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L. CISI ET AL
DISPLAY DEVICE
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2,598,890

Fig. 1

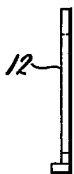
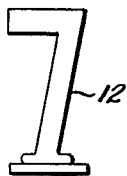
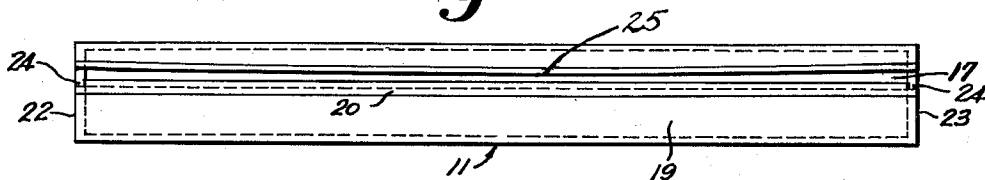


Fig. 4

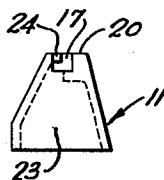


Fig. 2

Fig. 3

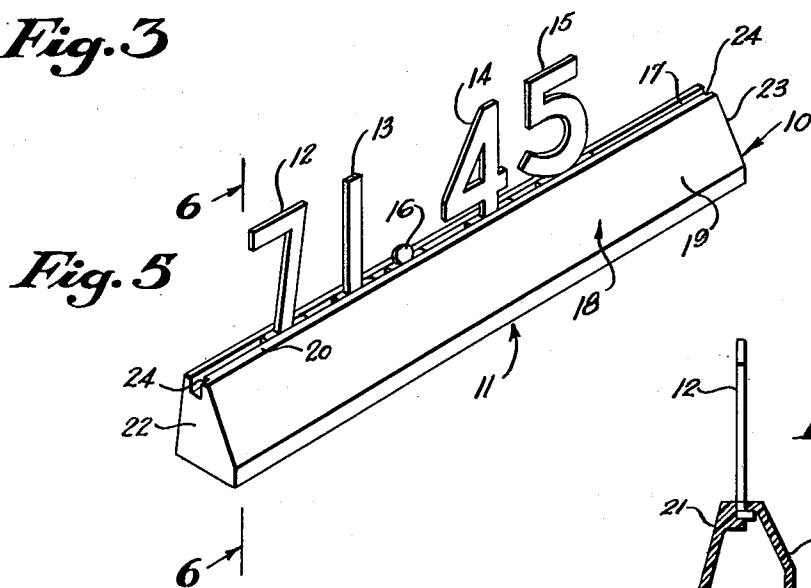


Fig. 5

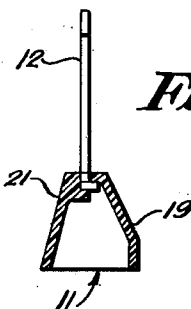


Fig. 6

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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

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1 Claim. (Cl. 40—140)

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This invention relates to a device for the display of interchangeable price data and the like with articles of merchandise.

In store windows, on merchandise counters and wherever goods of substantial physical proportions are displayed, present methods associating the selling price with the merchandise by means of printed or hand lettered cards is frequently so unattractive as to detract from the merchandise itself. The cost for the preparation of printed matter to accompany the merchandise frequently reaches substantial proportions but sales may be lost if the price data are omitted. Moreover, any printed matter may have a relatively short life due to price changes or discontinuation of a particular line of merchandise.

It is an object of the present invention to provide a display device in which the selling price may be quickly associated in an attractive manner with an article of merchandise.

Another object is to decrease the cost of merchandising.

A further object is to provide a display device quickly adapted to changes in prices.

Other objects of the instant invention will become apparent in the course of the following specification.

In the accomplishment of these objectives, the display device is constituted of a support having at the front a surface portion adapted to be imprinted or stamped with appropriate material and at the top or thereabouts an L-shaped longitudinal slot with the base of the L directed toward the front. Slidably inserted within the slot are interchangeable digits and punctuation marks indicative of prices, the bottoms of the characters having an outwardly directed flange designed to coact with the L-shaped slot in the support so that the front of the characters will always face toward the front of the support. In addition, provision has been made in the ends of the slot to facilitate the insertion of the interchangeable characters and at least the back surface portion of the support has been so formed that the slot is under a slight tension on both sides of the center which aids in maintaining the characters in position. The support and characters may be made of any suitable material, transparent or opaque, to harmonize with any particular setting. If and when the selling price becomes a special item of interest, the characters may be made of a colored transparent plastic and so placed relative to the merchandise and a light source as to be or appear to be illuminated.

The invention will appear more clearly from

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the following detailed description when taken in connection with the accompanying drawing showing by way of example a preferred embodiment of the inventive idea.

In the drawings:

Figure 1 is a top plan view of the support of the display device constructed in accordance with the principles of this invention.

Figure 2 is an end elevational view of the support of the display device shown in Figure 1.

Figure 3 is a front elevational view of one of the digits designed to be mounted on the support of the display device shown in Figure 1.

Figure 4 is an end elevational view of the digit shown in Figure 3.

Figure 5 is a view in perspective of a series of characters associated with selling prices and mounted on the support of the display device.

Figure 6 is a sectional view along the line 6—6 of Figure 5.

Referring now in greater detail to the drawing in which like reference numerals indicate like parts, reference numeral 10 (Fig. 5) indicates the display device; 11 the support; 12, 13, 14, and 15 (Figs. 3, 4, and 5) some of the digits; and 16 a punctuation mark.

The support 11 may be of any suitable length and cross section, and made from any material such as a plastic, wood, or metal. As illustrated, the support 11 may be a hollow body with open bottom in which the front wall or member 18 is in two planes, the uppermost portion 19 of which extends upwardly and inwardly to a top or jaw member 20. As further illustrated, the support may have a back member 21 formed with a slightly convex (viewed from the front) surface at the top as indicated by the reference numeral 25 in Figure 1. The spaced parallel end members 22 and 23 complete the support 10. With the body of the support formed in the manner indicated, the center of gravity is low which provides stability thereto but obviously other forms of supports could be used.

Along the jaw member 20 of the support 11 is a longitudinal slot 17 having a uniform cross section when the subsequently described characters are inserted and with the base of the L directed toward the front member 18. As may be seen in both Figures 1 and 5, the slot 17 continues for the full length of the top member 20 while the extreme ends of the slot have the portions 24 over the bottom of the L, actually forming open slots at the end, removed, to facilitate the insertion of the price data characters described infra. The slot 17 may communicate

with the interior of the support 11 as illustrated in Figure 6. By forming the back member 21 slightly convex at the top on either side of the center and making the slot 17 of uniform cross section when the characters are inserted provides a means for maintaining the later described characters under tension in the slot 17 when the material is sufficiently resilient. Of course, the shape of the slot 17 and the coating bottoms of the slidable characters may be varied while the upper portion of the front member 19 may also be curved, that is concave, on either side of the center to provide, when coacting with the convex upper edge 25 of the back member 21, even a stronger grip on the bottoms of the characters when inserted in the slot 17.

Slidable within the L-shaped slot 17 are a series of digits from 0 through 9. The base of each of the digits is turned outwardly (Fig. 4) substantially in L-shape to coact with the previously mentioned L-shaped slot 17. The usual punctuation marks and the like, associated with price data, such as the period 16 (Fig. 5), are made in a manner similar to the previously described digits. The characters, that is the digits and punctuation marks and the like, may be made from any suitable material such as a transparent plastic and may further be of any of the known type styles. The outwardly turned portion of the bases of the characters may further be made of sufficient length so that when the characters are assembled in the slot 17, as later shown with the ends of the outwardly turned portion of each in contact, the spacing of the characters will be in accordance with the rules of typography.

It is apparent that the specific illustrations shown above have been given by way of illustration and not by way of limitation and that the structures above described are subject to wide variation and modification without departing from the scope or intent of the invention, all of which variations and modifications are to be in-

cluded within the scope of the present invention.

What is claimed is:

In a display device having interchangeable characters, the bottom of each character having an outwardly directed flange of L-shape extending forwardly thereof; a support for the characters, the support comprising a hollow body having front and back walls, at least the upper portions of said front and back walls being directed toward each other, jaw members interconnecting said front and back walls at the top and integral therewith, said jaw members having spaced upper edges, the jaw member integral with said back wall having an inner projection extending parallel to said upper edges toward the other jaw member, whereby said projection and said upper edges form a longitudinal slot with the cross-section of the slot being of L-shape, said slot receiving the L-shaped flange of the characters, said walls being sufficiently flexible at least at the top so that pressure applied to said walls will cause them and the jaws to fulcrum in the region of the top to expand the jaws to permit insertion of the characters and when the pressure is released to grip them securely.

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