This invention relates to small advertising display boards and in particular to a board adapted in addition to serve as a clip board.

It is an object of the present invention to provide a display board of novel construction which is adapted to be used for displaying a sheet of advertising material while also serving as a clip board for holding papers. Such a device is useful, for example, for attaching to a supermarket basket whereby the advertising material is brought to the attention of the customer and whereby the customer may use the board to hold a shopping list.

It is a further object to provide a board of the above type which is simple and economical to construct yet is attractive in appearance and sufficiently sturdy to withstand long periods of use.

It is a still further object to provide a board of the above type which is provided with a magnetically latched flap for retaining papers in place on the board.

Broadly, the board of the present invention comprises a frame having an open front, a hard surfaced sheet within the frame on which may be mounted a sheet of advertising material, a small flap engaging the hard surface for temporarily and releasably retaining a sheet of paper on the surface and means for attaching the board to a supermarket basket or other support.

The invention will be further understood by a reading of the following detailed description of a preferred embodiment taken in conjunction with the drawings in which:

FIGURE 1 is a perspective view of a display board embodying the principles of the present invention;

FIGURE 2 is an elevational sectional view taken on the line 2—2 of FIGURE 1;

FIGURE 3 is a fragmentary view of part of FIGURE 2 illustrating the operation of the flap;

FIGURE 4 is a fragmentary view showing the upper part of the back of the board; and

FIGURE 5 is an exploded, perspective view of the board.

Referring to FIGURES 1 and 5 it is seen that the display board 10 illustrated therein includes, as major components, a frame member 12 having an open front and an open top, a top retaining member 14 engaging the top of the frame member, a pair of eye members 16 extending upwardly from the top member, a backing sheet 18 of smooth, rigid material, such as fiber board, within the frame member 12 and a flap 20 pivoted to the top member 14 and releasably engageable with the front of the backing sheet 18. Normally, a sheet of transparent plastic 22 of approximately the same size as the backing sheet 18 will be provided over the backing sheet so that a sheet of printed advertising material 23 may be retained therebetween. In some cases, it may be desirable to omit the transparent sheet 22.

As shown, the frame member 12 is a rectangular sheet of metal, such as aluminum, three edges of which have been bent or curled through about 180°, as at 24, so as to form a shallow rectangular frame giving a flat back portion 26, an open front and an open top. Preferably, the corners of the sheet between the curled edges are cut away, as at 28, so that adjacent curled edges 24 do not overlap each other. The extremities of the curled edges are spaced slightly from the back portion 26 thereby forming three slots in which the bottom and side edges of the backing sheet 18 advertising material 23 and transparent cover sheet 22 are retained.

The top retaining member 14 of the board is an elongated strip which engages the top of the back portion 26 between the curled side edges and is secured in place by any suitable means such as a pair of spaced sheet metal screws 30 which pass through holes 32 in back portion 26 into the top member 14. As shown in FIGURE 1, the ends of the back portion 26 extend into the slots formed by the curled side edges.

In the preferred construction the top member 14 is an extruded strip of metal, such as aluminum, which is provided with suitable grooves for retaining the eyes 36 and the flap 20 without the use of additional fastening devices. When viewed in transverse cross section the top member is seen to have a thin depending arm 34 provided at its lower extremity with a vertical groove 36 the upper portion 37 of which is rounded and of greater cross section than the lower portion.

Above the arm 34 the top member 14 is somewhat thicker and is provided along its rear surface with an L-shaped groove 38 having a horizontal portion 40 and a downwardly extending vertical portion 42. As seen in FIGURE 3, the screws 30 are of such diameter that their threads engage the upper and lower surfaces of groove 40 in the assembled board.

Immediately below groove 40 the exterior of member 14 is provided with an inwardly extending shoulder portion 44 which engages the upper edge of the backing sheet 18, as seen in FIGURE 2. The upper rear edge of the top member terminates in a depending lip 46 which overlaps the upper edge of back portion 26 as best seen in FIGURES 2 and 4.

The eye members 16 are preferably constructed so as to be retained in top member 14 in a manner such that no additional fastening means are required. In the preferred embodiment, each eye is constructed of a thin metal strip formed in the shape best illustrated in FIGURES 2 and 5. As seen therein, each eye member 16 includes a loop portion 48 intermediate the ends of the strip and a pair of generally parallel legs 50 and 52 depending from the loop portion. The front leg 50 terminates in a foot 54 extending at generally a right angle thereto. The rear leg 52 terminates in an L-shaped foot 56 having a generally horizontal section 56 generally parallel to foot 54 and a depending generally vertical section 58.

As seen in FIGURE 2, foot 54 of the front leg 50 engages the upper surface of groove 40, and the foot sections 56 and 58 of rear leg 52 engage the lower surface of groove 40 and the rear surface of groove 42, respectively. The legs reside in a vertical slot 60 cut through lip 46 and into the rear surface of top member 14 and are thus held between the top member and back piece 26. The material from which the legs are constructed is preferably slightly spring-like so that the legs 50 and 52 tend to assume a position slightly spaced from each other as seen in FIGURE 5. When the legs are compressed with the fingers the foot portions 54, 56 and 58 may be easily inserted into grooves 40 and 42 opposite slots 60. When the legs are released, the foot portions spring away from each other and engage the grooves 40 and 42 as seen in FIGURE 2 thereby retaining the eyes in their proper position.

The flap 20, like the eyes 16, is constructed so as to be retained by the top member 14 without additional fastening means. As shown, flap 20 is a thin rigid flap of metal, such as steel, having an upper curled edge 62 which rotatably engages and is retained in portion 37 of groove 36 in top member 14. In assembling the device the curled edge 62 is inserted horizontally into groove 36 at one end of top member 14 and slid horizontally.
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3. to a center location therein where it is retained in any suitable manner. For example, a punch mark made in the rear of arm 34 adjacent each vertical side of the flap 20 will reduce the width of groove 36 so that the flap cannot slide horizontally out of the groove. Conveniently, flap 20 is also constructed with a small raised portion 64 in the center of its lower edge so as to provide a recess which is easily engaged by a finger for raising the flap.

According to the invention the flap is provided with a magnetic latch in the form of a permanent magnet 66 which tends to hold the flap against the backing sheet 18 whereby a sheet of paper 68 (FIGURES 1-3), such as a shopping list, may be retained on the board. Conveniently, the magnet 66 is set into a recess in the backing sheet 18 such that the front surfaces of the magnet and the sheet are substantially flush. The display board 10 is further adapted to have a pencil 70 releasably held thereto as by means of a permanent magnet. As seen in the drawings top member 14 is provided with a longitudinal top groove 72 having a recess in the approximate center thereof in which a permanent magnet 74 is located. The pencil 70, which may have an exterior magnetic jacket 76 thereof, rests in the groove 72 and is retained in place by the magnet 74.

In use, the display board 10 may be mounted on the top rung 78 (FIGURE 1) of the back of a supermarket basket by means of the eyes 16. To accomplish this, the board is partially disassembled by removing top member 14. The eyes 16 are then removed from top member 14, slipped over the rung 78 and the board is reassembled. A customer using the supermarket basket will thus not only be made aware of the advertising material 23 but can also use the board for holding a shopping list. As seen in FIGURE 3, a shopping list or other sheet of paper 68 may easily be inserted and retained between the flap 20 and the transparent sheet 22. The pencil 70 is readily available for writing purposes and the hard smooth backing sheet 18 provides a suitable writing surface for the sheet of paper 68.

Thus, it will be appreciated that a novel, economical and serviceable display board is provided by the present invention. The board in having a small number of parts is simple in construction and is easily assembled and disassembled for changing the advertising material therein. At the same time the board in requiring disassembly for removal from its support and for removal of the advertising material will discourage tampering by unauthorized persons. The simple and effective means for latching the flap and the pencil require no springs or other easily lost or damaged parts. The folded edges of the frame not only readily form the retaining means for the backing sheet but also protect the same from damage by extending outwardly thereof. Further the folded edges add considerable strength to the board.

While a preferred embodiment has been described, it is not intended that the details thereof be limiting except as they appear in the appended claims.

What is claimed is:

1. A display board comprising: a frame member having a generally flat back portion; a sheet of hard, smooth-surfaced material within said frame; first retaining means overlapping at least one edge of said sheet and retaining the same within said frame member; second retaining means overlapping at least one other edge of said sheet and retaining the same within the frame member said second retaining means being releasably secured to said frame member; a flap pivoted to said second retaining means for movement toward and away from said sheet; and means biasing said flap toward said sheet.

2. A display board as in claim 1 further comprising a sheet of transparent material retained within said frame member and overlying said hard smooth-surfaced sheet.

3. A display board as in claim 1 wherein said first retaining means are integral with said back portion and are edges thereof folded so as to retain said sheet within said frame member.

4. A display board as in claim 1 wherein said biasing means includes a permanent magnet set into said hard, smooth surfaced sheet adjacent said flap whereby the latter is releasably held in engagement with said sheet.

5. A display board as in claim 1 wherein said second retaining means is an extruded member having a longitudinal groove in the portion which overlaps said sheet and wherein an edge of said flap is pivoted in and retained in said groove.

6. An advertising display board comprising: a rectangular frame member having a generally flat back portion three edges of which are folded so as to form slots between the edges and said back portion; a sheet of hard, smooth-surfaced material within said frame; a top retaining member overlying an edge of said hard sheet and releasably secured to said back portion along the unfolded edge thereof; a flap of magnetic material pivoted to the portion of said top retaining member which overlies said sheet for movement toward and away from said sheet; a permanent magnet set into said sheet adjacent said flap.

7. A display board as in claim 6 further comprising at least one eye member extending from said top retaining member.

8. A display board as in claim 6 wherein said top retaining member is an extruded member and an edge of said flap is pivoted in and retained in a longitudinal groove in said top member.

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