

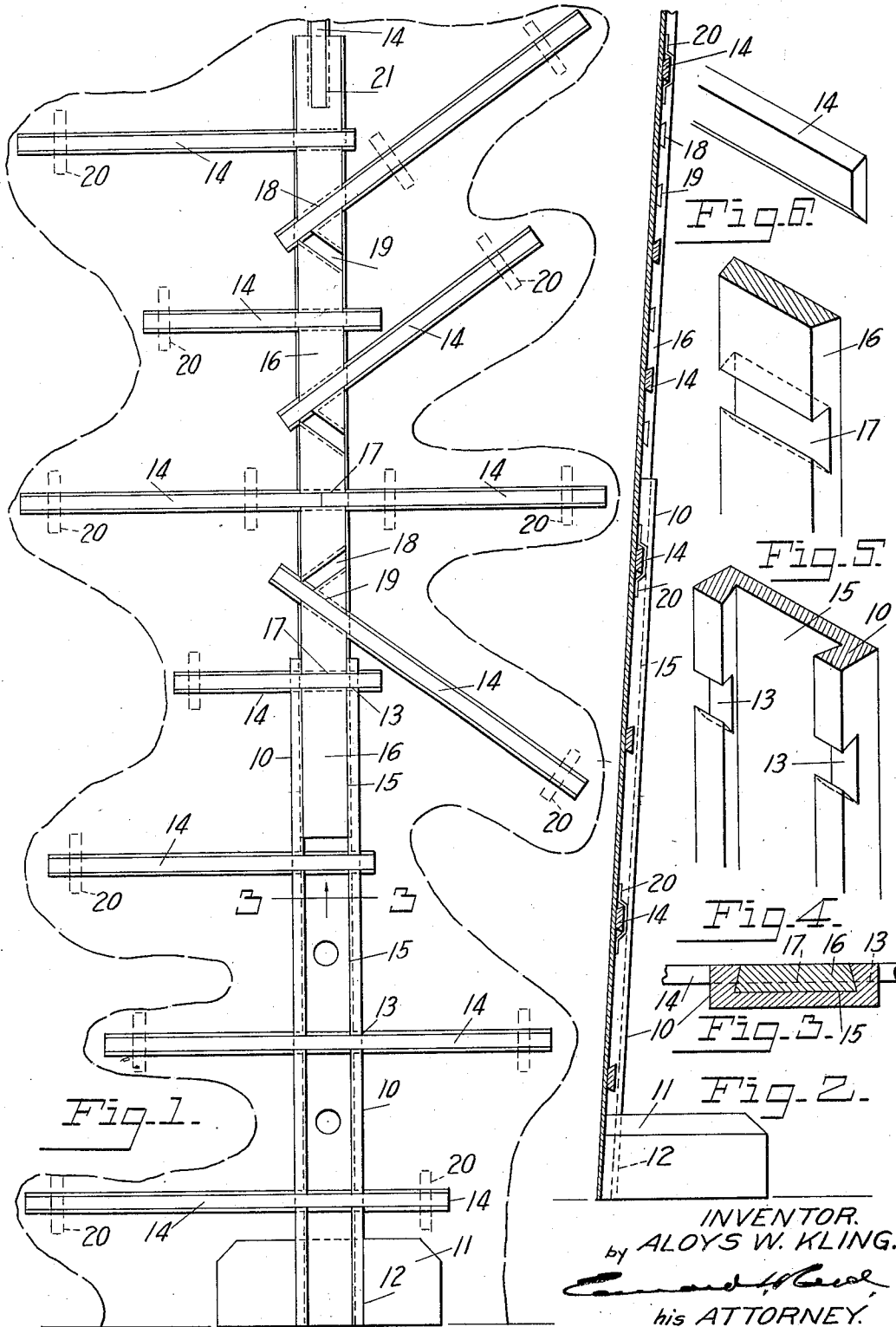
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DISPLAY DEVICE

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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

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This invention relates to display devices and more particularly to a device for displaying signs or cards, such as are commonly used for window displays and the like. These display signs or cards are of various sizes and shapes. They frequently are in the nature of cut-outs representing persons or merchandise and are sometimes four or five feet high. It has been customary to construct such signs from relatively heavy cardboard or a similar material having sufficient stiffness to stand alone, and to provide each such sign with an individual support or easel. Such a construction is quite expensive due to the relatively great cost of the heavy material from which it is formed and to the cost of providing the individual easels or supporting members. Further, such signs are heavy and bulky and shipping charges are correspondingly high.

One object of the present invention is to provide a display device comprising a supporting structure on which a sign or card of relatively thin light material may be detachably supported and which may be adjusted to accommodate it to signs or cards of different sizes and shapes.

A further object of the invention is to provide such a supporting structure in which the several parts will have their supporting surfaces substantially in a common plane.

A further object of the invention is to provide such a supporting structure which will be simple and inexpensive in construction and in which the various parts may be quickly and easily adjusted.

Other objects of the invention will appear as the device is described in detail.

In the accompanying drawing Fig. 1 is a front elevation of a supporting structure embodying my invention; Fig. 2 is a side elevation showing a part of the arms in section and showing the card supported thereon; Fig. 3 is a transverse section taken on the line 3-3 of Fig. 1; Fig. 4 is a perspective view of a portion of the main standard; Fig. 5 is a perspective view of a portion of the supplemental standard; and Fig. 6 is a perspective view of one of the arms.

In the drawing I have illustrated one em-

bodiment of the invention but it will be understood that the device may take various forms without departing from the spirit of the invention.

In that form here illustrated the device comprises a standard 10 provided with means for supporting the same in an upright position, such as a base block 11. Preferably the lower end of the standard is seated in a groove in the base block, as shown at 12, so that the front surface of the standard will be flush with the front edge of the base block. If desired, the standard may be supported in a slightly inclined position, shown in Fig. 2, so that the center of gravity will be above the base block but this is not essential as the weight of the block will retain a vertical standard in its upright position. The standard is provided with a plurality of transverse grooves 13 adapted to receive cross arms 14. The grooves and cross arms are of such a character that the arms will be retained in the grooves but will be longitudinally adjustable therein. Preferably the grooves are dovetailed as shown and the arms are of similar cross sectional shape and of such a size that they will fit snugly within the grooves so as to be held normally against longitudinal movement by friction, and they are of a thickness substantially equal to the depth of the grooves so that their front surfaces will be substantially flush with the front surface of the standard.

The standard is also provided with a longitudinal channel 15 extending for the full length thereof and intersecting the grooves 13. Slidably mounted in the channel 15 is a supplemental standard 16 which is provided with transverse dovetailed grooves 17 similar in size and shape to the grooves 13 in the main standard and therefore adapted to receive arms of the same size and shape as those which are mounted in the main standard. One or more of the transverse grooves 17 in the supplemental standard are so arranged that they may be moved into line with a selected one or more of the grooves 13 in the main standard, whereby one of the arms may be inserted through the aligned grooves 13 and 17 and will serve to secure

the supplemental standard in its adjusted position. In the drawing I have shown but one groove of the supplemental standard in line with a groove in the main standard but the grooves in the two standards are spaced equal distances apart and it will be apparent that when the supplemental standard is moved downwardly two or more of the grooves therein will register with the corresponding grooves in the main standard. Thus the supplemental standard will not at any time obstruct any of the grooves in the main standard. The groove 15 is preferably dovetailed and the supplemental standard is of such a thickness that its front surface is flush with the front surface of the main standard.

A part of the transverse grooves in the supplemental standard are arranged obliquely to the length of that standard, as shown at 18 and 19, these grooves being of the same size and shape as the other grooves. Preferably the oblique grooves are arranged in pairs and extend along intersecting lines. As shown in Fig. 1, the groove 19 is arranged in a line which intersects the line of the groove 18 near one end of the supplemental standard and at a point remote from the other edge of that standard, thus enabling arms to be inserted simultaneously in both grooves. The supplemental standard may also be provided at its upper end with a groove or socket 21 to receive a vertically extending arm, in case the card has a part which projects above the top of the supplemental standard. The arms 14 are all of the same cross sectional shape and size but some of them differ in length from others, thus the arms are interchangeable in the grooves and any arm may be mounted in any groove. As a result the arms may be caused to project the desired distance beyond either edge of the standard and may be so positioned as to provide proper support for cards of various shapes, and for cards having narrow frail parts or extensions. When the display card has wide portions on opposite sides of one of the transverse grooves two arms may be inserted end to end in the same groove to provide a wide support. By providing arms of the proper length display cards of widely different shapes may be properly supported without any part of the supporting structure being visible from the front of the display. For example, such a display card may have one portion of a width substantially equal to the width of one of the standards and another portion of such a width as to require the use of two arms end to end in one groove. Because of this adjustability of the support, together with the flat supporting surface, the display cards may be made of relatively thin material, such as light cardboard or paper, and they may be detachably secured to the supporting struc-

ture in any suitable manner, but preferably the attaching means is such as to permit of the ready removal of the cards. This may be easily accomplished by means of gummed tape, as shown at 20 in Fig. 2. When a new card is to be substituted for the old card it is only necessary to sever the tape and remove the old card and then adjust the arms to the positions required by the new card and secure the new card thereto, all of which may be accomplished quickly and easily.

While I prefer to mount the arms in dovetailed grooves as here shown because this permits the supporting surfaces of all the parts to be arranged in substantially the same plane, it will be understood that the grooves merely constitute sockets or guideways for the arms and that these sockets or guideways may take various forms so long as they permit of the desired adjustment of the arms. Likewise the supplemental standard may be adjustably mounted on the main standard in various ways, it not being essential to the operation of the device that it should be supported in a channel in the front surface of the main standard, although this is preferable for the reasons above given.

While I have shown and described one embodiment of my invention I wish it to be understood that I do not desire to be limited to the details thereof as various modifications within the scope of the claims may occur to a person skilled in the art.

Having now fully described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. In a support for a display card, a main standard having a plurality of transverse sockets, a supplemental standard mounted on said main standard for vertical adjustment thereon and having a plurality of transverse sockets arranged in different angular relations to the length of said supplemental standard, a plurality of arms interchangeably mounted in the sockets in said standards, said arms having their front surfaces arranged substantially in a common plane, and means for supporting said main standard in an upright position.

2. In a support for a display card, a main standard having a plurality of transverse sockets, a supplemental standard mounted on said main standard for vertical adjustment thereon and having a plurality of transverse sockets arranged in different angular relation to the length of said supplemental standard, a plurality of arms interchangeably mounted in the sockets in said standards, one of said sockets in said supplemental standard being arranged to receive an arm mounted in a socket in said main standard and thereby hold said supplemental standard against movement, and means for supporting said main standard in an upright position.

3. In a support for a display card, a stand-

ard having transverse dove-tailed grooves in the front surface thereof, cross arms mounted in said grooves for longitudinal adjustment with relation to said standard held normal-
 5 ly by friction against movement in said grooves and having their front surfaces substantially flush with the front surfaces of said standard, and means for supporting said standard in an upright position.

10 4. In a support for a display card, a standard having transverse grooves and oblique grooves in the front surface thereof, a plurality of cross arms of different lengths interchangeably mounted in said grooves for longitudinal adjustment therein and having
 15 their front surfaces substantially flush with the front surface of said standard, and means for supporting said standard in an upright position.

20 5. In a support for a display card, a main standard having transverse dovetailed grooves in the front surface thereof and having a longitudinal channel intersecting said transverse groove, a supplemental standard
 25 adjustably mounted in said longitudinal channel and having transverse dovetailed grooves in the front surface thereof, a plurality of arms interchangeably mounted in the grooves in said standards and longitudinally adjustable therein, said arms being of a
 30 thickness substantially equal to the depth of said grooves, and means for supporting said main standard in an upright position.

35 6. In a support for a display card, a main standard having transverse dovetailed grooves and having a longitudinal channel intersecting said transverse grooves, a supplemental standard slidably mounted in said longitudinal channel and having transverse
 40 dovetailed grooves one of which is adapted to be positioned in line with a selected transverse groove in the main standard, cross arms mounted in the transverse grooves in said standards, one of said arms extending
 45 through the alined grooves in the two standards and serving to secure said supplemental standard in adjusted positions, and means for supporting said standard in an upright position.

50 7. In a support for a display card, a main standard having transverse dovetailed grooves and having a longitudinal channel intersecting said transverse grooves, a supplemental standard slidably mounted in said
 55 longitudinal channel and having transverse dovetailed grooves, a part of which extend obliquely to the length of said supplemental standard, a plurality of arms interchangeably mounted in the grooves in said standards and
 60 longitudinally adjustable therein, and means for supporting said main standard in an upright position.

8. In a support for a display card, a main standard having transverse dovetailed
 65 grooves and having a longitudinal channel

intersecting said transverse grooves, a supplemental standard slidably mounted in said longitudinal channel and having transverse dovetailed grooves, a part of which extend
 70 obliquely to the length of said supplemental standard, said oblique grooves being arranged in pairs and one groove of each pair being arranged in a line intersecting the other groove of that pair at a point spaced a substantial distance from the edge of said supplemental standard, a plurality of arms interchangeably mounted in the grooves in said
 75 standards, and means to support said main standard in an upright position.

9. In a support for a display card, a
 80 main standard having transverse dovetailed grooves in the front surface thereof and having a longitudinal channel in said front surface which intersects said grooves, a supplemental standard slidably mounted in said
 85 channel with its front surface substantially flush with the front surface of said main standard and having transverse dovetailed grooves in its front surface, one of the grooves in said supplemental standard being adapted
 90 to be positioned in line with a selected groove in the main standard, and a part of the grooves in said supplemental standard extending obliquely to the length of that standard, a plurality of arms of different lengths
 95 interchangeably mounted in the grooves in said standards for longitudinal adjustment therein and having their front surfaces substantially flush with the front surfaces of said standards, one of said arms extending
 100 through the alined grooves in the two standards to hold said supplemental standard in its adjusted position, and means for supporting said main standard in an upright position.

10. In a support for a display card, an upright standard, and a plurality of transverse
 105 arms mounted on said standard and having their front surfaces substantially in a common plane to engage the rear surface of a flexible display card and support the same in a plane parallel therewith, and means to
 110 engage the rear surface of said card and secure the same to said arms.

11. In a support for a display card, an upright standard, and a plurality of transverse
 115 arms mounted on said standard and having their front surfaces substantially in a common plane to engage the rear surface of a display card having portions of different widths, said arms being adjustable in the direction of
 120 their length to accommodate the same to the different widths of said card, and means to engage the rear surface of said card and secure the same to said arms.

12. In a support for a display card, an upright standard having a plurality of transverse
 125 sockets, and a plurality of arms of different lengths interchangeably mounted in said sockets and having their front surfaces substantially in a common plane to engage
 130

the rear surface of a display card having portions of different widths, said sockets having means engaging said arms in the rear of the front surfaces thereof to retain said arms in said sockets and means to secure said portions of said card to the respective arms.

13. In a support for a display card, an upright standard having a plurality of transverse guideways, arms interchangeably mounted in said guideways and longitudinally adjustable therein and having their front surfaces substantially flush with the front surface of said standard, said sockets and said arms having interlocking parts to retain said arms in said sockets.

14. In a support for a display card, a main standard, a supplemental standard mounted on said main standard and adjustable lengthwise thereof, both standards having transverse grooves, a plurality of arms interchangeably mounted in said grooves for longitudinal adjustment therein, said standards and said arms having their front surfaces arranged substantially in a common plane, and means for supporting said main standard in an upright position.

In testimony whereof, I affix my signature hereto.

ALOYS W. KLING.