instructional material. These cards are mounted in holders which typically comprise a suitable frame assembly attachable to an interior wall or column. In earlier designs, the card and its protective plastic window were loaded into the frame through top or side slots provided for the purpose and held in place by friction or by the frame edges.

This relatively simple telephone booth display card holder is, however, vulnerable to an assortment of abuses including defacing or outright theft of the display card and unauthorized placement of private ads such as business cards into the display space—all stemming from the inherent easy access to the card space.

Accordingly, a primary object of the invention is to help secure the exclusive use of this telephone booth display card space for the telephone operating company.

A more specific object of the invention is to deter all unauthorized access to this space inexpensively and without complicating lawful access.

These and other objects are achieved with the present invention, broadly, by a mounted backing plate which receives the card frame in front loading fashion, first on bottom tabs and thereafter also on top tabs forced into engagement by biasing the frame across the face of the plate, and finally by engagement of a concealed locking bar on the backing plate's side with a cutout in the frame's edge as the frame passes into position.

The card and its plastic window are first disposed between horizontal guides on the backing plate, and the frame is installed as described. Pursuant to the invention, in order now to gain access to the card and its space, the locking bar is pushed back away from the cutout and, simultaneously, the frame is urged upwardly until its top tabs clear the backing plate. The frame then dislodges from the backing plate by action of the biasing spring. Neither the upward urging nor the locking bar operated alone will suffice to remove the frame from its plate. While susceptible ultimately to a determined removal effort, this new arrangement nonetheless is sufficiently complex to defeat the great majority of attempts.

One feature of the invention relates to a locking bar which engages a side of the card frame during placement of the frame on a backing plate, thus locking frame and plate until the bar is purposefully pushed back.

Other objects, features and advantages of the invention will be apparent from the detailed description to follow of an illustrative embodiment thereof.

The drawing comprises a front perspective view of the card frame and its backing plate.

2

The backing plate, designated 10, is a rectangular sheet metal stamping which includes grooves 11, 12, edges 13, 14 which are directed inwardly, horizontal guides 15, 16 which are also directed inwardly, and a biasing spring 17 fixedly mounted on the underside of guide 16. Spring 17 advantageously is a steel leaf having about the same width as guide 16 and located directly thereunder. Mounted on the backside of groove 11 is a locking bar 18 formed of spring material. Bar 18 is fastened, for example, with rivet 19 and is supported within a raised portion 20 conveniently formed during the stamping, and which is slightly greater in height than groove 11 is in depth. Bar 18 thus is maintained in a forward-biased posture and held horizontally by the edges 21 of portion 20. The end 22 of bar 18 protrudes slightly and inconspicuously through a cut-out 24 in side 13. Screw holes 23 are provided for fastening plate 10 either directly to an interior wall or to a column with a suitable adaptor (not shown).

The card frame, designated 30, is a rectangular stamping suited to fit snugly over the edges 13, 14 and the top and bottom ends of plate 10. Frame 30 comprises a front flange 31 running around the periphery, side flanges 32, 33 and top and bottom flanges 34, 35. Tabs 36, 37 forming a part of top flange 34 are spaced to engage the top of grooves 11, 12; and tabs 38, 39 forming a part of bottom flange 35 are spaced to engage the bottom of grooves 11, 12. A cutout 41 on the rear edge of flange 32 is located to engage bar 18 in a manner to be described.

A plastic window 40 fits against the inside of front flange 31, and a display card then is located behind it or between the horizontal guides 15, 16. Once the window and card are in position, tabs 38, 39 are engaged in the bottom of grooves 11, 12 and the frame 30 is lifted up against the force of spring 17 until tabs 36, 37 clear the top of plate 10 and engage in the tops of grooves 11, 12. The rear edge of side flange 32 now contacts locking bar 18 and forces it rearwardly. Frame 30 next is urged downwardly and locks in place as bar 18 engages the cutout 41 of side flange 32.

To disengage frame 30 from backing plate 10, it is necessary to press end 22 of bar 18 back and at the same time lift frame 30 upwardly to withdraw bar 18 from the cutout 41 as well as to remove the top tabs 36, 37 from their grooves 11, 12. Neither motion alone will suffice to detach the frame from its backing plate.

Numerous obvious variations upon the foregoing illustrative embodiment of the invention will readily be apparent to persons skilled in the art, and all such variations are intended to be included within the spirit and the scope of the claims to follow.

What is claimed is:

1. A display card holder comprising

a backing plate,

a frame shaped to fit over said plate, said frame including a transparent window member,

first means for latching the bottom of said frame to the top of said plate,

second means for latching the top of said frame to the top of said plate,

spring means for maintaining said frame and plate in normally latched relation,

a locking bar on said plate, and

means on said frame for engaging said locking bar when said frame and plate are in their normally latched relation,

said locking bar being depressibly removable from said engaging means, thereby to permit the unlatching of said frame from said plate.

2. A display card holder in accordance with claim 1 wherein said locking bar comprises a flat, elongated member fixedly mounted to said plate at one end with its other

3

end extending slightly beyond an edge of said plate; wherein said engaging means comprises a cutout portion in the adjacent edge of said frame; and wherein said plate further comprises means responsive to the latching of said frame and plate for biasing said bar into said cutout thereby to lock said frame and plate together.

3. A display card holder in accordance with claim 2, wherein said frame and plate are rectangular; wherein said first latching means comprises first and second upturned tabs on the bottom edge of said frame engaging in first and second transverse grooves indented in the back of said plate; and wherein said second latching means comprises first and second downturned tabs also engaging respectively in said first and second transverse grooves.

4. A display card holder in accordance with claim 3, wherein said spring means comprises the horizontal bottom edge of said frame, and an elongated narrow leaf spring fixed on said plate and pressing against said frame bottom edge when said frame and plate are in their normally latched relation.

5. A display card holder comprising
a rectangular backing plate comprising an inwardly extending pair of side flanges, a substantial cutout portion in one of said side flanges, top and bottom edges, first and second transverse grooves indented into the back of said plate, a spring member disposed adjacent said bottom edge, and a flexible locking bar

4

mounted on said plate and extending into said cutout portion and slightly beyond the respective side flange, said bar being biased forwardly; and
a rectangular frame comprising a four-sided border strip, top and bottom flanges, and a pair of side flanges, said flanges being perpendicular to respective adjacent portions of said border strip, a pair of downwardly-extending tabs on said top flange and a pair of upwardly-extending tabs on said bottom flange, each said tab pair engaging with respective ends of said grooves, a transparent window mounted behind said border strips, and a cutout in said frame side flange for engaging said forward-biased bar, the latter being depressibly removable from said last-named cutout thereby to permit disengagement of said tab pairs from said grooves.

References Cited

UNITED STATES PATENTS

20	2,928,199	3/1960	Novak	40—152.1
	3,254,438	6/1966	Filary	40—156
	3,284,940	11/1966	Putman	40—152.1

EUGENE R. CAPOZIO, *Primary Examiner.*

W. J. CONTRERAS, *Assistant Examiner.*