Dec. 5, 1939. G. L. LEE 2,182,441

DISPLAY APPARATUS

Filed Feb. 25, 1939

Fig. 1.

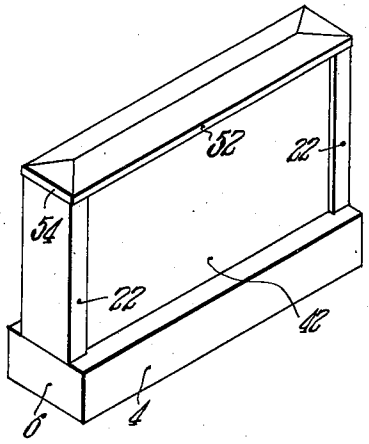


Fig. 5.

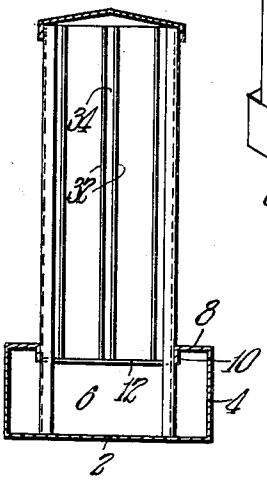
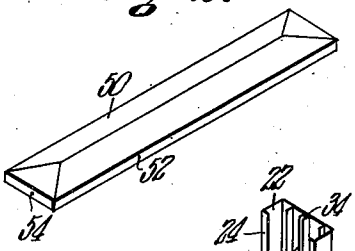


Fig. 2.



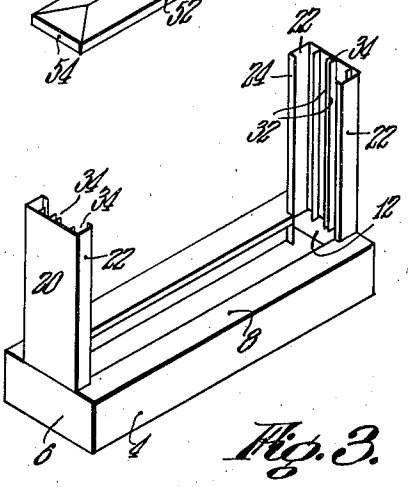


Fig. 3.

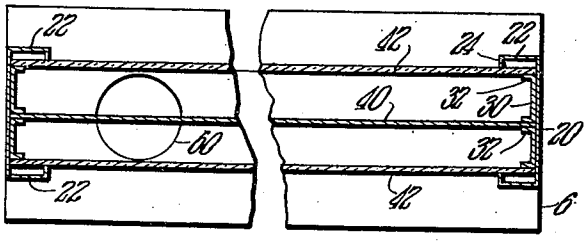


Fig. 4.

Inventor.
George L. Lee.
By Walter C. Ross
Attorney

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DISPLAY APPARATUS

George L. Lee, Maplewood, N. J.

Application February 25, 1939, Serial No. 258,499

2 Claims. (Cl. 40—130)

This invention relates to improvements in display apparatus and is directed more particularly to the provision of a novel device constructed to simulate a bill board but it has special features, not possessed by a bill board as now known.

It is a principal object of the invention to provide a display device which is adapted to be set up on a store counter or in a window of a store and while it has the general appearance of a bill board, it is capable of being readily disassembled when desired. Furthermore, its construction is such that it has considerable depth which an ordinary bill board does not have and it is formed to have interchangeable display members so that the subject matter of the display may be varied from time to time.

Still another object of the invention is the provision of a display device which is simple in form so as to be economical to manufacture. It contains but few parts and being, as stated, of a knock-down type, it may be easily moved from place to place and compactly packed so as to be convenient and inexpensive to ship, yet it may be efficiently put together so as to provide a sturdy and attractive display.

Various other novel features and advantages of the invention will be hereinafter more fully referred to in connection with the accompanying description of the preferred form of the invention, reference being had to the drawing, wherein:

Fig. 1 is a perspective view of the display apparatus of the invention;

Fig. 2 is a perspective view of the cover member thereof;

Fig. 3 is a perspective view of the main body of the apparatus of the invention with the cover member and certain display-members not in place;

Fig. 4 is a sectional plan view through what is shown in Fig. 3; and

Fig. 5 is an elevational transverse section of what is shown in Fig. 1.

Referring now to the drawing more in detail, the invention will be more fully described.

In general, the apparatus of the invention includes a supporting base, a frame-like part extending upwardly therefrom within which display members are adapted to be removably disposed, and a top or cover member. According to the present preferred form of the invention, the various parts of the main body of the device are formed of sheet metal.

Such material is not expensive and it easily lends itself to attractive ornamentation. Further it is readily bendable into the particular form desired which, as will appear, is an advantage.

The base part is substantially rectangular in shape and includes a bottom wall 2 having side walls 4 and end walls 6 extending upwardly therefrom so as to provide a hollow receptacle. The side walls 4 have upper marginal edge portions 8 bent inwardly towards one another in the same plane as clearly shown in Fig. 5.

It will be appreciated that the outer faces of the side and end walls are adapted to bear any desired indicia or advertising matter.

The inner marginal edge portions of the ledges 8 may be bent downwardly to form flanges 10 as shown. Other ledges 12 extend inwardly towards one another from the end walls 6 in substantially the same plane as the lower edges of parts 10.

Since, as stated, these parts are preferably formed of sheet metal it will be understood that certain of them, at least, may be formed from a unitary sheet of metal so as to be integral. That is, for example, ledges 12 may be continuations of the end walls although obviously separate parts may be employed, in which case they will be attached to one another by any suitable means such as soldering, welding, screws, or the like.

In any event, extending upwardly from the opposite ends of the base are upright frame members. These are preferably channel shaped as shown clearly in Fig. 4, so as to have body parts 20 and angularly disposed side parts 22.

The parts 20 are in the same plane as end walls 6 (and may be integral therewith) and the parts 22 may have inturned flanges 24. In the form shown, the parts 8 are cut away so as to receive the parts 22 and 24 which, as shown in Figs. 3 and 5, may extend to the bottom wall of the base.

Secured to the inner faces of the parts 20 are relatively narrow upright channel members having body parts 30 flat against and suitably fastened to said faces and side flanges 32 extending inwardly therefrom. In the form shown, there are two such channel members secured to each part 20 and they are so spaced from one another and from the parts 22 as to provide a plurality of vertical slots 34.

These slots are adapted to receive sheet-like members which will be inserted into the slots from the top of the device and allowed to fall downwardly so that their lower marginal edges

rest on the ledges 12. In the drawing, I have shown a member 40 bearing advertising indicia disposed in the central slot 34 while in the outer slots are panes of glass 42. It will be understood, however, that advertising panels could be inserted in the outer slots as well.

Overlying the top of the device is a top or cover member having a substantially horizontal main part 50 and side and end flanges 52 and 54 respectively. The cover is of such length and width as to have its downwardly extending flanges disposed closely adjacent the outside of the channel-shaped uprights as shown in Fig. 5, the fit preferably being relatively tight so as to brace the uprights and to hold the assembled parts in position.

As stated, the base is hollow. In this way, the same may contain an ordinary electric bulb or some other suitable lighting means adapted to illuminate the advertising panel or panels.

An opening 60 may be provided in the bottom wall to facilitate insertion and removal of the lighting means. It will be appreciated that when glass panels are disposed in the outermost slots, the central panel may bear indications on both sides thereof so as to be of interest from both sides of the device.

Also, since the panels 40 and 42 are readily removable, the advertiser may change his copy from time to time, as he desires.

While I have described the invention in great detail and with respect to the present preferred form thereof, it is not desired to be limited thereto since changes and modifications may be made therein without departing from the spirit and scope of the invention. The invention may be embodied in other specific forms without departing from the essential characteristics thereof. The present embodiments are therefore to be considered in all respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims rather than by the foregoing description, and all changes which come within the meaning and range of equivalency of the claims are therefore intended to be embraced therein.

What it is desired to claim and secure by Letters Patent of the United States is:

1. Display apparatus of the class described comprising in combination, a base, channel-shaped uprights extending upwardly therefrom in spaced relation with their channels facing inwardly, a channel-shaped member within the channel of each of said uprights with the channel of said member facing inwardly, the side walls of said channel-shaped members being spaced from the side walls of said channel-shaped uprights to form vertical slots therebetween, the slots of one upright being aligned with the slots of the other upright, panel members extending between said uprights with their side edge portions slidably disposed in aligned slots, and means adjacent the lower sides of the slots to limit downward sliding movements of said panel members, said slots and panel members being substantially equal in height and width whereby said side walls of the channel-shaped uprights and members embrace said side edge portions of the panel members substantially throughout their lengths when the latter are in their lowermost positions.

2. Display apparatus of the class described comprising in combination, a base, channel-shaped uprights extending upwardly therefrom in spaced relation with their channels facing inwardly and with the outer edge portions of the side walls of each upright turned inwardly towards one another at right angles to said side walls, a pair of vertically-disposed channel-shaped members within the channel of each of said uprights with the channels of said members facing inwardly, the side walls of said channel-shaped members being spaced from one another and from the inner marginal edges of said outer edge portions of the uprights to form intermediate vertical slots between the side walls of the channel-shaped members and outer slots between said members and said inner marginal edges, the slots of one upright being aligned with the slots of the other upright, panel members extending between said uprights with their side edge portions slidably disposed in aligned slots, and means adjacent the lower sides of the slots to limit downward sliding movements of said panel members, said slots and panel members being substantially equal in height whereby said side walls of the channel-shaped uprights and members embrace said side edge portions of the panel members substantially throughout their lengths when the latter are in their lowermost positions.

GEORGE L. LEE.