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ADVERTISING DISPLAYS

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1 Claim. (Cl. 40—16)

This invention relates to an improvement in advertising displays, and more particularly to advertising card display means especially adapted for use in conjunction with wheeled grocery baskets of the type generally utilized in self-service stores.

The present application forms a continuation-in-part application of my copending application, Serial No. 274,176, filed February 29, 1952, for Advertising Signs.

As was stated in the original application, there has long been a need to provide some satisfactory means for holding advertising display cards in a prominent position on the manually operated wheeled baskets of the type generally used by self-service stores, and that prior to the development of the original invention no such means were known in the art.

Consequently, a primary object of this invention is to improve the advertising card frame, together with means for securing the frame to a basket of the type described, the frame being non-complex in construction, and inexpensive to manufacture and maintain.

Another object of this invention is to provide an advertising card frame with means for releasably securing the frame to a wire basket of the character described.

A further object of this invention is to provide an advertising card frame so constructed as to obviate the danger of ripping or tearing paper and other types of containers or the clothes of persons engaging thereagainst.

Other and further objects of this invention will become apparent from a consideration of the following specification when read in the light of the annexed drawing, in which:

Fig. 1 is a perspective view of an advertising card frame constructed in accordance with this invention, and showing the frame disposed within and secured to the forward end of a wire basket;

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

Fig. 3 is a horizontal cross-sectional view taken on the line 3—3 of Fig. 1;

Fig. 4 is a vertical longitudinal section through the frame.

Referring now more specifically to the drawing, reference numeral 1 designates in general an advertising display card frame constructed according to one embodiment of this invention. As is clearly seen in Fig. 1, the frame 1 is substantially rectangular in configuration, and is designed to receive and hold an advertising display card 2 removably therein.

The frame 1 preferably is constructed from a strip of metal having a U-shaped or channel cross-sectional configuration, such as a channel bar of aluminum or other suitable material. This bar is bent at spaced intervals, preferably, to form smoothly rounded corners at the ends of the vertically extending spaced and opposed side channel members 7 and 8, and the horizontally extending spaced and opposed top and bottom channel members 9 and 10, respectively.

The free ends of the metal strip or channel from which the frame 1 is formed, are bent inwardly toward each other to form the bottom channel member 10. The free ends are secured together by an overlapping clip 13 having a substantially U-shaped cross-section or channel shape and telescoped therewith. The clip 13 is welded or otherwise secured to the free ends to prevent relative movement thereof which would distort the configuration of the frame 1.

The base of the top channel member 9 is provided with a longitudinally extending slot 14 therein which extends continuously throughout the length of the frame through the smoothly rounded corners to the base of each side member 7 and 8. The slot 14 provides means whereby the advertising display card 2 may be inserted within and removed from the frame 1.

The bases of the side channel members 7 and 8 are each provided with a vertically extending slot 17, 18, adapted to receive therethrough an anchoring clip 19. Each clip 19 is shown as formed of an elongated rectangular strip of pliant metal which passes through the slot and is then looped around the rear wall of the channel member. Fig. 3 of the drawing illustrates the strip 19 as being looped around the rear side and the free ends thereof are then bent around a vertical strut 20 of a wire basket 21 to hold the frame against lateral shifting relative to the basket, and whereby simple means is afforded for releasably securing the frame 1 to the basket 21. The slots 17 and 18 are spaced from the center of the members 7 and 8 in close proximity to the rear walls thereof so that the projection of the strips 19 into the card receiving channels is minimized. This arrangement facilitates the insertion of the display cards into the frame by leaving a major portion of the channels in the side members free from obstructions to the passage of the card therethrough.

The frame 1 is supported in elevated position within the wire basket 21 by means of a pair of clips 22 identical to those described above. In this case, however, the strips of metal forming the clips 22 are passed through the slot 14 formed in the top member 9 at spaced intervals along the length thereof and are looped around the rear channel side thereof (Fig. 2). The free ends thereof are bent around a horizontally extending cross-strut 23 of the wire basket 21.

Through the use of the elongated rectangular metallic strips as the securing means, the frame 1 is adapted for mounting on the conventional wire basket of the type described and wherein the spacing of the vertical struts 20 may vary widely from manufacturer to manufacturer.

As is clearly seen in the drawings, the channels of the top and bottom members, and the channels of the side members, are oppositely disposed and aligned with respect to each other, whereby upon insertion of an advertising display card through the slot 14 the card will be supported by the lower channel member 10.

Longitudinal shifting of the advertising display card 2 is prevented by the side channel members 7 and 8, and lateral movement in either direction thereof is prevented by the spaced parallel sides of the side channel members 7, 8, the top member 9 and the bottom member 10. As seen in the drawing, the sides of these members surround the marginal edges at the periphery of the advertising display card 2, thus presenting a neat appearance.

While I have described the sign frame as being capable of attachment to the inside of the front end of the shopping basket, it will be evident that it may be attached thereto at any suitable or appropriate place, either inside or outside and on either end or either side. Moreover, it may be used on other articles than shopping baskets.

The advertising card 2 is described as inserted in a side of the frame, but, if preferred, it may be inserted in either

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end thereof, through an elongated slot, like the slot 14, provided therein.

Having described and illustrated this invention in detail, it will be understood that the instant embodiment is offered for the purpose of example, and while variations thereof may be made without departing from the spirit of this invention, the scope thereof is to be limited only by the following claim.

I claim:

An advertising display card frame adapted to receive and hold a display card, said frame having an open, substantially rectangular configuration including a pair of spaced, substantially parallel side members, and spaced, substantially parallel top and bottom members, said members having a substantially U-shaped cross-section forming display card receiving channels for surrounding and embracing the marginal edges of said display card, said top member having a continuous elongated slot formed therein, whereby said display card may be slidably received therethrough into or out of said channels, a pair of supporting members, each extending through said slot formed in said top member and overlapping and securing said frame to a horizontal support, each of said side members having an elongated

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slot formed therein spaced from the center of the U-shaped cross section thereof in close proximity to one of the sides thereof and adjacent said bottom member, a securing member extending through each of said slots formed in said side members in a loop around said one of the sides thereof so as to leave a major portion of the channels in said side members unobstructed and free to receive a display card inserted through said elongated slot in said top member, said securing members having end portions thereof for overlapping and securing said frame to a pair of vertical supports.

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