May 30, 1967 M. BUBB 3,322,381

DISPLAY DEVICE

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FIG. 1

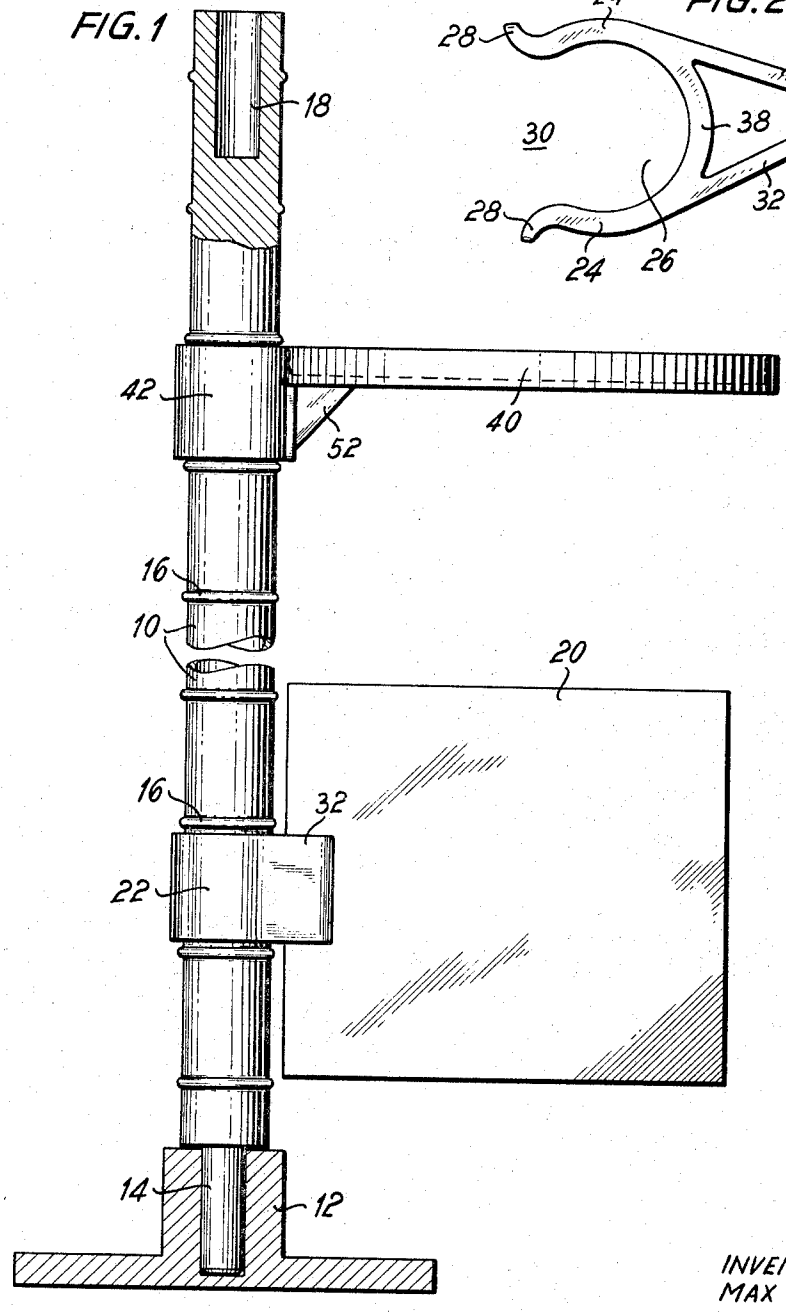


FIG. 2

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FIG. 4

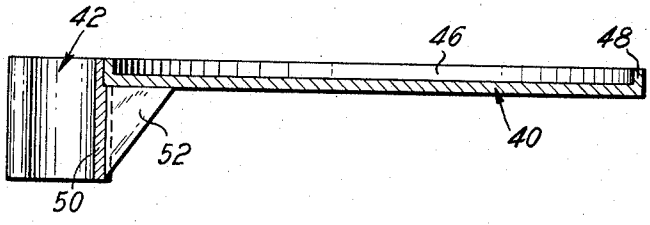
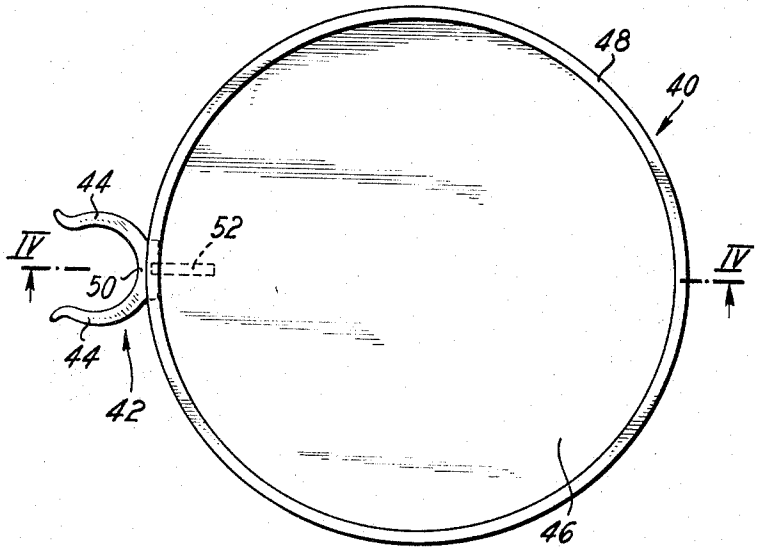


FIG. 3



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DISPLAY DEVICE

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6 Claims. (Cl. 248—121)

This invention relates to display devices, and particularly to a device for displaying pictorial or letter messages and/or merchandise.

An object of the invention is the provision of a display device which permits plates carrying messages and trays carrying merchandise to be displayed interchangeably or simultaneously in a vertical array occupying but a minimum of floor space and readily attracting attention.

Another object is the provision of a device in which individual message or merchandise carrying display elements may be removed quickly and conveniently and replaced by others.

A further object is the provision of a device which gives an overall impression of lightness, yet provides firm and safe support for the display elements carrying messages or merchandise.

With these objects and others in view, as will hereinafter become apparent, the invention in one of its aspects provides an elongated support member such as a pole of circular cross section which may be set up with its axis extending in a vertical position. The pole is provided with one or more clamping members having integrally joined leg portions which jointly define an axially open channel for receiving the support member. The channel has a resilient wall which may be engaged conformingly with the support member about more than 180°, but substantially less than 360° of the circumference of the latter. Terminal parts of the leg portions define a radial entrance to the channel, and are resiliently movable relative to each other in a substantially circumferential direction between a relaxed position in which the entrance is narrower than the cross sectional width of the support member, and a distended position in which the entrance is at least as wide as the cross sectional width of the pole. A substantially plate-shaped display element may be secured to the clamping member.

Other features, additional objects, and many of the attendant advantages of this invention will be readily appreciated as the same becomes better understood by reference to the following detailed description of a preferred embodiment when considered with reference to the accompanying drawing in which:

FIG. 1 shows a display device of the invention in elevation, and partly in section;

FIG. 2 illustrates a detail of the device of FIG. 1 in plan view on a larger scale than that of FIG. 1;

FIG. 3 shows yet another detail of the device of FIG. 1 in plan view; and

FIG. 4 shows the detail of FIG. 3 in elevational section on the line IV—IV.

Referring now to the drawing in detail, and initially to FIG. 1, there is seen a display device of the invention whose supporting structure mainly consists of a generally cylindrical upright pole **10** and a pedestal **12**. The reduced bottom end **14** of the pole **10** is conformingly, but movably received in an upwardly open recess of the pedestal **12**. Annular collars **16** are uniformly spaced along the pole **10**. The pole and its collars are a unitary body of material, and may be a casting or molding. The top end of the pole has an axially open recess **18** substantially identical with the recess of the pedestal **12**.

A stiff, plate-shaped display element **20**, which is a rectangular piece of cardboard or plastic, and normally

carries a printed or pictorial message, not shown, is attached to the pole **10** by a clip **22** better seen in FIG. 2. The clip is a piece of extruded resilient plastic or metal, but may be made in any other manner to have the uniform cross section apparent from FIG. 2. It has two leg portions **24** which jointly define a channel **26** in which an axial section of the pole **10** is conformingly received in the assembled condition of the device, as shown in FIG. 1. The free end parts **28** of the leg portions **24** define a radially open entrance **30** to the channel **26**, and flare outwardly of the entrance. In the relaxed position of the clip shown in FIG. 2, the entrance **30** is narrower than the diameter or cross sectional width of the pole **10**, and the channel **26** is smaller than the cross section of the pole.

Two prongs **32** are respectively integrally attatched to the leg portions **24**, and extend from the associated leg portions in a direction transversely of the channel axis away from the entrance **30**. Two narrow serrated faces **34** of the prongs **32** form the sides of a slot **36** which is axially elongated in the mounted clip **22**. The element **20** is received in the slot of the clip **22** in FIG. 1.

A wall portion **38** of the clip **22** integrally connects the leg portions **24** and extends therewith about the channel **26** in an arc of about 240°. The wall portion is sufficiently flexible to permit some pivoting movement of the two leg portions **24** and of the two prongs **32** relative to each other. When the end parts **28** are forced apart, the serrated faces **34** move toward each other, and the slot **36** is narrowed. Conversely, when the faces **36** are forced apart, the leg portions **24** tend to move toward each other.

The device described so far is assembled as follows:

The pole **10** is placed in its pedestal **12** which holds it upright, but permits the pole to be turned. A clip **22** is placed on a pole section between two adjacent collars **16**, the spacing of the collars being slightly greater than the axial length of the clip. The dimensions of the clip **22** are correlated to those of the pole **10** in such a manner that the channel **26** and its entrance **30** are somewhat distended when the pole is conformingly received in the channel so that the slot **36** becomes narrower than shown in FIG. 2. The flaring end parts **28** guide the pole **10** to the entrance **30** and the end parts **28** may be spread apart by manually urging the prongs **32** toward each other.

The element **20** is next pushed through the slot **36** until it abuts against the wall portion **38**, the thickness of the element being sufficient to force the prongs **32** apart, thereby increasing the resilient clamping grip of the leg portions **24** on the post **10**. Vertical displacement of the clip **22** under its own weight and that of the element **20** is prevented by abutting engagement of the clip with the next lower collar **16**. The grip of the serrated faces **34** on the element **20** is sufficient to hold the element in the illustrated position, or in any other desired position in which the element extends mainly in a vertical plane. The entrance **30** extends over less than 180° of the pole circumference when the latter is placed in the channel **26**.

The pole **10** also supports a plate-like tray **40** which may serve as a carrier for merchandise to be displayed. As seen in more detail in FIGS. 3 and 4, the tray **40** is mounted on the pole by means of a clip **42** whose leg portions **44** are closely similar to the afore-described leg portions **24**, and normally conformingly and frictionally engage a section of the pole **10** between two collars **16**.

The tray **40** has a circular, horizontal top face **46** which is bounded by a raised rim **48**. It will be appreciated that the tray **40** may be mounted on the pole in an inversed position in which its flat underside faces upward for carrying objects that would be obscured by the rim **48** or may be too long to be contained within the rim which holds smaller objects securely on the carrying face **46**.

The wall portion **50** of the clip **42** which integrally connects the leg portions **44** is recessed conformingly to receive an edge portion of the tray **40**, and provided with an axial groove in its outer face in which a bracket **52** is received. The bracket, which is a plate having the shape of a right triangle, holds the engaged underside of the tray **40** at right angles to the pole axis. The bracket is fixedly attached to the clip **42** and to the tray **40**, and a non-illustrated tray assembly molded as a unitary piece of plastic including the clip **42**, the tray **40**, and the bracket **52** has been found most serviceable, and to combine light weight with high strength.

Obviously more than one plate-shaped element **20** and more than one tray **40** may be attached to the same pole **10**, and the pole may carry only trays or only plate-shaped elements without departing from the spirit of the invention. The flexibility of the display arrangement is one of its major advantages. If the length of a single pole **10** is insufficient, the bottom end of another pole, identical with that illustrated, may be inserted coaxially into the recess **18**.

It should be understood, therefore, that the foregoing disclosure relates only to a preferred embodiment of the invention, and that it is intended to cover all changes and modifications of the example of the invention herein chosen for the purpose of the disclosure which do not constitute departures from the spirit and scope of the invention set forth in the appended claims.

What is claimed is:

1. A display device comprising, in combination:

(a) an elongated support member having a longitudinal axis and being of substantially circular cross section about said axis;

(b) a clamping member having two integrally joined leg portions jointly defining an axially open channel for receiving said support member, said clamping member constituting a resilient wall of said channel conformingly engaging said support member about more than 180°, but substantially less than 360° of the circumference thereof, respective terminal parts of said leg portions defining therebetween a radial entrance to said channel, said terminal parts being resiliently movable relative to each other in a substantially circumferential direction between a relaxed position in which said entrance is narrower than the cross sectional width of said support member and a distended position in which said entrance is at least as wide as said cross sectional width; and

(c) securing means for securing a substantially plate-shaped display element to said clamping member,

(1) said securing means including two prong portions respectively attached to said leg portions and extending therefrom transversely of said axis in a direction away from said entrance,

(2) said prong portions defining an axially elongated slot therebetween, said prong portions moving apart to widen said slot when said terminal parts move from said distended to said relaxed position, and

(3) said prong portions urging said terminal parts to move from said distended position toward said relaxed position when the prong portions are moved toward each other to narrow said slot.

2. A device as set forth in claim **1**, wherein said terminal parts flare outwardly of said entrance.

3. A device as set forth in claim **1**, further comprising a plurality of axially spaced abutment means on said support member for preventing axial sliding movement of said clamping member on the support member.

4. A device as set forth in claim **3**, wherein said abutment means each include an annular projection on said support member.

5. A device as set forth in claim **4**, wherein the axial spacing of said projections is substantially uniform and at least equal to but not substantially greater than the axial length of said leg portions.

6. A device as set forth in claim **1**, wherein said prong portions are integral with said leg portions and constitute a unitary structure therewith.

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