J. B. BEANS.

DISPLAY APPARATUS.

APPLICATION FILED OCT. 22, 1919.

1,359,659.

Patented Nov. 23, 1920.

2 SHEETS—SHEET 1.

FIG. 1.

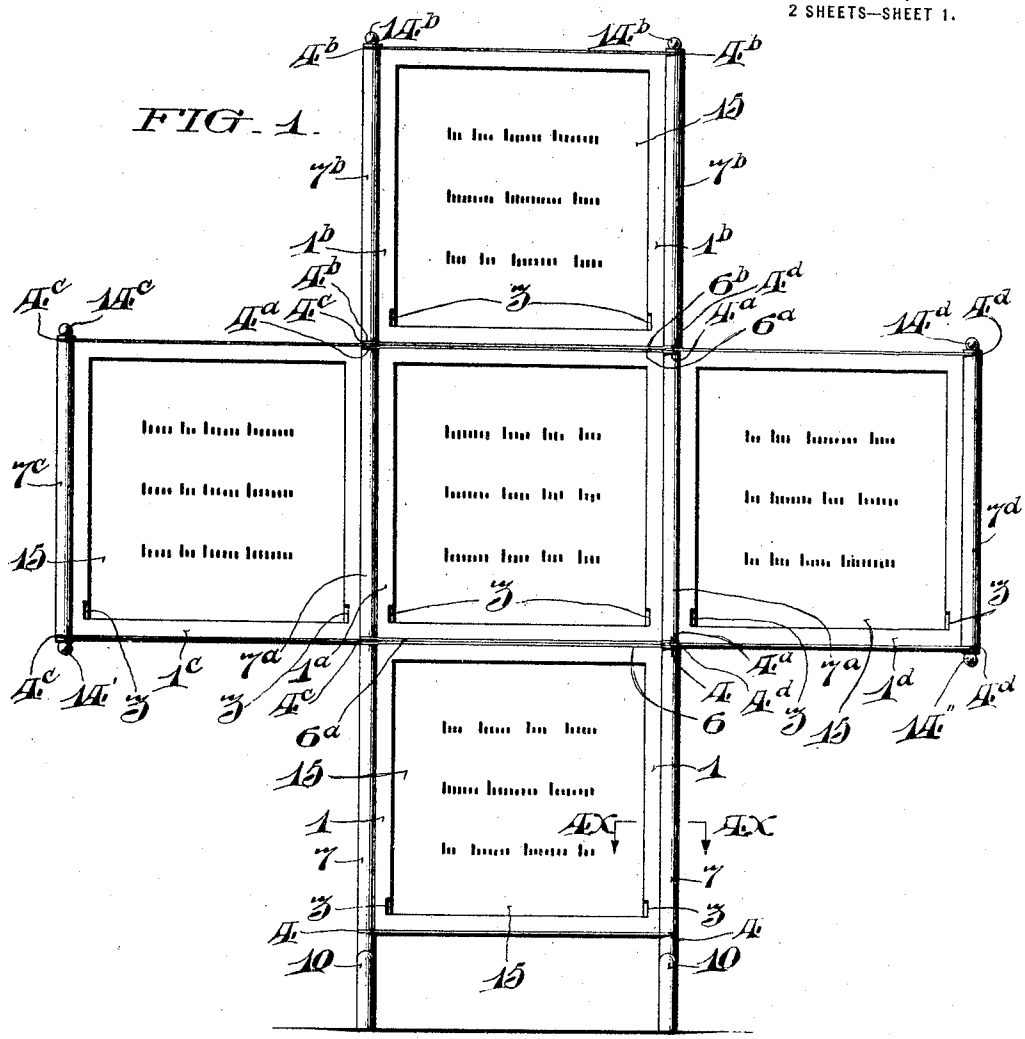
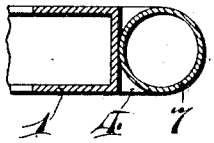


FIG. 4.



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2 SHEETS—SHEET 2.

FIG. 2.

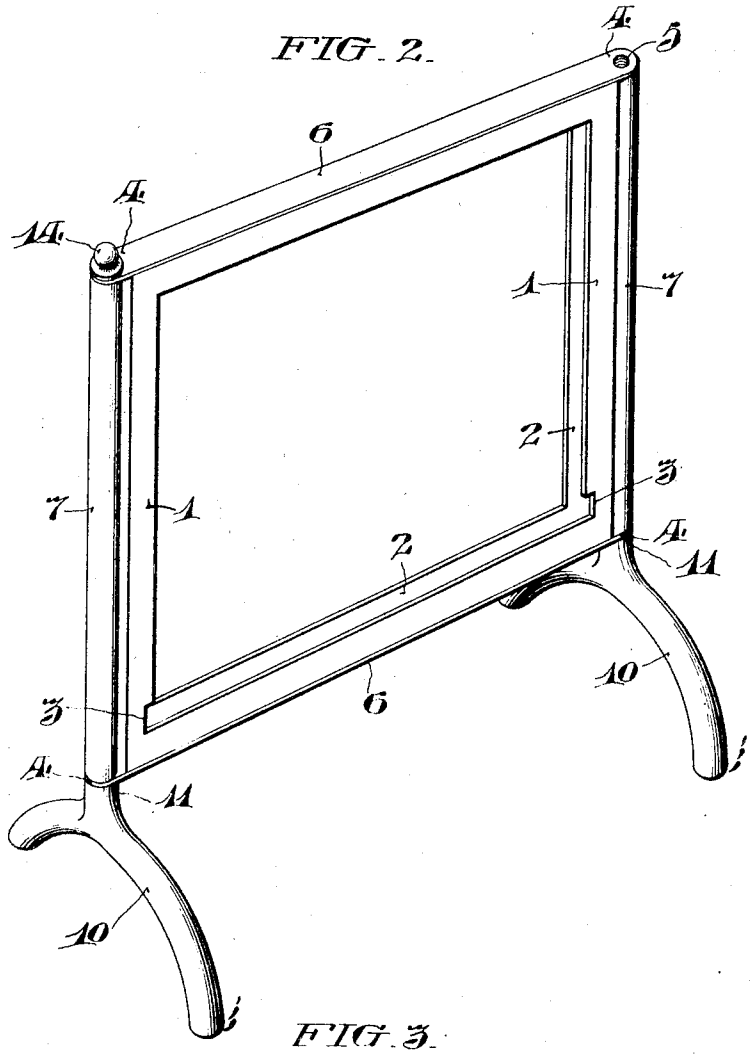
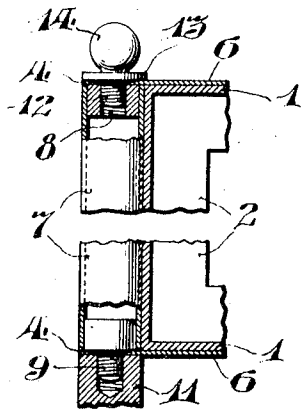


FIG. 3.



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UNITED STATES PATENT OFFICE.

JACOB B. BEANS, OF PHILADELPHIA, PENNSYLVANIA.

DISPLAY APPARATUS.

1,359,659. Specification of Letters Patent. Patented Nov. 23, 1920.

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To all whom it may concern:

Be it known that I, JACOB B. BEANS, a citizen of the United States, and a resident of Philadelphia, in the county of Philadelphia and State of Pennsylvania, have invented certain Improvements in Display Apparatus, of which the following is a specification.

This invention relates to improved apparatus for displaying printed, pictorial and like matter, primarily for advertising purposes.

The improvements comprise, generally, a frame adapted to have an advertising card or sheet inserted therein, in combination with supporting columns and connections by which such frame can be used as a single unit or coördinated with similar units to provide built-up constructions of different forms, to which the special construction of the unit lends itself.

The improvements provide the desideratum of inexpensive, attractive and convenient flexible means permitting the ready insertion and removal of advertising sheets displayed on both sides in readily variable relation.

The characteristic features of the invention are set out in the following description and the accompanying drawings in illustration thereof.

In the drawings, Figure 1 is an elevation of a built-up construction embodying my improvements; Fig. 2 is a perspective view in illustration of the invention used in the form of a single unit with a detail removal for the purpose of illustration; Fig. 3 is a broken part sectional view of a column combined with the frame, and Fig. 4 is a broken part sectional view on the line 4^x—4^x of Fig. 1.

The invention, in the form thereof illustrated in the drawings, comprises a rectangular frame 1 provided with the channel 2 and having the oppositely disposed notches 3 in a face thereof, the frame being preferably formed by pressing sheet metal into shape with usual corner joints.

This frame has at its top and bottom, the laterally extending lugs 4 containing the apertures 5, which lugs may be provided and the frame stiffened by securing to the top and bottom thereof the metal strips 6 extending beyond the sides thereof.

Hollow columns 7, preferably made from sections of light tubing with threaded sockets 8 in their tops and threaded studs 9 projecting from their bottoms, are disposed at the sides of the frame 1 between the top and bottom lugs 4 thereon, the sockets 8 registering with the top apertures 5 and the studs 9 extending through the similar apertures of the bottom lugs 4.

Feet 10 are provided with the socket 11 which are screwed on the studs 9, to afford a support for the construction thus formed. When a single frame is used, studs 12 are passed through the top lugs 4 and screwed into the sockets 8, the studs being provided with the bearing 13 adapted for clamping the corresponding lugs 4 against the tops of the columns 7 and with the ornamental tops 14.

The construction may be built up from similar units to provide an extended display apparatus of various forms as the form of the cross illustrated in Fig. 1. In developing this structure, the bottom frame 1, together with its columns 7 supported by the legs 10, has a second frame 1^a mounted thereon with its bottom member 6^a resting on the top member 6, the lugs 4 and 4^a of the engaging members being in registration. A third frame 1^b is mounted on the frame 1^a with its bottom member 6^b resting on the top member 6^a in registering relation. Frames 1^c and 1^d are placed at the sides of the frame 1^a with their adjacent bottom lugs 4^c and 4^d placed between the juxtaposed lugs 4 and 4^a of the frames 1 and 1^a and with their adjacent top lugs 4^c and 4^d placed between the juxtaposed lugs 4^a and 4^b of the frames 1^a and 1^b.

Columns 7^a, similar to columns 7, are disposed respectively between the frames 1^a and 1^c and 1^a and 1^d, studs on these columns corresponding to the stud 9 passing through the overlapping lugs into the tops of the columns 7. Columns 7^b, similar to columns 7, are disposed between the top and bottom lugs 4^b of the frame 1^b, with studs thereon similar to the studs 9 screwed into the tops of the column 7^a through the overlapping lugs thereon. Columns 7^c and 7^d are disposed respectively between the top and bottom lugs 4^c and 4^d of the frames 1^c and 1^d at the outer edges thereof.

Studs having knobs 14^b pass through the top lugs 4^b of the frame 1^b, into the tops of the columns 7^b, to secure the latter in place

as well as to provide a finish, and studs having knobs 14^c and 14^d connect the top of columns 7^c and 7^d disposed between the lugs 4^c and 4^d at the outer edges of the frames 1^c and 1^d. Knobs 14′ and 14″ are screwed on the studs, at the ends of the columns 7^c and 7^d, similar to the studs 9.

Cards 15, bearing matter which it is desired to display, are held in the respective frames, in which they are inserted readily by springing them and passing their edges through the notches 3.

The construction is adapted for use in a shop window to show both sides of advertising matter which can be seen from the street and also from the interior of the shop.

Having described my invention, I claim:

1. A display device comprising a frame having laterally disposed top and bottom lugs, columns disposed between the respective top and bottom lugs, and feet connected with said columns through said bottom lugs.

2. A display device comprising a frame provided with a channel adapted for holding a card, laterally extending lugs provided with apertures at the top and bottom of said frame, columns disposed between lugs at the respective sides of said frame, studs extending through lugs at the top of said frame and connected with the tops of the respective columns, feet disposed beneath the lugs at the bottom of said frame, and studs extending through the lugs at the bottom of said frame and connecting said feet with the bottoms of said columns.

3. A display device comprising a frame provided with a channel adapted for holding a card and oppositely disposed notches for the entry of such card into said channel, laterally extending lugs at the top and bottom of said frame, columns disposed between the respective top and bottom lugs, and feet connected with said columns through said bottom lugs.

4. A display device comprising a frame having laterally disposed top and bottom lugs, columns disposed between the respective top and bottom lugs at the sides of said frame, a second frame having laterally disposed top and bottom lugs, the top lugs of said frame first named registering with the bottom lugs of said frame second named, and columns disposed between the respective top and bottom lugs at the sides of said frame second named, the tops of said columns first named and the bottoms of said columns second named being connected through said registering lugs and said frames being connected together thereby.

5. A display device comprising a frame having laterally disposed top and bottom lugs at the sides thereof, a second frame having laterally disposed top and bottom lugs at the sides thereof, the lugs at a side of one being in registration with the lugs at a side of the other of said frames, a column between the pairs of registering lugs and the juxtaposed sides of said frames, and means extending through the registering lugs and connected with said column for holding said frames together.

In testimony whereof I have hereunto set my name this 14th day of October, 1919.

JACOB B. BEANS.