Nov. 15, 1966 C. H. NERVIG ETAL 3,285,425

DISPLAY DEVICES

Filed Jan. 5, 1965 2 Sheets-Sheet 1

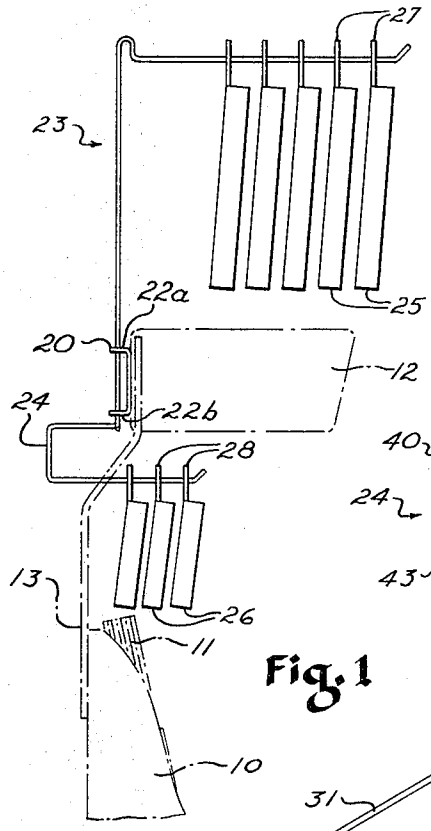


Fig. 1

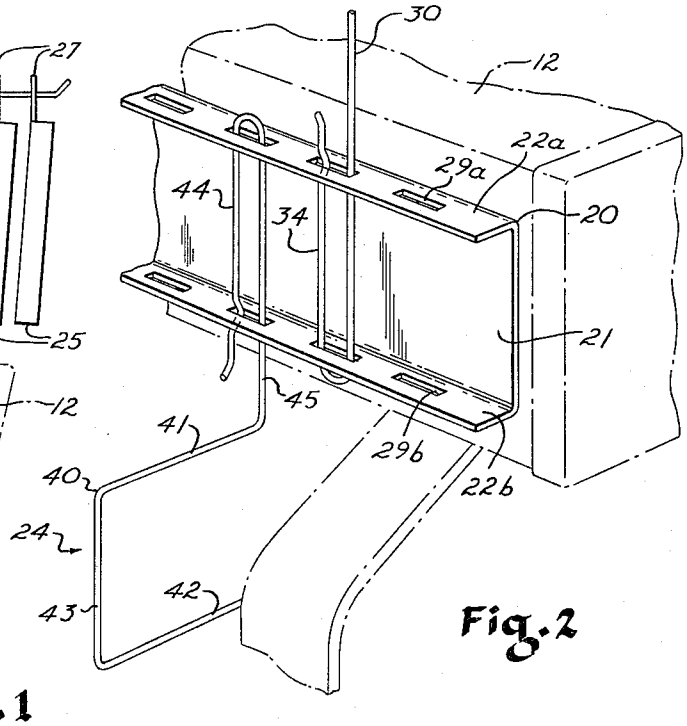


Fig. 2

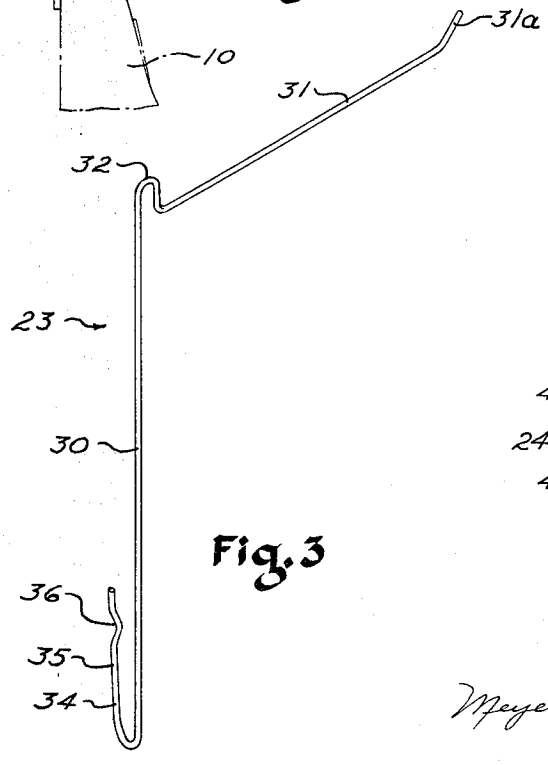


Fig. 3

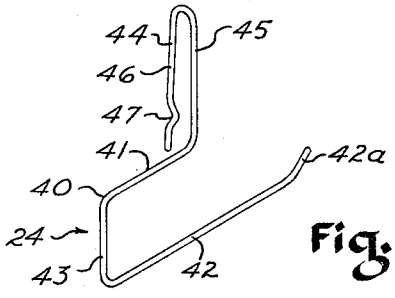


Fig. 4

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DISPLAY DEVICES

Filed Jan. 5, 1965 2 Sheets-Sheet 2

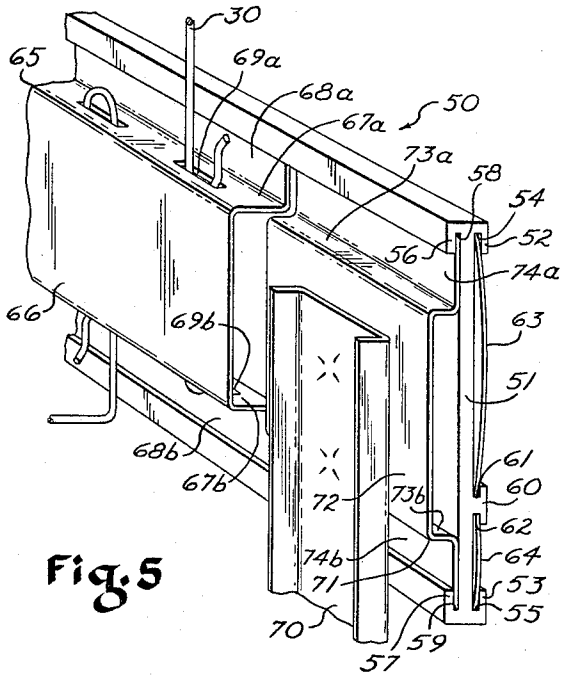


Fig. 5

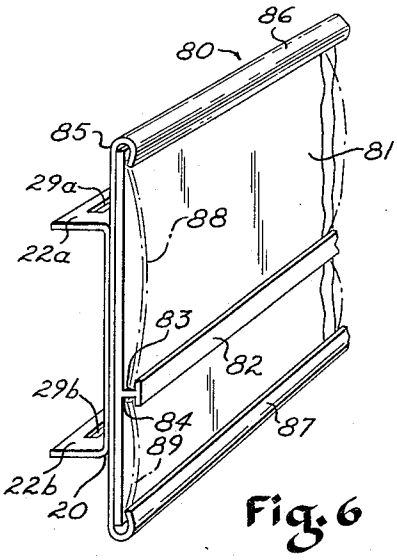


Fig. 6

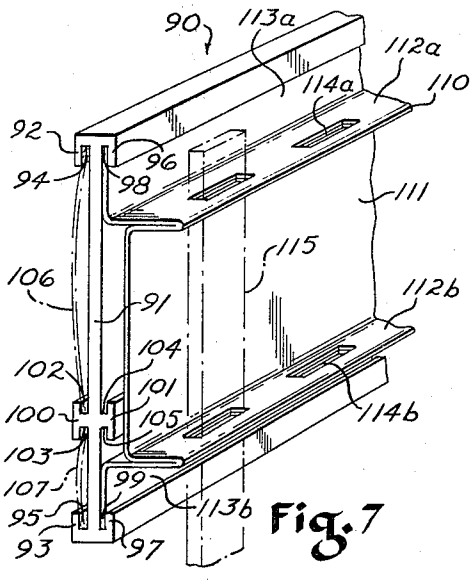


Fig. 7

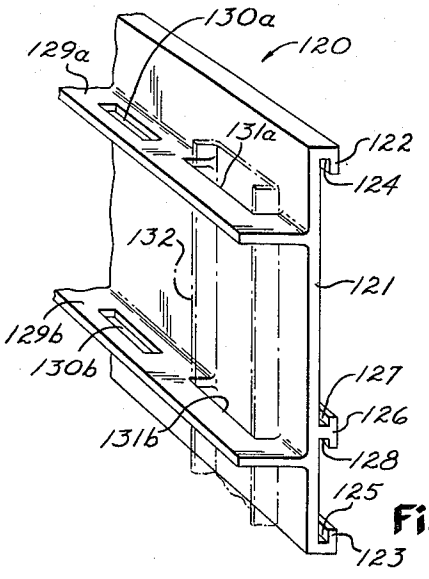


Fig. 8

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DISPLAY DEVICES

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Filed Jan. 5, 1965, Ser. No. 423,512
9 Claims. (Cl. 211—59)

This invention relates to display devices and particularly to display devices for use in connection with the displaying and merchandising of relatively small, packaged articles having an apertured hanger element for threading or telescoping over an elongated rodlike support.

The invention has for its primary object the provision of display devices of the aforesaid nature which are characterized by their structural simplicity, their inexpensive manufacturing costs, the attractive forms in which they may be made, and the particularly effective manner in which they perform their function.

More particularly, it is an object of this invention to provide display devices of the above type which may be used as auxiliary display means with a conventional display device such as, for example, a greeting card display cabinet.

A further object of this invention is to provide display devices for mounting to a greeting card cabinet or the like for the purpose of displaying and storing small packets of cards or envelopes which are packaged and provided with apertured hanger elements for mounting upon a generally horizontal, rodlike support.

Still another object of the invention is to provide display devices as set forth above each of which is formed of a single piece of relatively heavy wire stock and adapted to provide a horizontal support portion disposed above or below a sign holder or lighting fixture disposed above a greeting card cabinet or the like.

Yet another object of the invention is to provide a support bracket which is readily attachable to the back of a sign holder or light fixture to which a wire support portion may be readily and easily attached.

Yet another object of the invention is to provide display devices having the above features and characteristics wherein the wire support elements are formed at one end with a simple, integral snap attachment for readily mounting them to or removing them from the support bracket.

Further objects of the present invention, and a number of its advantages, will be referred to in or will be evident from the following description of five embodiments of the invention as illustrated in the accompanying drawings.

FIG. 1 of the drawings comprises a side view of the upper portion of a greeting card display cabinet having a light fixture (shown in broken line) with the display devices of this invention mounted thereto.

FIG. 2 is an enlarged, fragmentary perspective of the mounting bracket and connector portions of the wire support elements.

FIG. 3 is a perspective view of an upper wire support element.

FIG. 4 is a perspective view of a lower wire support element.

FIG. 5 is a perspective view similar to FIG. 2 showing a modified mounting bracket in connection with a nonilluminated sign holder.

FIG. 6 is a fragmentary perspective view showing the mounting bracket of FIG. 2 as applied to another type of nonilluminated sign holder.

FIG. 7 is a perspective view of still another form of mounting bracket and a further modified form of nonilluminated sign holder.

FIG. 8 is a perspective view of yet another form of nonilluminated sign holder having mounting bracket means integral therewith.

Before the display devices illustrated are specifically described, it is to be understood that the invention here involved is not limited to the exact structural details or precise arrangement of parts shown since display devices embodying the present invention may take various forms. It is also to be understood that the phraseology or terminology herein employed is for the purpose of description and not of limitation since the scope of the present invention is denoted by the appended claims.

Referring now to the drawings and particularly to FIG. 1, the numeral **10** designates a greeting card display cabinet of a conventional type for displaying, in tiered fashion, a plurality of different greeting cards **11** or the like. The display cabinet **10** may be of any suitable width and is provided with an illuminated sign or lighting fixture **12** which extends substantially all the way across the width of said cabinet and is disposed above the upper edge of the cabinet by suitable extension arms **13** connected to the back of the cabinet adjacent the sides thereof. It will be understood that this arrangement of greeting card cabinet and lighting fixture is given by way of illustration only and that the display devices of the present invention are readily applicable to a great variety of merchandising devices including those for displaying other than greeting cards or the like.

The back of the lighting fixture **12** carries a channel-shaped mounting bracket **20** which is spot welded or otherwise suitably secured to said lighting fixture. Said mounting bracket has a central web **21**, disposed in a vertical plane and connected flatwise against the back of the lighting fixture **12**, and a pair of upper and lower, horizontally rearwardly directed flanges **22***a* and **22***b* respectively. The mounting bracket **20** carries an upwardly projecting, upper support element **23** and a downwardly projecting, lower support element **24**. The support elements **23** and **24** are adapted to carry small packets **25** and **26**, respectively, containing greeting cards, envelopes, stationary or the like for display and merchandising purposes. The packets **25** and **26** are provided with upwardly projecting, apertured, flat hanger portions **27** and **28**, respectively, whereby the packets may be hung from the support elements **23** and **24**.

The support elements **23** and **24** and the mounting bracket **20** are shown in greater detail in FIGS. 2–4 and will now be more specifically described.

The flanges **22***a* and **22***b* of the mounting bracket **20** are provided with uniformly spaced, elongated, rectangular slots **29***a* and **29***b*, respectively, which said slots are disposed parallel with the longitudinal dimension of said mounting bracket. Said mounting bracket preferably extends substantially completely across the back of the lighting fixture **12** whereby the support elements **23** and **24** may be disposed at a plurality of lateral positions above and below said lighting fixture and just above the display cabinet **10**.

FIG. 3 shows in detail one of the upper support elements **23** which said upper support element comprises a single piece of heavy wire stock material formed to provide, basically, an upright portion **30** and a generally horizontal, forwardly projecting support portion **31**. The upright portion **30** and the support portion **31** are jointed by an inverted U portion **32**, and the distal end of the support portion **31** is provided with an upwardly and forwardly obliquely angled end portion **31***a*. The lower end of the upright portion **30** is provided with a laterally directed, U-shaped connector portion **34** which includes a free leg portion **35** extending upwardly a distance greater than the distance between the flanges **22***a* and **22***b* of the mounting bracket **20**. Adjacent to the distal end of

the free leg portion **35**, the wire stock is offset inwardly of the U-shaped connector portion to provide, in effect, a laterally open notch **36**. The free leg portion **35** preferably diverges slightly from the upright portion **30** in an upward direction with the lower end of the connector portion **44** being of such lateral width as to slide freely but snugly into the slots **29***a* and **29***b* of the flanges **22***a* and **22***b* respectively.

Referring now to FIG. 2 of the drawings, it will be seen that the upper support element **23** is attached to the mounting bracket **20** by inserting the connector portion **34** downwardly through a pair of the slots **29***a* and **29***b*. The slots **29***a* and **29***b* are arranged in vertically aligned pairs whereby with said connector portion inserted in such aligned pairs, the upright portion **30** will be substantially vertically disposed. Insertion of the connector portion into the slots slightly compresses the free leg portion **35** inwardly until the notch **36** is disposed at the level of an upper slot **29***a* at which point said free leg portion snaps outwardly with an edge of said slot **29***a* engaging said notch **36**. The upper support element **23** is thus firmly held against vertical movement in either an upward or downward direction, and the support portion **31** is disposed substantially above the lighting fixture **12** and projects forwardly above said lighting fixture.

The lower support element **24** comprises a forwardly open, U-shaped portion **40** having parallel, forwardly projecting upper and lower arms **41** and **42** connected at their rearwardly directed ends by a generally vertically disposed crossover portion **43**. The lower arm **42** extends forwardly a greater distance than the upper arm **41** and has an upturned end portion **42***a*. Said arm **42** constitutes the support portion of the lower support element corresponding to the support portion **31** of the upper support element **23**. The distal end of the upper arm **41** carries an inverted connector portion **44** which is similar to the connector portion **34**, said connector portion **44** having an upright portion **45** and a downwardly slightly diverging, laterally directed free leg portion **46** formed to provide a laterally open notch **47**.

As clearly shown in FIG. 2, the lower support element **24** is connected to the mounting bracket **20** in substantially the same manner as the upper support element with the exception that the connector portion **44** is inserted upwardly through a pair of aligned slots **29***a* and **29***b* with the notch **47** engaging the edge of a lower slot **29***b*. As well shown in FIG. 1, the support portion **42** is disposed well under the light fixture **12**, above the display cabinet **10** and between the extension arms **13**.

The modifications of FIGS. 5–8 refer primarily to the mounting bracket either in relation to the form it may take or its use. It will be understood that in each of these modified forms and applications of said mounting bracket, support elements of the type shown in FIGS. 3 and 4 are used therewith.

In FIG. 5, there is shown a nonilluminated sign holder **50** comprising an elongated extrusion which may be made of any suitable material such as aluminum or one of the well-known rigid plastics. The extrusion is provided with a flat, vertically disposed body portion **51** having inwardly turned upper and lower flanges **52** and **53** at its upper and lower edges, respectively, which said flanges afford upper and lower channels **54** and **55** at the front face of said body portion. The back of said body portion is similarly provided with upper and lower flanges **56** and **57** which afford similar upper and lower channels **58** and **59** at the back of said body portion. The front face of the body portion **51** is further provided with a T-shaped forward projection **60** affording an upwardly open channel **61** and a downwardly open channel **62**. Signs or display cards **63** and **64** may be inserted endwise within the pairs of channels **54–61** and **62–55** respectively for advertising the brand name of the merchandise being displayed or for providing further pertinent information to the buyer.

The pair of rearwardly disposed channels **58** and **59** cooperatively receive a mounting bracket **65** having a vertically disposed web **66**, horizontally forwardly projecting, upper and lower flanges **67***a* and **67***b*, and upwardly and downwardly projecting mounting flanges **68***a* and **68***b* carried respectively at the edges of said flanges **67***a* and **67***b*. The mounting bracket **65** is attached to the back of the extrusion by inserting the edges of the mounting flanges **68***a* and **68***b* into the rearwardly disposed channels **58** and **59** respectively. The horizontal flanges **67***a* and **67***b* are provided with elongated, rectangular slots **69***a* and **69***b* for receiving the connector portions **34** and **44** of the support elements **23** and **24** respectively in the manner hereinabove described.

In the embodiment of FIG. 5, the extension arms, indicated at **70**, may comprise elongated channel members carrying hat-shaped mounting members **71** at their upper ends, each of which said members **71** has a vertical web **72**, horizontal flanges **73***a* and **73***b*, and vertical flanges **74***a* and **74***b*. The flanges **74***a* and **74***b* are adapted to be inserted within the channels **58** and **59**, respectively, for retaining the nonilluminated sign holder **50** in position above a greeting card cabinet or the like.

FIG. 6 illustrates a mounting bracket **20** of the type illustrated in FIGS. 1 and 2 secured to a nonilluminated sign holder **80**. The sign holder **80** comprises an extrusion having a flat body portion **81** which said body portion carries an integral, T-shaped projection **82** at its forward face. Said projection **82** is disposed intermediate the upper end lower edges of the body portion **81** and affords upwardly and downwardly open channels **83** and **84** respectively.

The body portion **81** is carried by an elongated, preferably sheet metal backing strip **85** having upper and lower rolled edges **86** and **87** respectively. The mounting bracket **20** is welded or otherwise suitably secured to the back of the strip **85**, and signs or display cards **88** and **89** (shown in broken line) are mounted with their lower and upper edges within the channels **83** and **84**, respectively, and with their upper and lower edges disposed within the rolled edges **86** and **87**, respectively.

FIG. 7 shows a sign holder **90** similar to that shown in FIG. 5 comprising a flat body portion **91** having flanges **92** and **93** affording channels **94** and **95**, respectively, on one side of the holder and flanges **96** and **97** affording channels **98** and **99**, respectively, on the other side of the sign holder. The body portion **91** of the sign holder **90** differs from the body portion **51** of the sign holder **50** in that it is provided with T-shaped projections on both its front and rear surfaces as shown at **100** and **101**, said projections affording channels **102–103** and **104–105**, respectively. It will be readily seen that with this construction, signs or display cards as shown in broken line at **106** and **107** may be inserted on either side of the body portion **91**.

The sign holder **90** is provided with a mounting bracket **110** formed from a strip of sheet metal having a central web **111** and upper and lower flanges **112***a* and **112***b* which are of double thickness, the metal being bent rearwardly at right angles from the web **111** and then folded back upon itself in a forward direction. The forwardly extending folds extend forwardly beyond the web **111** and their edges carry upwardly and downwardly projecting mounting flanges **113***a* and **113***b*, respectively, which are disposed within the channels **98** and **99**. The body portion **91** of the sign holder **90** is, of course, reversible whereby the flanges **113***a* and **113***b* can be disposed within the channels **94** and **95** and the signs **106** and **107** can be disposed within the channels **98–104** and **105–99**. The flanges **112***a* and **112***b* are provided with elongated, rectangular slots **114***a* and **114***b* for receiving the connector portions of the support elements **23** and **24**, and the endmost aligned pair of said slots may be used,

if desired, as means for receiving extension arms as shown in broken line at **115**.

FIG. 8 shows a sign holder **120** which, again, is in the form of an extrusion having a flat body portion **121** and reversely turned flanges **122** and **123** affording upper and lower channels **124** and **125**, respectively, on the forward face of said body portion. The forward face also carries a T-shaped projection **126** of the type shown at **60** (FIG. 5), **82** (FIG. 6), **100**, and **101** (FIG. 7). The projection **126** affords channels **127** and **128** for carrying signs or display cards of the type shown at **63**, **64**, **88**, **89**, **106** and **107**.

Integral with the body portion **121** are horizontally disposed, rearwardly projecting, upper and lower flanges **129***a* and **129***b* which are provided with suitable elongated rectangular slots **130***a* and **130***b*, respectively, for receiving the connector portions of the support elements **23** and **24**. As illustrated in FIG. 8, the flanges **129***a* and **129***b* are further provided with larger, elongated slots **131***a* and **131***b* adapted to receive channel-shaped extension arms as shown in broken line at **132**. It will be noted that the slots **131***a* and **131***b* extend forwardly to the rear face of the body portion **121** whereby an extension arm **132** can be disposed with its web flatwise against said rear surface.

It will be understood that the various forms of the mounting bracket as shown in FIGS. 5, 7 and 8 may be used in connection with the light fixture **12** by providing the back of said light fixture with a channeled surface as shown in FIGS. 5 and 7 or with integral flanges as shown in FIG. 8. It will further be understood that many other changes in the details of the invention as herein described and illustrated may be made without, however, departing from the spirit thereof or the scope of the appended claims.

What is claimed is:

1. A display device for mounting to the rear surface of a sign holder or the like which has an upper side and a lower side, said device comprising means defining a pair of vertically spaced, horizontally disposed, rearwardly directed flanges; means defining pairs of vertically aligned, elongated slots through said flanges, said slots being parallel with the rear surface of said sign holder; a support element formed from a continuous length of heavy wire stock; said support element having a generally horizontally disposed support portion, disposed beyond one of said sides of said sign holder and projecting forwardly with respect thereto, for receiving hanger elements of articles to be displayed; a connector portion adapted to be inserted through and closely interfit a pair of said aligned slots; said connector portion being bent into U-shape in a plane disposed parallel with said slots and having an outwardly biased, free leg biased against an inner end edge of one of said slots; and said free leg having a notch formed therein engaging said end edge in use of said connector portion.

2. A display device for mounting to the rear surface of a horizontally disposed sign holder or the like, said device comprising a channel-shaped mounting bracket having a web adapted to be secured flatwise against said rear surface and also having rearwardly projecting, horizontally disposed, upper and lower flanges; means defining pairs of vertically aligned, elongated slots through said flanges, said slots being parallel with the rear surface of said sign holder; a support element formed from a continuous length of heavy wire stock; said support element having an upright portion and a generally horizontally disposed support portion; said support portion disposed above said sign holder and projecting forwardly with respect thereto for receiving hanger elements of articles to be displayed; the lower end of said upright portion being bent into a U-shape to provide a connector portion adapted to be inserted through and closely interfit a pair of said aligned slots; said connector portion being disposed in a plane parallel with said slots and having an outwardly biased, free leg biased against an inner end edge of one of said slots; and said free leg having a notch formed therein engaging said end edge in use of said connector portion.

3. A display device comprising a holder carrying a pair of vertically spaced, horizontally disposed, rearwardly directed flanges; means defining pairs of vertically aligned, elongated slots through said flanges; a support element formed from a continuous length of heavy wire stock; said support element having a generally horizontally disposed support portion for receiving hanger elements of articles to be displayed, said support portion being disposed below said holder and being directed forwardly with respect thereto; said support element having a connector portion adapted to be inserted upwardly through and closely interfit a pair of said aligned slots; said connector portion being bent into a U-shape and having an outwardly biased, free leg biased against an inner edge of one of said slots; said free leg having a notch formed therein engaging said edge in use of said connector portion; said support element being bent rearwardly and downwardly below said connector portion and then forwardly again to form said support portion whereby at least a portion of said support portion is offset rearwardly with respect to said holder.

4. Display means comprising a holder carrying a pair of vertically spaced, horizontally disposed, rearwardly directed flanges; means defining at least two pairs of vertically aligned, elongated slots through said flanges; a pair of support elements each formed from a continuous length of heavy wire stock; a first of said support elements having an upright portion and a generally horizontally disposed support portion for receiving hanger elements of articles to be displayed, said support portion being disposed above said holder and being directed forwardly with respect thereto; a second of said support elements having a rearwardly projecting, horizontal portion, a downwardly bent crossover portion, and a forwardly directed, horizontally disposed support portion, said support portion of said second support element being disposed below said holder; each said support element having a vertically directed connector portion adapted to be inserted vertically through and closely interfit one of said pairs of aligned slots; each said connector portion being bent into a U-shape and having an outwardly biased, free leg biased against an inner edge of one of said slots; each said free leg having a notch formed therein engaging one of said inner edges in use of each said connector portion; the connector portion of said first support element disposed at the lower end of said upright portion and passing downwardly through its said pair of aligned slots; the connector portion of said second support element being inverted and disposed at the forward end of said horizontal portion and passing upwardly through its said pair of aligned slots.

5. A display device comprising a generally upright sign holder having a front face and a rear face; said holder having means for retaining a sign on said front face; means providing a pair of vertically spaced, horizontally disposed flanges projecting outwardly from said rear face; means defining at least one pair of vertically aligned slots in said flanges; a continuous wire support element having a horizontal support portion disposed beyond said holder in one vertical direction; said support element having means for connecting said support portion to said flanges including a U-shaped connector portion for inserting through said pair of aligned apertures; said connector portion having a free leg biased outwardly against an edge of one of said slots and being notched to engage said edge to releasably retain said support element attached to said holder.

6. A display device as set forth in claim **5**; said holder comprising a substantially flat body portion having mutually facing, upper and lower channel means on both said faces; said means providing said flanges comprising a hat-shaped member formed from flat, sheet material hav-

ing a central web, horizontal flanges at its upper and lower edges, and upwardly and downwardly directed mounting flanges at the edges of said first mentioned flanges, said mounting flanges interfitting said channel means of said rear face; said channel means on said front face adapted to receive the edges of display signs.

7. A display device as set forth in claim 5; said holder comprising a substantially flat body portion; a backing strip of sheet material disposed flatwise against the rear surface of said body portion with its upper and lower edges rolled over said body portion and affording inwardly opening channel means at said upper and lower edges for receiving edges of display signs; said means providing said flanges comprising a horizontally disposed channel member mounted to the rear surface of said backing strip with its flanges projecting rearwardly.

8. A display device as set forth in claim 5; said holder comprising a substantially flat body portion having mutually facing, cooperant channel means on both said faces; said means providing said flanges comprising a strip of sheet material haping a flat central web and being folded rearwardly and then forwardly back on itself at the upper and lower edges of said web to provide double-thickness, rearwardly projecting flanges; the forwardly directed edges of said strip being turned upwardly and

downwardly to interfit said channel means on one of said faces; said channel means on the other of said faces adapted to receive edges of display signs.

9. A display device as set forth in claim 5; said holder comprising an extrusion of rigid material having a flat body portion and integrally formed, mutually facing, cooperant channel means on said front face; said flanges being integrally formed with said body portion and projecting from said rear face.

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