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3,258,232

SIGNAL HOLDER

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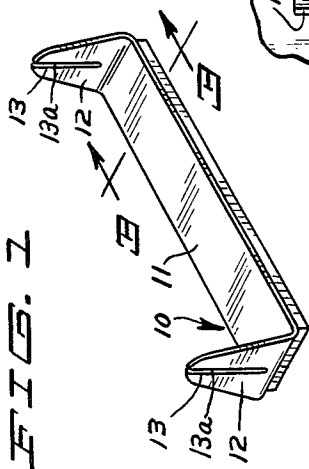
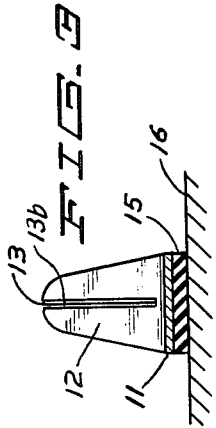
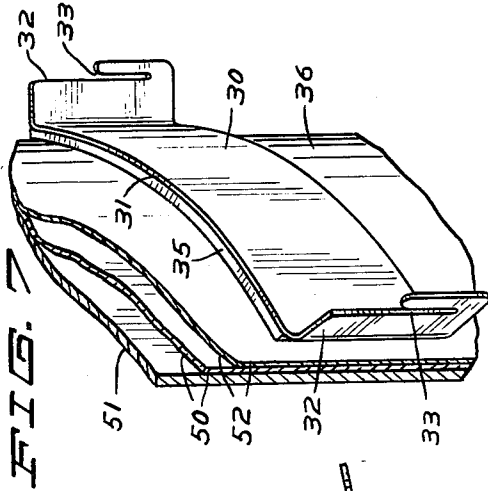


FIG. 2a

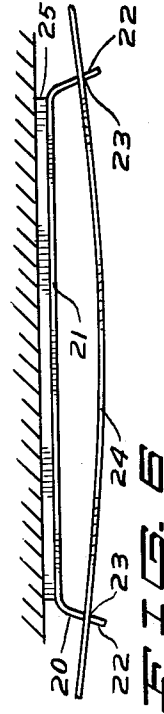
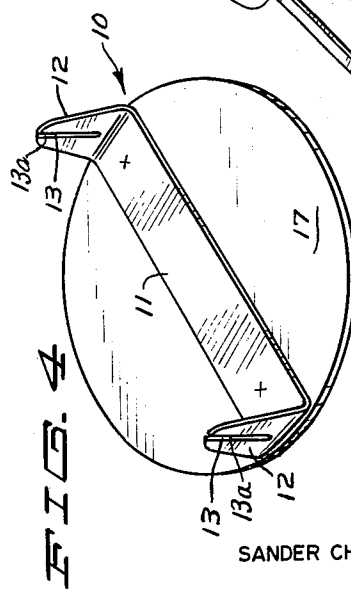
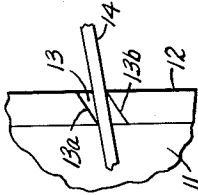


FIG. 5

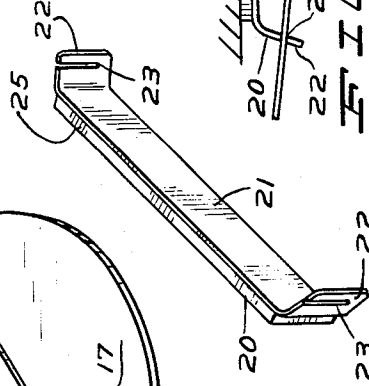


FIG. 6

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SIGN HOLDER

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6 Claims. (Cl. 248—33)

This invention has relation to means for holding a sign or card for display; and more particularly to such means comprising a rigid structure provided with a pair of parallel slots, and open at one end for the reception of a resilient, stiff and flexible card. The position of the slots with reference to each other is such that the card must be bowed to slip into slots; and when released the card will straighten or substantially so as to be firmly held and bound in the holder by its own resilience and the non-planar configuration of the walls defining each slot into which the card is held.

Commonly employed methods of securing signs or cards are by piercing as with a nail, adhesion, or pinching. The first two methods generally secure signs in such a way that they are destroyed when it is attempted to remove them. The third method also often requires sufficient force to hold the signs so that it is difficult to remove them.

An object of the present invention is to provide a method for holding signs in such a way that they may be inserted and removed from the holder without the application of excessive force and in such a way as not to damage the signs.

Another object of this invention is to provide an inexpensive and easily movable sign holder.

A further object of the present invention is to provide a sign holder that may be attached to or placed on a great variety of surfaces.

In the drawings,

FIG. 1 is a perspective view of a first form of the invention;

FIG. 2 is a top plan view of the sign holder of FIG. 1 with a card or sign held therein;

FIG. 2a is an enlarged detail plan view of one end of the holder shown in FIG. 2;

FIG. 3 is an enlarged vertical sectional view taken on the line 3—3 in FIG. 1;

FIG. 4 is a perspective view of the sign holder of FIG. 1 and disclosing an alternative means for mounting or supporting it;

FIG. 5 is a perspective view of a sign holder made according to a second form of the invention;

FIG. 6 is a top plan view of the holder of FIG. 5 with a card held therein; and

FIG. 7 is a perspective view of a sign holder of a type similar to that shown in FIGS. 5 and 6, but for supporting a sign or card with respect to a cylindrical column or the like.

Referring to FIGS. 1, 2, 2a and 3 of the drawings and the numerals of reference thereon, a first form of sign holder 10 consists of a base member 11 and a pair of ears 12, 12 extending generally perpendicularly outwardly therefrom. Into these ears, a pair of slots 13, 13 have been cut. As best seen in FIG. 2, these slots are parallel with each other but lie in different planes. Each slot 13 is defined by a pair of parallel planar wall surfaces 13a and 13b angularly related to the plane of the ears 12. The surfaces 13a and 13b of one slot 13 are non-planar or angularly related to the wall surfaces 13a and 13b of the other slot 13 and the planes of the wall surfaces of one slot converge with the planes of the wall surfaces of the other slot at a point therebetween but offset from a plane through both slots.

A sign or other card 14 of stiff, flexible, resilient mate-

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rial is bent so that spaced portions of the card are substantially aligned with the planes of the wall surfaces 13a and 13b of the slots. These portions of the card are then inserted in the slots and the card is released. Its natural resilience will cause it to take the substantially planar position as seen in FIG. 2, where it will be held and bound in place by its relationship to diagonally opposite edges of the wall surfaces 13a and 13b of the slots. The width of the slots 13, in relation to the plane through both slots, is quite narrow compared with their width in relation to the plane of the wall surfaces of the slots (see FIGURE 3) and their width in relation to the plane through both slots is less than the thickness of the card 14. For this purpose, a card 14 made of seven ply tag board has been found to be satisfactory.

In FIG. 3 a supporting foot layer 15 of magnetic strip material is disclosed as integral with the base member 11. Such a strip sold by B. F. Goodrich under the trademark Koroseal is excellent for this purpose. This strip will affix the holder and its attached card to any magnetizable material such as 16 whether this material is in a horizontal, vertical or other plane.

In FIG. 4 a similar sign holder 10 is illustrated. However, in this form of the invention, a supporting foot plate 17 consists of a plate spot welded onto the base 11. The ears and slots can be the same as in FIGS. 1, 2, 2a and 3 and are similarly numbered. The underside of the foot plate 17 can be felt covered, and is most useful for supporting signs on horizontal, nonmetallic surfaces.

A second form of sign holder 20 of FIGS. 5 and 6 is perhaps more easily manufactured than that of FIGS. 1, 2, 3 and 4 in which the slots have to be cut to lie in separate converging planes. Slots 23, 23 of FIGS. 5 and 6 can be punched or cut initially straight through ears 22, 22 in perpendicular relation to those ears while the ears are still flat with base member 21. The ears 22, 22 can then be bent to a position as seen in FIG. 6; thus positioning the wall surfaces of the slots in non-planar relationship so that a card 24 will be firmly held therein as described in connection with the first form of the invention. A magnetic strip foot layer 25 is provided for supporting the holder on metallic surfaces.

In FIG. 7 a sign holder 30 similar to that shown in FIGS. 5 and 6 is illustrated. However, in this form of the invention, the base member 31 is bent to fit a curved surface such as a support pillar 36 in a retail store, for example. The base member 31 may be either rigid and bent to fit a predetermined shape, or flexible so that it may be adjusted to any of a variety of surfaces. The flexible magnetic material Koroseal is ideally suited to serve as a magnetic supporting foot layer 35 for this form of the invention. The ears 32, 32 and the slots 33, 33 of FIG. 7 are constructed in the same way as the slots and ears of FIGS. 5 and 6.

The magnetic foot layer 35 may also be used to attach the sign holder to nonmagnetic surfaces. This is accomplished as shown in FIG. 7, by painting a magnetic material 50 on the supporting surface 51. This magnetic material may then be covered by a decorator paint 52, if it is so desired. The magnetic foot layer 35 on the sign holder will then attach firmly to the painted surface.

What is claimed is:

1. A holder for supporting a flat resilient card, said holder comprising a base member having spaced opposite end portions, an ear portion formed on said base member at each of said opposite end portions which are angularly related to said base member, each said ear portion being provided with a slot defined by two parallel wall portions, the wall portions of one slot lying in parallel planes different from the planes of the wall portions of the other slot but converging therewith, said wall portions having

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parallel edges and diagonally opposite edges of one slot defining a narrow slot through one ear portion parallel with the narrow slot defined by diagonally opposite edges of the wall portions of the other slot such that a said card which is bowed out of its flat shape may enter both of said slots simultaneously and will return to a substantially planar position and the diagonally opposite edges of each slot thus engage opposite sides of a said card to firmly hold a said card.

2. A holder as described in claim 1 wherein said base member has a layer of magnetic material affixed thereto and conforming to the shape of said base member.

3. A holder as described in claim 1 wherein said ear portions diverge from said base member and the wall portions defining the slot in each ear portion are normal to the plane of said ear portion.

4. A holder for supporting a flat resilient card, said holder comprising a base member and a pair of ears formed of sheet material and said base member having a curve formed therein between spaced opposite end portions, one said ear being formed on said base member at each of said opposite end portions and diverging from said base member, each said ear being provided with a slot defined by two parallel wall portions which are normal to the plane of said ear, the wall portions of one slot lying in parallel planes different from the planes of the wall portions of the other slot but converging therewith, said wall portions having parallel edges with diagonally opposite edges of one slot defining a narrow slot through one ear parallel with the narrow slot defined by diagonally opposite edges of the wall portions of the other slot such that a said card which is bowed out of its flat shape may enter both of said slots simultaneously and will return to a substantially planar position and the diagonally opposite edges of each slot thus engage opposite sides of a said card to firmly hold a said card.

5. In combination, a flat resilient card of at least seven ply tag board, a holder for supporting said card, said holder comprising a base member having spaced opposite end portions, an ear portion formed on said base member at each of said opposite end portions which are angularly related to said base member, each said ear portion being provided with a slot defined by two parallel wall portions, the wall portions of one slot lying in parallel planes different from the planes of the wall portions of the other slot but converging therewith, said wall portions having parallel edges and diagonally opposite edges of one slot defining a narrow slot through one ear portion nar-

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rower than the thickness of said card and parallel with the narrow slot defined by diagonally opposite edges of the wall portions of the other slot such that said card when bowed out of its flat shape may enter both of said slots simultaneously and, returns to a substantially planar position and having the diagonally opposite edges of each slot engaging opposite sides of said card to firmly hold said card in said holder.

6. A holder for supporting a flat resilient card, said holder being formed of thin sheet material and comprising a base portion having opposite end portions and an ear formed at each of said end portions, said ears extending away from a common side and normal to said base member, each said ear being provided with a diagonal slot defined by two parallel wall portions oblique to the plane of said ears, the wall portions of one diagonal slot in one ear lying in planes different from the planes of the wall portions of the other of said diagonal slots in the other ear but converging therewith, said wall portions defining one said diagonal slot having parallel edges and diagonally opposite edges of one diagonal slot defining a narrow slot affording a view perpendicularly through one ear, which narrow slot is parallel with a similar narrow slot defined by diagonally opposite edges of the wall portions of the other said diagonal slot such that a said card which is bowed out of its flat shape may enter both of said diagonal slots simultaneously and will return to a substantially planar position and the diagonally opposite edges defining said narrow slots thus engage opposite sides of a said card to firmly hold a said card to said holder.

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