Jan. 19, 1971 I. W. SHELL 3,555,715

MODULAR DISPLAY DEVICE

Filed March 20, 1969

FIG. 1

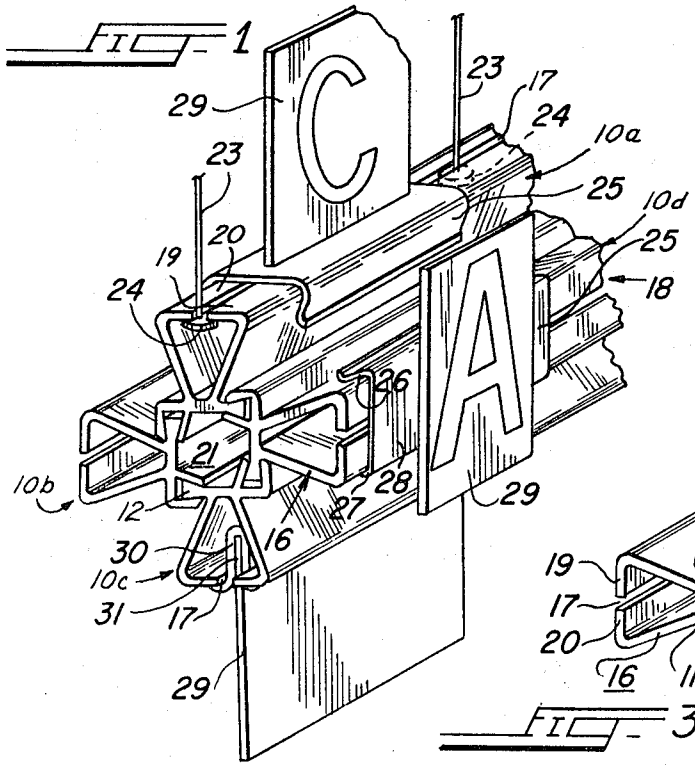


FIG. 2

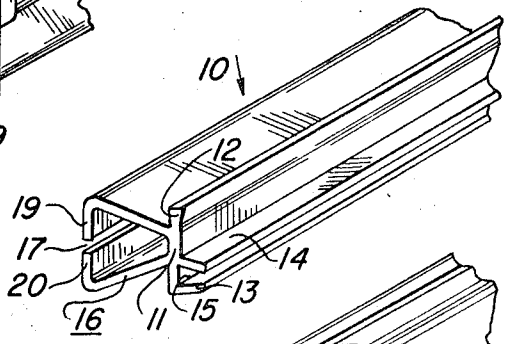


FIG. 3

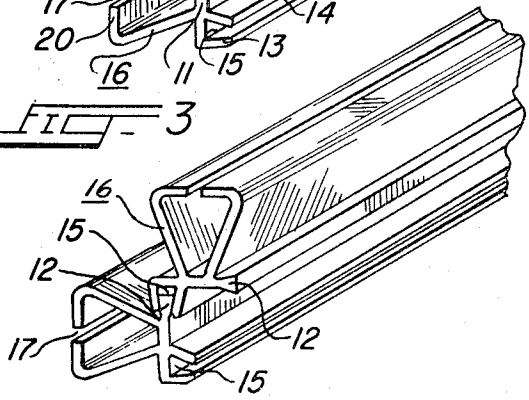


FIG. 4

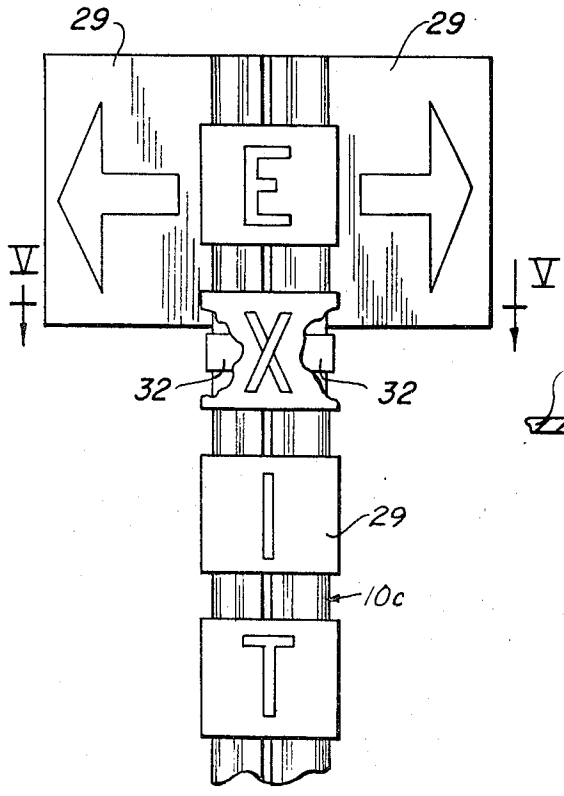
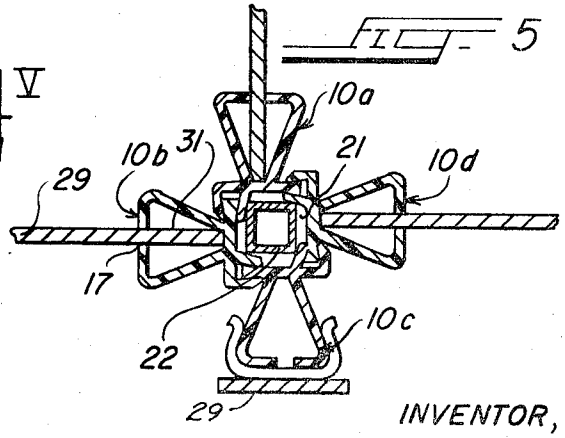


FIG. 5



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MODULAR DISPLAY DEVICE

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U.S. Cl. 40—140 10 Claims

ABSTRACT OF THE DISCLOSURE

A modular display device capable of extrusion and adapted for use alone or in interlocking arrangement with like devices to create a base assembly for supporting display advertising materials in vertical and horizontal dispositions.

DESCRIPTION OF INVENTION

This invention relates to modular display devices and more particularly to a unique and highly versatile modular unit capable of solitary use or of interconnection into assemblies for supporting display advertising materials in a variety of attitudes.

Attempts have been made heretofore to provide an extruded member from which advertising could be displayed, for instance, see U.S. Pat. No. 3,208,170, Madley, Sept. 28, 1965. While such members have encountered a modicum of success, they have lacked the structural strength desired and have suffered from their inability to adapt to several of the locations for which their use was desired.

Accordingly, the need still exists for an improved unitary member and preferably one which functioning as a module is adapted for interlocking arrangement into a versatile base assembly. It is to satisfy these needs that the work resulting in the present invention was undertaken.

The present invention is predicated upon my discovery of a novel design for a modular display device which enables me to display materials therefrom or to interlock from two to four of said modules to create a base assembly which displays such advertising materials in a plurality of planes for viewing from a multiplicity of directions.

Accordingly, a prime object of the present invention is to provide a new and improved display member which is capable of supporting display advertising materials.

Another important object of the present invention is to provide a new and improved display member which by its modular nature is capable of interlocking arrangement with a plurality of like modules to form highly useful and exceedingly versatile base assemblies for supporting display advertising.

Still another object of the present invention is to provide an improved modular display device and an assembly formed therefrom which is capable of displaying advertising materials in a plurality of planes and for viewing from a multiplicity of directions simultaneously.

Still a further object of the present invention is to provide a novel modular display device which is structurally strong and is able to be extruded from a variety of attractive materials.

These and still further objects, as shall hereinafter appear, are fulfilled by the present invention in a remarkably unexpected fashion as can be readily discerned from the following detailed description of exemplary embodiments thereof, especially when read in conjunction with the accompanying drawing in which:

FIG. 1 is an isometric view, partially broken away, of a base assembly for horizontal installation formed by interlocking four modular devices in accordance with this invention;

FIG. 2 is an isometric view of a modular display device embodying the present invention;

FIG. 3 is an isometric view of an assembly formed by joining two modular units in accordance herewith;

FIG. 4 is a front elevation of a base assembly formed in accordance herewith for vertical installations; and

FIG. 5 is a cross section of the assembly of FIG. 4 taken along line V—V thereof.

Referring now to the drawing, in which like parts bear like numerals throughout the several views, a modular device made in accordance herewith is shown in FIG. 2 and identified by the general reference **10**.

Module **10** consists of a member having an elongated body portion **11** having an enlarged divergent flange **12** formed continuously therewith along one edge thereof and an outwardly and upwardly extending leg **13** formed continuously with and along the other edge thereof. As shown, leg **13** coacts with body portion **11** to define a generally "L-shaped" cross-section therewith throughout the axial length thereof.

Extending outwardly and downwardly (relative to the drawing in FIG. 2) from body portion **11**, intermediate flange **12** and leg **13**, is a second leg **14** which is formed continuously therewith and converges toward leg **13** to define wherewith a generally triangular axially extending slot **15** which is dimensioned to receive in complementary relationship thereto the enlarged divergent flange **12** of a different module **10**.

Extending in a direction generally opposite to the direction of legs **13**, **14**, and disposed approximately midway along body portion **11** between flange **12** and slot **15**, is a continuously formed generally triangular portion **16** having a slot **17** defined axially thereof which divides the outermost face **18** thereof into an upper portion **19** and a lower portion **20**.

Refer now to FIGS. 1 and 5 where I show an assembly formed by interconnecting four of my modules **10** in a manner to now be described.

Four modules **10A**, **10B**, **10C** and **10D**, all of the desired length, are joined by sliding the flange **12** of module **10B** into the slot **15** of module **10A** which is defined by converging legs **13**, **14** thereof.

Next the flange **12** of module **10C** is slid into the slot **15** of module **10B** and the assembly is completed by sliding module **10D** into place by engaging flange **12** thereof in slot **15** of module **10C** and at the same time engaging slot **15** thereof with flange **12** of module **10A**.

When an assembly of four modules is thus formed, highly versatile results can be obtained because the modules cooperate to define in the assembly a central opening **21** which is designed to receive any cross section of standard therein, such as, cylindrical, square, octagonal and like shaped standards, whereupon the assembly is especially suited for use on vertical standards **22** as shown in FIGS. 4 and 5.

When it is desired to use an assembly of four modules in a horizontal plane, as shown in FIG. 1, the assembly can be conveniently suspended from above by a wire or chain **23** having an enlargement such as button **24** formed on the lower end thereof and passed into slot **17** for restraining engagement by portions **19** and **20**.

Of course, where only a single line of sight is desired, my module **10** may be used alone, as shown in FIG. 2 or in conjunction with one other module as shown in FIG. 3.

I have also developed a number of means for securing advertising displays to my device which may be employed with any of the various modules or combinations thereof.

Thus, one means of displaying indicia on my device comprises an elongated resilient clamp **25** having converged arm portions **26**, **27**, interconnected by face por-

tion **28** and adapted to pass over and engage triangular portion **16** of module **10** therebetween. To face portion **28** I attach by cement, fasteners, or any other convenient means, an indicia bearing plate **29** which is oriented to establish correct readability depending on the attitude desired. Thus plate **29** may be attached flat to portion **28** (see letter A in FIG. 1) or it may stand normal thereto (see letter C in FIG. 1).

Alternatively, indicia bearing plates **29** may be provided with a sufficient thickness so that they will be held by slots **17** in a force fit, or if desired plate **29** may be provided with a clip **30** which can be slid over the inserted edge **31** thereof and will cooperate therewith to prevent plate **29** from being withdrawn or falling from slot **17** once in place. Other forms of enlargement adjacent edge **31** can also be provided if desired.

Another variation which may be employed in the vertical assembly of FIG. 4 comprises the use of a clamp **32** beneath the plates **29** to resist the effect of gravity thereon if required. When needed, clamp **32** will be formed and will function relative to triangular portion **16** in the manner already described with respect to clamp **25** except that clamp **32** will normally not have an indicia bearing plate attached thereto.

A variety of materials are known which are well suited for the manufacture of my modules and indicia plates. For instance aluminum and many plastics are excellent materials for extrusions and yet are light in weight for handling and are aesthetically attractive.

My clamps may be made of resilient metal or plastic and preferably will be formed of a transparent plastic. My sign indicia plates may be formed of metal plates, cardboard, plastic and the like and may be printed, embossed, etched or have symbols and letters attached thereto to suit the tastes of the user or the exigencies of the operating conditions.

The art of forming articles from metal and plastic materials is well developed and production details as such are not necessary for inclusion herein.

From the foregoing it becomes apparent that I have herein described and illustrated a new and useful modular display device which fulfills all of the aforestated objectives in a remarkably unexpected fashion. It is of course understood that the embodiments herein described and illustrated are presented to exemplify the invention rather than limit and that such modifications, alterations and adaptations as may readily occur to the artisan confronted with this disclosure are intended within the spirit hereof, especially as it is defined by the scope of the claims appended hereto.

Accordingly, what is claimed is:

1. A modular display device comprising an elongated body portion having an enlarged divergent flange on and along one edge thereof, a first outwardly extending leg on and along the other edge thereof, and a second outwardly extending leg disposed along said body portion intermediate said edges and convergent toward and coacting with said first leg to define a triangular slot therebetween, said triangular slot and said enlarged divergent flange being dimensioned to compliment each other; and supporting means for receiving and holding indicia bearing plates, said means being carried by said body portion and extending outwardly therefrom.

2. A device according to claim **1** interconnected with another one of said devices, said enlarged divergent flange of said first device being engaged within and secured by said triangular slot of said another of said devices.

3. A device according to claim **1** interconnected with a plurality of said devices to form an assembly, said enlarged divergent flange of each of said devices being engaged within and secured by said triangular slot of another of said devices disposed adjacent thereto.

4. A device according to claim **1** in which said means for supporting indicia bearing plates comprises a portion of triangular section disposed along said body portion and extending therefrom in a direction opposed to the general direction of said legs; said triangular portion having an outermost face in which an axially extending slot is defined therethrough.

5. A device according to claim **4** in which said axially extending slot in said outermost face is adapted to receive and hold indicia bearing plates therewith.

6. A device according to claim **4** in which said outermost face forms the base of said triangular portion and said portion is adapted to receive and hold a resilient shaped conforming clamp thereabout, said clamp having display indicia attached thereto.

7. A device according to claim **6** in which the apex of said triangular portion is disposed at said body portion intermediate of said divergent flange and said convergent slot.

8. A device according to claim **5** in which said axially extending slot is adapted to receive and hold suspension means therewithin and coact therewith to suspend said device.

9. A device according to claim **3** in which suspension means suspend said assembly in a horizontal attitude, said suspension means comprising an elongated connector having an enlargement at the lowermost end thereof, said enlargement being inserted within and retained by said supporting means of said device disposed in the uppermost position relative to said assembly.

10. A device according to claim **3** in which said devices coact to define a central core axially through said assembly and coactable with a vertically extending standard to hold said assembly in a vertical attitude, said standard having a base and a vertical member, said vertical member being telescopically insertable within said core.

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