

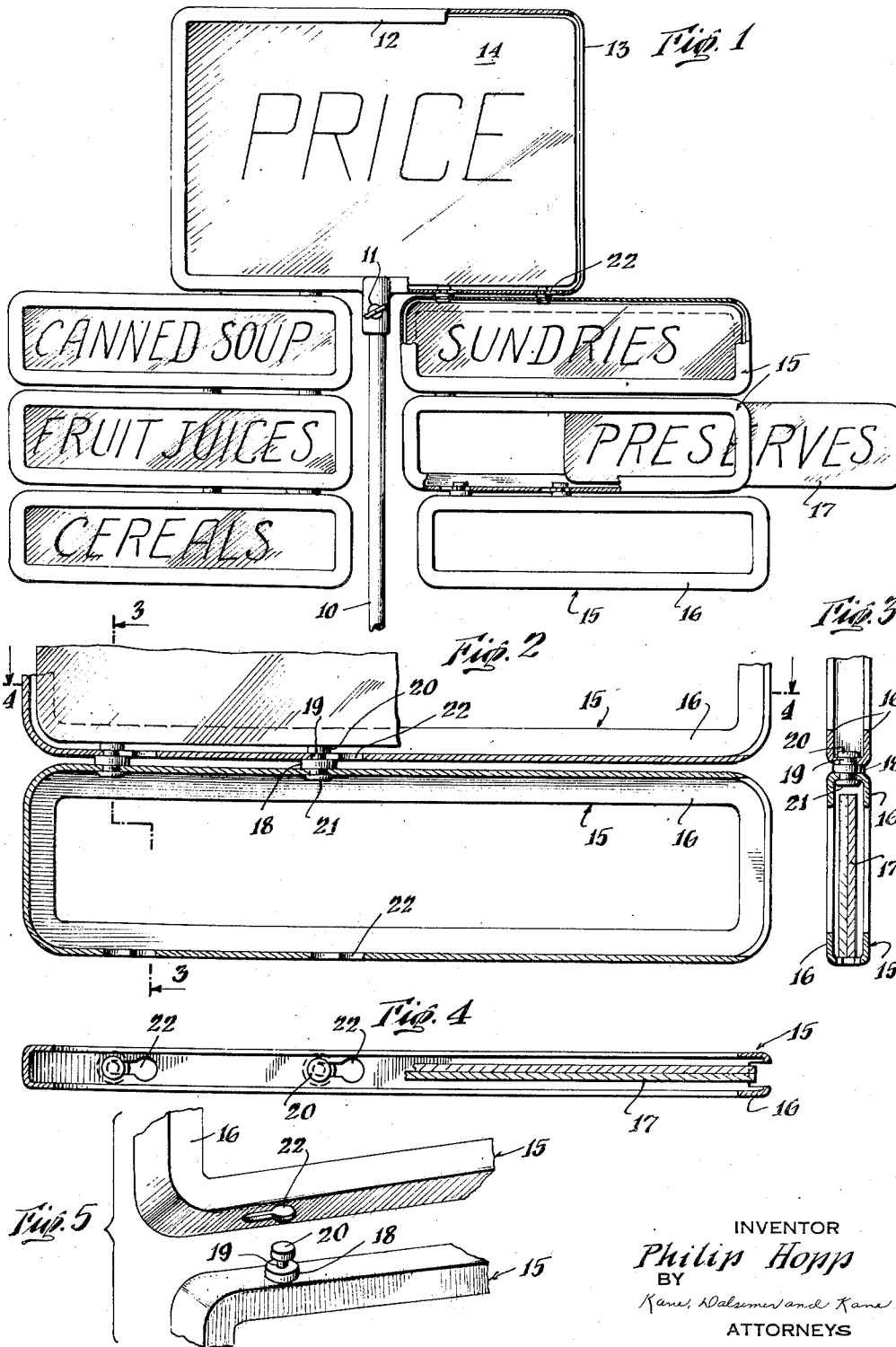
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DISPLAY DEVICE

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## DISPLAY DEVICE

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5 Claims. (Cl. 40—16)

This invention relates to a functionally and structurally improved display device, and especially an assembly which is to be used for information with respect to merchandise such as is sold in super-markets.

By means of the present teachings, a device of this character is furnished, which may function as a departmental guide and be employed for the display of various information, such as prices, classifications of merchandise in a given area, "specials," etc. The apparatus will provide for two-way viewing, may be adjusted to display information to maximum advantage, and will readily permit of the changing of the display from day to day or otherwise.

Still another object is that of providing for a display device which may be amplified or diminished, and in which the several components will, in effect, be rigid with each other, so that undesired relative movement of the parts is avoided.

Still another object of the invention is that of designing an assembly of this type which will include relatively few parts, each simple and rugged in construction and capable of production by quantity-manufacturing methods; such parts cooperating over long periods of time with freedom from all difficulties and being capable of ready manipulation by unskilled help.

With these and other objects in mind, reference is had to the attached sheet of drawings illustrating one practical embodiment of the invention, and in which:

Fig. 1 is a fragmentary partly sectional face view of a display device;

Fig. 2 is a fragmentary enlarged sectional side view of certain of the components of that device;

Fig. 3 is a transverse sectional view taken along the line 3—3 in the direction of the arrows as indicated in Fig. 2;

Fig. 4 is a sectional plan view taken along the line 4—4 in the direction of the arrows as also indicated in Fig. 2; and

Fig. 5 is a fragmentary perspective view of a pair of the separated elements of the device.

Referring primarily to Fig. 1, the numeral 10 indicates a post or supporting member which will preferably be hollow to receive in telescopic relationship a rod. The latter, by means of a suitable clamp 11, may be retained at any desired elevation. Secured to the lower end of post 10 is a suitable base (not shown), by means of which the device may be supported in a stable manner. To the upper end of the rod a frame 12 is attached. That frame, in a manner similar to frames hereinafter described, will preferably include a channel and conveniently be of rectangular configuration. One end of the channel is interrupted by a slot 13. Through the latter a card 14 may be introduced into or removed from the frame.

The card may indicate, for example, a given price range of merchandise, the number of a section under which that merchandise is displayed, the type of merchandise so displayed, etc. The space within the frame 12 will be

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such that preferably two cards may be accommodated therein. This will permit of a single assembly, embracing certain main indicia within frame 12 when approached from one direction and a different indicia or designation when approached from an opposite direction. Of course, the same notice or information may appear on both cards, but by this construction it will not be necessary to furnish double-faced cards with unnecessary duplication and expense being involved.

Frame 12 will serve as a support for additional frames which may be subsidiary thereto. According to the height to which frame 12 is adjusted, a larger or smaller number of these subsidiary frames may be employed. In common with frame 12, these frames 15 will involve channel members as especially shown in Figs. 2, 3 and 4. These members will present, between their arms 16, sufficient space that a pair of cards 17 may be supported therein to have their faces exposed through the sides of the frames. In accordance with the present teachings, it is intended that these subsidiary frames be substantially rigid with frame 12. In other words, they will not have free movement with respect thereto.

To achieve this result, and at the same time permit of a series of subsidiary frames being coupled to each other and to the main frame 12, a connecting structure, such as is herein illustrated, is preferably employed. That structure will include rivets embracing a body 18, a reduced shank or stem 19 and an enlarged head 20. A pair of these rivets are affixed preferably to the upper edges of frames 15 by having their lower portions pass through openings in the base of the upper channel and thereupon being headed, as indicated at 21. It is to be noted that these fastening elements are secured to the frame in a zone adjacent one of its ends, which will be its "inner" end. By this, there is meant that end which lies most closely adjacent post 10. As illustrated in Fig. 1, the rivets of the several frames 15 will all be within a zone short of the adjacent side edge of frame 12.

The base portions of the channel members at zones opposite those in which the rivets 21 are disposed are formed with openings. These openings, as especially illustrated in Figs. 2, 4 and 5, have keyhole configurations, as indicated at 22. The enlarged parts of these openings have areas such that the heads 20 of the rivets may readily pass therethrough. The reduced shank portions 19 of these rivets will be accommodated within the more restricted portions of the openings. The spacing of head 20 from body 18 should be barely in excess of the base thickness of the frames. In addition to having openings of this character formed in frames 15 in line with the rivets of those frames, similar openings are formed in the face of frame 12 to one side of post 10.

Thus, in use, it will be appreciated that by simply passing the rivets of one frame through the openings 22 formed in frame 12 and then moving the frames with respect to each other in the same plane, the heads 20 of the rivets will overlies the more reduced portions of the slots or openings 22. This will prevent separation of an upper frame 15 from frame 12. Due to the coupling of the parts this connection will, in effect, make that frame 15 a unit fixed with respect to frame 12. In other words, no accidental swinging movements will occur.

Under usual practice, a second frame will be coupled to frame 12 to the opposite side of post 10, from which the initial frame 15 has been disposed. Further subsidiary frames—according to the desire of the user—are, in turn, coupled below the first pair of frames and this coupling may be continued until, for example, twenty subsidiary frames are grouped below frame 12. Under these circumstances, the height of the latter will, of course, have been properly adjusted. All of these subsidiary frames

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will be, in effect, rigid with the main frame. Cards such as 17 or 14 associated with the frames will ride in contact with portions of rivets associated with an adjacent frame. In this manner, minimum friction will be encountered in inserting or removing a card, especially if the latter be formed of a smooth plastic.

From the foregoing, it will be understood that among others, the several objects of the invention as specifically aforementioned are achieved. Obviously, numerous changes in construction may be resorted to and the steps of the method may also be varied without departing from the spirit of the invention as defined by the claims.

I claim:

1. In a display device a frame consisting of a channel member the base portion of which forms the periphery of said frame; a post attached to said base portion and extending outwardly from said frame, an enlarged head portion at the outer end of said post, the latter having a length which is barely in excess of the thickness of the base portion of said channel member; said base having formed therein a keyhole slot with its enlarged opening of such diameter that the head portion of a headed post attached to a like frame can be inserted therein, and the diameter of its restricted portion is such that the stem of a post attached to a like frame can be snugly positioned therein.

2. In a display device a frame consisting of a channel member the base portion of which forms the periphery of said frame; a post attached to said base portion and extending outwardly from said frame, a second post attached to said base portion in spaced relation with said first post and also extending outwardly from said frame, enlarged head portions attached to said first and second posts at a distance from said frame which allows the lengths of the posts to be barely in excess of the thickness of the base portion of said channel member; said base having formed therein a keyhole slot with its enlarged opening of such diameter that the enlarged head portion of a post attached to a like frame can be inserted therein, and the diameter of its restricted portion is such that a post attached to a like frame can be snugly positioned

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therein and a second keyhole slot formed in the base portion of said channel member in spaced relation with said first keyhole slot whereby a second post of a like frame can be positioned therein.

3. In a display device a frame in accordance with claim 2 in which the first and second keyhole slots extend in substantially the same direction.

4. In a display device, a plurality of frames disposed in a vertical plane one above the other and each comprising a unit embracing a substantially rectangular framing configuration, said unit—in section—being in the form of an inwardly facing channel, a post extending vertically and outwardly from the base of one of the horizontal portions of such configuration, an enlarged head on the outer end of said post, the adjacent horizontal portion of a second frame having its base formed with a key-hole slot to receive and detachably retain the head of said post upon the latter being introduced through the enlarged portion of the slot and the two frames being thereupon shifted to have their horizontal portions move in directions parallel and laterally with respect to each other to dispose the head of said post to overlie the restricted portion of the slot within the second frame with the horizontal portion of the latter disposed and retained substantially immovable with respect to and immediately adjacent the horizontal portion of said first-named frame.

5. In a display device as defined in claim 4, and at least one of the vertically extending portions of such frames being formed with a slot through which a display card is introducible to be retained within the horizontal channels of said frame.

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