COOPERATIVE SOCIAL AND BUSINESS CARD DISPLAY

Filed Oct. 12, 1943

Figure 1

Figure 2
This invention relates to a card displaying device and it is one object of the invention to provide a device of this character including a board adapted to be supported in an upright position against a wall or upon a counter and carrying card-holding members which extend transversely across the front of the board and are so formed that a number of cards may be carried by the card-holding members and supported in upright position so that they may be clearly seen and easily read by persons looking at the board.

Another object of the invention is to provide a card displaying device wherein the card-holding members consist of elongated channelized strips which are of such formation that cards may be thrust into the strips and firmly held upright in side-by-side relation to each other and thus allow a number of cards to be carried by each strip or bar, the strips or bars being formed of transparent material so that writing upon lower end portions of the cards which are engaged in the bars may be seen and read.

Another object of the invention is to provide card-holding bars carrying attaching members which are slidably engaged in grooves formed vertically in the front face of the board so that the bars may be shifted vertically and thus be adjusted to positions for holding cards of different height.

Another object of the invention is to provide a card displaying device which is simple in construction and so formed that it will hold a large number of cards in such position that they may be clearly seen and read.

The invention is illustrated in the accompanying drawings wherein:

Fig. 1 is a perspective view of the card displaying device.

Fig. 2 is a perspective view showing an end portion of one of the card holding bars.

This improved card displaying device consists briefly of a board carrying bars which extend transversely across the front of the board and are spaced vertically from each other so that cards carried by the bars may project upwardly therefrom in position to be seen and read. The board is formed of wood or other suitable material and at its top is formed with an upwardly projecting portion formed with an opening to receive a nail by means of which the board is to be suspended against a wall. The name of the company operating the board or the name of the owner of a store in which the board is displayed may be inscribed upon the upwardly projecting portion of the board if so desired.

Grooves or channels are formed vertically in the board in spaced relation to side edges thereof and these channels have reduced throats leading from the front face of the board. Open ends of the channels and at the lower end of the board so that convenient access may be had to the channels.

In order to hold cards to be displayed there have been provided a number of bars which extend across the front face of the board one above another. The bars are formed from strips of sheet material which is preferably plastic and transparent.

The strips are folded to form tubular bars open at their ends and during folding of the strips each has its marginal portions overlapped to provide the bar with a front wall having upper and lower portions, the lower portion being disposed in overlapping relation to the upper portion and thus provide the front wall of the bar with a lower section or lip which overlaps its upper section and has its upper edge portion bent outwardly away from the upper section so that cards may be easily thrust downwardly between the upper and lower sections where they will be gripped by the lower section and firmly held. The inserted cards project upwardly from the bars and since they are held in an upright position they may be clearly seen and read. Since the bars are formed of transparent plastic printing upon lower portions of the cards which are overlapped and gripped by the lower sections of the front walls of the bars may be seen and printed matter on these covered portions of the cards seen and read.

In order to mount the bars across the boards each bar is provided near its ends with posts which project rearwardly from the bar and carry cross heads formed from strips of resilient sheet metal or other suitable material. The cross heads are curved longitudinally and are of such length that they may be thrust into the grooves or channels and extend transversely therewith the posts passing through the throats of the grooves and the cross heads bearing against walls of the grooves at opposite sides of the throats. The cross heads are flexed somewhat in order to thrust them into the grooves and will thus have binding contact with walls of the grooves and frictionally hold the bars in desired vertical spaced relation to each other. It will thus be seen that the bars may be spaced from each other at different distances and be accommodated to the height of the cards carried by the bars. Handles are mounted in spaced relation to opposite side edges.
of the board so that by grasping the handles the board may be easily lifted and a nail into a wall engaged through the opening 2 and suspend the board in such position that cards carried by the bars 4 will be prominently displayed. The improved card holder is particularly adaptable for use in restaurants, drug stores, waiting rooms or other places where people congregate and may not only be used for holding advertising cards but also for holding menus, train schedules, or the like. Since the cards are frictionally gripped between the two sections of the front walls of the bars they may be grasped and removed by exerting upward pull and new cards then inserted. A small display device of the improved construction may be set upon a counter and supported in upright position by a prop of conventional form.

Having thus described the invention, what is claimed is:

1. A card displaying device comprising a back board formed with vertically extending channels spaced from each other transversely of the board and having throats of reduced width opening through the front face of the board, card holders extending transversely of said board one above another with portions crossing the channels, posts carried by said card holders and passing through the throats into said channels, and resilient cross strips carried by said posts and disposed within the channels transversely thereof in frictionally gripping engagement with walls of the channels to hold the card holders to the back-board and maintain the card holders in vertically adjusted positions.

2. A card displaying device comprising a back board formed with vertically extending channels leading from its lower end and having throats of reduced width opening through the front face of the board, tubular bars extending transversely of the front face of said board with portions crossing said grooves, said bars being formed from strips of transparent sheet material bent to form each bar with a rear wall and upper and lower walls and a front wall having upper and lower sections, the lower sections of the front walls of the bars being disposed in overlapping relation to upper sections thereof and having their upper marginal portions flexed outwardly whereby cards may be readily thrust between the sections and gripped to hold the cards upright, posts projecting rearwardly from said bars through the throats of said grooves, and resilient cross strips carried by rear ends of said posts and disposed within the grooves transversely thereof and curved longitudinally for frictional engagement with walls of the grooves to hold the bars in desired vertical spaced relation to each other.

3. A card displaying device comprising a back board formed with vertically extending tracks having throats of reduced width along their front sides, card-holding bars extending transversely of said board with portions crossing said tracks, posts projecting rearwardly from said bars and entering the tracks through throats thereof, and resilient cross heads carried by said posts and disposed within the tracks transversely thereof and frictionally gripping walls of the tracks to hold the bars in desired vertical spaced relation to each other.

4. A card displaying device comprising a back board formed with vertically extending tracks having throats of reduced width along their front sides, card-holding members extending transversely of the board with portions crossing the tracks, and mounting members extending rearwardly from the card-holding members into the tracks through the throats thereof and provided with members gripping walls of the tracks to hold the card-holding members in desired vertical spaced relation to each other.

5. A card displaying device comprising a back board, and card-holding bars extending transversely of said board in front thereof, each bar consisting of a strip of sheet material bent to form a tubular bar having a rear wall and upper and lower walls and a front wall provided with an upper and a lower section overlapping the companion upper section whereby a card thrust between overlapped portions of the sections will be gripped and held in upright position.

CLIFTON V. BERRY.

REFERENCES CITED

The following references are of record in the file of this patent:

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>949,578</td>
<td>Keene</td>
<td>Feb. 15, 1910</td>
</tr>
<tr>
<td>1,408,469</td>
<td>Rand</td>
<td>Mar. 7, 1922</td>
</tr>
</tbody>
</table>