United States Patent [19]

Thomas

[11] **3,889,409**

[45] **June 17, 1975**

[54] **DISPLAY STANDARD**

[75] Inventor: **Robert E. Thomas,** Los Angeles, Calif.

[73] Assignee: **John Graves and Associates Incorporated,** Los Angeles, Calif.

[22] Filed: **May 20, 1974**

[21] Appl. No.: **471,353**

[52] **U.S. Cl.** ..... **40/11 A;** 40/10 R; 40/125 H

[51] **Int. Cl.** **G09f 03/14**

[58] **Field of Search** ..... 40/10 C, 10 R, 11 A, 124.1, 40/125 H, 125 G, 125 F, 125 R, 125 D, 5

[56] **References Cited**

UNITED STATES PATENTS

828,542	8/1906	Ellis	40/10 R
1,397,734	11/1921	Hoelscher	40/11 A X
1,435,178	11/1922	Rolph	40/10 C
1,846,798	2/1932	Dixon	40/125 G
2,345,750	4/1944	Hohwart	40/10 R
2,504,331	4/1950	Hopp et al.	40/5 X
2,563,159	8/1951	Clark	40/10 R
2,639,524	5/1953	Irving	40/10 C

Primary Examiner—Robert W. Michell
Assistant Examiner—John F. Pitrelli
Attorney, Agent, or Firm—George J. Netter

[57] **ABSTRACT**

A display panel is received onto an upstanding rod having parts extending through openings in the panel and other parts supporting the panel between the openings. The rod is slidingly received within a joining member on the end of a further rod, the lower end of which includes an enlarged mounting loop. When the two rods are joined and the display panel mounted thereon, the mounting loop is then secured to a suitable surface by an adhesive sheet.

1 Claim, 6 Drawing Figures

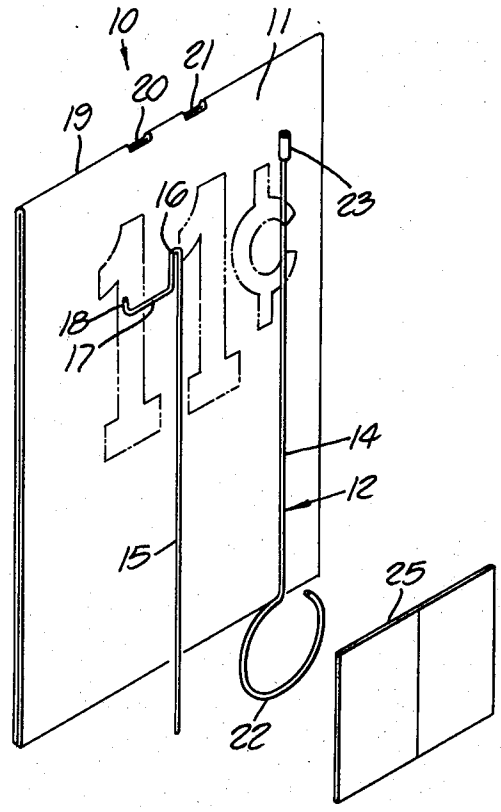


FIG. 1.

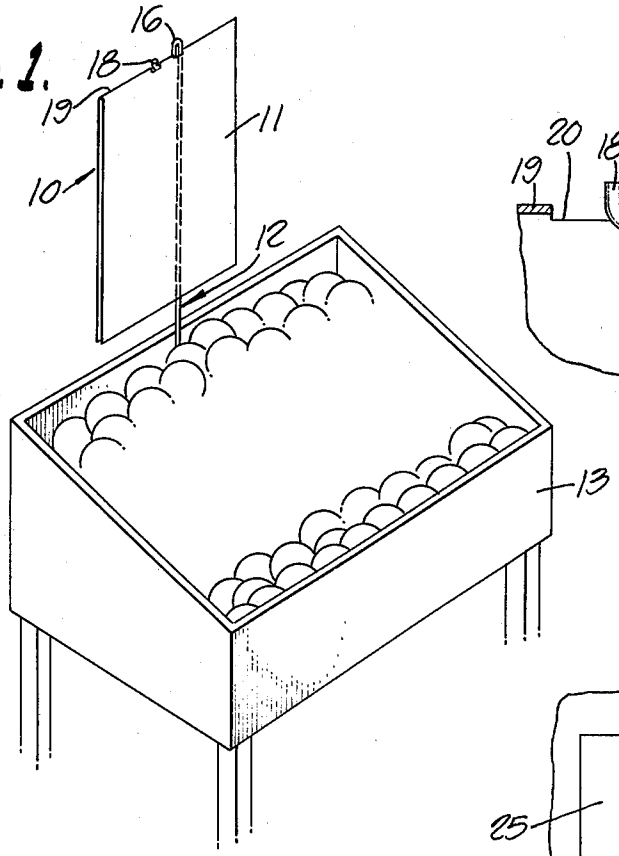


FIG. 2.

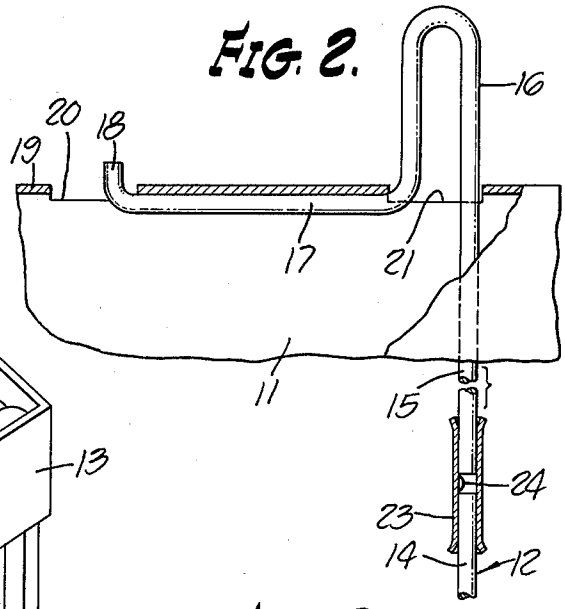
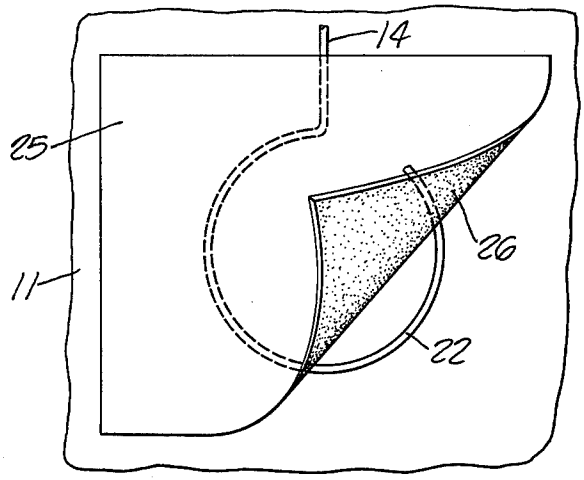


FIG. 3.



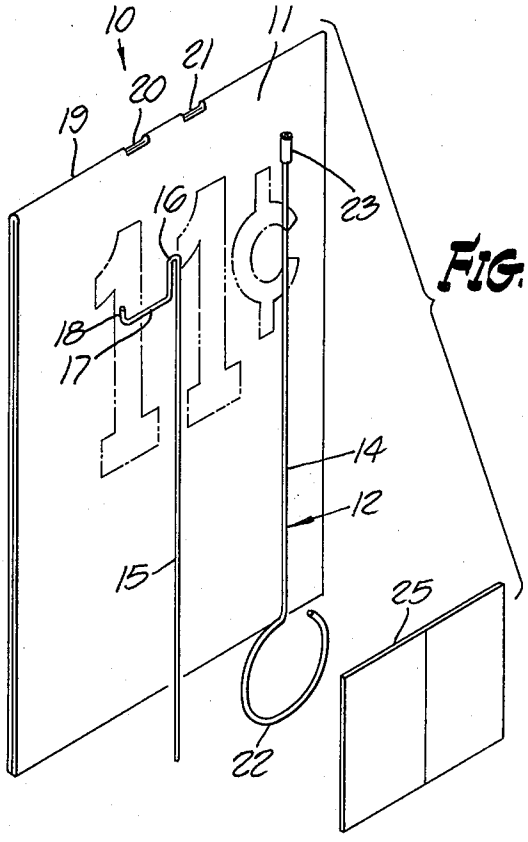


FIG. 6.

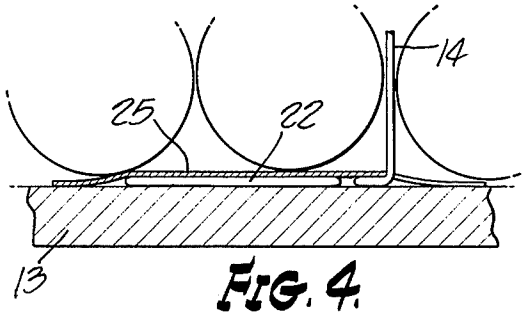


FIG. 4.

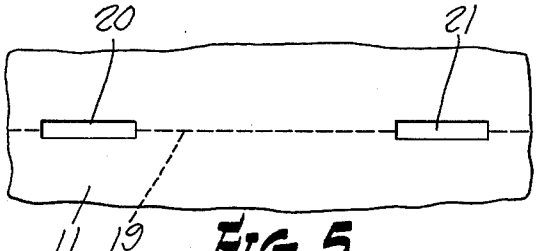


FIG. 5.

DISPLAY STANDARD

The present invention relates generally to a display standard, and, more particularly, to such a standard which is readily mounted onto a wall surface or the like and adapted for rapid change of a display panel.

DESCRIPTION OF THE DRAWING

FIG. **1** is a perspective view of the display standard of this invention shown mounted and in use.

FIG. **2** is a sectional, elevational, partially fragmentary view of that part of the standard supportively interrelated with a removable display panel.

FIG. **3** is an elevational, partially fragmentary view of a further part of the subject standard depicting the manner of mounting.

FIG. **4** is an elevational, sectional view showing detailed mounting of the present standard in a bin of fruit.

FIG. **5** is a fragmentary perspective view of a part of the display panel.

FIG. **6** is a perspective, exploded view of the described display standard.

DESCRIPTION OF A PREFERRED EMBODIMENT

With reference now particularly to FIG. **1** of the drawing, the display standard of this invention enumerated generally as **10** is seen to include a generally rectangular sheetlike display panel **11** maintained in a vertically upright position by a supportive framework **12** to be described. Although not confined to any one kind of display purpose, the subject display standard is shown mounted in a bin **13** of, say, citrus fruit.

Turning now to FIG. **6,** the display standard **10** is seen to include in its major elements the display panel **11** carried by the supportive framework **12,** the latter comprising a mounting member **14** and a supporting rack **15.**

The rack consists essentially of straight metal rod having a first portion formed back along itself into a loop **16,** a second portion **17** extending substantially 90° to the main metal rod and the terminus **18** bent parallel to the main metal rod.

The display panel **11** preferably is constructed of a single sheetlike element folded onto itself along the line **19.** A pair of slotted openings **20** and **21** extend along the fold line **19** at a spacing substantially equal to the length of the portion **17.** More particularly, the slots are of such dimension and relative spacing to enable ready receipt of the loop **16** through one opening and the terminus **18** through the other.

The mounting member **14** includes a length of metal rod having one end portion formed into a loop **22.** A

hollow tubular connector **23** has a bore of such dimensions as to enable receipt of the free end portions of **14** and **15** therein (FIG. **2**). The connector has a central constriction **24** which limits the inward receipt of both **14** and **15.**

In use, the mounting member loop **22** is located against a convenient supporting surface of the bin **13,** e.g., bottom or side wall, and affixed to the surface by applying thereover a sheet **25** of paper or plastic having a layer of suitable adhesive **26** on one side. At this time, or optionally before adhering to the bin wall surface, the loop is bent such that the mounting member will extend vertically upward. For example, where the loop **22** is secured to the bin bottom as shown in FIG. **4,** the loop must be formed to substantially 90° with respect to the remainder of the member **14.**

The connector **23** is now placed on the free end of **14,** after which the supporting rack **15** is also inserted into the connector (FIG. **3**). Now, the panel **11** is slid downwardly onto the upper end of the framework, allowing the loop **16** to pass through the opening **20** or **21** and the terminus through the other opening which places the supporting arm **17** under the folded line between the openings (FIG. **2**). The bin is now filled with the products which abut against member **14** (FIG. **4**) serving to aid in supporting the standard.

I claim:

1. A display standard, comprising:

a first rodlike element having an end portion bent back along itself to form a loop with the terminal end portion formed to extend at substantially 90° to the remainder of the rodlike element;

a cross-brace formed by said terminal end portion extension;

a second rodlike element having an end portion bent into a loop;

a hollow tube received on the unbent end portions of said first and second rodlike elements removably interconnecting them together;

a sheetlike panel folded onto itself along a fold line, said panel including a pair of openings on said fold line located at equal distances from the fold line midpoint;

said sheetlike panel having one of its openings being received on the loop of said first rodlike element and otherwise supported for generally vertical hanging by the cross-brace; and

an adhesive coated member received onto the second rodlike element loop for securing the same to a surface.

* * * * *