May 7, 1963 M. L. HENDRICK 3,088,236

DISPLAY HOLDER

Filed Aug. 3, 1961

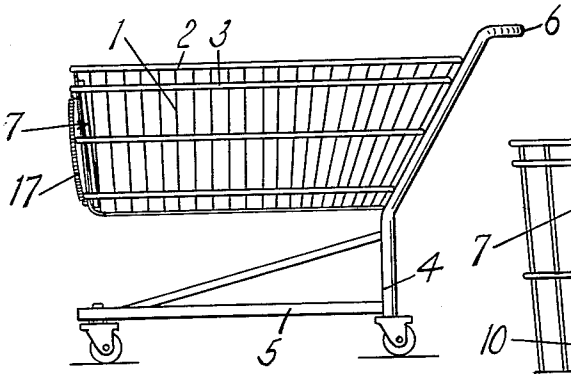


Fig. 1

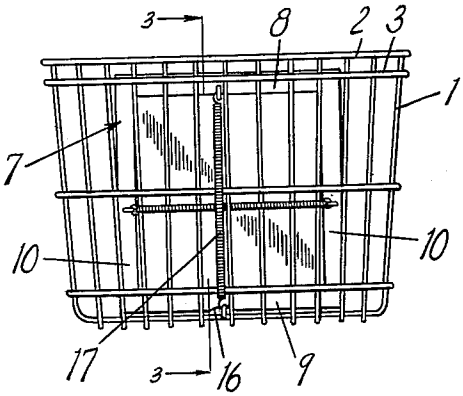


Fig. 2

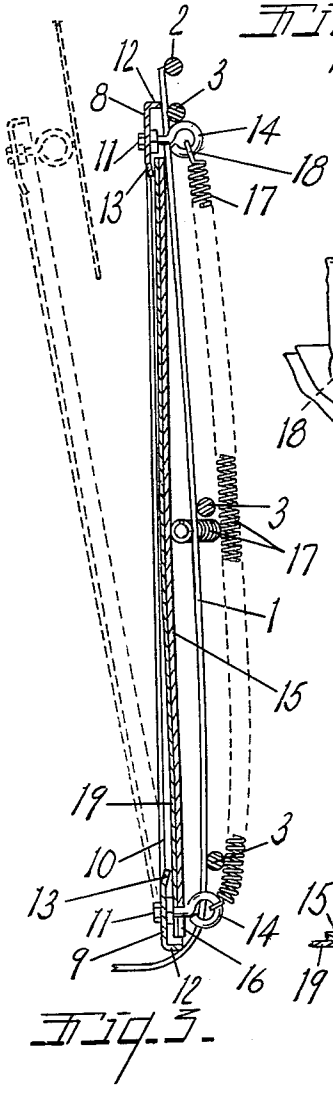


Fig. 3

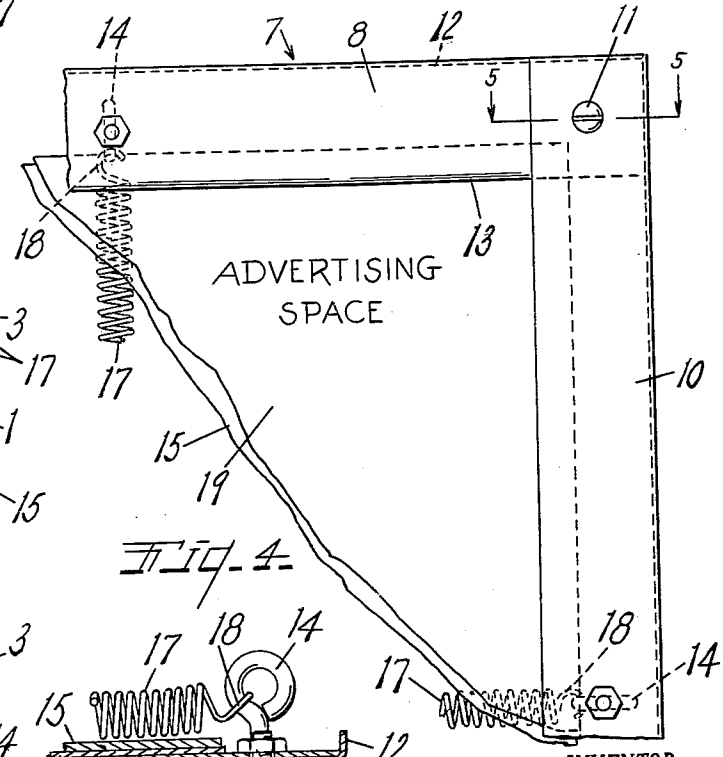


Fig. 4

Fig. 5

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DISPLAY HOLDER

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This invention relates to display holders or devices adapted to be detachably mounted on a container or receptacle such, for example, as receptacles of shopping carts.

The main objects of this invention are,

First, to provide a display holder which may be detachably mounted on a receptacle or container such as those of push carts, in which the container is formed of wire.

Second, to provide a holder or support for advertising material adapted for attachment as above stated, which may be quickly and easily mounted on and removed from the receptacle without any modifications or changes in the receptacle.

Third, to provide a display device having the above characteristics and advantages in which the attaching means is inconspicuous and in which there are no projecting parts which prevent nesting of the receptacles for which certain types are designed or adapted.

Objects relating to details and economies of the invention will appear from the description to follow. The invention is defined and pointed out in the claims.

A preferred embodiment of the invention is illustrated in the accompanying drawing, in which:

FIG. 1 is a side elevational view of a carriage to which my invention is applied, the parts being shown mainly in conventionalized form.

FIG. 2 is an end elevational view of the receptacle looking from the left of FIG. 1.

FIG. 3 is an enlarged fragmentary view on a line corresponding to line 3—3 of FIG. 2, with the holder in mounted position in full lines and in partially released position to permit inserting or removal of the display card, which is indicated by dotted lines.

FIG. 4 is an enlarged fragmentary rear elevational view of the holder removed from the receptacle.

FIG. 5 is a fragmentary view on a line corresponding to line 5—5 of FIG. 4.

It will be understood that the receptacles or baskets of carts of the type illustrated vary considerably in structural details and shape. One of the accomplished objects of the applicant's invention is that his display holder is adapted for mounting on receptacles of considerably varying design. It is, however, common practice to form the receptacles or holders of wire including the vertical slats **1**, the horizontal members **2** and **3**, the member **2** being the top border member and the members **3** being vertically spaced, and they are all commonly disposed on the outer sides of the slats. The slats are extended to provide the bottom which, however, is not illustrated.

These baskets are mounted on the uprights **4** of the carts **5**, the uprights having handles **6** at their upper ends. These carts are widely used in self-serve stores and as stated they are commonly designed to be nested. That nesting feature is not illustrated, but it is mentioned to emphasize the fact that the applicant's display holder in no wise obstructs such nesting.

The embodiment of applicant's invention illustrated comprises a frame, designated generally by the numeral **7**, and which comprises a top member **8**, bottom member **9**, and side members **10**. These are disposed with the side members overlapping the ends of the top and bottom members and in the embodiment illustrated are fixedly connected by bolts **11**, but it will be understood that they may be fixedly connected by welds or the like. In the embodiment illustrated, the frame members have rearwardly projecting flanges **12** on their outer ends and rearwardly inclined inner edges **13**. These serve to stiffen the frame members, which are desirably formed of relatively thin aluminum or other sheet metal stock.

The eyelets **14** are mounted in opposed pairs on the top and bottom members of the frame and on the side members. These are dimensioned so that they project outwardly relative to the slats **1** and the horizontal rods **3** when the frame is disposed on the inner side of the receptacle, as is illustrated in FIG. 3.

The back panel **15** is desirably formed of sheet aluminum and is dimensioned so that its edges overlap the inner edges of the frame members, and it is disposed between the rearwardly projecting eyelets and its lateral shifting movement is limited thereby. In the embodiment illustrated, the panel has a notch **16** in its lower edge which engages the shank of the eyelet on the bottom bar, see FIGS. 2 and 3.

Vertically and horizontally disposed securing springs **17** are provided, these having hooked ends or eyes **18** engageable with the eyelets **14**, desirably detachably engaged at both ends, but at least at one end. The display sheet **19** is provided with desired advertising, as is indicated in FIG. 4. With the parts thus arranged, the holder may be quickly attached to or removed from the receptacle or container and without requiring any changes or modifications in the structure thereof and without marring or disfiguring.

The eyes **14** are inserted between the slats with the springs attached to one of the pair of eyes, the springs also being inserted between the slats, and the horizontal spring is then interwoven with vertical slats so that it is on the inner side of at least one slat and is on the outer side of other slats, as is indicated in FIGS. 2 and 3. The vertical spring is then adjusted to position over at least one of the horizontal members **3** and a hooked end engaged with the eyelet, and this securely and clampingly holds the frame to the receptacle with the display sheet or panel facing inwardly of the receptacle.

Desirably the holder is mounted on the front end of the receptacle so that it is in view of the operator manipulating the carrier. As stated, the device may be attached without any change or modification in receptacles of this general type which are widely used and which vary somewhat in structure, but in general they are approximately the same size.

While the holder illustrated and described is of rectangular shape, it will be appreciated that it might be circular or polygonal. The flexible supporting members such as coiled springs provide effective attaching means and permit the changing of the display sheet as may be found desirable.

I have illustrated and described my invention in a highly practical embodiment thereof. I have not attempted to illustrate other modifications or adaptations, as it is believed that this disclosure will enable those skilled in the art to embody or adapt my invention as may be desirable.

Having thus described the invention, what is claimed as new and desired to secure by Letters Patent is:

1. A display holder adapted for attachment to a container which includes laterally spaced slats and members disposed in crossing relation to the slats comprising a rectangular frame including top, bottom, and side members, eyelets mounted on said top and bottom and said side frame members centrally thereof to project rearwardly therefrom, a back panel disposed on the rear side of said frame in overlapping relation to portions thereof between said eyelets, said eyelets constituting means limiting the shifting movement of said back panel relative to said frame, said back panel and frame being

adapted to supportedly receive a display sheet disposed on the front side of said back panel with its edges between said back panel and said frame, a horizontally disposed coil spring connected to said eyelets on said frame side members, and a flexible vertically disposed anchoring member connected to said eyelets on said frame top and bottom members, said anchoring member at at least one end thereof being detachably engageable with the coacting eyelet so that said anchoring member may be supportingly engaged with slats and horizontal members of a container on which said holder is disposed.

2. A display holder adapted for attachment to a container which includes laterally spaced slats and members disposed in crossing relation to the slats comprising a frame, eyelets mounted on said frame in opposed pairs to project rearwardly therefrom, a back panel disposed on the rear side of said frame between said eyelets, said back panel and frame being adapted to supportedly receive a display sheet disposed on the front side of said back panel with its edges between said back panel and said frame, and coiled supporting springs disposed in crossed relation to each other with their ends engaged with said eyelets, at least one end of each spring being releasably engageable with the eyelet to which it is connected.

3. A display holder adapted for attachment to a container which includes laterally spaced slats and members disposed in crossing relation to the slats comprising a frame, eyelets mounted on said frame in opposed pairs to project rearwardly therefrom, a back panel disposed on the rear side of said frame between said eyelets, said back panel and frame being adapted to supportedly receive a display sheet disposed on the front side of said back panel with its edges between said back panel and said frame, and flexible supporting members disposed in crossed relation to each other with their ends engaged with said eyelets, at least one end of each supporting

member being releasably engageable with the eyelet to which it is connected.

4. In a display holder the combination of a frame, eyelets mounted on said frame in opposed pairs to project rearwardly therefrom, said pairs of eyelets being spaced to be positioned on opposite sides of a supporting element, a back panel disposed on the rear side of the frame between said eyelets thereon with its edges in overlapping relation to the frame, said frame and back panel being adapted to receive a display sheet disposed on the front side of the back panel with its edges between the back panel and the frame members, and coiled supporting springs disposed in crossed relation to each other with their ends engaged with said eyelets, at least one end of each spring being releasably engageable with one eyelet to which it is connected.

5. In a display holder the combination of a frame, eyelets mounted on said frame in opposed pairs to project rearwardly therefrom, said pairs of eyelets being spaced to be positioned on opposite sides of a supporting element, a back panel disposed on the rear side of the frame between said eyelets thereon with its edges in overlapping relation to the frame, said frame and back panel being adapted to receive a display sheet disposed on the front side of the back panel with its edges between the back panel and the frame members, and flexible supporting members disposed in crossed relation to each other with their ends engaged with said eyelets, at least one end of each member being releasably engageable with one eyelet to which it is connected.

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