

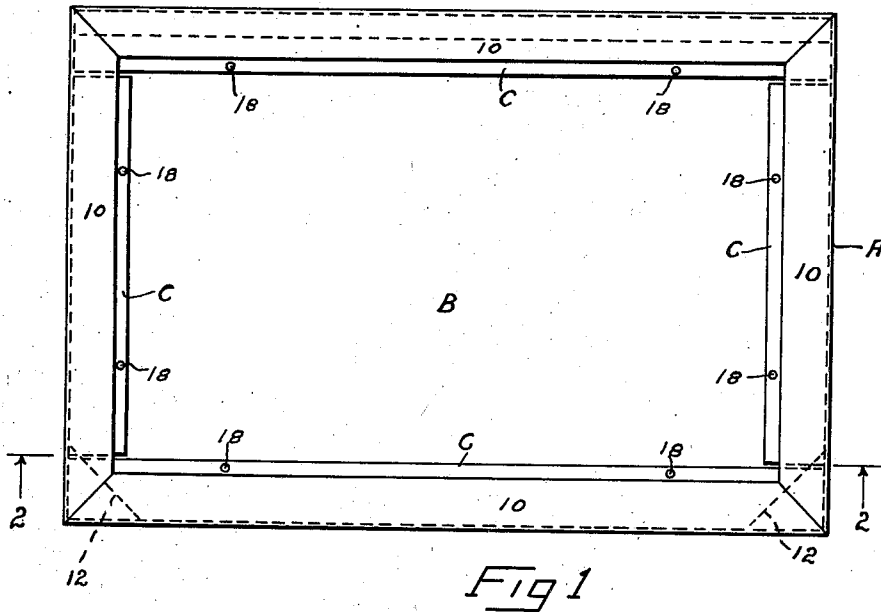
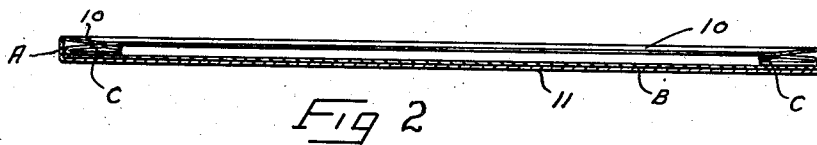
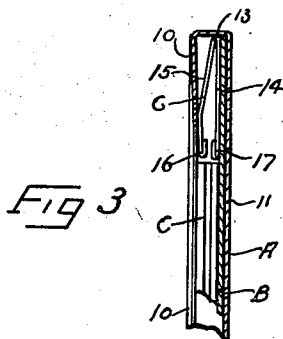
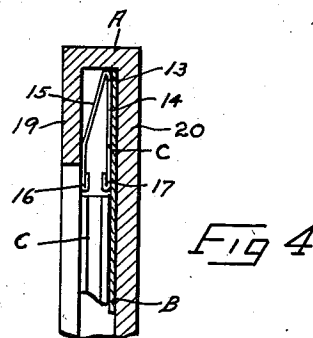
Jan. 25, 1938.

M. T. ASHE

2,106,203

FRAME FOR ADVERTISING CARDS

Filed June 5, 1937



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2,106,203

FRAME FOR ADVERTISING CARDS

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Application June 5, 1937, Serial No. 146,538

3 Claims. (Cl. 40—156)

The invention relates to frames for holding cards particularly advertising cards used outdoors. One of the main draw-backs in frames now in outdoor use for holding advertising cards, such as are for example commonly used on the front and rear ends of trolley cars, is that the cardboard sign is often blown out during windy weather when the air is blown behind the sign and forces them out of the frame.

The main object of this invention is to provide means in such frames which will effectively overcome this difficulty. Another object is to so construct these means that they will enhance the appearance of the frames. A further object is to provide means which are easy to insert in, or remove from, the frame and which can be manufactured and inserted at low cost and with a minimum expenditure of time and labor.

These and various other objects and advantages will be readily understood from the following description and from the accompanying drawing of preferred embodiments of the invention, in which, however, modifications may be made without departing from the scope of the appended claims.

In the drawing

Fig. 1 is a plan view of a frame construction according to my invention;

Fig. 2 is a cross-sectional view taken on the line 2—2 in Fig. 1;

Fig. 3 is an enlarged, fragmental, end view showing the frame and its parts in greater detail; and

Fig. 4 is a view similar to Fig. 3 with a slightly modified frame.

Referring now to Figs. 1, 2 and 3, the device consists of a frame A having inwardly extending flanges 10. These flanges are preferably bent so as to form a slight angle with the rear 11 of the frame. A card B is inserted in the frame. Such cards are customarily made with cut-away corners, as shown at 12, to facilitate their insertion in the frame.

The invention resides in providing a plurality of flat clips C, the shapes of which are plainly shown in Fig. 3. They are preferably formed from a strip of metal and this strip is bent longitudinally upon itself, as shown at 13. While the part 14 of the clip, which engages the card is flat, the other part 15 of the clip is bent, as plainly shown in Figs. 3 and 4. The free edges of the clip are preferably folded over as shown at 16 and 17.

The clips are forced in underneath the flanges of the frame and by their resiliency effectively clamp the card in place. Holes 18 are preferably drilled in the part 14 of each clip so as to enable a tool to be inserted in these holes to facilitate the removal of the clips. When the frame is

made of metal, as in Fig. 3, I prefer to bend the flanges inwardly at a slight angle to the back, as previously explained. However, this is not essential and the clip will hold as well in a frame, like the one shown in Fig. 4, where the flange 19 is formed parallel with the back 20 of the frame.

From the foregoing it will be seen that the clips are of simple construction, easy to manufacture and easy to insert in the frame and that they may be employed in frames of all sizes and shapes and for other purposes than advertising cards.

Having described the invention and its objects, what I claim as new and wish to protect by Letters Patent is:—

1. A device of the class described comprising a frame having a closed back and inwardly-extending flanges spaced from the back; a card insertable in said frame; a plurality of elongated clips for holding said card in the frame, each of said clips formed of a strip of metal bent longitudinally upon itself to form a V-shape, the outer edge of one side of each clip bent inwardly towards the other edge, said edges normally spaced from each other by the tension of the metal; and the clips insertable under the flanges of the frame with the bent sides engaging under the flanges.

2. A device of the class described comprising a frame having a closed back and inwardly-extending flanges spaced from and angularly disposed in relation to the back; a card insertable in said frame; a plurality of elongated clips for holding said card in the frame, each of said clips formed of a strip of metal bent longitudinally upon itself to form a V-shape, the outer edge of one side of each clip bent inwardly towards the other edge, said edges normally spaced from each other by the tension of the metal; and the clips insertable under the flanges of the frame with the bent sides engaging under the flanges.

3. A device of the class described comprising a frame having a closed back and inwardly-extending flanges spaced from and angularly disposed in relation to the back; a card insertable in said frame; a plurality of elongated clips for holding said card in the frame, each of said clips formed of a strip of metal bent longitudinally upon itself to form a V-shape, the outer edge of one side of each clip bent inwardly towards the other edge, said edges normally spaced from each other by the tension of the metal; the clips insertable under the flanges of the frame with the bent sides engaging under the flanges; and means provided in the clips for facilitating their removal from the frame.

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