

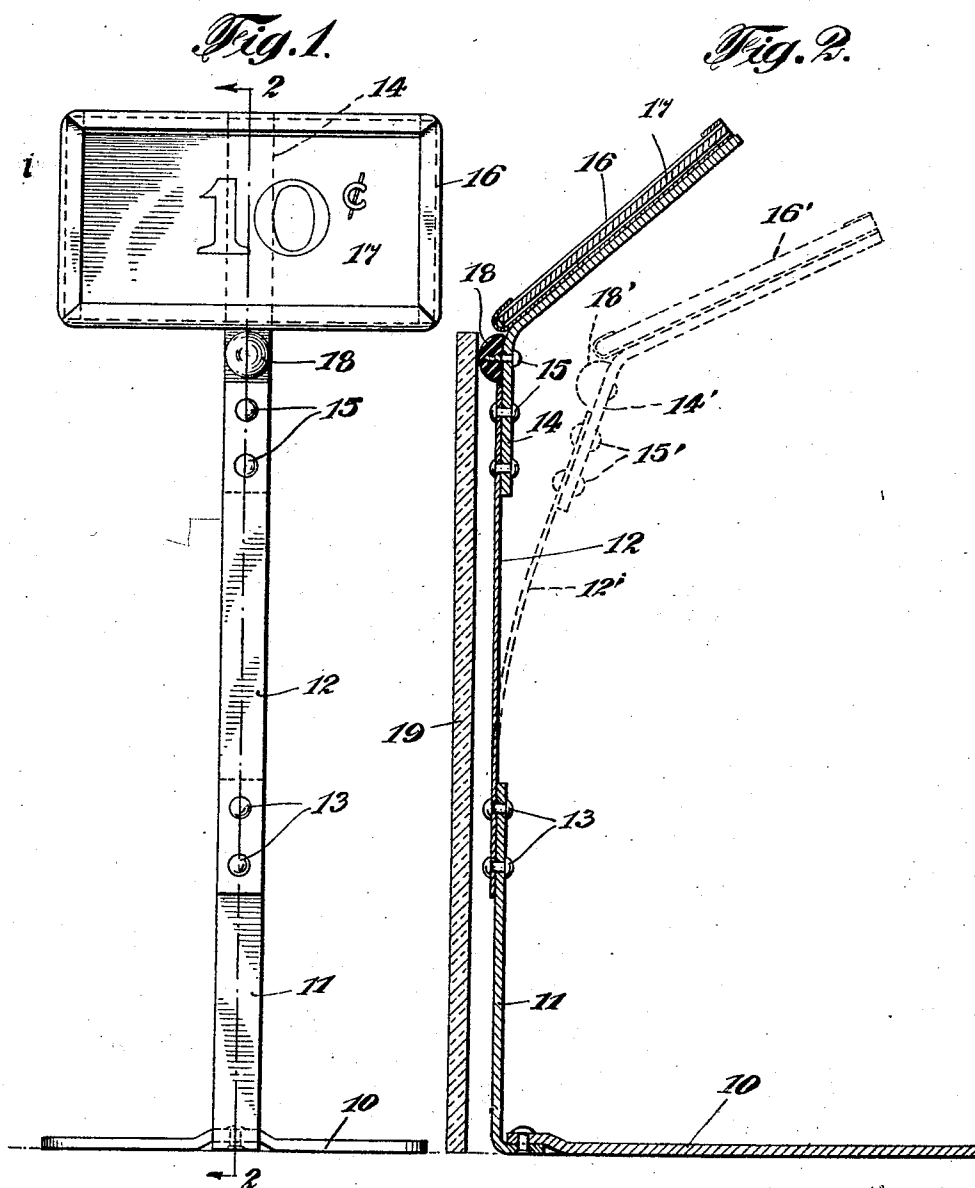
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C. W. KRESS

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CARD SUPPORT

Filed July 5, 1924



INVENTOR

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UNITED STATES PATENT OFFICE.

CLAUDE W. KRESS, OF NEW YORK, N. Y.

CARD SUPPORT.

Application filed July 5, 1924. Serial No. 724,462.

To all whom it may concern:

Be it known that I, CLAUDE W. KRESS, a citizen of the United States, residing at New York city, county of New York, borough of Manhattan, and State of New York, have invented new and useful Improvements in Card Supports, of which the following is a full, clear, and exact specification.

My invention relates to supports and refers particularly to devices suitable for supporting cards.

It is frequently desirable to have card supports upon counters in stores, especially as a means for indicating the selling prices of the articles exposed for sale. Card supports of this character must be attractive and at the same time particularly suitable for the specific use to which they are applied and the card support of my invention is especially valuable for use upon counters in which there is a forwardly positioned upright member.

The accompanying drawings illustrate one form of my device, but it is evident that there may be changes from the specific device shown without going beyond the scope of my invention.

In the accompanying drawings illustrating one form of the device of my invention, similar parts are designated by similar numerals.

Figure 1 is a front view of one form of the device of my invention.

Figure 2 is a cross-section through the line 2—2 of Figure 1, the broken lines showing the device in flexed position.

The particular form of the device of my invention, shown in the accompanying drawings, comprises a base 10 to which is riveted a non-flexible member 11, to which is attached a flexible member 12 by means of the rivets 13, 13. The flexible member 12 is also attached to the non-flexible member 14 by means of the rivets 15, 15 which is bent at an angle and supports a card-carrying frame 16 carrying a card 17. The member 14 carries a rubber, or similar, button 18.

In the exposition of articles upon counters, it is frequently customary to have a plate, or sheet, of glass 19 extend along the front portion of the counter and to have the goods upon the counter behind the glass.

This arrangement of having the price card holder in front of the articles is much

more attractive than is the case where the price card holder is at the rear of the commodities.

The device of my invention is particularly suitable for this purpose as is shown in Figure 2.

It is evident that a non-resilient support would have the disadvantages of being in the way of customers who might lean over the glass front and of being liable to break if forcibly pressed backwardly.

A support composed wholly of flexible material would bend at the jointure between the base and the support, and hence, would abut upon the commodities. In many cases, as, for instance, where glassware is being exhibited, this would prove injurious to the commodities.

My device overcomes all of these undesirable features and presents a means whereby a price card holder may be positioned between the glass front and a plurality of commodities upon a counter, without danger of self-breakage, or injury, to the commodities when it is bent backwardly and which, when released from its flexed position, will not injure the glass.

As is indicated in Figure 2, the member 12 will flex from its point of jointure with the non-flexible member 11, and hence, any commodities behind the device will not be affected by this bending operation.

The rubber button 18 prevents the metal parts of the device from hitting the glass 19 upon the return of the device to a normal position.

The non-flexible member 14 is preferred to a flexible member, because it always retains the same angular relationship to the flexible member 12, and hence, the card is always easily discernible, even when the device is bent backwardly.

It is evident, therefore, that my device possesses valuable features and that it produces results of considerable usefulness.

I do not limit myself to the particular size, shape, number, material or arrangement of parts, as shown and described, as these are given simply as a means for clearly describing the device of my invention.

What I claim is:—

1. In a card support, in combination, a base, a non-flexible upright carried by the base, a flexible member carried by the non-flexible upright, a non-flexible member car-

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ried by the flexible member and means for holding a card carried by the last mentioned non-flexible member.

2. In a card support, in combination, two non-flexible members, a flexible member connecting the two non-flexible members, a base fixedly attached to one non-flexible member and card-carrying means attached to the other non-flexible member.

10 3. In a card support, in combination, two non-flexible members, a flexible member con-

necting the two non-flexible members, a base fixedly attached to one non-flexible member, card-carrying means attached to the other non-flexible member and a resilient button 15 carried by the outer face of the last mentioned non-flexible member.

Signed at New York city, in the county of New York and State of New York, this 2nd day of July, 1924.

CLAUDE W. KRESS.