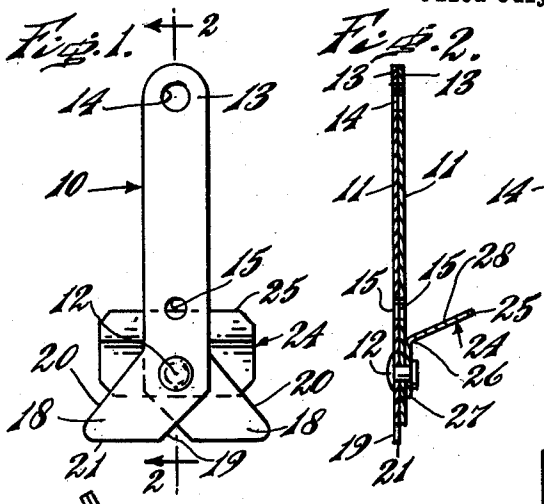
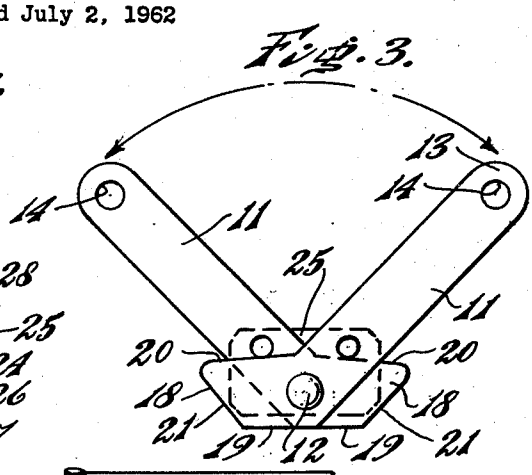
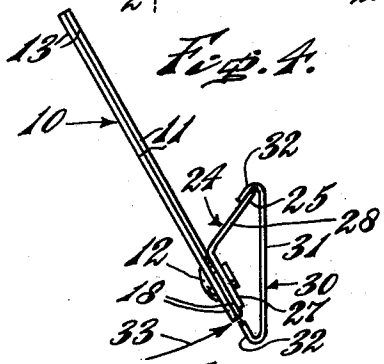
June 18, 1963 C. LOHRMAN 3,094,305

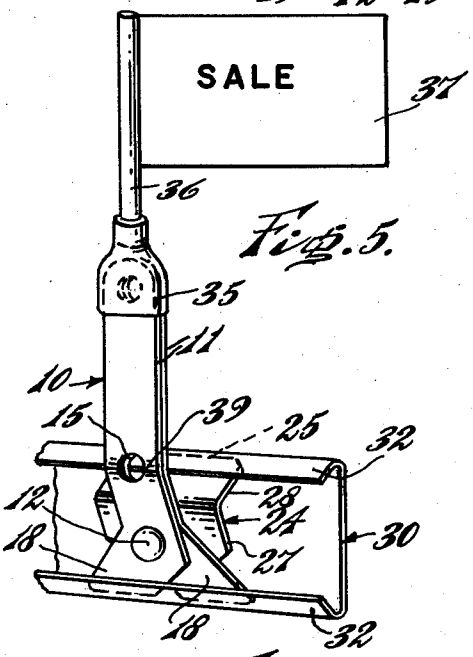
DISPLAY CLIP

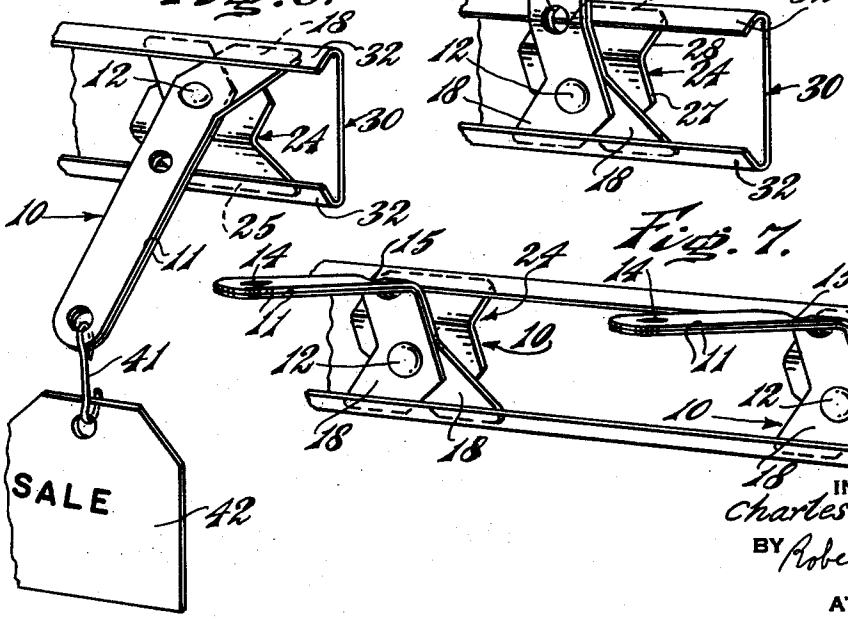
Filed July 2, 1962











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3,094,305

DISPLAY CLIP

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This invention relates generally to display hardware, and is especially concerned with a clip for display purposes primarily in self-service retail stores.

In supermarkets and like stores, it is common that shelves be provided along their forward edge with a channellike structure (hereinafter called a "shelf channel") for removably receiving cards for indicating price and the like.

It is an important object of the present invention to provide a unique display clip adapted for quick and easy removable engagement in a shelf channel, and which is capable of carrying various display materials for arresting the attention of buyers.

It is still a further object of the present invention to provide a display clip having the advantageous characteristics mentioned in the preceding paragraph, which is extremely simple in construction, capable of economic mass-production for sale at a reasonable price, and which is durable and reliable throughout a long useful life.

Other objects of the present invention will become apparent upon reading the following specification and referring to the accompanying drawings, which form a material part of this disclosure.

The invention accordingly consists in the features of construction, combinations of elements, and arrangements of parts, which will be exemplified in the construction hereinafter described, and of which the scope will be indicated by the appended claims.

In the drawings:

FIGURE 1 is a plan view of a display clip constructed in accordance with the teachings of the present invention, with the clip in one operative position;

FIGURE 2 is a sectional view taken substantially along the line 2—2 of FIGURE 1;

FIGURE 3 is a plan view similar to FIGURE 1, but showing the clip in another operative position;

FIGURE 4 is a side elevational view showing the clip in the operative position of FIGURE 3 and being engaged in a shelf channel;

FIGURE 5 is a perspective view showing the clip in operative association with a shelf channel;

FIGURE 6 is a perspective view showing another operative arrangement of clip and shelf channel; and

FIGURE 7 is a perspective view showing still a further operative arrangement of clip and shelf channel.

Referring now more particularly to the drawings, and specifically to FIGURES 1–3 thereof, the clip is there generally designated **10**, and may be entirely fabricated of sheet metal or other suitable material. In particular, the clip **10** includes a pair of elongate members or arms **11** having their lower end regions pivotally connected together, as by a pivot pin **12**. In FIGURES 1 and 2 the arms **11** are shown in overlying relation, and are pivotally connected together by the pin or rivet **12** for swinging movement of their upper ends toward and away from each other as between the overlying arm relationship of FIGURES 1 and 2, and the diverging arm relationship of FIGURE 3. Thus, the upper end regions **13** of the arms **11** are swingable toward and away from each other upon movement of the arms between their overlying and spread-apart positions.

Formed in the upper or distal end regions **13** of the arms **11** are through apertures or holes **14**, which may

lie in registry when the arms are swung together. There may also be provided a through opening or hole **15** in each arm **11** adjacent to and spaced upward from the lower arm regions of pivot **12**. The openings **15** provide weakening means for bending the arms, as will appear more fully hereinafter.

Extending obliquely outward from the lower end region of each arm **11** is an extension or foot **18**. As best seen in FIGURE 1, the feet **18** of arms **11** project obliquely longitudinally outward from the lower ends of the arms, beyond the pivotal connection **12**; and, the feet of respective arms extend laterally oppositely so as to lie on opposite sides of the arms when the latter are in their overlying position.

In the illustrated embodiment, the feet **18** are each integral with a respective arm **11**, and may be formed by stamping, or other suitable manner. More specifically, each foot **18** extends longitudinally and laterally obliquely from the lower end of a respective arm **11**, being defined between generally parallel inner and outer edges **19** and **20**, respectively, and terminating in an end edge **21** generally normal to the axis of the respective arm. It will now be apparent that each arm and foot **11**, **18** is substantially identical to the other arm and foot, but of opposite hand, so that the feet **18** of the pair of arms extend laterally in opposite directions. Each arm and foot **11**, **18** may be identical to the other in manufacture, and reversed for assembly.

An insertion member or plate, generally designated **24**, may be of generally rectangular formation and carried by one of the arms **11** for extension of an edge or lip **25** generally obliquely away from the lower, pivotally connected ends of the arms. In particular, the insertion member or plate **24** may be bent, as along a bend line **26**, to form of the plate a pair of panel portions or flanges **27** and **28** disposed in oblique angular relation with respect to each other. The panel portion or flange **26** is pivotally secured in facing engagement with one of the arms **11** at the lower end thereof, as by the rivet **12**, while the remaining panel portion or flange **28** extends obliquely away from the arms **11** generally toward the distal arm regions **13** and terminates in the insertion lip or edge **25** extending generally transversely of the arms.

In the spread-apart or divergent arm condition of FIGURE 3, the feet **18** are disposed in substantial end-to-end alignment having their free ends extending oppositely away from each other. In this condition, the inner side edges **19** of the feet **18** are in substantial alignment with each other and define the remote foot edges with respect to the insertion edge or lip **25** of insertion member **24**. In contrast, with the arms **11** overlying each other (see FIGURE 1), the end edges **21** of the feet **18** are in substantial alignment with each transversely of the arms. It will therefore be observed that in the spread-apart or divergent arm condition of FIGURE 3, the aligned foot edges **19** are closer to the insertion edge **25** than are the aligned foot edges **21** to the insertion edge when the arms are in their overlying relation. Hence, with respect to the insertion edge **25**, the feet **18** may be considered as retracted in the condition of FIGURE 3, and extended in the condition of FIGURE 1.

In FIGURE 4 is shown the display clip **10** in the condition of FIGURE 3, and a shelf channel is generally designated **30**, which may include a web **31** and a pair of longitudinally extending inturned side flanges **32**. The shelf channel **30** may be conventional, and is commonly secured along the front edge of a shelf (not shown).

The clip **10** in FIGURE 6 is shown being engaged with the shelf channel **30**, the insertion member **24** having its insertion lip or edge **25** engaged under the upper channel flange **32**, and the lower, connected ends of the arms being

swung in the direction of arrow **33** to pass the retracted feet **18** beyond the lower channel flange and into the channel.

It is then only necessary to return the arms **11** to their overlying relationship, as by squeezing the arms together, which effects extension of the feet **18** to the condition of FIGURE 1 for positive engagement beneath the lower channel flange **32**, as shown in FIGURE 5.

The clip **10** may then be locked in its received relation in the channel **30** to prevent its inadvertent or surreptitious removal therefrom. Such locking may be achieved by a cap or tube **35**, see FIGURE 5, engaged over the upper arm end regions **13**, which may carry a standard **36** and suitable display banner **37** or the like. Also, the overlying arms **11** may be bent, as at **39** in FIGURE 5, with the arms maintained in their facing engagement. This permits for desired disposition of the distal arms regions, say vertically upright as illustrated, or otherwise if desired. Also, this bending of the arms in their facing engagement, which may be conveniently performed at the weakened arm regions of openings **15**, further serves to lock the clip in the shelf channel, as by effectively resisting relative swinging movement of the arms. Of course, the clip **10** may be deliberately removed from the channel **30**, if desired, as by removal of the tube or cap **35**, and straightening of the bend **39** to permit swinging apart of the arms for retraction of the feet **18** relative to the insertion edge **25**. The clip may then be swung outward in reversal of the swinging movement indicated by arrow **33** in FIGURE 4.

The clip **10** may also be locked in a channel **30** by tie means **41** engaged through the registering openings **14**, as shown in FIGURE 6. Such tie means may also be employed to carry suitable display medium, such as a card **42**.

It will also be observed in FIGURE 6 that the clip **10** is inverted in the channel **30** relative to the arrangement shown in FIGURE 5. That is, the insertion lip or edge **25** is engaged beneath the lower channel flange **32**, while the feet **18** are engaged beneath the upper channel flange. This relationship of clip **10** and channel **30** may be preferred where it is desired to suspend a display **42** from the overlying arms **11**.

Still another arrangement is shown in FIGURE 7, wherein a plurality of clips **10** are engaged in a shelf channel **30**, and the overlying arms **11** of each clip are bent to have their distal regions extending generally horizontally as for supporting a shelf or other display (not shown).

From the foregoing, it is seen that the present invention provides a display clip for a shelf channel which fully accomplishes its intended objects and is well adapted to meet practical conditions of manufacture and use.

Although the present invention has been described in some detail by way of illustration and example for purposes of clarity of understanding, it is understood that certain changes and modifications may be made within the spirit of the invention and scope of the appended claims.

What is claimed is:

1. A display clip for a shelf channel, said clip comprising a pair of arms pivotally connected together for swinging movement between overlying and divering positions, an insertion lip carried by one of said arms, and a transverse foot on each arm and movable therewith, said feet being configured for movement between extended and retracted positions with respect to said lip upon arm movement between said overlying and diverging positions, whereby said lip and feet are removably engageable in respective sides of a shelf channel.

2. A display clip according to claim 1, in combination with holding means for locking arms in their position of movement corresponding to extension of said feet, to lock said lip and feet in a shelf channel.

3. A display clip according to claim 1, said feet extending generally away from each other.

4. A display clip according to claim 3, each of said arms and its associated foot being substantially identical and of opposite hand.

5. A display clip according to claim 1, said insertion lip comprising a plate bent to define a pair of angularly disposed flanges, one of said flanges being secured in facing engagement with one of said arms and the other flange extending obliquely from said one arm and terminating in an edge insertable in one side of a shelf channel.

6. A display clip for a shelf channel, said clip comprising a pair of elongate arms, pivot means connecting together one pair of arm ends for swinging movement of the other arm ends toward and away from each other, a foot extending transversely from said one end of each arm with the feet of respective arms extending in laterally opposite directions, and an insertion plate carried by one of said arms at said one end thereof extending generally toward said other end of said one arm and terminating in a free edge, said feet being configured for movement between extended and retracted positions with respect to said edge upon swinging movement of said other arm ends, whereby said edge and feet are removably engageable in respective sides of a shelf channel.

7. A display clip according to claim 6, said feet each extending obliquely longitudinally outward from said one end of the respective arm, whereby said feet are movable to their extended positions when said arms are overlying and to their retracted positions when said arms are swung to generally align said feet.

8. A display clip according to claim 7, each of said arms and its associated foot being integrally fabricated of generally flat sheet material.

9. A display clip according to claim 8, each of said arms and its associated foot being substantially identical and of opposite hand.

10. A display clip according to claim 6, said insertion plate being bent to define a pair of angularly disposed flanges, one of said flanges being secured by said pivot means in facing engagement with one of said arms and the other flange extending obliquely from said one arm to said free edge.

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