Dec. 27, 1966 J. R. SIMMONS 3,294,249

DISPLAY DEVICE

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Fig. 1.

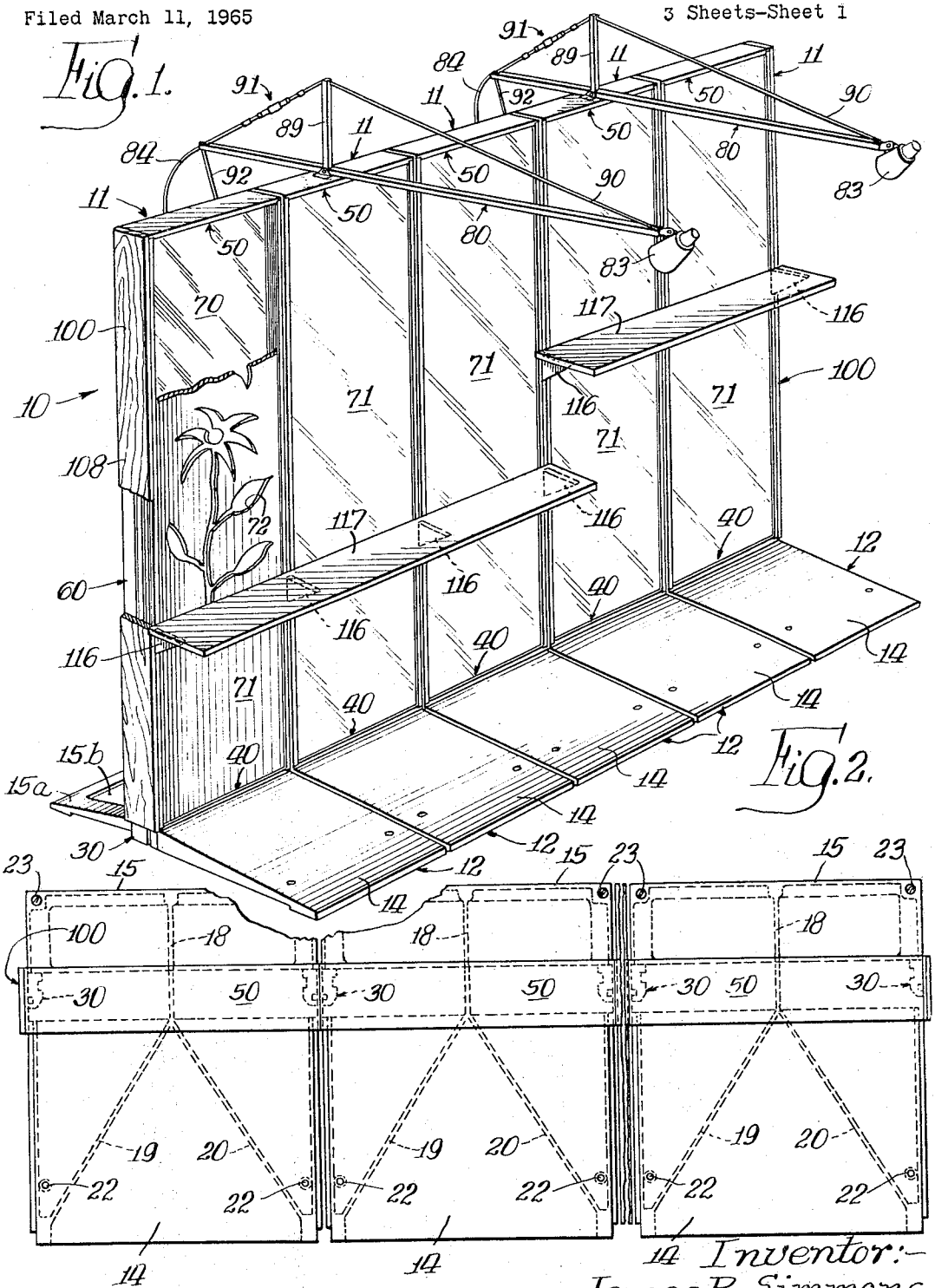


Fig. 2.

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Stellman & McCord Attys.

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DISPLAY DEVICE

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Fig. 3.

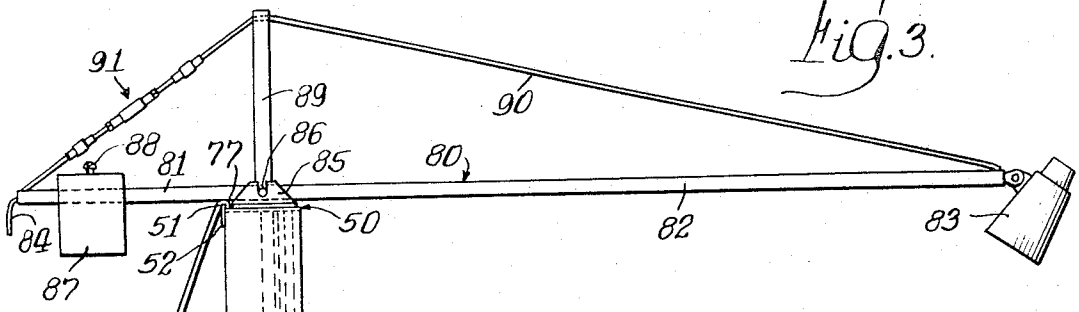


Fig. 5.

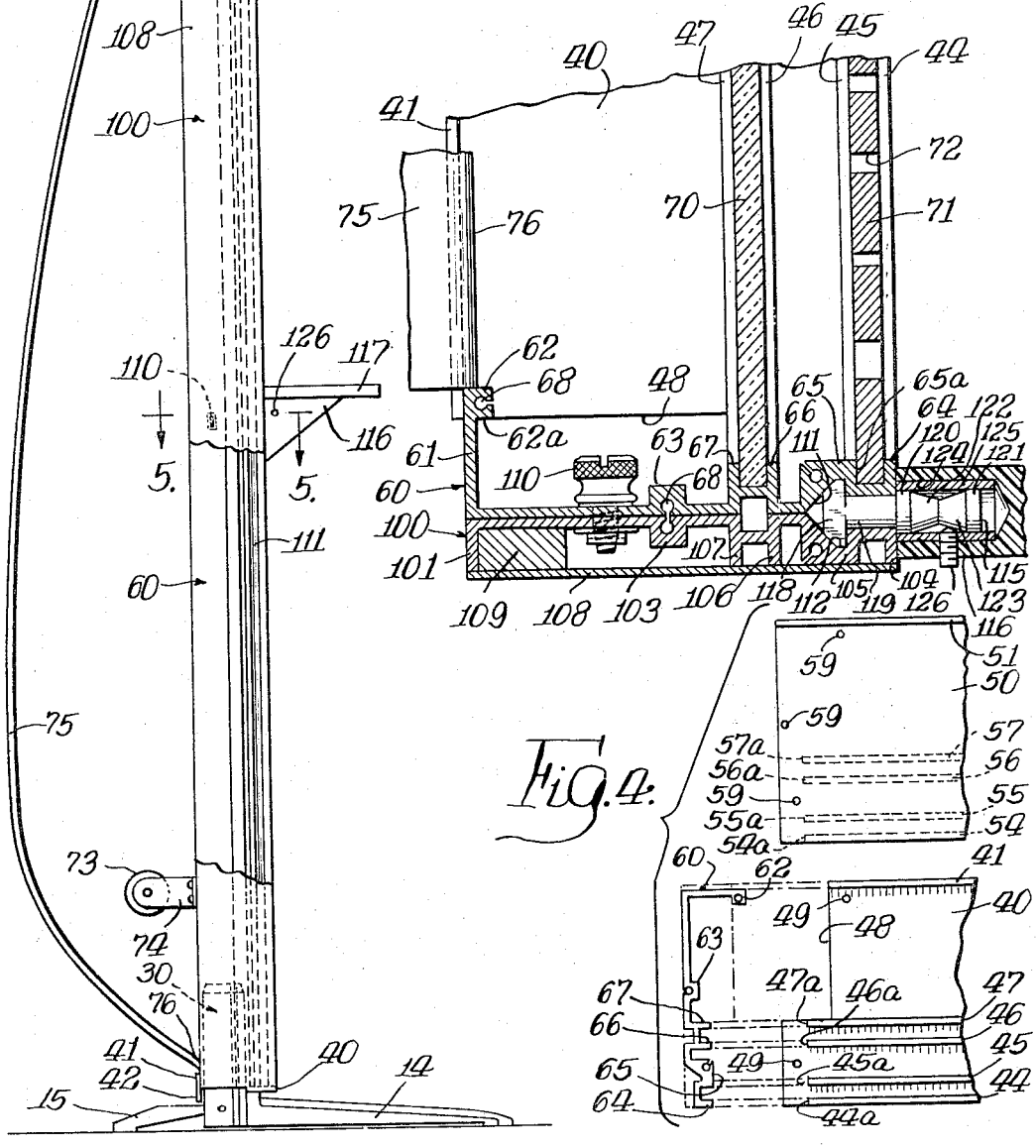


Fig. 4.

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Fig. 6.

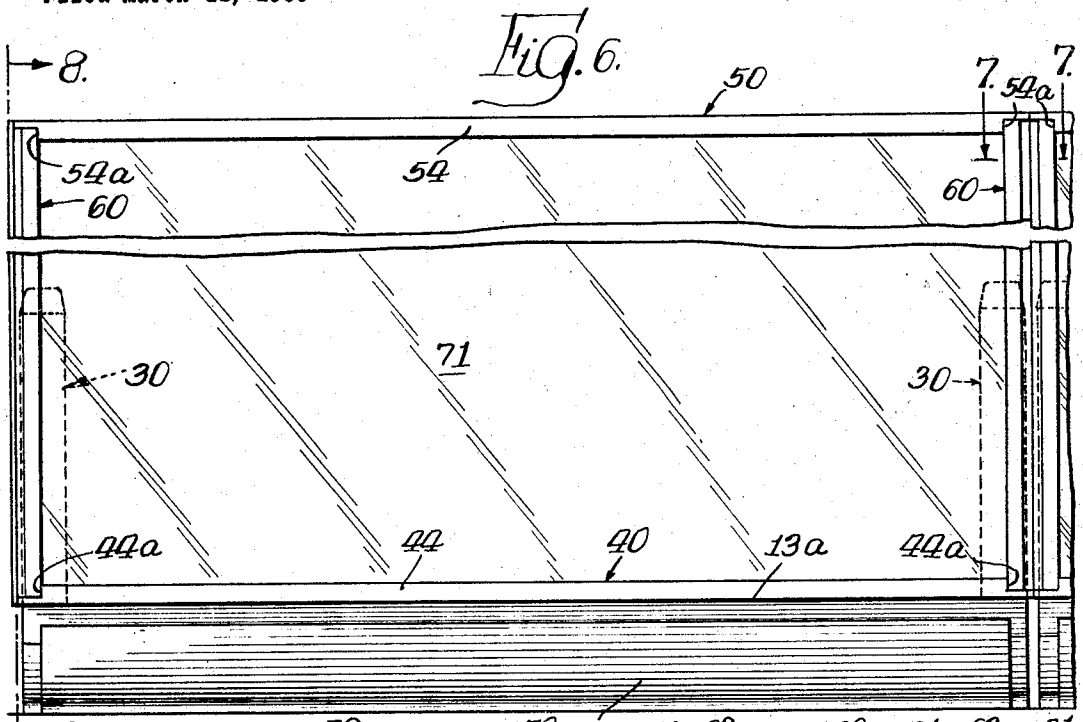


Fig. 8.

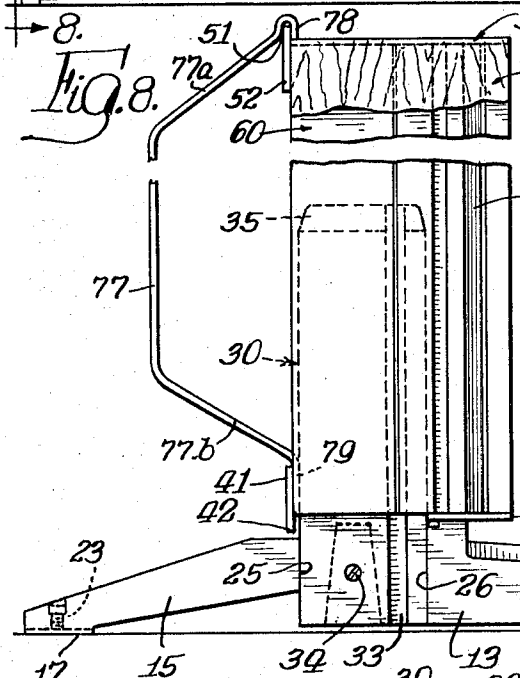


Fig. 7.

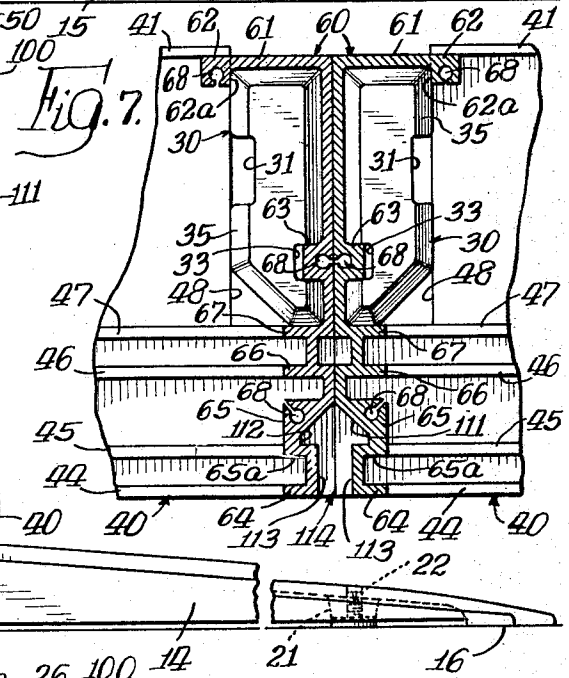
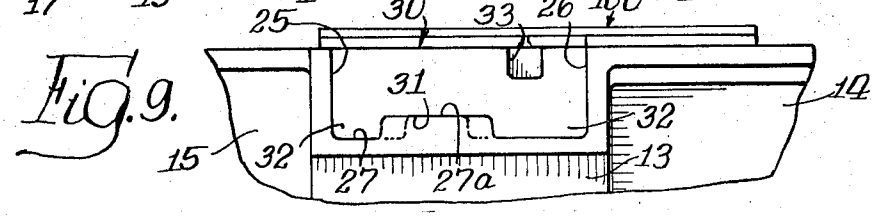


Fig. 9.



United States Patent Office 3,294,249 Patented Dec. 27, 1966

3,294,249

DISPLAY DEVICE

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Filed Mar. 11, 1965, Ser. No. 438,843
19 Claims. (Cl. 211—134)

This invention relates in general to a display device, and more particularly to a novel and versatile means by which an exhibitor can present a commercially attractive display at a trade show or the like.

In many industries it is a common practice to have an annual trade show where the various individual manufacturers in the industry each exhibit their products, distribute advertising materials, and solicit sales. At such trade shows it is conventional for each manufacturer to have a booth, or a particular area for displaying his products, and distributing advertising materials. Manufacturers have recognized the long felt need for an effective means to identify a particular exhibitor, and his line of products. Display devices which have been used in the past for this purpose have often been expensive, difficult to assemble, and not reusable from year to year. Accordingly, the general purpose of the present invention is to provide an improved display device of the character described that obviates the problems present in prior art devices, and which is relatively inexpensive to manufacture and maintain, easy to assemble and disassemble, and having display indicia which is capable of being readily changed so that the display device is capable of being used for a number of years.

An object of the invention is to provide a display device wherein the size of the device can be readily expanded or contracted to meet the needs of a particular display.

A related object of the invention is to provide a display device which consists of a plurality of generally identical display sections, which are readily attachable to, and detachable from, one another.

Another object of the invention is to provide a display device as described above wherein the individual display sections consist of a plurality of elements which are readily detachable from one another, so that the component elements of the display device can be stored as a compact unit when not in use.

A further object of the invention is to provide a novel base construction for supporting the display sections of a display device as described above.

Still another object of the invention is to provide novel frame elements for a display device as described above which are secured to one another, and to the base of the display section in a unique manner.

A related object is to provide spaced channels in the display section frame members which support a pair of display panels in spaced relationship with respect to one another.

A further related object of the invention is to associate light means and reflector means with the display segments, so that unique display effects can be produced by using a colored display panel in conjunction with a second display panel having indicia cut outs thereon. The display effect can be readily varied by changing the color and opacity of the panels, or by using panels having different indicia thereon.

A still further object of the invention is to provide novel means for supporting a shelf or the like.

Still another object of the invention is to provide a shelf support for a multi-section display unit which is mounted in a unique fashion between adjacent display units.

Yet another object of the invention is to provide novel means for illuminating a display device as described above, and with further means for balancing the illuminating means.

These and other objects of the invention will hereinafter become more fully apparent from the following description taken in connection with the annexed drawings, wherein:

FIG. 1 is a front perspective view of a preferred embodiment of the invention;

FIG. 2 is a fragmentary plan view of the embodiment illustrated in FIG. 1;

FIG. 3 is an enlarged side elevational view of the embodiment illustrated in FIG. 1;

FIG. 4 is an exploded top plan view showing the top and bottom walls of a display section in detail;

FIG. 5 is an enlarged sectional view taken generally along line 5—5 of FIG. 3;

FIG. 6 is an enlarged fragmentary front elevational view of a display section of a slightly modified form of the invention;

FIG. 7 is an enlarged sectional view taken generally along line 7—7 of FIG. 6;

FIG. 8 is a side elevational view taken generally along line 8—8 of FIG. 6; and

FIG. 9 is an enlarged fragmentary bottom plan view.

While this invention is susceptible of embodiment in many different forms, there is shown in the drawings and will herein be described in detal one specific embodiment of the invention together with modifications thereof with the understanding that the present disclosure is to be considered as an exemplification of the principles of the invention and is not intended to limit the invention to the embodiments illustrated. The scope of the invention will be pointed out in the appended claims.

Referring now to the drawings, the illustrated embodiment of the display device is shown in its entirety at **10**, and includes a plurality of separate display sections **11**, each mounted on a suitable stand or base **12**. Each of the display sections is substantially identical, so that only one of the display sections will be hereinafter described in detail.

Base **12** is preferably formed of metal, and is cast into a thin wall construction including a central portion **13**, a forwardly extending portion **14**, and a rearwardly extending portion **15**. As can be seen in FIG. 8, base portions **14** and **15** are tapered to provide a base construction of low profile which presents an attractive physical appearance. Base **12** includes downwardly extending feet **16** and **17** at the outer ends of portions **14** and **15** respectively, to support the base on a floor or the like. Base **12** preferably includes a Y-shaped strengthening rib, including a portion **18** extending forwardly from the center of the rear base portion **15**, and portions **19** and **20** diverging outwardly from the end of portion **18** to the sides of the forwardly extending base portion **14**. Downwardly extending bosses **21** are provided at opposite sides of base portion **14** rearwardly of foot **16**, and bosses **21** are internally threaded for reception of leveling screws **22** which can be adjusted to level and stabilize the base **12**. In a like manner, additional leveling screws **23** may be provided at opposite sides of the rearwardly extending base portion **15**. A slightly modified base construction is illustrated in FIG. 1, and the rearwardly extending portion **15***a* which is adapted to with an open central portion **15***b* which is adapted to receive a weight therein for balancing the display section.

Generally vertically extending recesses are provided in opposite sides of the base **12**, and as can be best seen

in FIG. 9, these recesses are defined in part by spaced, parallel walls **25** and **26**. The recesses at the sides of the base **12** are further defined by a rear wall **27** perpendicular to walls **25** and **26**, and which has an enlargement **27***a* at the central portion thereof, to define spaced grooves at opposite sides of the recess.

Generally rectangular bayonet members **30** are received in the recesses at the opposite sides of the base **12**. Bayonet members **30** each includes a longitudinal recess **31** along one side thereof defining projections **32**, which are received in the grooves in the recesses at the sides of wall portion **27***a*. A vertically extending groove **33** is provided in the side of bayonets **30** opposite from the groove **31**, for a purpose to hereafter appear. The baynet members **30** are releasably secured to the base **12**, as by screws **34**, and as can be seen in FIGS. 6 and 8, the upper portion of the bayonets **30** extend substantially above the base **12**. The upper portion of the bayonets **30** is provided with a chamfer or inclined edge **35**, for a purpose to also hereafter appear.

Each display section **11** is removably received on the bayonet members **30** of a base **12**, and each display section **11** includes a generally planar bottom frame member **40**. Bottom frame member **40** is generally T-shaped in end view as can be seen in FIGS. 3 and 8, and includes flanges **41** and **42** disposed at generally right angles with respect to the plane of the frame member **40**. Member **40** is provided with means defining a pair of spaced, parallel channels adjacent the forward edge thereof. This means includes a plurality of spaced ribs **44–47**, with ribs **44** and **45** defining a channel therebetween at the forward edge of the member **40**, and ribs **46** and **47** defining a channel therebetween spaced rearwardly from the channel between ribs **44** and **45**. Each of the ribs **44–47** terminates inwardly of the outer end of the member **40**, as can be seen at **44***a*–**47***a* in FIG. 4 to define flat, planar areas at opposite ends of the member **40**. As can also be seen in FIG. 4, member **40** is provided with a cut out portion **48** spaced inwardly from the plane of the outer ends of the ribs **44–47** rearwardly of the channel defined by ribs **46** and **47**. Openings **49** are provided in member **40** for securing the same to side members to be hereafter described.

Each display section **11** further includes a top member **50**, shaped similarly to the bottom member **40**, and being generally T-shaped in cross section. The member **50** includes a flange **51** extending upwardly therefrom, and a depending flange **52** somewhat longer than flange **51** and extending downwardly therefrom. A rib **54** at the forward edge of the member **50** cooperates with a rib **55** spaced rearwardly therefrom and parallel therewith to define a channel therebetween at the forward edge of member **50**. Another rib **56** spaced from rib **55** cooperates with a further rib **57** to define a second channel therebetween spaced from the channel formed by ribs **54** and **55** and parallel therewith. As can be seen in FIG. 4, ribs **54–57** terminate at **54***a*–**57***a* in a plane that is spaced inwardly from the outer end of member **50**. A plurality of openings **59** are provided in the member **54** for securing the same to the side members to be hereafter described.

Each display section **11** still further includes a pair of spaced side members **60** connecting the top and bottom members **40** and **50**. Side members **60** are generally planar, and include a flange **61** at the rear thereof disposed generally at right angles to plane of the member. A generally square enlargement **62** is provided at the outer end of flange **61**, and includes a surface **62***a* spaced from and parallel with the plane of the member **60**. A generally similar enlargement **63** is provided centrally of the member **60**, on the same side as the flange **61**. Member **60** includes a further enlargement **65** spaced inwardly from the front end thereof, and a side surface **65***a* of enlargement **65** cooperates with a parallel rib **64** at the forward edge of the member **60** to define a channel therebetween. Member **60** further includes spaced, parallel ribs **66** and **67** on the same side of the member as flange **61**,which define therebetween a channel which is spaced from and parallel with the channel between rib **64** and wall **65***a*. The inner surface of the member **60** cooperates with the flange **61**, rib **67** and enlargement surface **62***a* to collectively define a compartment therebetween. Openings **68** are provided in enlargements **62**, **63** and **65** for purpose to hereafter appear.

To assemble a display section, the side members **60** are placed on the bottom member **40** with the ribs **64**, **66** and **67** aligned respectively with ribs **44**, **46** and **47**, and more specifically in facial engagement with rib surfaces **44***a*, **46***a* and **47***a*. As can be best seen in FIG. 5, the enlarged portion **62** at the end of the flange **61** on the member **60** is nested behind the flange **41** on the lower member **40**, with the inner surface **62***a* on the enlarged portion **62** aligned with the cut out portion **48** in the member **40**. Suitable fasteners, such as screws or the like, are threaded through aligned openings **49** and **68** to positively secure the side member **60** to the bottom member **40**. To complete the frame of the display section, the top member **50** is placed on the side members **60**, with the rib end portions **54***a*, **56***a* and **57***a* being positioned against ribs **64**, **66** and **67**, respectively. The flange **52** on the top member **50** overlies the adjacent flange **61** on the side members **60**, and suitable fasteners, such as screws or the like, are threaded through aligned openings **59** and **68** to releasably secure the top members **60**. It will be understood, of course, that prior to the assembly of the top member **50** to the side members **60**, display panels to be hereafter described, are inserted in the channels in the display section frame members.

In a preferred embodiment of the invention, a display panel **70** is provided in the channel spaced inwardly from the front end of the display section, and the display panel **70** may conveniently be formed of a translucent sheet of colored material, that is adapted to pass light of a particular color therethrough. A second display panel **71**, which is provided in the forwardmost channel in the display section, preferably has a cut out design **72** therein which is indicative of a particular manufacturer, or of the manufacturer's line of products. The display panels **70** and **71** are slidably received in the frame member channels, and may be easily changed, so that the character of the display can be readily varied. Means are provided for shining light through the display panel **70**, and in the embodiment illustrated in FIG. 3 a light source **73** is carried by a suitable bracket **74** that is secured to the side members **60**. Reflector means for directing the light rays from the light source **73** through the display panel **70** are provided at the rear of the display section. In FIG. 3 an arcuate, somewhat parabolically shaped reflector **75**, has the lower end **76** thereof placed behind flange **41**, and the upper end **77** thereof hooked over flange **51**. A somewhat modified form of reflector is shown in FIG. 8, and includes a central portion **77** spaced from and parallel with the rear of the display segments, and upper and lower inclined portions **77***a* and **77***b* having their respective ends **78** and **79** fitted over flange **51** and behind flange **41**. The reflectors are preferably formed from light weight material, such as, fiberglass, highly polished aluminum, or other suitable metals.

Means are also provided for illuminating the front of the display device, and includes an elongate rod **80** positioned on the top of a display section, and having a relatively short rearwardly extending portion **81**, and a relatively long forwardly extending portion **82**. Rod **80** is preferably of hollow construction, so as to receive electrical leads **84** therethrough for a lamp **83** that is pivotally mounted at the outer end of rod portion **82**. The means for mounting the rod **80** on the display section include a pair of spaced brackets **85** suitably secured

to the top member **50** of a display section, and including an upwardly open groove for reception of a transverse pin **86** on the rod **80**. A weight **87** may be provided on the rod portion **81** to balance the rod, and weight **87** is slidable along the rod portion **81** to a proper balancing position, where it is locked in place by a set screw **88**. An upright member **89** extends perpendicularly to the rod **80** in the vicinity of pin **86**, and a cable **90** extends through an opening in the upper portion of the upright member **89** forwardly to the lamp **83**. A turnbuckle **91** is provided in cable **90** rearwardly of upright **89** so that the inclination of the lamp **83** may be adjusted. Additional turnbuckles may be provided in the length of cable **92** (FIG. 1) extending downwardly from the rod **80**, if desired.

A trim piece **100** is provided for the exposed sides of the outermost display sections, and the trim pieces **100** are shaped generally identically with the side members **60**, except that the flange **61** is cut down to form a flange **101** which is much shorter than the flange **61**. In FIG. 5 it will be noted that the trim member **100** is provided with an enlargement **103** in one side thereof spaced forwardly of flange **101**, a rib **104** at the forward edge of the member, a rearwardly spaced enlargement **105**, and further rearwardly spaced ribs **106** and **107**; corresponding respectively to enlargement **63**, rib **64**, enlargement **65**, and ribs **66** and **67** in side members **60**. It will be noted that the flange **101** terminates in the same plane as ribs **104**, **106** and **107**, and enlargement **105**. These members cooperate to define a mounting surface against which an end cap **108** is seated, and a mounting block **109** is preferably nested against flange **101**, so that the end cap **108** can be secured thereto. The trim pieces **100** are secured to the side members **60** by suitable fasteners **110** which are threaded through aligned openings in the side members **60** and the trim members **100**. Generally identical fasteners are utilized to secure adjacent side members **60** together when more than one display section is used in a display device.

Each of the display section side members and trim members are provided with a recess at the forward end thereof in the side opposite from the spaced channels. These recesses are each generally identical, and include an inclined portion **111**, and a flat portion **112** generally parallel to the plane of the member. Each of the side and trim members further includes a portion **113** adjacent the aforedescribed recess forwardly thereof, which is offset from the plane of the member and generally parallel thereto. As is clear from FIG. 7, when side members **60**, or a side member **60** and trim member **100**, are placed along side one another, the recesses and offset portions **111–113** cooperate to define an arrow shaped groove **114** having an enlarged inner portion, and a narrowed mouth. Grooves **114** cooperate with retention members **115** (FIG. 5) to be hereafter described to mount brackets **116** which support shelves **117**.

In using the aforedescribed display device, it is often desirable to exhibit certain products, or advertising materials, and to this end it is desirable to employ shelves such as shown at **117**, which can be positioned at various vertical locations on the display device. The shelves **117** must be capable of being readily vertically adjusted, so that the elevation thereof can be quickly changed, when desired. Retention members **115** each includes an enlarged rear end **118** that is provided with a flattened portion engaging recess portion **112**, and an inclined portion engaging recess portion **111**. Retention members **115** further include a narrowed portion **119** that extends between the offset portions **113** in the side and trim members. Retention member portions **118** and **119** are sized relative to the adjacent portions of the side members and the trim members so as to mount the retention member for free sliding movement in the groove **114**. The forward end of the retention member **115** is generally spool shaped; and includes a rearward cylindrical portion **120** that is positioned adjacent the front of the side members **60** and trim member **100**, as the case may be, and a cylindrical forward portion **121** spaced from rearward cylindrical portion **120**. Tapered portions **122** and **123** extend forwardly and rearwardly from cylindrical portions **120** and **121**, respectively, and cooperate to define cam means for pulling the bracket **116** into snug engagement with the adjacent front surface of the display section. To this end, the rearward portion of the brackets **116** are provided with a bore **124**, and a sleeve **125** is mounted in bore **124** to receive the forwardmost portion of the retention member therein. Sleeve **125** is provided with a threaded hole in the side wall thereof which is aligned with a hole in the side of bracket **116**, and a set screw **126** is threaded through the aligned holes. The set screw **126** is positioned to bear against inclined camming surface **123**, so that when it is desired to position a bracket **116** at a desired vertical location, the set screw **126** is threaded into engagement with the surface **123** which forces the bracket **116** to the left, as viewed in FIG. 5, into snug engagement with the adjacent surfaces on the display section. It will be appreciated that the position of the bracket **116** can be readily adjusted by merely loosening set screw **126**, and moving the bracket **116** and the retention member **115** to the desired location.

From the foregoing, it is believed apparent that each of the objects of the invention have been fully achieved. In this respect it will be appreciated that the configuration of bottom member **40**, top member **50**, side members **60** and trim members **100** enable these members to be formed economically, as by an extrusion process. The construction of base **12** enables it to be economically manufactured by a casting process. The individual display sections **11** can be quickly and easily assembled, and the character of the display can be readily varied by changing the display panels **70** and **71**. The size of the display can be readily changed by merely adding to, or reducing the number of the display sections, and the display sections themselves are readily attachable and detachable from one another by a simple fastening means. The display device is capable of producing novel display effects by reflecting light through translucent colored panels **70** and panels **71** having cut out patterns. Readily vertically adjustable shelf bracket means **116** are provided for the displaying of products and advertising materials. When the display device is not in use, the various elements thereof can be easily and quickly disassembled, and stored in a compact location.

I claim:

1. A support comprising: a pair of upright members having adjacent surfaces facing one another, cooperating recesses in said adjacent surfaces defining a longitudinal groove having a relatively narrow mouth and a widened portion therebehind; a retention member having an enlarged end slidably received in said groove widened portion, and a mounting portion extending outwardly of said groove through said mouth, the mounting portion of said retention member having a cam surface thereon; a bracket having a bore receiving the mounting portion of said retention member therein; and means on said bracket movable into said bore for engaging said cam surface whereby said bracket is moved into engagement with said upright member to fix said bracket at a desired location on said upright member.

2. A support comprising: an upright member having a longitudinal groove therein, said groove having a relatively narrow mouth and a widened portion therebehind; a retention member having an enlarged end slidably received in said groove widened portion, and a mounting portion extending outwardly of said groove through said mouth, the mounting portion of said retention member having a cam surface thereon; a bracket having a bore receiving the mounting portion of said retention member therein; and means on said bracket movable into said bore

for engaging said cam surface whereby said bracket is moved into engagement with said upright member to fix said bracket at a desired location on said upright member.

3. A support comprising: an upright member having a longitudinal groove therein, said groove having a relatively narrow mouth and a widened portion therebehind; a retention member having an enlarged end slidably received in said groove widened portion, and a spool shaped mounting portion extending outwardly of said groove through said mouth and having a rearwardly inclined cam surface thereon; a bracket having a bore receiving the mounting portion of said retention member therein; and a set screw threadably mounted on said bracket and movable transversely thereof into said bore for engaging said cam surface whereby said bracket is moved into engagement with said upright member to fix said bracket at a desired location to said upright member.

4. A support as defined in claim 3 wherein said groove and the enlarged portion of said retention member are substantially arrow shaped.

5. A stand for a display section comprising: a base member having a central portion with a general horizontal top surface, and vertical side surfaces, said base member including tapered support portions extending forwardly and rearwardly from said central portion and adapted to rest upon the floor; means defining a recess in each of said side surfaces including, spaced parallel walls generally perpendicular to the side surfaces and a rear wall perpendicular to said side walls at the ends thereof, said rear walls having an enlarged portion generally centrally thereof defining vertical grooves at opposite sides thereof; and a bayonet member in each of said recesses and extending above the top surface of said central portion.

6. The invention set forth in claim 5 wherein each bayonet has a first recess in one side thereof to define projections at opposite sides of the recess, said bayonet projections being shaped complementarily with and seated within said side surface grooves, and said rear wall enlarged portion being shaped complementarily with and seated within said bayonet recess.

7. The invention set forth in claim 6 wherein each bayonet includes a second recess in a side opposite from said first recess.

8. A stand for a display section comprising: a base member having a central portion with vertical side surfaces, said base member including tapered support portions extending forwardly and rearwardly from said central portion and adapted to rest upon the floor; and means defining a recess in each of said side surfaces including, spaced parallel walls generally perpendicular to the side surfaces and a rear wall perpendicular to said side walls at the ends thereof, said rear walls having an enlarged portion generally centrally thereof defining vertical grooves at opposite sides thereof.

9. A frame element comprising: a flat, generally rectangular member having opposite sides; means forming a first longitudinally extending channel in one side of said member adjacent one edge thereof; means forming a second longitudinally extending channel in said one side of said member spaced from and parallel with said first channel; means adjacent the opposite edge of said one side of the member cooperating with the means forming said second channel to define a compartment therebetween; and means forming a longitudinally extending recess in the opposite side of said member adjacent said one edge.

10. A frame element as defined in claim 9 wherein said member includes an enlarged portion rearwardly of said second channel in said compartment.

11. A frame element comprising: a flat, generally rectangular member having opposite sides; spaced walls in one side of said member adjacent one edge thereof forming a first longitudinally extending channel; spaced walls in said one side of said member spaced rearwardly from and parallel with said first channel forming a second longitudinally extending channel; a flange adjacent the opposite edge of said one side of the member cooperating with the rearmost wall of said second channel to define a compartment therebetween; and means forming a longitudinally extending recess in the opposite side of said member adjacent said one edge.

12. A frame element as defined in claim 11 wherein said flange is longer than said walls.

13. A display section comprising: a bottom frame element defined by a generally rectangular member having upper and lower surfaces, means forming a first longitudinally extending channel in the upper surface of said member adjacent the forward edge thereof, means forming a second longitudinally extending channel in the upper surface of said member spaced from and parallel with said first channel, said member having cut out portions at opposite ends thereof rearwardly of said second channel, means forming generally planar surfaces at opposite ends of said member in the upper surface thereof; side frame elements, each seated on the planar surface at one end of said bottom frame member, each side frame element defined by a generally rectangular member having inner and outer sides, means forming a first longitudinally extending channel in the inner side of each side frame member adjacent the forward edge thereof and aligned with the first channel in said bottom member, means forming a second longitudinally extending channel in the inner side of each side frame member aligned with the second channel in said bottom member, means adjacent the rearward edge of the inner side of each side frame member cooperating with the means forming said second channel to define a compartment therebetween, said compartments each being positioned in vertical alignment with one of the cut out portions in said bottom frame member, an enlargement in the inner side of each side frame member and disposed in said compartment; a base member for supporting said display section and including a central portion having a generally horizontal top surface with the lower surface of said bottom frame member resting thereon, said base member central portion having vertical side surfaces each positioned in alignment with one of the cut out portions in said bottom frame member, said base member including tapered support portions extending forwardly and rearwardly from said central portion and adapted to rest upon the floor; means defining a recess in each of said side surfaces, each recess including spaced parallel walls generally perpendicular to the side surfaces and a rear wall perpendicular to the side walls, at the ends thereof, said rear walls having an enlarged portion generally centrally thereof defining vertical grooves at opposite sides thereof; and a bayonet in each of said recesses, said bayonets each extending upwardly above the top surface of the base central portion through one of the cut out portions in said bottom frame element and into the compartments in one of the side frame elements, said bayonets each having inner and outer surfaces with a first recess in the inner surface thereof defining projections at opposite sides of the recess, said bayonet projections being shaped complementarily with and seated within the grooves in the recesses in the side surfaces of said base member, said bayonets each including a recess in the outer surface and receiving the enlargement on the inner side of one side member therein.

14. A display section comprising: a bottom frame member having upper and lower surfaces, means forming a first longitudinally extending channel in the upper surface of said member adjacent the forward edge thereof, means forming a second longitudinally extending channel in the upper surface of said member spaced from and parallel with said first channel, means forming generally planar surfaces at opposite ends of said member in the upper surface thereof; side frame members, each seated on the planar surface at one end of said bottom frame member and having inner and outer sides, means forming a first longitudinally extending channel in the inner side

of each side frame member adjacent the forward edge thereof and aligned with the first channel in said bottom member, means forming a second longitudinally extending channel in the inner side of each side frame member aligned with the second channel in said bottom member; a base member for supporting said display section and including a central portion having a generally horizontal top surface with the lower surface of said bottom frame member resting thereon, said base member including tapered support portions extending forwardly and rearwardly from said central portion and adapted to rest upon the floor; and means associated with said base for releasably mounting said frame members thereon.

15. A display section comprising: a bottom frame element defined by a genrally rectangular member having upper and lower surfaces, means forming a first longitudinally extending channel in the upper surface of said member adjacent the forward edge thereof, means forming a second longitudinally extending channel in the upper surface of said member spaced from and parallel with said first channel, said member having cut out portions at opposite ends thereof rearwardly of said second channel, means forming generally planar surfaces at opposite ends of said member in the upper surface thereof; side frame elements, each seated on the planar surface at one end of bottom frame member, side frame element defined by a generally rectangular member having inner and outer sides, means forming a first longitudinally extending channel in the inner side of each side frame member adjacent the forward edge thereof and aligned with the first channel in said bottom member, means forming a second longitudinally extending channel in the inner side of each side frame member aligned with the second channel in said bottom member, means adjacent the rearward edge of the inner side of each side frame member cooperating with the means forming said second channel to define a compartment therebetween, said compartments each being positioned in vertical alignment with one of the cut out portions in said bottom frame member; a base member for supporting said display section and including a central portion having a generally horizontal top surface with the lower surface of said bottom frame member resting thereon, said base member central portion having vertical side surfaces each positioned in alignment with one of the cut out portions in said bottom frame member, said base member including tapered support portions extending forwardly and rearwardly from said central portion and adapted to rest upon the floor, means defining a recess in each of said side surfaces; and a bayonet in each of said recesses, said bayonets each extending upwardly above the top surface of the base central portion through one of the cut out portions in said bottom frame element and into the compartments in one of the side frame elements.

16. A display device comprising: support means; a plurality of display sections removably mounted on the support means; a first generally planar display panel slidably removably mounted on each display section, said first display panels being generally opaque and at least one panel having indicia cut outs therein; a second translucent display panel slidably removably mounted on said one display section rearwardly of the first display panel thereof in substantial parallelism therewith; and means for passing light from front to rear of said one display section.

17. A frame element comprising: a flat, generally rectangular member having generally planar opposite sides; means forming a first longitudinally extending channel on one side of said member adjacent one edge thereof, said first channel terminating inwardly of the ends of said member to define generally planar surfaces outwardly of each end of said first channel; means forming a second longitudinally extending channel on said one side of said member spaced from and parallel with said first channel, said second channel being coextensive with said first channel and terminating inwardly of the ends of said member whereby said generally planar surfaces are also provided outwardly of each end of said second channel; and means adjacent the opposite edge of the member forming flanges generally perpendicular to the plane of said member and extending outwardly from each of said sides.

18. A frame element as defined in claim 17 wherein each of said channels are defined by a pair of spaced ribs extending generally perpendicular to the plane of said member.

19. A frame element as defined in claim 17 wherein the ends of said member are cut out rearwardly of said channels, and inwardly from the end of said member.

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