Aug. 26, 1952 M. TEN HOEVE ET AL 2,608,011

DISPLAY

Filed April 3, 1947 2 SHEETS—SHEET 1

Fig. 1.

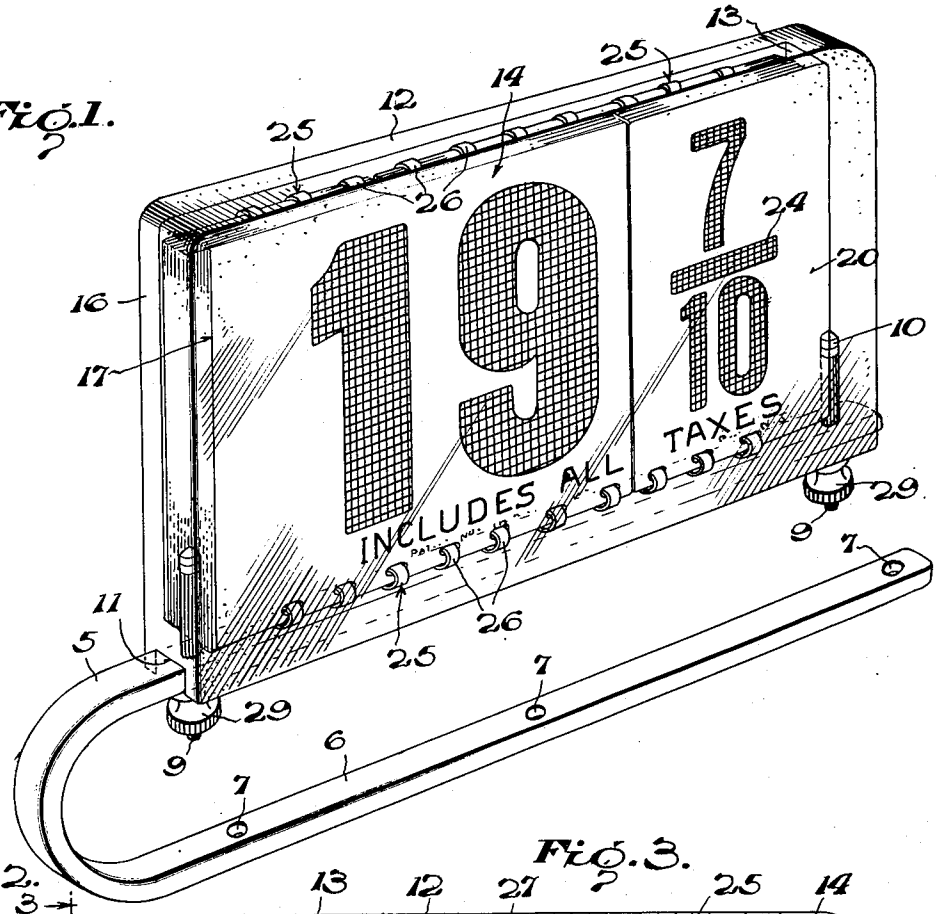


Fig. 2.

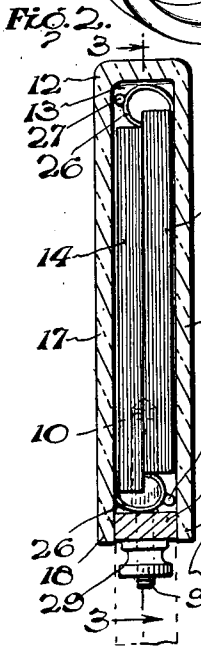
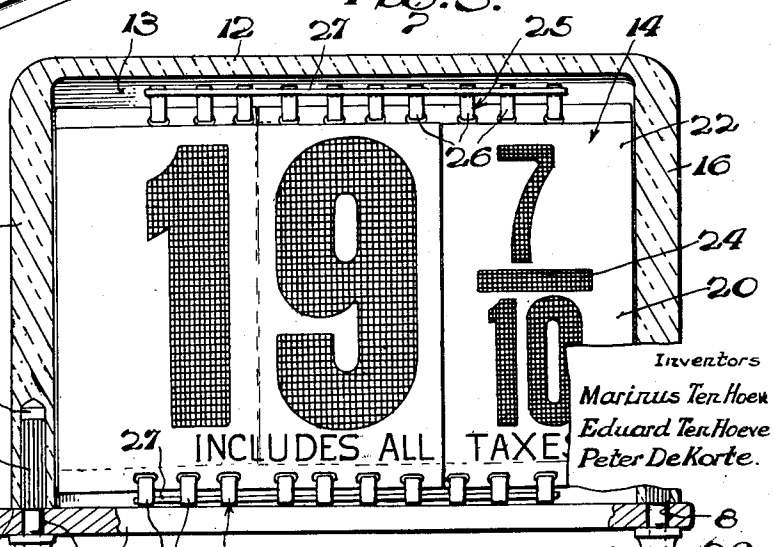


Fig. 3.



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Fig. 4.

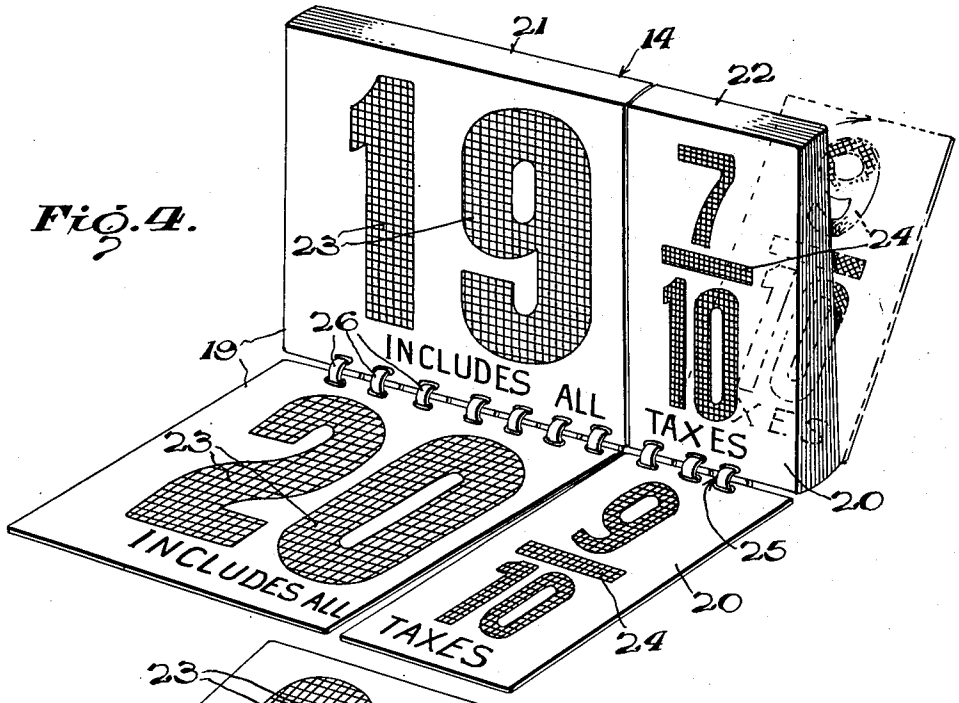
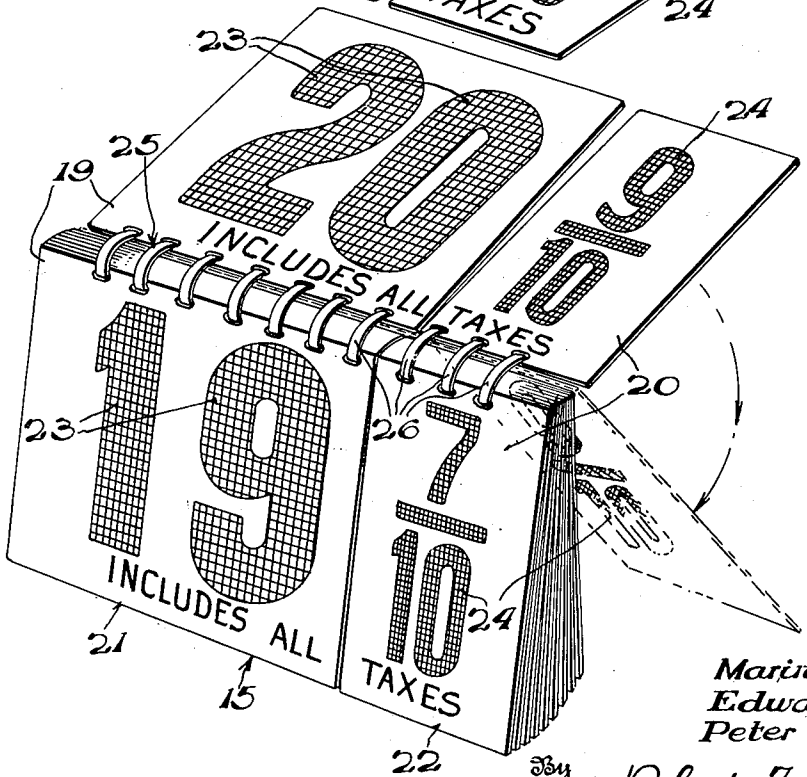


Fig. 5.



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DISPLAY

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Application April 3, 1947, Serial No. 739,134

3 Claims. (Cl. 40—102)

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Our invention relates to the art of display and more particularly to changeable exhibitors.

In the merchandising of various commodities, for instance, gasoline, signs or price tags are employed for denoting the prices thereof and which signs are usually displayed in the open by being attached to the produce dispenser or other appropriate support for observation. Inasmuch as the signs or tags are usually constructed of paper, cardboard or the like, it has been the practice to enclose them in holders to protect them from the weather and other elements. So far as we are aware, the construction of any available holder for this purpose comprises a metal bracket on which is mounted a display assembly having a metallic frame disposed about a pair of glass plates for holding the plates together in spaced relation to accommodate therebetween the sign, the bracket being provided with means for detachably securing the frame thereto to permit the assembly to be detached for changing the sign or tag in accordance with the prevailing price of the product. It has also been the practice to protect other types of signs or tags, for instance, automotive license plates or markers, by the use of similar holders to preclude rusting of the markers, which are usually constructed of metal, and damage to or obliteration of their numerals or other indicia.

In the use of holders of the foregoing described type, the frames, in many instances, become rusted from weather exposure while the marginal faces of the frames, adjacent the glass plates, provide means whereby dirt and other foreign matter accumulate thereabout. The rusting of the frame and/or the accumulation of dirt or other foreign matter results in the glass becoming streaked, smudged, or the like when subjected to weather elements and thus attenuate the sign indicia or render the same wholly or partially illegible. Furthermore, the glass plates often become cracked or broken due to their inherent fragility with the result that the sign is damaged and necessitates not only replacement of the sign but often the glass plates or the entire assembly. As heretofore stated, the signs or tags are usually constructed of cardboard or the like and comprise either a single card having the price printed on both sides, or a pair of cards having the same price displayed on their exposed sides whereby the price of the product may be observed through either side of the holder. Due to frequent price changes of some products, for instance, gasoline, it is necessary to often replace the cards with others having the changed

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price denoted thereon. This required changing of the cards makes it necessary to maintain a large number of cards on hand with different prices thereon in order to provide a pack having a desirable price range, for example, 18¢ to 28¢, inclusive of fractions in tenths of a cent, whereby a card having a price thereon within the range, for instance 19$\frac{7}{10}$¢ is available for use. Obviously, this exemplified price range, which is of the extent customarily used, requires a pack having a minimum of two hundred cards to denote the various prices, with the result that the cards constitute a relatively thick pack. Inasmuch as the type of holders employed are not of a sufficient size to accommodate these relatively thick packs, nor is it desirable or practical to construct holders of a sufficient size to accommodate them, the cards which are not in use are remotely stored and often become lost and sometimes soiled to the extent that they are rendered undesirable for display.

Our invention overcomes the foregoing difficulties and disadvantages, it being one of the objects thereof to provide a holder wherein a frameless transparent member or body is employed for accommodating the cards or the like in lieu of metallically framed glass plates thereby precluding the aforementioned smudging, streaking or the like.

Another object of our invention is to provide cards or the like which are so constructed and arranged whereby only a relatively small number are required for denoting the prices comprehended in the price range and which are capable of being maintained entirely within the holder.

A further object of our invention is to provide a sign holder having a sign displaying body constructed of relatively tough transparent material highly resistant to breakage or shattering.

A still further object of our invention is to provide a holder of the foregoing described character wherein the transparent body is detachably connected to a supporting bracket without the use of a frame or the like disposed about the body.

An important object of our invention is to provide a pack or book wherein its cards or pages are of a sectional and group construction with the sections of one group containing indicia for correlation with indicia contained on any of the sections of the other group.

Another important object of our invention is to provide a device of the foregoing described character equipped with means whereby the transparent body may be expeditiously detached from and attached to the bracket to permit ac-

cess to the cards and quick changing of the card sections relative to each other.

A special object of our invention is to provide a device of the foregoing described character which is attractive in appearance, simple in construction, durable and efficient in use, economical in manufacture, possessed of a high degree of aesthetic appeal and which lends itself to high production and quick assembly and disassembly.

With the above and other objects in view, as will hereinafter appear, the invention consists in the combination and arrangement of parts hereinafter set forth and illustrated in the accompanying drawings from which the several features of the invention and the advantages attained thereby will be readily understood by those skilled in the art.

Referring to the drawings wherein like reference characters designate like parts throughout the several views:

Figure 1 is a perspective view of our invention.

Figure 2 is a transverse sectional view taken through the holder.

Figure 3 is a longitudinal sectional view taken through the holder.

Figure 4 is a perspective view of one of the books.

Figure 5 is a perspective view of the other book.

In practicing our invention, as illustrated in the drawings, we provide an elongated substantially U-shaped bracket having relatively long and narrow connected upper and lower sections 5 and 6 respectively of rust proof material, for instance, brass. The section 6 is formed with openings 7 for accommodating bolts or the like for securing the bracket to an appropriate support, for instance, a gasoline pump or a similar dispenser, while adjacent its ends, the section 5 is provided with openings 8 accommodating therethrough attaching screws 9 or the like threaded or otherwise anchored in sockets 10 formed in the bottom face 11 of a sign displaying one-piece body or member 12.

The member 12 is constructed of a transparent and relatively tough material, for instance, plastic, and which may be of the type known as Lucite. The member 12 is formed with a pocket 13 opening through the bottom face 11 to permit a pair of card packs or books 14 and 15 to be inserted into the pocket.

The member 12 is fashioned with end and side faces 16 and 17 respectively with the side faces 17 extending subjacent the bottom face 11 to form depending flanges 18 which provide a channel through which the section 5 of the bracket extends and which channel communicates with the pocket 13, the section 5 serving to close the pocket and also support the books in the pocket. When the device is in assembled condition with the member 12 seated on the section 5, the screws 11 extend through the openings 8 and having nuts 29 threaded thereon to effect clamping of the member to the bracket, the flanges 18 serving to preclude foreign matter or water used during cleaning of the member from entering the pocket.

Each of the books 14 and 15 comprises a plurality of leaves or cards, for instance, ten in number, and with the cards each divided into a pair of sections 19 and 20 with the coincident sections of the cards constituting separate groups 21 and 22 respectively. Both side faces of the sections of the group 21 are provided, in the present instance, with indicia 23 for denoting

cardinal or whole numbers and with the side faces having different numbers from the others of the same group to provide a numerical range, for instance, 10 to 29 inclusive. The side faces of the section 20 of the group 21, are provided with indicia 24 with the indicia on side faces of each section being identical while that of each section of the group is different to provide another different numerical range, for instance, the articulate fractional numbers, $\frac{1}{10}$ to $\frac{9}{10}$ inclusive, plus a cent sign for the remaining section. Thus, by arranging the sections of one group there may be displayed by a card, any number, cardinal and/or articulate fractional, ranging from 10 to $29\frac{9}{10}$, inclusive.

To secure the cards of each book together, a binding device 25 is provided comprising a plurality of spaced rings 26 connected together by an axially extending bar 27. The rings 26 extend through registering perforations formed along one margin of the cards to permit free adjustment and alignment of the sections relative to each other and disposition of the cards in a manner to form a relatively flat and compact pack or book.

Inasmuch as the diameters of the rings 26 are appreciably greater than the width of the packs, in order to permit free shifting of one card or section from one side of the pack to the other, the binding device extends a considerable distance both edgewise and laterally of the pack thus increasing the overall thickness of the book and which, in some instances, may equal the thickness of two packs. As illustrated in Figures 4 and 5, in order to minimize the combined thicknesses of both books, when assembled within the pocket 13 of the member 12, to permit the use of a relatively thin member 12, the binding device of one book is secured to the opposite margin with respect to that of the other book, or the indicia on the cards of one book is invertedly applied with respect to the cards of the other book, thereby enabling the books, when assembled within the pocket, to have the free ends of their cards disposed inwardly of the binding rings thus permitting a pair of books to occupy a pocket of a width for normally accommodating a single book.

In assembling the device, the books 14 and 15 are inserted within the pocket 13 of the member 12 and the anchoring screws 9 are then passed through the openings 8 in the section 5 of the bracket to secure the member to the bracket. When the components are thus assembled, nuts 29 are applied to the screws 9 to dispose the lower face 11 of the member 12 in opposed and sealed relation with the section 5. When it is desired to change the sections of the books to denote a different price, the nuts 29 are removed from the screws 9 and the member 12 is detached from the bracket thus permitting easy removal of the books from the pocket to permit relative shifting of the sections.

While the invention has been disclosed in connection with books having a pair of price ranges for indicating the price of a commodity, additional price ranges may be employed by dividing the cards into a greater number of shiftable sections.

Without further elaboration, the foregoing will so fully explain the invention that others may, by applying current knowledge, readily adapt the same for use under various conditions of service. Moreover, it is not indispensable that all the features of the invention be used conjointly since

they may be employed advantageously in various combinations and subcombinations.

It is obvious that the invention is not confined to the herein described use therefore as it may be utilized for any purpose to which it is adaptable. It is therefore to be understood that the invention is not limited to the specific construction as illustrated and described, as the same is only illustrative of the principles involved which are capable of extended application in various forms, and the invention comprehends all construction within the scope of the appended claims. This application is a continuation-in-part of our application Serial No. 626,803, filed November 5, 1945, and issued as U. S. Patent No. 2,540,221 on February 6, 1951.

What we claim is:

1. In a display device, a pair of books adapted to be arranged in a holder and with each book being provided with a plurality of independently movable leaves each having relatively shiftable sections with indicia displayed thereon and with the sections arranged in groups, said books having backs arranged in confronting relation to expose one face of a leaf of each book, the sections of one group being shiftable relative to each other and the sections of the other group to effect various combinations of the indicia displayed on the leaves constituting the exposed leaves and means extending beyond and hinging the leaves of each book together along one side thereof to connect said leaves together for independent movement and permit shifting of the sections independently, the indicia on the leaves of one book being inverted with respect to the indicia on the leaves of the other book whereby to permit said means of one book to be disposed adjacent the opposite side of the other book for compact arrangement in said holder.

2. In a display means, a pair of books each provided ith a plurality of leaves each having relatively shiftable sections with indicia displayed thereon and with said sections arranged in groups, said books adapted to be arranged in a display holder in back-to-back relation to expose one face of a leaf of each book, the sections of one group being selectively shiftable relative to each other and the sections of the other group to effect various combinations of the indicia displayed on the leaves constituting the exposed leaves, and connected ring-like spaced members

hinging the leaves of each book together along one side of the book, the indicia on the leaves of one book being inverted with respect to the indicia on the leaves of the other book whereby to permit said members of one book to be disposed adjacent the opposite side of the other book for compact arrangement between walls of said device.

3. In a display device having a pair of closely spaced transparent walls, a pair of books disposed between said walls and each provided with a plurality of cards having relatively shiftable sections with indicia displayed thereon and arranged in groups, said books being arranged in back-to-back relation to expose one face of a card of a book to view through the adjacent wall, means extending beyond and hingedly connecting the cards of each book together along one side to enable the sections of one group to be shifted relative to each other and the sections of the other group whereby various combinations of the indicia displayed on the cards constituting the exposed cards is obtained, the indicia on the cards of one book being inverted with respect to the indicia on the cards of the other book whereby to permit said means of one book to be disposed adjacent the opposite side of the other book for compact arrangement between said walls.

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