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3,374,566

DISPLAY AND ADVERTISING DEVICE

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FIG. 1

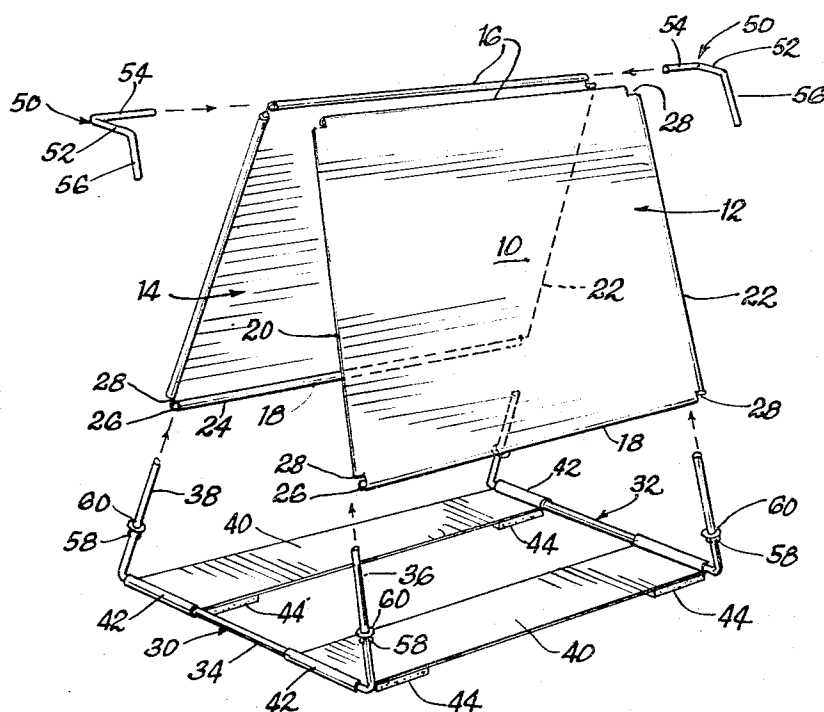


FIG. 2

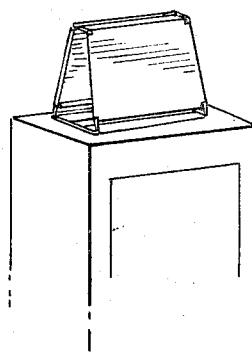
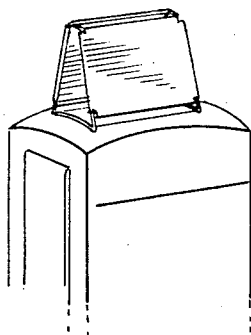


FIG. 3



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DISPLAY AND ADVERTISING DEVICE

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ABSTRACT OF THE DISCLOSURE

A presentation device to be mounted at the point of sale and it relates more particularly to a device to be used in advertisement and adapted to be mounted in full view on the top of a sales device or other surface.

While the structure embodying the features of this invention will be described with reference to being mounted on the top of a gasoline pump, it will be understood that the device can be equally well employed as a topper on other devices or surfaces of flat or curvilinear shape.

It is an object of this invention to produce a device of the type described which can be mounted on an upper flat or curvilinear surface for use in display or in advertisement and it is a related object to produce a plurality of elements which can be readily assembled into a single and efficient member which constitutes a relatively rigid and interconnected assembly that can be mounted as a display or the like on various surfaces.

These and other objects of this invention will hereinafter appear and for purposes of illustration, but not of limitation, an embodiment of the invention is shown in the accompanying drawing, in which:

FIG. 1 is a perspective view of the various elements making up the display assembly with the elements shown in their relative position for assembly;

FIG. 2 is a perspective view showing the assembly on top of a gasoline pump having a flat surface; and

FIG. 3 is a perspective view similar to that of FIG. 2 in which the supporting surface is rounded.

The information to be presented is imprinted or otherwise provided on the outer faces 10 of a pair of display panels 12 and 14 of relatively rigid and preferably resilient material, such as of plastic sheet stock, or preferably sheet metal. The panels 12 and 14 are formed to the same dimension and are of rectangular shape with upper and lower edges 16 and 18 and vertically disposed side edges 20 and 22.

At least the portions forming the laterally spaced apart side edges are rolled or otherwise molded to provide a bead 24 having an internal bore 26 in which the bore is accessible from the ends for insertion of a rod in telescoping relationship therein. In the preferred practice illustrated in the drawing, a rolled or otherwise formed bead is provided along each of the top, bottom and side edges with bores extending continuously therethrough. Under such circumstances, a portion of the panel is cut away at each corner, as illustrated by the numeral 28, to offset the bores one from the other whereby the bores are free from obstructions in the path of insertion of a rod in telescoping relation therein.

The pair of panels 12 and 14 are adapted to be supported on a framework with the panels being spaced one from the other with the greatest distance therebetween at their bottom edges and with a closely spaced relationship between their top edges to define the side walls of an isosceles triangle therebetween having its base at the bottom and its apex at the top.

For this purpose, the frame member is formed of a pair of rod-like or wire members 30 and 32 laterally spaced apart one from the other by a distance corresponding to

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the width of the panels 12 and 14 for the spaced relationship between the beaded lateral edge portions of the panels. Each rod-like member is formed with an elongate, central body portion 34 and with the end portions 36 and 38 turned upwardly from the body portion at an angle corresponding to the acute angle at the base between the side walls and the base of the isosceles triangle. Said upturned ends 36 and 38 are dimensioned slidably to be received in telescoping relationship within the bores 26 of the beads 24 formed at the side edges of the panels. The body portion 34 should be dimensioned to have a length which is at least as great as the base of the isosceles triangle and preferably slightly greater so that the edges of the panel can be received in telescoping relationship on the upturned end portions 36 and 38 of the rods with the lower edges of the panels coming to rest a short distance above the base.

The rod-like members 30 and 32 are secured one to the other in their spaced relationship by a crosswise extending plate 40 of relatively rigid material secured at its ends about the corresponding body portion of the respective rod-like members. As illustrated in the drawing, such crosswise extending connecting members are provided as a pair of longitudinally spaced apart bands of metal or plastic having their ends 42 turned upwardly about the body portion of the rod-like member.

Means are provided on the bottom side of said crosswise extending frame members 40 for bonding the frame onto a supporting surface. For this purpose, use can be made of pads 44 provided with pressure-sensitive adhesive on both faces whereby one of the faces serves to bond the pads to the underside of the bands while the outer exposed faces operate to bond the frame onto the supporting surface. In use, the exposed outer adhesive surface is protected by a removable covering sheet to protect the adhesive until desired for mounting the frame onto the top of the pump or other surface.

As illustrated in FIG. 2, if the supporting surface is flat, the body portion 34 of the rod-like members can be maintained in a straight flat section. If, as illustrated in FIG. 3, the top of the pump or other surface is dome-shaped or curvilinear, the wire-like body portion can be bent to corresponding shape more substantially to conform to the curvature of the supporting surface to effect a more stable mounted relationship thereon.

Use is also made of a pair of wire clip members 50 having a gauge dimensioned slidably to be received in the bores formed in the beads on the edges of the panels. Each wire clip member 50 is formed with a central body portion 52 dimensioned to correspond to the spaced relationship between the panels at their upper edges or between the side walls at the apex of the triangle. Each clip is formed with one end portion 54 extending at right angles from the body portion and with the other end portion 56 extending angularly downwardly from the plane formed of the body portion and the perpendicularly turned end portion and at an angle which corresponds to about one-half of the angle at the apex between the side walls of the panels or at an angle which will approximate 90° less than the acute angle between the body portion 34 and the upturned ends 36 and 38.

When it is desired to space the lower edges of the panels from the supporting surface, the desired spaced relationship is marked on the upturned ends 36 and 38 with an offset 58 which functions as a stop for washers 60 that come to rest thereon.

In assembly, the upturned ends 36 and 38 of the frame member are turned to extend in the vertical direction. The washers 60 are threaded onto each of the upturned ends to define rests for the lower edges of the panels 12 and 14. One panel is lower in a manner to telescope the upturned ends 36 of the spaced rod-like members for in-

sertion into the bore from their lower end until the lower end of the panel comes into engagement with the washers 60 or stops.

The other panel is similarly mounted on the others of the upturned ends of the laterally spaced apart rod-like members. Thus the panels are each supported on the wire frame members with the panels extending angularly upwardly in the direction towards each other to define the sides of an isosceles triangle.

The upper edges of the mounted panels are interconnected one to the other by the wire clip members 52. For this purpose, the laterally extending end portion 54 of the clip member is telescoped for insertion crosswise into the crosswise extending bore at the upper edge of one of the panels. The end 56 extending angularly downwardly is inserted in telescoping relationship through the upper end of the bore in the adjacent lateral edge of the upper panel. Thus each of the clips interconnect the top extending crosswise in one panel with the lateral edge extending downwardly in the other to prevent inadvertent displacement of the interconnecting clips. The panels will thus be interconnected one to the other at their upper edges with a spaced relation therebetween corresponding to the length of the central body portion 52 of the clips. When used in pairs, as illustrated in the drawing, the clip members function as locks to interlock the panels.

Disassembly can be effected simply by reversal of the described operations first to effect removal of the interconnecting clip members at the top and then by vertical displacement of the panels relative to the upturned end portions of the supporting frame.

It will be apparent from the foregoing that I have provided a display assembly formed of a number of interconnected parts which may be joined one to the other in a simple and efficient manner to produce a sturdy and attractive display which can be securely mounted onto vertical or horizontally disposed surfaces and surfaces of curvilinear shape, as exemplified by the top of a gasoline pump or the like.

It will be understood that changes may be made in the details of construction, arrangement and operation without departing from the spirit of the invention, especially as defined in the following claims.

I claim:

1. An advertising and display device comprising the combination of a pair of relatively rigid display panels of rectangular shape, said edges of said panels, in at least the portions adjacent the ends, having openings extending lengthwise along the edges, a frame formed of a pair of rod-like members having an elongate central body portion and end portions extending angularly from the ends of the body portion to provide an acute angle therebetween, means interconnecting said pairs of rod-like members in laterally spaced apart parallel relation corresponding to the spaced relationship between the openings of the lateral side edges of the panels, said angled end portions being dimensioned to have a length less than the length of the side edges of the panels and a cross-section dimensioned to enable the end portions to be received in telescoping relationship in said openings to support the panels at an incline with the panels spaced one from the other thereon by a greater distance at the bottom than at the top, and means for mounting the frame onto

a supporting surface, a wire clip member having a central body portion, a portion at one end turned substantially perpendicularly from the body portion in one direction and a portion at the other end turned in a direction perpendicular to the one direction at an angle corresponding to about 180° minus the acute angle, said end portions being dimensioned to have a length less than the length of the edges of the panels and a cross-section dimensioned to enable the end portions to be received in telescoping relation in said openings to enable insertion of the perpendicular end portion into an opening at the upper edge of one panel and the insertion of the angled portion in an opening in the adjacent side edge of the other panel to interconnect the panels at their upper edges.

2. A device as claimed in claim 1 in which the display panels are formed of sheet metal.

3. A device as claimed in claim 1 in which the display panels are formed of sheet plastic.

4. A device as claimed in claim 1 in which the panels are rolled at their edges to form beads having the described openings as bores therein.

5. A device as claimed in claim 1 in which the panels in their mounted relationship on the frame, correspond to the sides of an isosceles triangle having its base at the top and apex at the bottom.

6. A device as claimed in claim 1 in which the body portion of the rod-like frame members is dimensioned to have a length at least as great as the spaced relationship between the mounted panels at their lower edges.

7. A device as claimed in claim 1 in which the means interconnecting the rod-like frame members comprise crosswise extending rigid strips and means interconnecting the strips at their ends to the rod-like members.

8. A device as claimed in claim 7 in which the strips have their ends turned about the rod-like members for attachment thereto.

9. A device as claimed in claim 7 in which the means for fixing the frame onto a supporting surface comprises pads having adhesive on the underside and in which the pads are fixed to the underside of the crosswise extending strip members.

10. A device as claimed in claim 1 in which the upturned end portions of the rod-like members include off-sets intermediate their ends to provide stops for support of the panels in spaced relationship with the supporting surface.

11. A device as claimed in claim 1 in which a pair of wire clip members are provided for engagement of the panels at their opposite sides.

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