

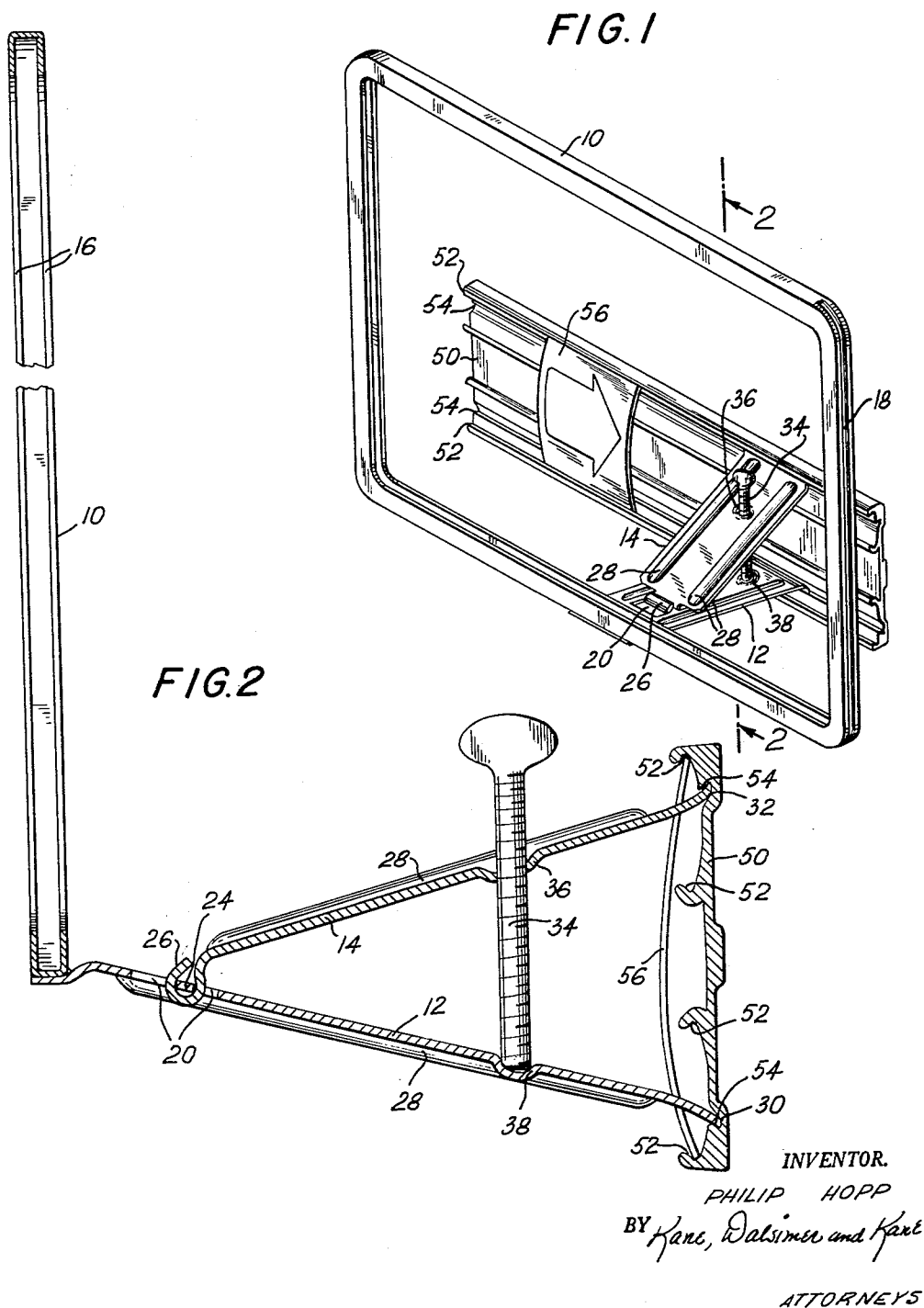
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DISPLAY DEVICE

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3,015,897

DISPLAY DEVICE

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This invention relates to display devices and particularly to that type of such device adapted to support in a moulding a card or the like providing information regarding wares available or for sale.

It is the object of the invention to provide a display device of this type which can readily be attached to the existing conformation of mouldings, cabinets, walls and the like, commonly found in stores, and which, when attached will be firmly supported though readily removable when so desired.

Other objects and advantages of the device will be in part obvious and in part pointed out hereinafter.

In the drawing illustrating a preferred embodiment of the invention,

FIG. 1 is a perspective view of a display device constructed in accordance with the teaching of this invention which is suitable for use in a market, and indicates the method of attachment to existing equipment; and

FIG. 2 is a sectional view taken along the line 2-2 in the direction of the arrows as indicated in FIG. 1.

Referring to the drawing, the display device includes a card receiving frame 10 which is attached at its lower edge by welding or by other suitable means to a supporting leg 12 extending rearwardly thereof, and carrying a second leg 14 hinged thereto. Frame 10 is rectangular in outline. It is formed of a continuous U-shaped member of which the legs 16 are turned inwardly to retain a card (not shown) insertable at a slot 18 in one edge of the frame.

Legs 12 and 14 have inner ends conveniently hinged together at a point preferably adjacent to the point of attachment with frame 10. To this end, two slots, 20 are punched out of the metal of leg 12 leaving a bar 24 extending across leg 12. Leg 14, at its inner end, is provided with a longitudinally extending tab 26 bent into a loop to encircle bar 24. Thus, a V-shaped configuration is defined. Both legs 12 and 14 are formed of flat, relatively long pieces of metal from which are pressed-out, longitudinal ribs 28 extending substantially the entire length of legs 12 and 14 and adjacent the lateral edges thereof to strengthen these legs.

At their outer ends, legs 12 and 14 are bent away from each other to extend outwardly from the legs at less than ninety degree angles with respect thereto to form spurs 30 and 32, respectively. Spurs 30 and 32 are rendered effective by spreading of legs 12 and 14 which in this case is effected by a thumb-screw 34 threaded through one of the legs, in this case, leg 14, and adapted to bear against leg 12. For this purpose a depression 36 is formed in the metal of leg 14. A threaded opening is formed therein to direct thumb-screw 34 at an angle to leg 14 and with little angularity toward leg 12. A second cup-shaped depression 38 formed in leg 12 receives the end of thumb-screw 34 and retains it in position. Deformation of the metal at points 36 and 38 hardens the metal so that it will be stiffer and more wear resistant.

This display device is particularly useful when associated with showcases, refrigerating cabinets, shelves, and

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the like which are commonly provided with mouldings such as that shown at 50 having a variety of card receiving slots 52 and 54 by which price tags and other units of display are ordinarily supported. One such card 56 is shown in the drawing inserted within moulding 50.

This display device is mounted as easily as such a card 56, it being necessary merely to insert spurs 30 and 32 into the opposed surfaces of shelves or other ledges such as those shown at 54 in moulding 50. By means of screw 34 legs 12 and 14 are spread apart to force the spurs 30 and 32 into an engagement with the grooves or ledges 54.

Legs 12 and 14 are preferably made of substantial width so that spurs 30 and 32 will also be of substantial width to hold frame 10 against movement.

Thus by the above construction are accomplished the objects hereinbefore referred to. It is obvious that numerous changes in construction and rearrangements of the parts may be resorted to without departing from the scope of the invention as defined by the claims.

What is claimed is:

1. In a display device, in combination, a pair of supporting legs having inner ends pivotally connected to each other whereby their bodies define a V-shaped outline, a mounting for a display card permanently attached to one of said legs, the outer zones of said legs being contactable with undercut and opposed mounting surfaces and means for causing the outer ends of said legs to be forced in opposite directions to increase the angle defined by such legs and thus cause their outer zones to firmly engage the mounting surfaces.

2. In a device as defined in claim 1, spur portions extending at angles of less than ninety degrees as related to said legs and outwardly with respect to each other and defining the ends of the outer leg zones to contact elected mounting surfaces and bear against the same under the action of the means forcing the legs in opposite directions.

3. In a device as defined in claim 1, the pivotal connection between the inner ends of the legs comprising a bar extending across an opening formed adjacent the end of one leg and a loop defining the inner end of the second leg and encircling said bar to provide a hinge structure.

4. In a device as defined in claim 1, said means for forcing the legs in opposite directions comprising a screw threaded through an opening in one leg and having an outer end bearing in direct engagement with the surface of the second leg.

5. In a device as defined in claim 4, said second leg being formed with a cup-shaped depression to receive the outer end of said screw and said one leg having a depressed surface within which said opening is provided.

6. In a display device as defined, in claim 1, one of said legs extending inwardly from the point of pivotal connection and in a direction away from outer leg zones, and said display mounting being secured to the inner end of said one leg.

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