

July 16, 1940.

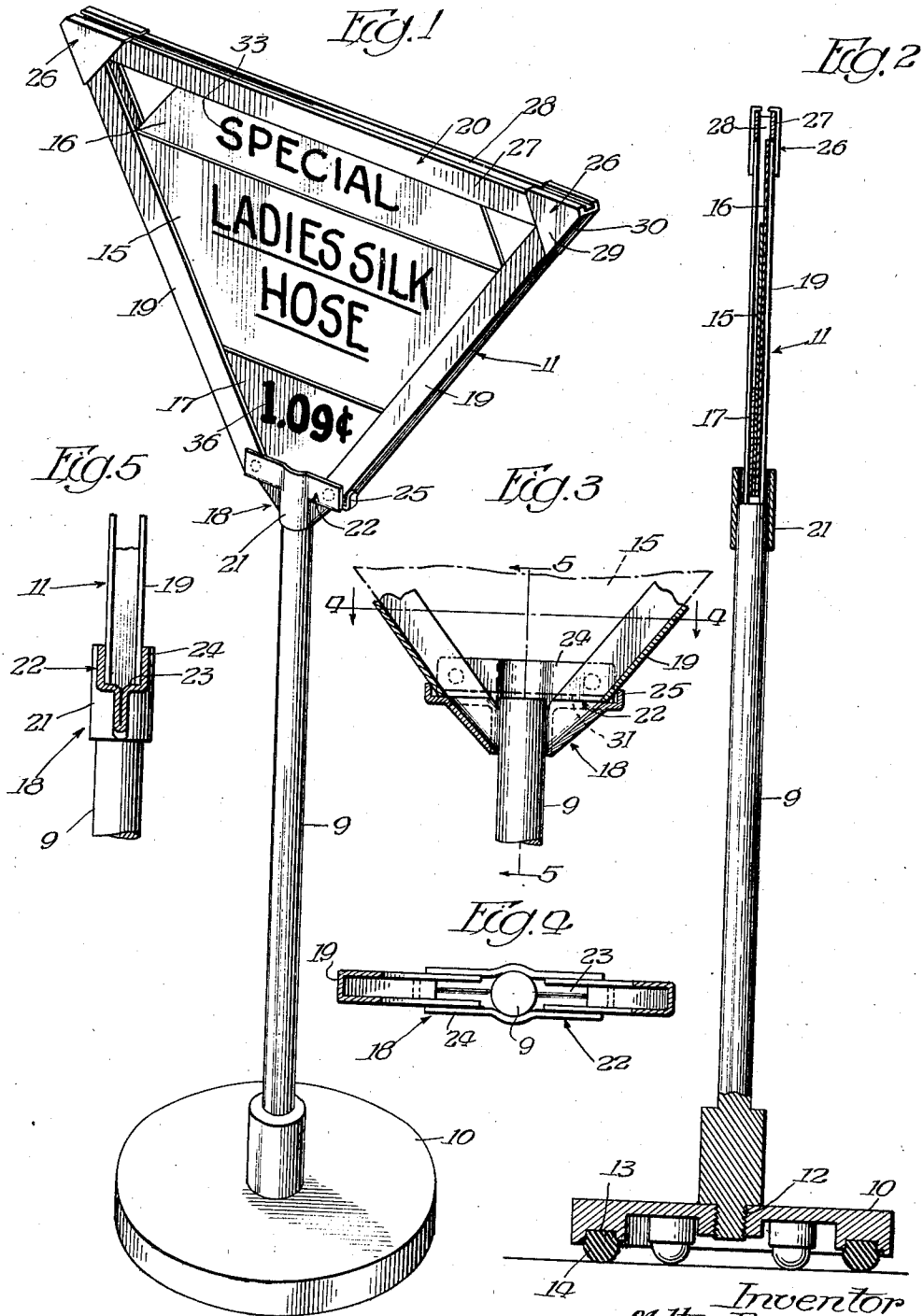
M. REYNOLDS

2,208,344

ADVERTISING DISPLAY DEVICE

Filed April 10, 1939

2 Sheets-Sheet 1



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his Atty

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2 Sheets-Sheet 2

Fig. 6

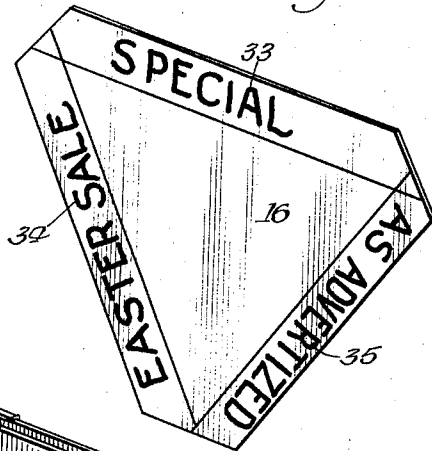


Fig. 7

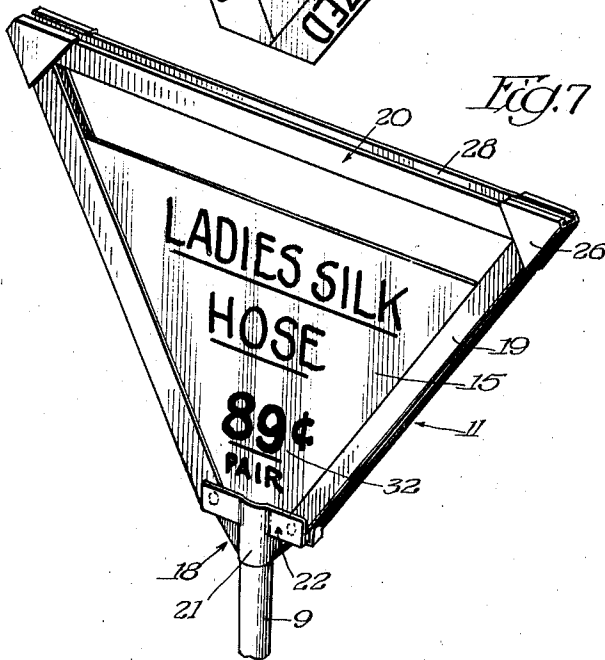
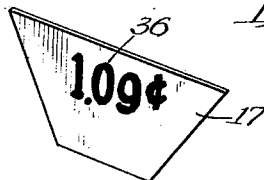


Fig. 8



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UNITED STATES PATENT OFFICE

2,208,344

ADVERTISING DISPLAY DEVICE

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9 Claims. (Cl. 40—152.1)

The present invention relates generally to advertising display devices. More particularly the invention relates to that type of display device which is adapted to be placed either in a display window or on a sales counter and comprises as the main parts thereof a standard with a base at its lower end and a frame connected to the upper end of the standard and designed removably to support cards with advertising material thereon.

One object of the invention is to provide an advertising display device of this type which has greater capabilities of use than previously designed devices of the same general character and not only occupies less space and is more practical but also is more durable and rugged in design and construction.

Another object of the invention is to provide a display device of the type and character under consideration in which the supporting frame is in the form of and corresponds in shape and design to an inverted equilateral triangle, is designed to support triangular cards with advertising and other indicia thereon, and comprises in addition to a horizontally extending top member with a longitudinal slot therein for entry and removal of the cards a pair of upwardly divergent channel shaped side members which coact with the side edges of the cards to hold the cards in their proper position and against tilting.

Another object of the invention is to provide an advertising display device of the last mentioned character which includes a novel form or type of bracket for securing the bottom or lower corner of the triangular frame to the upper end of the standard and also includes a pair of novel brackets for securing the upper ends of the upwardly divergent channel shaped side members to the ends of the longitudinally slotted horizontally extending top member.

A further object of the invention is to provide an advertising display device of the aforementioned type and character in which the triangular frame is designed to receive and support a main advertising card of less height than the frame and in addition an auxiliary card which is of substantially the same size and shape as the frame, bears different legends along the marginal portions thereof, and is adapted when in place behind the main advertising card to have the legend along its top margin exposed and readily viewable and when removed and then rotated or turned 120° and slid back in place to have one of the other legends exposed.

A still further object of the invention is to pro-

vide a display device which is generally of new and improved construction and may be manufactured at a low and reasonable cost and in which the frame is designed to receive and support a price card in front of the lower portion of the main advertising card.

Other objects of the invention and the various advantages and characteristics of the present advertising display device will be apparent from a consideration of the following detailed description.

The invention consists in the several novel features which are hereinafter set forth and are more particularly defined by claims at the conclusion hereof.

In the drawings which accompany and form a part of this specification or disclosure and in which like numerals of reference denote corresponding parts throughout the several views:

Figure 1 is a perspective of an advertising display device embodying the invention;

Figure 2 is a vertical section;

Figure 3 is a section of the bracket which serves to secure the bottom or lower corner of the frame to the upper end of the standard;

Figure 4 is a horizontal section taken on the line 4—4 of Figure 3;

Figure 5 is a section on the line 5—5 of Figure 3;

Figure 6 is a perspective of the full sized auxiliary card which bears the different legends along the marginal portions thereof and is adapted by rotation or turning to have any one of the legends appear above the upper edge of the main advertising card;

Figure 7 is a perspective of the frame of the device showing the same with only the main advertising card; and

Figure 8 is a perspective of the price card.

The advertising display device which is shown in the drawings constitutes the preferred embodiment of the invention. It is adapted to be placed either in a display window or on a sales counter and comprises a standard 9, a base 10, and a frame 11.

The standard serves to support the frame 11 in an upright and elevated position and is in the form of a solid rod. It is of any suitable or desired height and is adapted to be maintained in a truly vertical position by means of the base 10. The latter is circular, as shown in Figure 1, and has an internally threaded socket 12 in its central portion. The lower end of the standard is externally threaded and fits removably in the socket 11. The base 10 is preferably formed of metal

and is of such size and weight that the standard and frame are not likely to be tipped over or tilted accidentally. The margin of the base is provided with a depending enlargement and this enlargement, as shown in Figure 2, embodies an annular series of downwardly facing sockets 13. Pads 14 of rubber or like material fit within these sockets and serve to grip frictionally the surface on which the base is placed.

The frame 11 is in the form of an inverted equilateral triangle and serves to support a main advertising card 15, an auxiliary card 16, and a price card 17. It is connected to the upper end of the standard 9 by a bracket 18 and comprises a pair of upwardly divergent side members 19 and a horizontally extending top member 20. The side members 19 are channel shaped and are arranged or positioned so that the channels thereof face inwardly in order to receive the side margins of the cards 15, 16 and 17. The bracket 18 is in the form of a stamping and comprises a lower depending socket part 21 and a horizontally extending channel part 22. The socket part is formed integrally with the channel part and is shrunk around or otherwise fixedly secured to the upper end of the standard 9. The channel part 22 comprises a bottom wall 23 and a pair of laterally spaced upstanding side walls 24. The lower ends of the side members 19 are spaced a small distance apart, as shown in Figure 3, and fit between the ends of the side walls 22. Preferably the ends of the side walls of the channel part 22 of the bracket 18 are welded to the lower ends of the side parts of the channel shaped side members 19 in order rigidly to connect the side members to the bracket. The bottom wall 23 of the channel part 22 defines or serves as a stop shoulder for small sized cards, and has a pair of upwardly extending ears 25 at the ends thereof. These ears abut against the lower ends of the side members 19 of the frame and prevent tilting of the frame relatively to the bracket 18. The top member 20 extends between the upper ends 19 of the frame 11 and is connected to such ends by a pair of U-shaped brackets 26. It overlies and is vertically aligned with the upper channel shaped part 22 of the bracket 18 and consists of a pair of laterally spaced strips 27. The space between the strips constitutes a longitudinally extending slot 28 for entry and removal of the cards 15 and 16 with respect to the frame. The ends of the strips 27 are chamfered or angled and fit against the upper ends of the sides of the side members 19. Said upper ends of the side parts of the members 19 are correspondingly chamfered or angled so that the upper corners of the frame are pointed. The brackets 26 comprise triangular laterally spaced side pieces 29 and intermediate connecting pieces 30. The pieces 30 fit against the upper ends of the intermediate parts of the side members 19 of the frame, as shown in Figure 1 of the drawings. The side pieces 29 lap the abutting ends of the side parts of the side members 19 and the strips 27 constituting the top member 20 of the frame and are welded to such ends so as to hold the top member in rigid relation with the side members. The upper margins of the side pieces 29 are bent inwards and overlie the top edges of the strips 20. They are, however, spaced sufficiently apart so that they do not obstruct the ends of the slot 28.

The main advertising card 15 is triangular in shape with the exception of its lower corner which is cut off so as to form a straight edge 31.

It is adapted to fit between the central and lower end portions of the side members 19 of the frame and is of such height that the top edge is disposed an appreciable distance beneath the top member 20 of the frame when the card 15 is in its operative position. As shown in Figure 1, the card 15 has advertising markings or indicia on the upper and central portions of its front face and in addition has a price marking 32 on the lower portion of its front face. When it is desired to insert the card 15 into place the lower corner is inserted into the slot 28 and the card is dropped or lowered. When the card is in its operative or proper position the side edges thereof fit within and contact directly the channels of the side members 19 of the frame 11 and the markings thereon are readily visible through the front of the frame. As shown in Figure 3, the bottom edge 31 of the card is spaced above the bottom wall 23 of the channel shaped upper part 22 of the bracket 18 and the side edges engage flatly the outer walls of the channels. As a result of this the side edges of the card coast with said outer walls of the channels to prevent tilting of the card when the latter is in place in the frame 11. Other cards like the main card 15 may obviously be substituted for the card 15 when it is desired to show or display other advertising data. To remove the card 15 it is only necessary to raise it until the upper margin thereof projects through the slot 28 and then by gripping the upper margin of the card withdraw it from the slot.

The auxiliary card 16 is substantially the same in size as the frame 11 of the device. It is in the form of an equilateral triangle and has cut-away corners, as shown in Figure 7. As illustrated in Figure 1, it has along the three front margins thereof different advertising legends 33, 34 and 35. The card 16 is adapted to fit behind the main advertising card 15. When the card 16 is in its operative position with the side edges thereof within the channels of the side members 19 of the frame 11, the upper margin thereof is exposed, as shown in Figure 1, and the legend associated with or printed on such margin is readily viewable inasmuch as it is positioned between the top edge of the main advertising card 15 and the bottom edge of the top member 20 of the frame. If it is desired to expose a different legend say, for example, legend 34, the auxiliary card 16 is removed from the frame via the slot 28 and after being rotated 120° is inserted back into the frame. Such action will result in legends 33 and 35 being covered by the side portions of the main advertising sheet 15 and the legend 34 being exposed or visible in the space between the upper edge of the card 16 and the bottom edge of the top member 20 of the frame. If desired, the auxiliary card may have legends printed on both faces thereof so that upon reversal any of the legends on its back face may be brought into view when the card is in place in the frame.

The price card 17 is adapted to be used when it is desired to change the price marking 32 on the main advertising card 15. It is shaped conformably to the lower corner of the frame 11 and is adapted to fit in front of the bottom or lower portion of the card 15, as shown in Figure 1. A price marking 36 of different value or denomination than the marking 32 is formed on the card 17. When it is desired to use the card 17 in connection with a price change the card is placed against the central portion of the card 15 and is

then dropped into the lower corner of the frame 11. When in place the card obstructs the price marking 32 on the card 15 and presents its own price marking 36. By employing price cards with different price markings any particular or predetermined price marking may be shown or exhibited in connection with the device.

The herein described advertising display device is simple in design and construction and hence may be manufactured at a low and reasonable cost. It occupies but a small amount of space and hence does not obstruct the merchandise which is displayed in the window or on the counter with it. The device is characterized by the fact that the frame is in the form of an inverted equilateral triangle and as a result the side members of the frame coact with the side edges of the cards to hold the cards against tilting. The device is further characterized by the fact that different legends may be used with the main advertising card 15 merely by adjusting or changing the position of the auxiliary legend bearing card 16.

It is to be understood that the cards 15, 16 and 17 may be formed of stiff paper as well as cardboard. It is also to be understood that the invention is not to be restricted to the details set forth since these may be modified within the scope of the appended claims, without departing from the spirit and scope of the invention.

Having thus described the invention, what I claim as new and desire to secure by Letters Patent is:

1. As a new article of manufacture, an advertising display device comprising a standard having at the upper end thereof a bracket with a horizontally extending channel part at the top thereof and upwardly extending ears at the ends of the channel, a frame carried by said bracket in an upstanding position and embodying a pair of upstanding divergent side members having inwardly facing longitudinal channels therein and their lower ends connected to the ends of the channel part of the bracket and abutting against and confined against outward movement by said ears, and a card with advertising material thereon, carried by the frame and having the side edges thereof upwardly divergent at the same angle as said side members and engaging flatly the outer walls of the channels in said side members and coacting therewith to hold the card against tilting.

2. As a new article of manufacture, an advertising display device comprising a standard having at the upper end thereof a bracket with a horizontally extending channel part at the top thereof and upwardly extending ears at the ends of the channel, a triangular frame carried by the bracket in an upstanding position and embodying a pair of upwardly divergent side members having inwardly facing longitudinal channels therein and their lower ends fitting within and secured fixedly to the ends of the channel part of said bracket and abutting against said ears, and a horizontally extending top member extending between and connected to the ends of said side members and having a longitudinally extending full length slot extending vertically therethrough, and a substantially triangular card with advertising material thereon and its lower end cut off, carried by the frame and having side edges upwardly divergent at the same angle as said side members and engaging flatly throughout the length thereof the outer walls of the channels and coacting therewith to hold the

card against tilting, said card being of material less thickness than the channels in said side members so that it may be readily removed from the frame by raising it through the slot.

3. As a new article of manufacture, an advertising display device comprising supporting means, a triangular frame carried by said means in an upstanding position and embodying a pair of upwardly divergent side members with inwardly facing longitudinal channels therein, a top member extending between and connected to the upper ends of the side members and having a longitudinal slot extending vertically therethrough, and U-shaped brackets fitting around the upper corners of the frame and having triangular side pieces fitting against the abutting ends of said side and top members, and a substantially triangular card with advertising material thereon adapted to be inserted into and removed from the frame by way of said slot and having side edges upwardly divergent at the same angle as said side members and adapted when the card is in place in the frame to engage flatly throughout the length thereof the outer walls of the channels and coact therewith to hold the card against tilting.

4. As a new article of manufacture, an advertising display device comprising a standard having at the upper end thereof a bracket with a horizontally extending channel shaped top part, an equilaterally triangular frame carried by the bracket in an upstanding position and consisting of a pair of upwardly divergent side members having inwardly facing longitudinal channels therein and their lower ends fitting within and rigidly secured to the ends of the channel shaped top part of the bracket, a horizontally extending top member extending between and connected to the upper ends of the side members and having a full length longitudinal slot extending vertically therethrough, and U-shaped brackets fitting around the upper corners of the frame and embodying equilaterally triangular side pieces fitting against the sides of the abutting ends of the side and top members, and a substantially equilaterally triangular card with advertising material thereon and its lower corner cut away, adapted to be inserted into and removed from the frame by way of said slot and having side edges upwardly divergent at the same angle as said side members and adapted when the card is in place in the frame to engage flatly throughout the length thereof the outer walls of the channels and coact therewith to hold the card against tilting.

5. As a new article of manufacture, an advertising display device comprising supporting means, a frame carried by said means in an upstanding position and embodying a pair of side members extending upwardly and outwardly at an angle of 60° and having inwardly facing longitudinal channels therein, a main card with advertising material on the front face thereof and in the form of an inverted substantially equilateral triangle mounted removably in the frame and having the side margins thereof fitting within the channels, and a removable auxiliary card also in the form of an inverted substantially equilateral triangle but of greater size than the main card and with different legends along the front face of the margins thereof positioned in the frame behind the main card and with the legend along the upper margin thereof viewable and adapted by removal, rotative adjustment and then replacement in the frame to have either

of the other margins thereof positioned above the upper edge of the main card so that the legend thereon is exposed for viewing purposes.

6. As a new article of manufacture, an advertising display device comprising supporting means, a frame carried by said means in an upstanding position and embodying a pair of side members extending upwardly and outwardly at an angle of 60° and having inwardly facing longitudinal channels therein, a substantially equilateral main card with advertising material on the front face thereof and of less height than said side members mounted removably within the frame and having the side margins thereof fitting within the channels, and a removable substantially equilateral auxiliary card of substantially the same height as the side members and with different legends along the front face of the margins thereof positioned in the frame behind the main card and with the legend along the upper margin thereof viewable and adapted by removal, rotative adjustment and then replacement on the frame to have either of the other legends positioned above the upper edge of the main card so that it is exposed for viewing purposes.

7. As a new article of manufacture, an advertising display device comprising supporting means, an equilaterally triangular frame carried by said means in an upstanding position and embodying a pair of upwardly extending side members with inwardly facing longitudinal channels therein, and a horizontally extending top member extending between and connected to the upper ends of the side members and having a full length longitudinal slot extending vertically therethrough, a substantially equilaterally triangular card with advertising material on the front face thereof and of less height than said side members, adapted to be inserted into and removed from the frame by way of the slot and having the side margins thereof fitting within the channels, and a substantially equilaterally triangular auxiliary card of substantially the same height as the side members and with different legends long the front face of the margins thereof mounted removably in the frame behind the first mentioned card and with the side margins thereof in the channels and the legend along its upper margin exposed, and adapted by removal through the slot, rotative adjustment, and then replacement in the frame to have one of the other margins thereof positioned above said first mentioned card for legend viewing purposes.

8. As a new article of manufacture, an ad-

vertising display device comprising a standard having a bracket at its upper end and with a horizontally elongated channel part, an equilaterally triangular frame carried by the bracket in an upstanding position and embodying a pair of laterally spaced upwardly divergent side members having inwardly facing longitudinal channels therein and their lower ends connected fixedly to the outer ends of the channel part of the bracket, a substantially equilaterally triangular card with advertising material on the front face thereof and its bottom corner cut away, and of less height than the frame, mounted removably in the frame and having the side edges thereof fitting within the channels, and a substantially equilaterally triangular auxiliary card of substantially the same size as the frame and with different legends along the front face of the margins thereof and its corners cut away mounted removably in the frame behind the first mentioned card and with the side margins thereof in the channels and the legend along its upper margin exposed, and adapted by removal, rotative adjustment and then replacement to have one of the other margins thereof positioned above said first mentioned card for legend viewing purposes.

9. As a new article of manufacture, an advertising display device comprising supporting means, a frame carried by said means in an upstanding position and embodying a pair of side members extending upwardly and outwardly at an angle of 60° and with inwardly facing longitudinal channels therein, a main card with advertising material on the front face thereof and in the form of an inverted substantially equilateral triangle mounted removably in the frame and having the margins thereof fitting within the channels, a removable substantially equilaterally triangular auxiliary card of greater height than the main card and with different legends along the front face of the margins thereof positioned in the frame behind the main card and with the legend along the upper margin thereof viewable and adapted by removable and rotative adjustment and then replacement in the frame to have any of the other margins thereof positioned above said main card for viewing purposes and a second auxiliary card of smaller size than the main card and with advertising indicia on its front face mounted removably in the frame in front of said main card and having the edges thereof extending upwardly and outwardly at substantially 60° and fitting within the channels.

MILTON REYNOLDS.