May 7, 1957 S. J. BERGER ET AL 2,791,049

DISPLAY DEVICE

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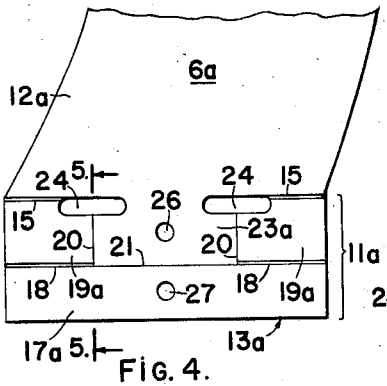


Fig. 4.

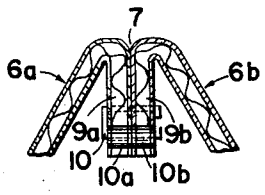


Fig. 7.

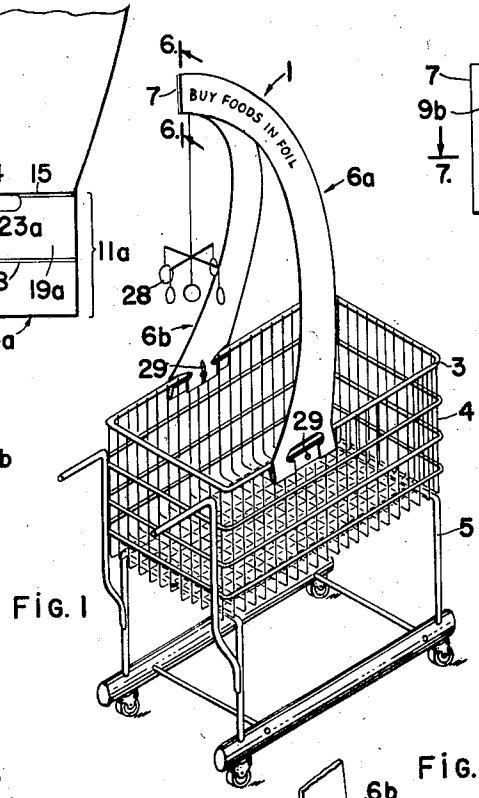


Fig. 1

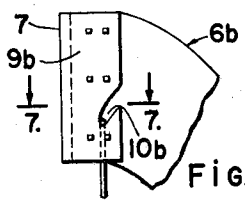


Fig. 6.

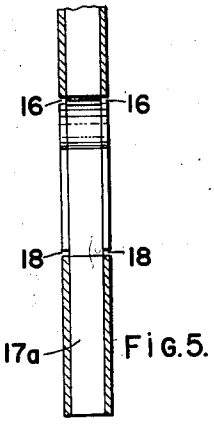


Fig. 5.

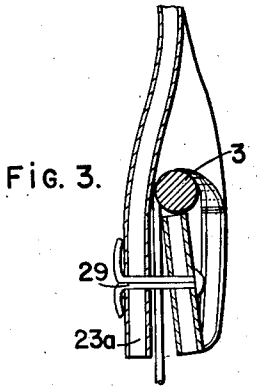


Fig. 3.

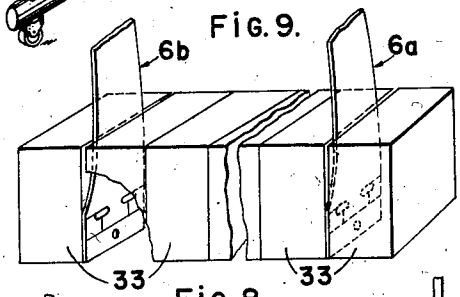


Fig. 9.

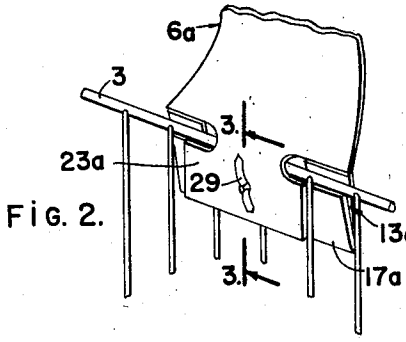


Fig. 2.

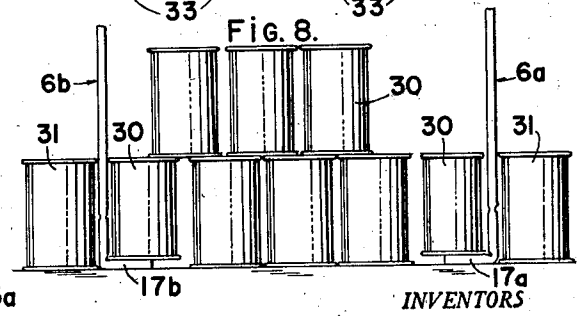


Fig. 8.

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DISPLAY DEVICE

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4 Claims. (Cl. 40—125)

This invention relates to advertising display devices, particularly to relatively small cardboard advertising display signs or placards and means for supporting the same in upright positions.

In the retail merchandising of food and other products, it is customary for dealers and wholesalers to furnish advertising display matter in the form of cardboard display placards or signs and the like to the retailer. The location of, and the manner of mounting the signs are usually left to the discretion of the retailer. Because of the usual construction of the signs, the retailer is limited in the number of ways he can support the sign. Thus, where a food supermarket is involved, he would have difficulty in mounting a conventionally constructed sign upon the rim of a wire-constructed shopping basket which is now also used in many stores as a display bin for various food items.

It is accordingly one of the objects of this invention to provide an advertising display sign which may be mounted in an upright position in a variety of ways. It is another one of the objects of this invention to provide an advertising display sign which may be quickly and easily mounted upon a wire rod, such as the rim of a wire-constructed shopping basket.

A still further object of the invention is to provide an advertising display sign as above described wherein the sign may be folded into a compact unit to facilitate the compact storage and shipment thereof.

Other objects and advantages of the invention and a complete description thereof will be given in the specification to follow, taken in conjunction with the drawings showing an exemplary embodiment of the invention.

In the drawings:

Fig. 1 is a perspective view of a cart-supported wire-rod shopping basket upon the rim of which is mounted a cardboard advertising display sign constructed in accordance with the invention;

Fig. 2 is an enlarged fragmentary perspective view of the sign bottom, showing the manner of mounting the sign upon the rim of the shopping basket;

Fig. 3 is an enlarged fragmentary section through the sign bottom, taken along section line 3—3 in Fig. 2;

Fig. 4 is an enlarged fragmentary elevational view of the sign bottom before it has been folded and mounted upon the basket rim;

Fig. 5 is an enlarged fragmentary section through the sign bottom of Fig. 4, taken along section line 5—5 therein;

Fig. 6 is an enlarged fragmentary section through the upper hinged part of the sign, taken along section line 6—6 in Fig. 1;

Fig. 7 is a horizontal section through the sign, taken along section line 7—7 in Fig. 6;

Fig. 8 is a fragmentary side view of the sign bottom when mounted upright between rows of cans; and

Fig. 9 is a perspective view of the bottom portion of the sign supported between adjacent cartons of merchandise.

Refer now to the drawings where the same reference numerals indicate the same parts throughout.

In Fig. 1 the advertising display sign 1 is shown mounted on the rim 3 of a wire-rod shopping basket carried in a cart frame 5. The sign may be used to advertise products sold in other locations of the store or to advertise products placed within the basket used as a display bin.

The sign shown in the drawings is made of a pair of narrow, curved, corrugated cardboard pieces or halves 6*a*—6*b* which are mirror images of one another. They are hinged together at one end 7 to provide in a completely unfolded state a substantially horse-shoe shaped sign. When folded together the sign halves are in face to face contact with their edges in registry with one another to provide a compact, easy-to-handle assembly. The hinge is formed by crimping and folding back a narrow transverse strip 9*a*—9*b* of the cardboard sign material at the upper end of each of the halves 6*a* and 6*b* along hinge lines which will ultimately fall adjacent to the line of symmetry of the sign assembly. A downwardly inclined closed bottom slot 10*a*—10*b* is cut in the transverse edge of each strip 9*a*—9*b* for reasons to be explained. The folded strips 9*a*—9*b* are then secured together by staples 10 or other suitable fastening means, with the slots 10*a*—10*b* in registry with one another.

Refer now to the distal or unhinged bottom end of one of the sign halves 6*a* shown in Fig. 4 (the bottom end of the other sign half 6*b* is merely the mirror image of what is shown in Fig. 4). The sign piece has a rectangular sign-mounting section 11*a* formed integrally with the rest of the sign body 12*a*. Struck or stamped from the rectangular mounting section 11*a* is a generally U-shaped flap 13*a* which is hinged at the top to the sign piece body along aligned horizontal hinge axes 15—15 formed by crimping the opposite faces of the cardboard material inwardly at 16—16 (Fig. 5). The base 17*a* of the flap is similarly hinged at 18—18 to the legs 19*a*—19*a* of the U-shaped flap. An inverted T-shaped tab 23*a* rigidly extends from the sign body 12*a* and is formed by vertical slits 20—20, a horizontal slit 21, and slots 24—24 which form the neck of the tab. The upper margin of the slots 24—24 are in substantial alignment with the hinge axes 15—15. Holes 26—27 are formed in the center of the tab 23*a* and flap base 17*a* which holes are in registry when the flap base is folded back into contact with the tab.

To mount the sign upon the wire-rod rim of the basket 4, the sign halves are supported upon opposite rim portions of the basket with the tabs 23*a*—23*b* and flaps 13*a*—13*b* straddling the basket rim 3. In so positioning the sign halves, they must be bowed outward slightly to permit the bottoms of these pieces to be positioned parallel to the opposite parallel portions of the basket rim. In the example shown in the drawings the basket rim passes in front of the rigidly depending tabs 23*a*—23*b* of the sign halves and behind the mutually spaced legs of the flaps 13*a*—13*b*. The flap bases 17*a*—17*b* are bent toward the tabs 23*a*—23*b* respectively after the sign bottoms have been placed on the basket rim, and when so bent the then top edges thereof fall approximately along the bottom of the slots 24 and beneath the basket rim (Fig. 3). Then, to fasten securely the sign to the rim, headed wing pins 29—29 are passed through the aligned tab and flap holes 26—27 and the wings thereof are turned out to hold the tabs and flaps together below the basket rim. The pulled together tabs and flaps snugly receive the basket rim. The sign in this condition is in a stable and secure upright position. To attract attention to the sign, a mobile 28 suspended from a string passing through the slots 10*a*—10*b* may be mounted upon the sign.

If it is desired to support the sign in an upright posi-

tion between cans **30**, the hinged flap bases **17***a*—**17***b* of the sign halves are bent into a horizontal plane and cans **30** are placed upon the flap bases so that the cans bear against the inner faces of the parallel tabs and flap legs, as shown in Fig. 8. Cans **31** may also be placed against the outer faces of these sign bases.

The sign may also be supported in this same position between adjacent boxes **33**, as shown in Fig. 9. In such case, the flap bases **17***a*—**17***b* are unfolded into the plane of the flap legs **19***a*—**19***b*.

The invention has thus provided an attractive sign which is mountable in a number of different ways, one of which includes the mounting of the sign upon a horizontal support rod, which in the example described is a basket rim.

In compliance with the requirements of the patent statutes we have here shown and described a preferred embodiment of our invention. It is, however, to be understood that the invention is not limited to the precise construction here shown, the same being merely illustrative of the principles of the invention. What we consider new and desire to secure by Letters Patent is:

1. An advertising display sign having means at the base of the sign for mounting the same upon a generally horizontally extending rod, said means comprising juxtaposed tab means and flap means depending from the bottom of said sign, said tab means extending rigidly from said body and said flap means being hinged thereto, one of said tab and flap means having mutually spaced apart portions adapted to extend on one side of the rod and between which the other of same is located, a hinged strip joining said spaced apart portion beneath the latter means, said strip being movable into overlapping relation with the other of said means, and means for joining the overlapping portions of said flap and tab means together beneath the rod so as to fasten the display sign to the rod.

2. An advertising display sign having means at the bottom thereof for mounting the same upon a horizontal member, said means comprising a semi-rigid U-shaped flap depending from the sign bottom, a tab depending from said sign bottom within the space defined by said U-shaped portion, at least one of said flap and tab being flexible laterally with respect to the other so that they may straddle a member upon which the sign may be

mounted, the base portion of said U-shaped flap being bendable into a position where the base of the flap and said tab are one behind the other, said flap and tab having holes formed therein below the hinge line of the flap, and means extendable through said holes for fastening said bendable flap base and tab together.

3. An advertising display sign having means at the bottom thereof for mounting the same upon a horizontal member, said means comprising a semi-rigid U-shaped flap depending from the sign bottom, a tab depending from said sign bottom within the space defined by said U-shaped portion, at least one of said flap and tab being flexible laterally with respect to the other so that they may straddle a member upon which the sign may be mounted, the base portion of said U-shaped flap being bendable into a position where the base of the flap and said tab are one behind the other, and means for fastening said bendable flap base and tab together.

4. An advertising display sign comprised of two similarly sized and shaped complementary sections which are hinged together to be folded when unused one upon the other with the edges thereof in correspondence, each of said sign sections being an integral piece having means at the bottom thereof for mounting the same upon a horizontal rod, said means comprising a semi-rigid U-shaped flap hinged at the bottom of the sign section, a tab depending rigidly from said sign section and extending into the space within said U-shaped flap, said sign section having slots therein adjacent the top of said tab at the hinge axis of the flap, said flap and tab being arranged to straddle a rod member upon which the sign may be mounted, the base portion of said U-shaped flap being bendable into a position where the base of the flap and said tab are one behind the other, and means for fastening said flap base and tab together.

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