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DISPLAY CARD HOLDER

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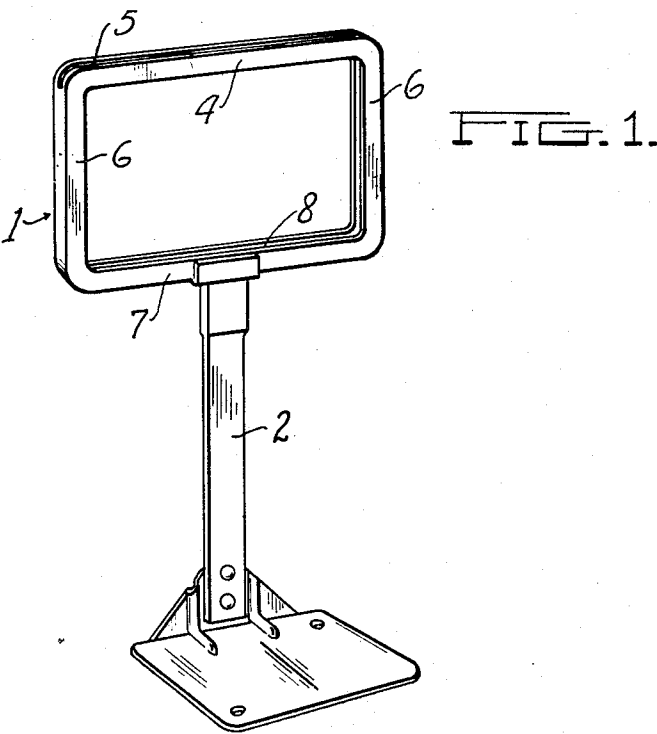


FIG. 4.

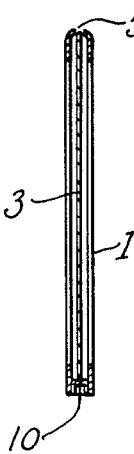


FIG. 2.

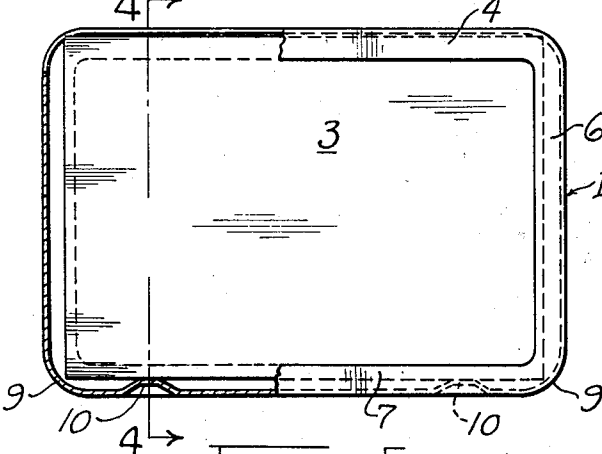


FIG. 3.

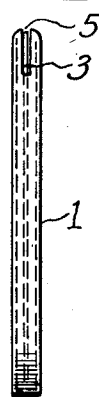


FIG. 5.



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DISPLAY CARD HOLDER

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2 Claims. (Cl. 40—10)

This invention relates to devices of the type commonly used for holding price and other cards for display purposes.

The card holding frames of these devices are usually composed of channel-bar stock bent into rectangular form with the channel opening inwardly and having a slot or opening through the cross-web of the top frame member to permit the insertion of cards therethrough into the channels of the side and bottom frame members, as well understood in the art. The frame corners are usually of rounded form, due particularly to the bending of the frame from a single bar, thus providing the channel bottom of the lower frame bar with upwardly rounded ends. The display cards used in connection with these frames are ordinarily square and when dropped into the holding frames one or the other of the lower corner points thereof invariably rests on the respective curved end portion of the lower channel bottom, thus supporting the card in tilted position, or out of level or parallel relation with the lower frame bar, thus detracting from the appearance of the card displayed.

The object of the present invention is the provision, in connection with a card holding frame of the character described, of means for supporting engagement with the bottom of a card to prevent it from having tilting contact with the rounded frame corners, thus causing a card, when dropped into a frame, to assume a square or level relationship thereto.

The invention is fully described in the following specification, and one embodiment thereof illustrated in the accompanying drawing, in which—

Figure 1 is a perspective elevation of a card display device embodying the invention; Fig. 2 is an enlarged side elevation of the card holding frame of the device, with a part broken away and with a card mounted therein; Fig. 3 is an end edge elevation thereof; Fig. 4 is a section on the line 4—4 in Fig. 2, and Fig. 5 is a bottom edge view of the frame.

Referring to the drawing, 1 designates a card holding frame of a display device embodying the invention, 2 the support therefor, and 3 a display card mounted in the frame.

The frame 1 usually comprises a length of channel bar stock bent into rectangular form with the channel thereof facing inwardly and with the ends of the bar secured together in any suitable manner, as by electric welding, so as to form a joint not ordinarily visible to the eye. The top member 4 of the frame has its channel bot-

tom or web portion provided throughout its length with a slot 5, the ends of which extend over and in vertical register with the upper ends of the channels formed by the side or upright members 6, 6 of the frame. It is thus apparent that a card may be placed within the frame by insertion through the slot 5 and with its side edges disposed in the side channels and its lower edge disposed in the bottom channel of the frame. The bottom cross-bar of the frame is designated 7 and the channel therein 8.

The bending of the frame bar in rectangular form effects a rounding of the frame corners, so that the bottom of the channel 8 at the ends of the bottom frame bar 7 are upwardly rounded, as shown at 9. It is found, in practice, that in dropping a square card 3 into a holder frame 1, one or the other of the lower pointed corners of the card will rest a greater or less extent on the curved corner portion 9 of the frame, thus effecting an objectionable tilting of the card. In order to prevent such tilting and to cause the card to automatically level itself with respect to the frame, the bottom bar 7 is provided in the bottom of its channel with raised portions 10 of the same height, which are spaced lengthwise of the bar and form supports on which the lower edge of the card rests. These raised supports, in the present instance, are formed by an upward striking of the metal in the channel bottom and are preferably of a height equal substantially to the height of one-half of the arc forming the lower corner portions 9 of the frame. In other words, the tops of the supports 10 are disposed in a horizontal plane which intersects the lower corner arcs substantially midway of their ends. The purpose for this is that the upper half of each corner arc 9 is of such a steep nature that the corner of a card, upon striking the same, will slide down to a point which permits the lower edge of the card to rest on each of the supports 10. It is thus apparent that even though a card is dropped into the frame out of centered relation to the frame horizontally thereof, the card will seek and assume a level position on the supports 10 and will be substantially centered with respect to the frame horizontally or lengthwise thereof by the coaction of the lower card corners with the steep upper end portions of the lower corner arcs. It is found, in practice, that this automatic centering and leveling feature of the card with respect to the frame is quite an important feature of card holes of this character.

I wish it understood that my invention is not limited to any specific construction, arrangement or form of the parts, as it is capable of numerous

modifications and changes without departing from the spirit of the claims.

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

- 5 1. A card holder of the class described, comprising a frame of rectangular form having its sides, top and bottom members of inwardly facing channel form, the upper member having a slot throughout its length through the bottom
10 portion of its channel for the insertion of a card into the frame, the bottom of the channel of the lower frame member being upwardly curved at its ends and having raised card rests intermediate
15 said ends to support a card in level position with respect to the frame.

2. A card holder frame of the class described,

a bar forming a rectangular frame with a continuous inwardly facing channel in its side, top and bottom members, the channel bottom of the top member being slotted throughout its length to permit the insertion of a card into the channels of the frame members, the bottoms of the channels of the side and bottom members joining in curved lines forming corner arcs, the channel bottom of the lower member having card supports projecting upwardly therefrom in spaced relation lengthwise thereof and terminating in a plane which intersects said corner arcs substantially midway of their ends, whereby a card when dropped into the frame rests on said support and assumes a level position with respect to the frame.

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