

[54] BRAND NAME SHOPPING GUIDE

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[51] Int. Cl.² G09F 7/10[58] Field of Search 116/135, 130; 40/65, 64 R,
40/16; 35/9 E

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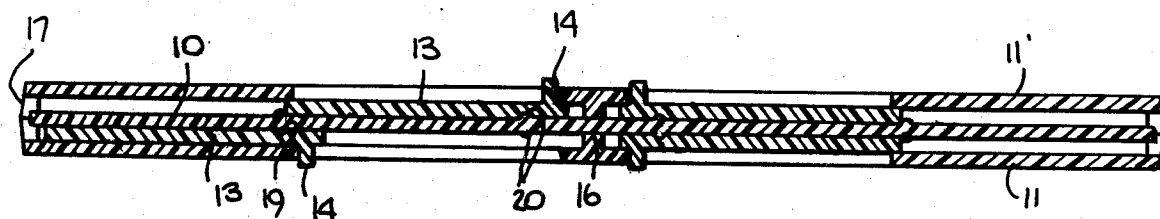
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[57] ABSTRACT

A shopping guide adapted to indicate needed items by preferred brand names. The guide is formed by a core plate sandwiched between a pair of display panels. Each panel is provided with one or more rows of windows, alongside of which appear a general list of items identified by their generic names, so that each window represents a respective item. Interposed between each window and the core plate is a mask that is slidable within a restricted frame area whereby the mask is shiftable from an open position in which the window is fully exposed to reveal a brand name printed on the core plate to a closed position in which the window is fully blocked. Thus by selectively shifting masks to their open positions, the guide thereby indicates the items to be purchased by their brand names.

6 Claims, 6 Drawing Figures



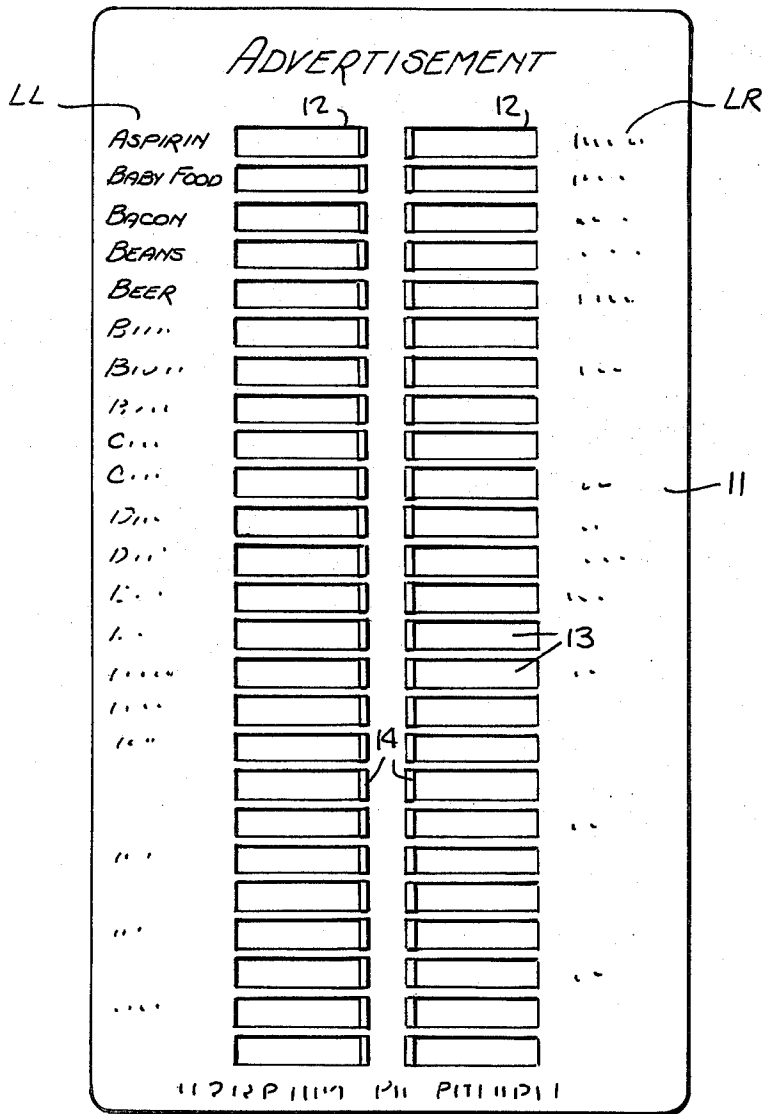


Fig. 1.

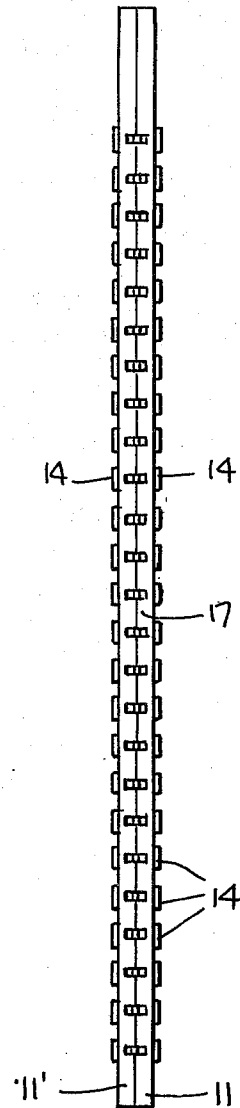


Fig. 2.

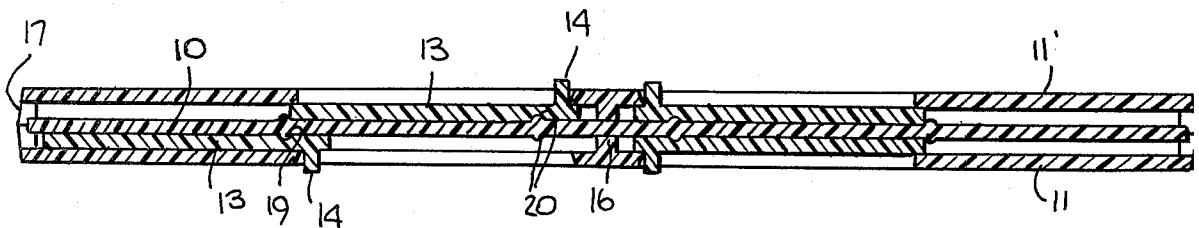
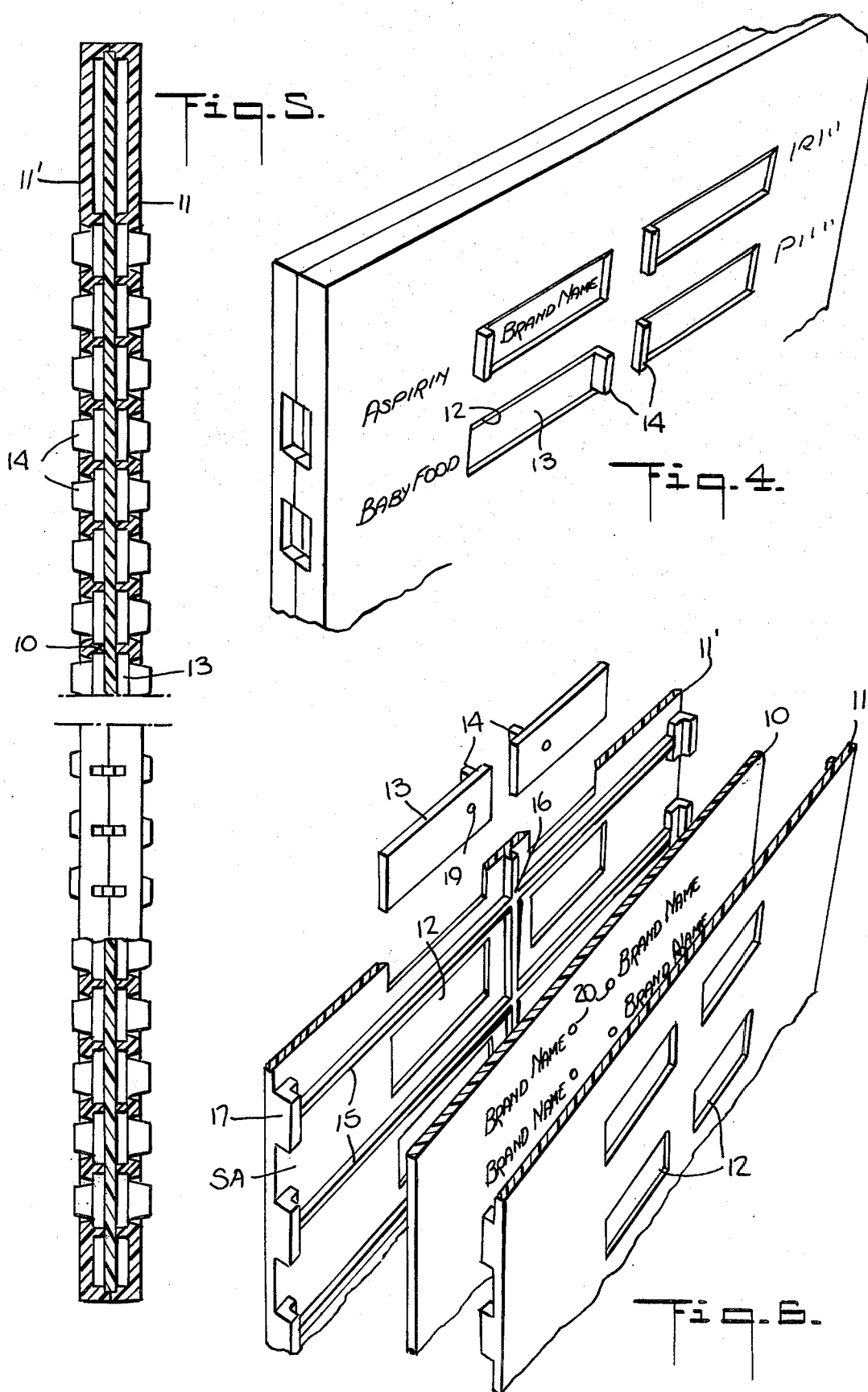


Fig. 3.



BRAND NAME SHOPPING GUIDE

BACKGROUND OF THE INVENTION

This invention relates generally to shopping guides, and in particular to a guide adapted not only to remind the shopper that certain items are to be purchased but also to indicate the preferred brand names of these items.

With the development of the modern supermarket, it is now possible for shoppers to purchase in a single establishment not only the usual line of groceries but other commodities normally not found in traditional grocery stores, such as drugs, hardware, cigarettes and magazines. The various items on sale in a supermarket are usually stored and displayed along extended rows of shelves separated by aisles to be traversed by shopping carts. To ensure that all needed items are obtained and to avoid having to retrace the aisles to pick up forgotten items, the prudent shopper does not depend on memory but prepares a reminder list.

In order to facilitate the preparation of a shopping list, various types of mechanical shopping guides or check lists have been proposed, such as those disclosed in U.S. Pat. Nos. 2,497,284 - 3,505,973 - 3,813,504, whereby instead of writing down the items to be purchased, the guide contains a comprehensive printed list of standard items and is operated by the shopper to tag those items on the list which are needed.

Prior types of shopping guides overlook one important practical aspect of a supermarket operation. In the typical supermarket, the goods are displayed in categories so that in one zone or shelf section one finds competing brands of the same product, say several brands of coffee, and in another zone there is located various brands of breakfast cereals. The shopper, when using an existing type of shopping guide, will of course go to those zones containing items appearing on the guide. However upon reaching a given zone, the guide does not suggest to the shopper which of the brands displayed should be purchased. Hence the shopper when faced with competing brands at the pick-up point, relies on judgement or impulse in choosing a particular brand.

From the standpoint of the producer of a brand name product, the choice made by the shopper at the pick-up point is crucial to the producer's success. The producer's brand is not only in competition with many other brands but his brand may in some instances be placed on a low shelf, whereas other brands may be more accessibly located on higher shelves. The shopper is therefore more likely to reach for a competing brand unless there is some factor which induces the shopper to search for and select the producer's product.

The factor having the greatest influence on the average shopper is advertising, for if a shopper as a result of impressions gained through the media is preconditioned to believe that a given brand is superior or represents a better buy than others, this shopper will be inclined to purchase the advertised brand. But this factor comes into play only if the impression made by advertising is present in the mind of the shopper at the moment the shopper is confronted with several rival brands.

Thus what is vital is not only promotion to predispose a prospective shopper toward a given brand, but also a tickler action at the moment of purchase to reactivate this predisposition when the shopper is subjected to

and confused by attractive labels on other products or when the given brand is less accessible than others.

Existing types of guides fail to provide a tickler action for they only remind the shopper of needed items without directing the purchaser to a particular brand. When the particular brand is less accessible than other, unless the shopper is reminded of this brand, he may be unwilling to search for it.

SUMMARY OF THE INVENTION

In view of the foregoing, it is the main object of this invention to provide a shopping guide adapted not only to remind the shopper that certain items are to be purchased, but at the same time to give the preferred brand names of these items, whereby the shopper will be disposed to purchase these brands in preference to others.

More particularly, it is an object of this invention to provide a shopping guide of the above-type which is of simple, inexpensive design and which is readily operated, so that the typical shopper becomes conditioned to rely on the guide rather than on handwritten shopping lists.

Also an object of the invention is to provide a shopping guide which though compact and convenient, has a high item capacity whereby the guide is suitable for use in supermarkets.

Briefly stated, these objects are accomplished in a guide formed by a core plate sandwiched between a pair of display panels each having at least one row of windows which are displaced from the edge of the panel to provide a presentation space for a general list of items identified by their generic names, which list appears alongside the window row whereby each window represents a respective item.

Interposed between each window in the row thereof and the core plate is a mask which is slidable within a restricted frame area whereby the mask is shiftable from an open position in which the window is fully exposed to reveal a brand name printed on the core plate to a closed position in which the window is fully blocked to conceal the brand name. Thus by shifting selected masks to their open positions, the guide thereby indicates needed items by their preferred brand names.

OUTLINE OF THE DRAWING

For a better understanding of the invention as well as other objects and further features thereof, reference is made to the following detailed description to be read in conjunction with the accompanying drawings, wherein:

FIG. 1 is a front elevation of a preferred embodiment of a shopping guide in accordance with the invention;

FIG. 2 is an end view of the guide;

FIG. 3 is a transverse section taken through the guide;

FIG. 4 is a perspective view of a portion of the guide;

FIG. 5 is a longitudinal section taken through the guide; and

FIG. 6 is an exploded view of the guide.

DESCRIPTION OF THE INVENTION

Referring now to the drawing, there is shown a preferred embodiment of a shopping guide in accordance with the invention, the main components of which are a core plate 10, sandwiched between a pair of identical

display panels 11 and 11'. These components as well as the mask elements to be later described, are preferably all fabricated of synthetic plastic material of good strength, such as PVC or polypropylene, the components being laminated together whereby the guide may be assembled quickly and at low cost.

Each display panel is provided with two parallel rows of rectangular window 12, the rows being spaced inwardly from the edges of the panel to define presentation areas on which a general list of items to be purchased is formed. Thus as shown in FIG. 1, alongside the left row of windows on panel 11 is a list LL of items — Aspirin, Baby Food, Bacon, etc. — while alongside the right row of windows is a list LR of other items. The various items on these lists are identified by their generic names.

Behind each window there is disposed a slidable mask 13 provided with a lateral tab 14 which projects through the window to a point slightly beyond the surface of the display panel, to facilitate manipulation of the mask. Each mask is interposed between a display panel (11 or 11') and one face of core plate 10, the mask being confined within a restricted frame area SA which encompasses the associated window. Area SA is defined by parallel ribs 15 extending transversely across the rear of the panels, a longitudinally-extending rib 16 and end stops 17. The width of rectangular mask 13 matches the spacing between adjacent ribs 15. The length of the mask relative to that of frame area SA is such that when the mask is fully retracted by means of tab 14, one of its edges lies against end stops 17 and the associated window 12 is fully exposed, whereas when the mask is shifted so that its opposite edge lies against rib 16, the window is fully blocked.

Each mask is provided with a small rounded boss 19 which when the mask fully blocks its associated window, is received within a small detent socket 20 formed in the core plate, thereby maintaining the mask in its closed position so that it will not shift unless pushed by the operator.

The lists LL and LR of the items which appear on the presentation areas alongside the windows are printed, embossed, engraved or otherwise formed on the display panels and serve to identify the items by their generic names. In the embodiment shown, each of the two rows has twenty-five windows and since there are two identical display panels, the shopping guide has a total capacity of one hundred items which is adequate for most purposes. Obviously one may produce guides having a greater or smaller number of windows to meet particular requirements. Also instead of having one guide to serve for the full range of supermarket items, one may have specialized guides, each limited to a particular class of goods, such as one guide for hardware, and another guide for groceries.

Printed, embossed, engraved or otherwise applied on either face of the core plate at positions in registration with the window positions on the display panels are brand names related to the generic names listed alongside the windows. Thus when the mask covering the "Aspirin" window is shifted a brand name such as SQUIBB or BAYERS is revealed, and when the mask

covering the "Beer" window is shifted, one sees a brand name such as BUD or PABST.

The guide is very simple to operate, for the user has merely to consult the general list and shift the masks which are related to items to be purchased. The resultant exposure of the brand name tags the needed items and at the same time instructs the user as to which brand to choose. Then when the user refers to the guide, he sees the items he needs both in terms of their generic and brand names and is disposed to select these brands in preference to others. The brand names appearing on the core plate are preferably printed in their Trademark or Logo form, so that the user can more quickly recognize the product on the shelf.

While there has been shown and described preferred embodiments in accordance with the invention, it will be appreciated that many changes and modifications may be made therein without, however, departing from the essential spirit thereof.

I claim:

1. A shopping guide comprising:

A. a core plate,

B. a pair of identical display panels sandwiching said core plate, each panel having a row of windows thereon and a presentation area parallel to said row, said presentation area having formed thereon a general list of items, each item in the general list being disposed adjacent a respective window in the row and identifying a product to be purchased by its generic name, said core plate having a list of brand names on each face thereof in registration with said windows, the brand names being related to the items associated with said windows; and

C. a mask interposed between each window in said row and said core plate, coacting means on the masks and the core plate to selectively maintain the masks in position, said mask being shiftable from a closed position in which the window is blocked to cover the brand name associated therewith to an open position revealing said name, whereby the user by selectively shifting the masks, identifies the items to be purchased, each mask being confined within a frame area defined by ribs encompassing each window and formed in the rear of each of said panels.

2. A guide as set forth in claim 1, wherein said coacting means is constituted by a boss provided in said masks and receivable in a socket in said plate to detent said mask.

3. A guide as set forth in claim 1, wherein said panels each have two adjacent rows of windows, with a presentation area on each side of said rows.

4. A guide as set forth in claim 1, wherein each a boss with a tab projecting through said window to facilitate manipulation thereof.

5. A guide as set forth in claim 1, wherein said plate and said panels are fabricated of synthetic plastic and are laminated to each other.

6. A guide as set forth in claim 1, wherein said brand names appear in their established trademark form.

* * * * *

UNITED STATES PATENT OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 3,913,249
DATED : October 21, 1975
INVENTOR(S) : Walter Kaslow

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

Column 1, line 4 "shoppong" should have read -- shopping --
Column 1, line 24 "3,813,504" should have read

--2,813,504 --

Column 1, line 48 "by" should have read -- be --

Column 2, line 6 "other" should have read -- others --

Column 2, line 65 "accorance" should have read -- accordance --

Column 3, line 8 "window" should have read -- windows --

Claim 4, line 1 "wherein each a boss" should have read

-- wherein each mask is provided --

Signed and Sealed this

seventeenth Day of February 1976

[SEAL]

Attest:

RUTH C. MASON
Attesting Officer

C. MARSHALL DANN
Commissioner of Patents and Trademarks