Jan. 10, 1967 J. G. FENWICK 3,296,725

SIGN MOUNTING

Filed July 6, 1965 2 Sheets-Sheet 1

FIG. 1A

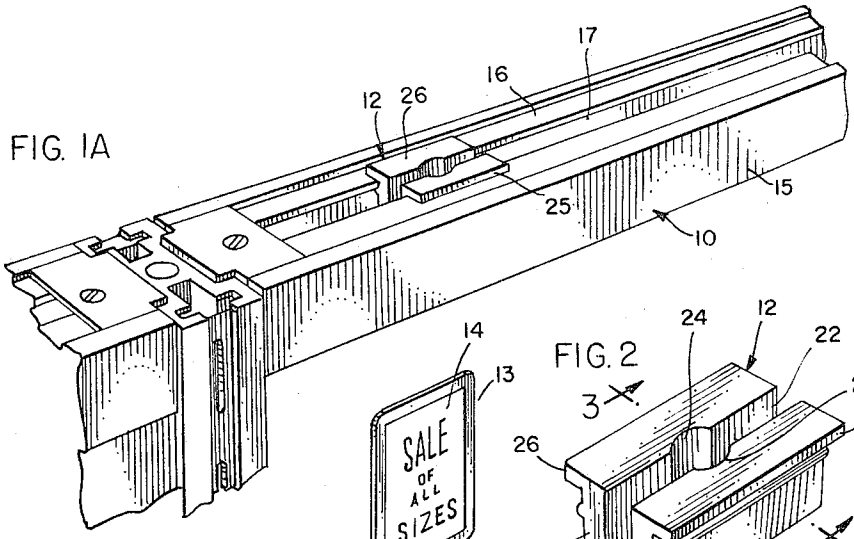


FIG. 1

FIG. 4

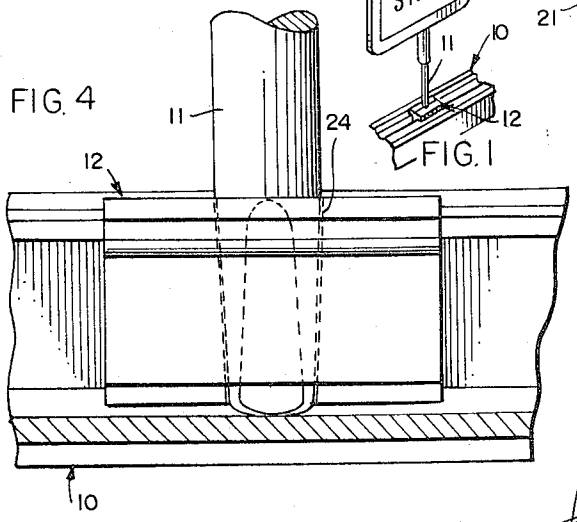


FIG. 3

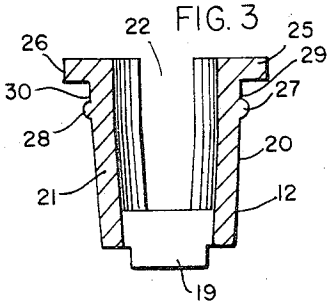


FIG. 5

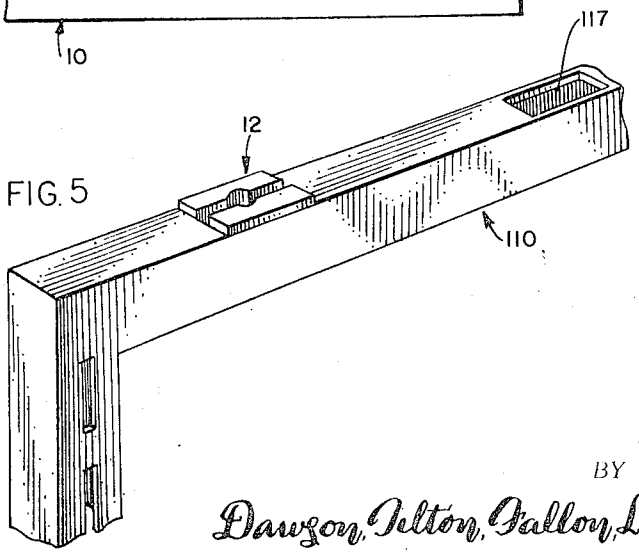
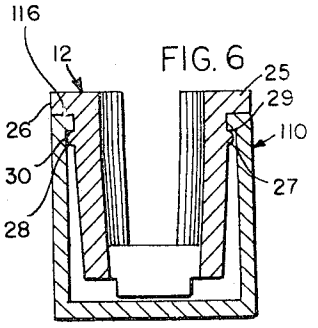


FIG. 6



INVENTOR:
JAY G. FENWICK

BY

Dawson, Delton, Gallon, Lungmus & Alexander
ATT'YS

Jan. 10, 1967 J. G. FENWICK 3,296,725

SIGN MOUNTING

Filed July 6, 1965 2 Sheets-Sheet 2

FIG. 7

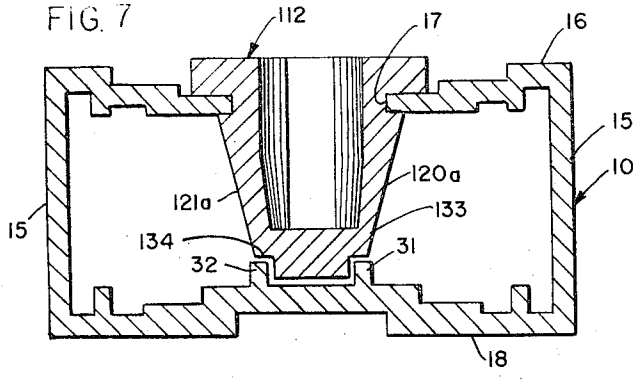


FIG. 8

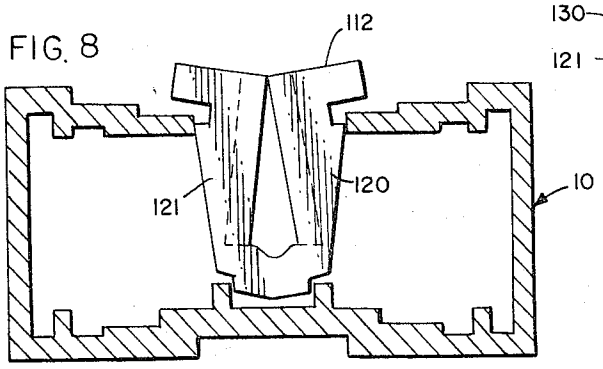


FIG. 9

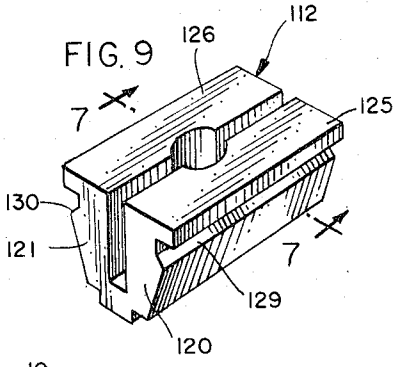


FIG. 10

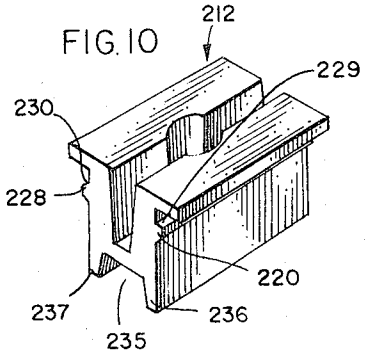
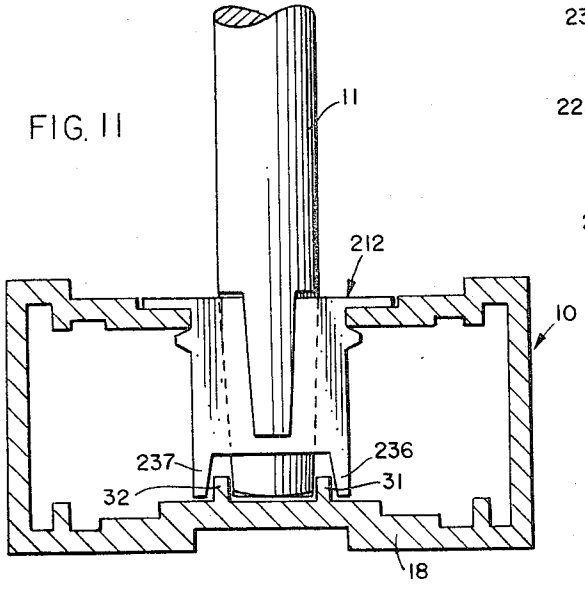


FIG. 11



INVENTOR:
JAY G. FENWICK

BY

Dawson, Tilton, Fallon, Lungmus & Alexander

ATT'YS

United States Patent Office 3,296,725
Patented Jan. 10, 1967

3,296,725

SIGN MOUNTING

Jay G. Fenwick, Mundelein, Ill., assignor to Morton Manufacturing Company, Chicago, Ill., a corporation of Illinois

Filed July 6, 1965, Ser. No. 469,380
10 Claims. (Cl. 40—10)

This invention relates to a sign mounting, and, more particularly, to a fitting adapted to support a sign in a retail store.

Store operators find it advantageous to provide signs supported by the framework of the counter, display case, rail or other essentially stationary part associated with the merchandise in question. These have an advantageous rigidity against inadvertent displacement, knocking down or removal. However, a problem has existed in that the signs are relatively topheavy so that a substantial anchorage has been required. This has not only been costly, but time-consuming to install or replace. Further, there is lacking a desirable versatility in placement, it being appreciated that sign location requirements change as merchandise changes.

Through the practice of the instant invention, an advantageously simple yet secure mounting is provided. The provision of such a sign mounting constitutes an important object of this invention. Other advantages and objects of the invention reside in the easy installability, ready removability, and relocatability of the mounting, the low cost in manufacture, and ease in stocking the same. Other objects and advantages of the invention may be seen in the details of construction and operation set down in this specification.

The invention is described in conjunction with the accompanying drawing, in which:

FIG. 1 is a fragmentary perspective view of a portion of a frame utilizing the teachings of this invention;

FIG. 1A is an enlargement of the lower portion of the view seen in FIG. 1;

FIG. 2 is a perspective view of a signpost supporting fitting constructed according to the teachings of this invention;

FIG. 3 is a vertical sectional view such as would be seen along the sight line 3—3 applied to FIG. 2;

FIG. 4 is a fragmentary sectional view of the frame of FIG. 1A and also showing a signpost installed therein;

FIG. 5 is a fragmentary perspective view of a counter or display case frame equipped with an opening somewhat different from that shown in FIG. 1A, but featuring the FIG. 2 fitting installed therein;

FIG. 6 is an enlarged sectional view of the fitting-equipped frame of FIG. 5;

FIG. 7 is an enlarged sectional view of a frame analogous to that of FIG. 1A but equipped with a modified from of fitting;

FIG. 8 is a view similar to FIG. 7 but showing the fitting in the process of installation;

FIG. 9 is a perspective view of the fitting employed in the showings in FIGS. 7 and 8;

FIG. 10 is a perspective view of another modified form of the inventive fitting;

FIG. 11 is a fragmentary sectional view on enlarged scale of the fitting of FIG. 10 installed in a frame of the character seen in FIGS. 1A, 7 and 8.

In the illustration given and with particular reference to FIG. 1, the numeral **10** designates generally a frame portion which may be provided as part of a counter, display case, or the like. Upstanding from the frame **10** is a post **11** seen installed within a fitting generally designated **12**. The post supports a generally rectangular frame **13** in which is positioned a card **14**. The general arrangement of the frame **13** and post **11** is well known to those skilled in the art, the instant invention being concerned primarily with the lower anchorage or mounting of the post **11**.

Reference is now made to FIG. 1A wherein the frame **10** is seen to have a side wall **15** and a top wall **16**. The top wall **16** is equipped with an elongated slot **17**. The details of the frame member **10** can be further appreciated from a consideration of FIG. 7 wherein the side walls **15** are seen to be interconnected by a solid bottom wall **18**. As can be further seen from FIG. 7, the frame has generally a box section or rectangular shape in transverse section, the slot **17** providing an opening for the receipt of the fitting **12** (so designated in FIG. 1A, the fitting in FIG. 7 constituting a modification and being generally designated by the numeral **112**).

The fitting **12** can be best appreciated from a consideration of FIGS. 2 and 3 wherein the fitting **12** is seen to include a unitary body constructed of resilient material such as aluminum or plastic. In the illustration given, the fitting **12** is hatched for aluminum. The resiliency referred to can be appreciated from a comparison of FIGS. 7 and 8 wherein the fitting is deformed for insertion into the frame **10**. There is present just enough given resiliency in the fitting **12** so as to permit it to be snapped into place and thereafter return to original configuration to maintain its firm seating.

Once again referring to FIGS. 2 and 3, it will be seen that the unitary fitting **12** includes a bottom wall **19** adapted to be disposed generally horizontally when in its operative condition. Integral with the bottom wall **19** are upstanding side walls or wings **20** and **21**. In effect, the fitting **12** is a channel section. The spaced-apart, upstanding wings **20** and **21** define a longitudinally extending slot **22**, and it is within this slot—more precisely enlargements **23** and **24** thereof—in which the post **11** is mounted (see FIG. 4). Now referring again to FIG. 3, it will be seen that each wing **20** and **21** is equipped at its upper end with laterally outwardly extending flanges **25** and **26**, respectively. As can be appreciated from FIG. 1A, the flanges **25** and **26** are adapted to overlie the top wall **16** to support and stabilize the position of the fitting **12** within the frame **10**. Aiding in this support are ribs **27** and **28** provided on each wing, spaced a short distance below the flanges **25** and **26** and which provide shoulders as at **29** and **30** for engaging the underside of the supporting frame. In this connection, reference is made to FIG. 6, wherein a frame **10** is shown with the fitting **12** supported therein. The frame **110** can also be seen in FIG. 5 and is seen to differ from the frame **10** of FIGS. 1A and 4 in the character of the opening **117** which is adapted to receive the fitting generally designated **12**. In FIG. 6, it is seen that the upper wall **116** is effectively clamped between the underside faces of the flanges **25** and **26** and the shoulders **29** and **30** provided by the ribs **27** and **28**, respectively.

The manner in which the fitting is installed within the frame can be appreciated from a consideration and comparison of FIGS. 7 and 8. As mentioned previously, the frame **10** is shown in these views but in conjunction with a modified form of fitting, the fitting in FIGS. 7 and 8 being designated **112** and being shown in perspective view in FIG. 9. It will be appreciated that the modified form of fitting **112** is very similar to that designated **12** in FIG. 2 with the exception of the exterior walls of the wings **120** and **121**. The wings **120** and **121** are equipped at their upper ends with flanges **125** and **126** analogous to the showing in FIG. 2.

Below the flanges **125** and **126**, it is seen that the outer side walls of the wings **120** and **121** are equipped with shoulders **129** and **130** and which are spaced slightly below the flanges **125** and **126**, respectively.

In operation, the fitting **112** is partially collapsed or distorted to the condition designated **112'** in FIG. 8. There it is seen that the wings **120** and **121** are urged toward each other to facilitate insertion of the fitting **112** within the slot **17** of the frame **10**. The side walls **120***a* and **121***a* of the wings **120** and **121**, respectively, are outwardly flared (see FIG. 7), and once the deforming pressure is released, the fitting **112** snaps into a stable position as shown in FIG. 7. The insertion of the post **11** further spreads the wings **120** and **121** to immobilize the fitting in place. Prior to the insertion of the post **11**, the fitting **12** or **112** may be slid along the slot **17** to any desired location. Likewise, when merchandise is changed, the sign relocation without removal is made possible. Further aiding in the stabilization of fitting **112** are ribs **31** and **32** provided on the bottom wall **18** of the frame **10**. These are received with longitudinally-extending recesses **133** and **134**, respectively, provided in the bottom or lower portion of the fitting **112**. Here, it will be appreciated that the ribs **31** and **32** cooperate with the wall **16** in maintaining the fitting **112** within the slot **17**.

A somewhat modified form of the fittings **112** and **112** can be seen by reference to FIGS. 10 and 11, wherein the inventive fitting is designated by the numeral **212**. Again, the fitting **212** is seen to be positioned in the frame **10** much like the showing in FIG. 7. The fitting **212** differs in two respects from the fitting **112** of FIG. 9. It will be seen from a comparison of FIGS. 9 and 10 that the fitting **212** is equipped with side ribs **227** and **228** which define the shoulders **229** and **230**, respectively. In this respect, the FIG. 10 showing is like that of FIG. 2. The fitting **212** differs from both the fittings **12** and **112** in the character of the bottom portion, which is seen to be recessed as at **235** to provide spaced-apart legs **236** and **237**. The legs **236** and **237** are seen to straddle the ribs **31** and **32** provided in the bottom wall **18** of the frame **10**, thereby providing an advantageous additional stabilization for the post-carrying fitting **212** (see FIG. 11).

While, in the foregoing specification, a detailed description of the invention has been given for the purpose of explanation, many variations in the details herein given may be made by those skilled in the art without departing from the spirit and scope of the invention.

I claim:

1. A sign mounting, comprising a frame providing an access opening in the top thereof, a press fitting inserted into said opening, said fitting being generally U-shaped in vertical section to provide upstanding wing portions and constructed of resilient material, said wing portions being equipped with lock means for engaging said frame, and a sign-equipped post mounted in said fitting, the engagement of said post with said wing portions urging said wing portions into locking engagement with said frame.

2. The structure of claim **1** in which said locking means includes a horizontal flange on each wing portion adjacent to the top thereof and a shoulder spaced vertically below said flange on each wing portion.

3. The structure of claim **2** in which said frame includes a hollow, generally box-shaped section providing said opening and a bottom wall space therebelow, said post extending through said fitting and engaging said bottom wall of said section.

4. The structure of claim **2** in which said frame includes a hollow, generally box-shaped section providing said opening and a bottom wall space therebelow, said fitting engaging the bottom wall of said section.

5. The structure of claim **2** in which each wing portion is equipped with a horizontal rib providing said shoulder.

6. The structure of claim **2** in which said frame includes a hollow, generally box-shaped section providing said opening and a bottom wall spaced therebelow, said bottom wall being equipped with upstanding ribs, and said fitting being equipped with rib-engaging parts on the bottom thereof in engagement with said ribs.

7. The structure of claim **6** in which said rib-engaging parts include longitudinally-extending recesses.

8. The structure of claim **6** in which said rib-engaging parts include longitudinally-extending legs.

9. A fitting for mounting a merchandise sign-post, comprising a unitary body constructed of resilient material, said body being generally U-shaped and defining thereby a base portion adapted to be generally horizontally disposed when in operative position and integral upstanding wing portions, each of said wing portions at its upper end being equipped with a laterally outwardly extending integral flange adapted to overlie a supporting frame when the remainder of said fitting is positioned within an opening in said frame, each of said wing portions on the surface thereof confronting the other wing portion being equipped with a vertically-extending recess adapted to receive said post.

10. The structure of claim **9** in which each of said wing portions is equipped with a horizontally-extending shoulder in the outer surface thereof and spaced below the flange provided on said wing portion.

References Cited by the Examiner

UNITED STATES PATENTS

1,862,776	6/1932	Timberlake	40—152.1
2,775,221	12/1956	Olson	40—125
2,865,124	12/1958	Mortellito	40—125
2,914,874	12/1959	Stein	40—125

EUGENE R. CAPOZIO, *Primary Examiner.*

W. J. CONTRERAS, *Assistant Examiner.*