July 2, 1935. W. J. COX 2,007,077

MEANS FOR SUPPORTING SHOWCARDS AND THE LIKE

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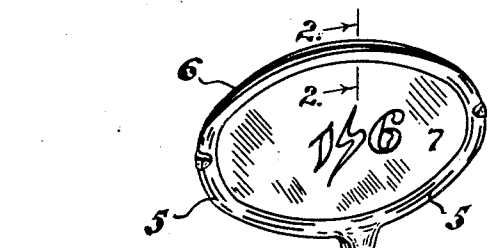


Fig. 1.

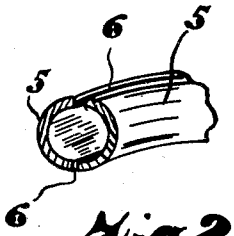
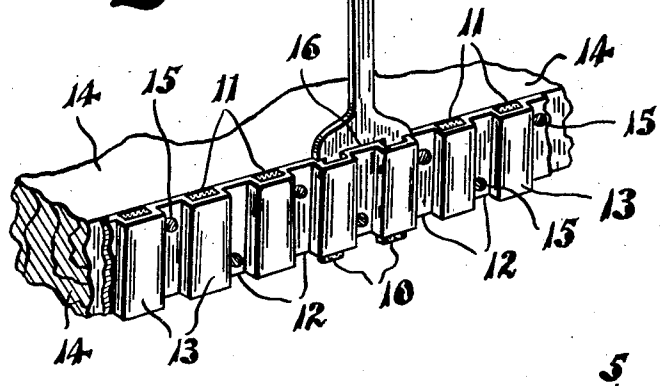


Fig. 2.



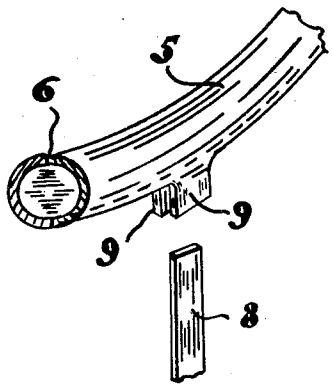
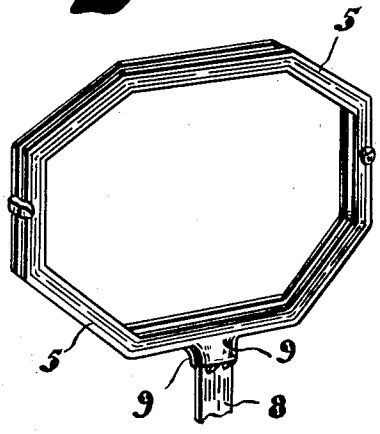


Fig. 3.

Fig. 4.



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MEANS FOR SUPPORTING SHOWCARDS AND THE LIKE

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Application May 9, 1934, Serial No. 724,809
In Australia May 22, 1933

2 Claims. (Cl. 40—10)

This invention relates to improvements in means for supporting showcards and the like upon counters, trays, shelves and other fixtures.

The invention is principally intended for use in what are known as "chain stores" wherein goods are displayed for sale in more or less mass formation and wherein it is essential to display information relative thereto, and concerning prices to prospective purchasers.

An object of the present invention is to devise means whereby showcards for the above purpose may be readily supported upon a counter or the like.

According to the present invention the showcard is disposed in a frame which may be of any desired shape, of which oval and octagonal have been found to be very suitable.

The frame is disposed upon a leg adapted to be removably secured to a metal fitting screwed to the edge of the counter or the like.

In order that the invention may be more readily understood reference will now be made to the accompanying drawing, wherein:—

Figure 1 is a perspective view showing one form of the invention.

Figure 2 is a sectional view of the frame on the line 2—2 of Figure 1.

Figure 3 is a detail view of the lower portion of the frame and showing a suitable means for attaching it to the leg by which it is supported.

Figure 4 is a detail view showing a frame of octagonal shape.

The frame 5 which may be oval as in Figure 1, octagonal as in Figure 4, or of other approved shape, is adapted to receive a show card 7 and is preferably stamped in two pieces which are united so as to form a slot 6 for the reception of the showcard 7.

The slot 6 may extend through the upper portion of the frame 5 but only through the inner face of the lower portions thereof. In some cases by modifying the frame 5 the slot 6 may be continued throughout the entire frame.

The frame 5 is provided with a leg 8 which may be integral therewith or attached thereto in any approved manner.

As illustrated the frame 5 is provided with lugs 9 between which the leg 8 is secured by spot welding or other approved means.

The leg 8 which as before stated may be integral with the frame 5, is bifurcated to form tongues 10 which are adapted to be supported in slots 11 formed between lugs 12 disposed on a metal fitting 13 extending along the counter 14 and secured thereto by screws 15.

The end of the leg 8 may be formed with any desired number of tongues 10 and has a shoulder 16 adapted to rest upon the top of the fitting 13.

The fitting 13 is shown made from sheet metal but it may be cast in one piece and modified to any extent provided that it will receive the tongue or tongues 10 of the leg 8.

The present invention is primarily intended to facilitate the placing of showcards in many positions with respect to the counter by merely removing the tongue or tongues 10 of the leg 8 from one slot 11 or series of slots 11 and placing it or them in other slots in the fitting 13. Various sized display sections on the counter can be provided for without interfering with the display of the goods.

I claim:

1. Means for supporting show cards and the like comprising in combination with a counter, a slotted frame adapted to receive a card, a leg carried by said frame having a bifurcated lower end, and a fitting secured along the edge of said counter and forming a plurality of sockets adapted to be selectively engaged by the bifurcated end of said leg.

2. The combination with a counter of a fitting secured along the edge of the counter and including a metallic strip having alternate lugs and recesses formed therein, the recesses and the contiguous portions of the counter forming sockets, a slotted card receiving frame, a leg supporting said frame and having a bifurcated lower end selectively engageable in said sockets.

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