Nov. 14, 1961 H. N. SMITH 3,008,254

DISPLAY BRACKET DEVICE

Filed Dec. 3, 1959

FIG. 1

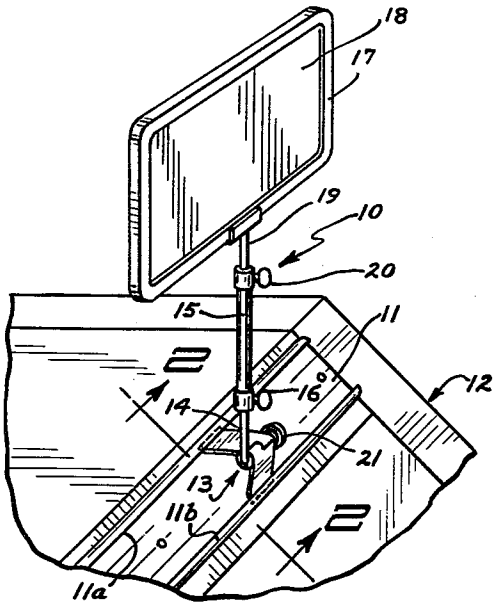


FIG. 2

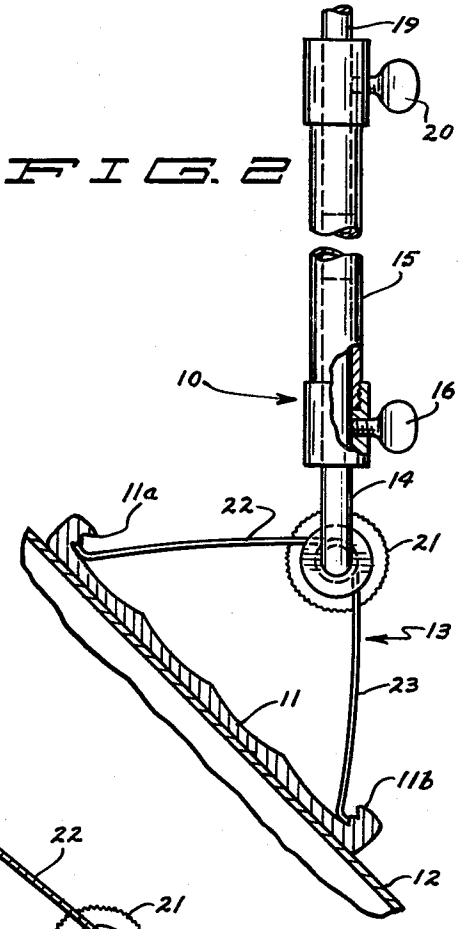
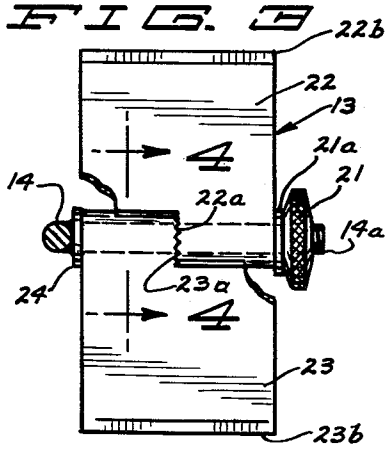


FIG. 3



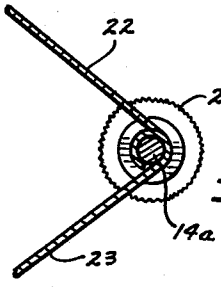
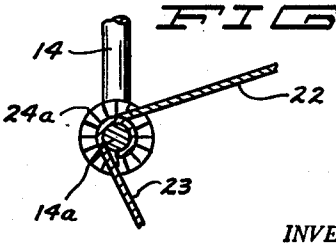


FIG. 4

FIG. 6



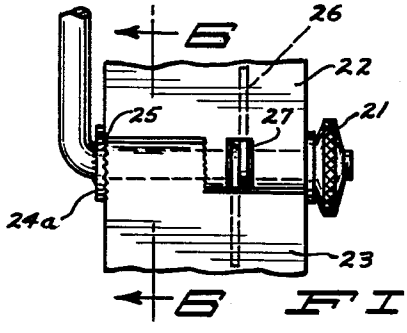


FIG. 5

INVENTOR.
HERMAN N. SMITH
BY
Frederick C. Mayers
ATTORNEYS

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3,008,254

DISPLAY BRACKET DEVICE

Herman N. Smith, 10018 Fremont Ave. S., Minneapolis, Minn.

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3 Claims. (Cl. 40—11)

This invention relates to a display bracket and more particularly to a bracket for supporting a display from an inclined channel means.

Advertising space, particularly space for displaying placards in stores and supermarkets is at a premium. I have found that by using my novel bracket in conjunction with price channels already extant on shelving, freezer display cabinet, etc., additional space is available for displaying placards and other advertising media. Reference is made to my copending patent application Ser. No. 846,391, filed October 14, 1959.

It is therefore an object of my invention to provide an improved display bracket device insertable in a price channel.

It is another object of my invention to provide a resilient adjustable bracket base wherein a constant compression can be established upon insertion of the bracket in a price channel, regardless of the width of said price channel.

It is another object of my invention to provide an adjustable base for a display device wherein the compression of said base relative to insertion in a price channel and the position of the display device relative to said base may be adjusted and fixed simultaneously.

It is still another object of my invention to provide an adjustable hinged plate base means for supporting a display device at an angulated position from said base means wherein an adjustment of said hinged plate base and said display device is secured by a single means.

It is a further object of my invention to provide a means for locking a hinged plate base for compressive securement in a channel means for supporting a display device therefrom.

It is another object of my invention to provide a resilient base means adjustable for a variety of price channel widths to maintain a substantially constant compressive force relative to the edges of a selected price channel.

It is still another object of my invention to provide a base having an interlocking portion engageable with an adjustable display arm for positively securing said arm in a selected position relative to said base.

It is another object of my invention to provide a hinged base for a display device wherein said base is compressibly secured in a price channel for supporting said display device.

It is a further object of my invention to provide a hinged base mounted on an arm supporting a display device wherein an adjustment means locks the hinged base and arm simultaneously for compressive insertion of said base within the edges of a price channel.

These and other objects and advantages of my invention will more fully appear from the following description, made in connection with the accompanying drawings, wherein like reference characters refer to the same or similar parts throughout the several views and in which:

FIGURE 1 is a perspective view of my display bracket device mounted in a channel means on a food display container;

FIGURE 2 is an enlarged side elevation of my display bracket device taken at 2—2 of FIG. 1;

FIGURE 3 is a plan view of my novel bracket base;

FIGURE 4 is a sectional view taken at 4—4 of FIG. 3;

FIGURE 5 is a partial plan view of a modification of my bracket base; and

FIGURE 6 is a sectional view taken at 6—6 of FIG. 5.

With continued reference to the drawings, FIG. 1 discloses a display bracket device 10 mounted in a channel 11 of food display container 12. The channel 11 is inclined from the vertical and substantially aligned with the sloping front of container 12. A bracket base 13 is mounted within the recessed edges 11*a* and 11*b* of channel 11.

Bracket base 13 adjustably supports arm 14 on which is mounted a sleeve 15 which is secured to arm 14 by a wing-nut 16. Integral with display frame 17, holding a placard 18, is arm 19 secured to sleeve 15 by wing-nut 20. Thus the frame 17 may be removed or replaced by loosening wing-nut 20, and another frame inserted within sleeve 15. The angle which arm 14 assumes relative to the base 13 may be changed by loosening knurl-nut 21, to be described in detail below.

Referring now to FIGS. 2 and 3, base plates 22 and 23 are hingedly and slidably mounted on arm portion 14*a* of arm 14. As knurl-nut 21 is threaded away from plate 22, the plates may be slidably moved along arm portion 14*a* away from arm 14. Also the sliding movement of the plates 22 and 23 allows them to be moved apart so that serrated portions 22*a* and 23*a* are no longer in interlocking engagement. Thus, the plates 22 and 23 may be pivoted about arm portion 14*a* to a desired angular position relative to one another.

The plates 22 and 23 are positioned angularly from one another until the distance between edges 22*b* and 23*b* is a slightly greater distance than the distances between recessed edges 11*a* and 11*b* of channel 11. The arm 14 is also positioned relative to base 13. The knurl-nut 21 is then tightened to cause the plates to grippingly abut one another to maintain the angle between them. I have shown in the embodiment disclosed serrated portions 22*a* and 23*a* which assist the gripping abutment of the plates and the maintainence of the angle between the plates. Also upon tightening plate 23 grippingly abuts arm 14 to maintain the position of arm 14 relative to base 13. The metal plates 22 and 23 have a resiliency which enables them to be compressed inwardly toward one another to allow edges 22*b* and 23*b* to fit into recessed edges 11*a* and 11*b*. Thus the plates compressively engage the edges of channel 11 to secure base 13 within channel 11.

If the angular position of arm 14 relative to base 13 need be changed, it is only necessary to loosen knurl-nut 21 slightly to allow a change in position of arm 14. In some instances, a force applied to arm 14 may be sufficient to change its position relative to the base.

Thus my novel display bracket device is secured in a price channel, with arm 14 angulated so that the placard 18 is in the desired position shown vertical in the drawings, although the base is mounted in an inclined channel. Of course, arm 14 may be angulated to any position desired, and maintained in that position as described hereinbefore.

A modification of base 13 is shown in FIGS. 5 and 6 wherein a radially slotted washer 24*a* is secured to arm 14 at its juncture with arm portion 14*a*. Serrations may also be provided at edge portion 25 of plate 23, so that a tightening of plates 22 and 23 by knurl-nut 21 causes portion 25 to grippingly abut and interlock with slotted washer 24*a* to positively lock arm 14 in position relative to base 13.

Also a spring slot 27 is shown provided in plate 22. A spring 26 is mounted around arm portion 14*a* at slot 27, and the ends of spring 26 engage plates 22 and 23 to urge the plate divergently outwardly. With a slight amount of spring action, the plates are prevented from coming together, which facilitates the angular adjustment

of the plates of base 13 relative to fitting the base into a price channel. By using a spring having a greater amount of spring action, the plates 22 and 23 may be urged divergently outwardly with enough force to maintain the base 13 in channel 11 without relying on interlocking serrations, or the resiliency of the base plates.

It will, of course, be understood that various changes may be made in the form, details, arrangements and proportions of the parts without departing from the scope of my invention as set forth in the appended claims.

What I claim is:

1. A bracket for supporting a display including in combination, an arm for supporting a display having an arm portion substantially normal to said arm, a first and second plate hingeably and slideably mounted on said arm portion wherein said first plate is adapted to abut said arm, tightening means threadably mounted on said arm portions to engage said second plate, said tightening means adapted to slide said first and second plate into grippingly abutting engagement against said arm, to maintain said arm relative to said base.

2. The combination of claim 1 wherein one of said plates is provided with a spring slot, a spring mounted in said slot and on said arm portion, said spring having ends in engagement with said first and second plates to urge said plates divergently outwardly.

3. A display bracket device adapted to be mounted on a price tag channel having opposed recessed edges, an arm for supporting a display and having an arm portion substantially normal to said arm, base plates hingeably and slideably mounted on said arm portion, said base plates having serrated portions adapted to interlock one with the other, and tightening means mounted on said arm portion for interlocking said plates in a predetermined position wherein the outer edges of said plates are spaced a greater distance than the distance between said recessed edges of said channel, whereby said base plates are compressed at their outer edges to engage said recessed edges for securing said base to said channel for supporting a display on said arm.

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