

No. 609,823.

Patented Aug. 30, 1898.

J. A. LOVE.
DISPLAY DEVICE.

(Application filed July 7, 1897.)

(No Model.)

Fig. 1.

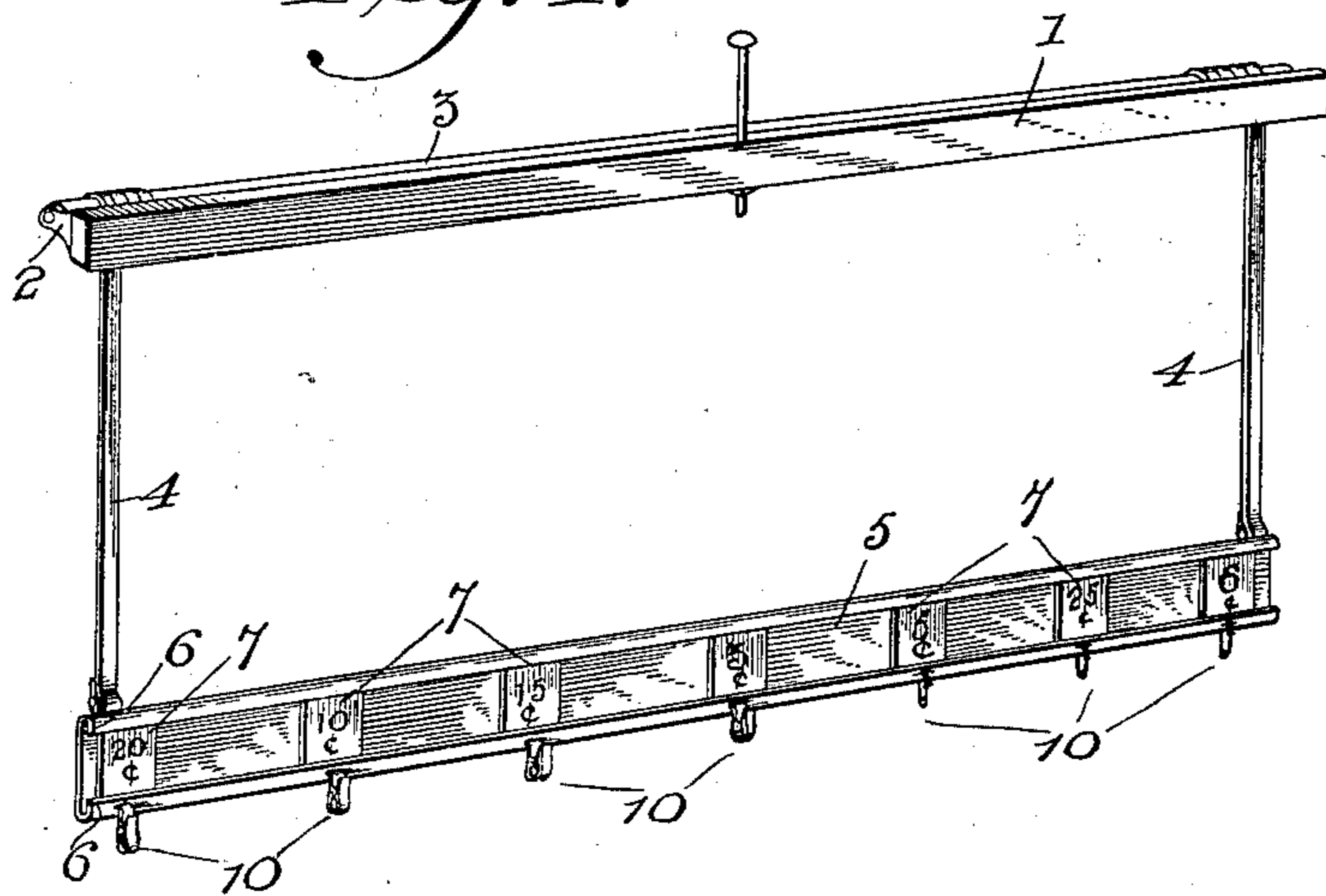


Fig. 3.

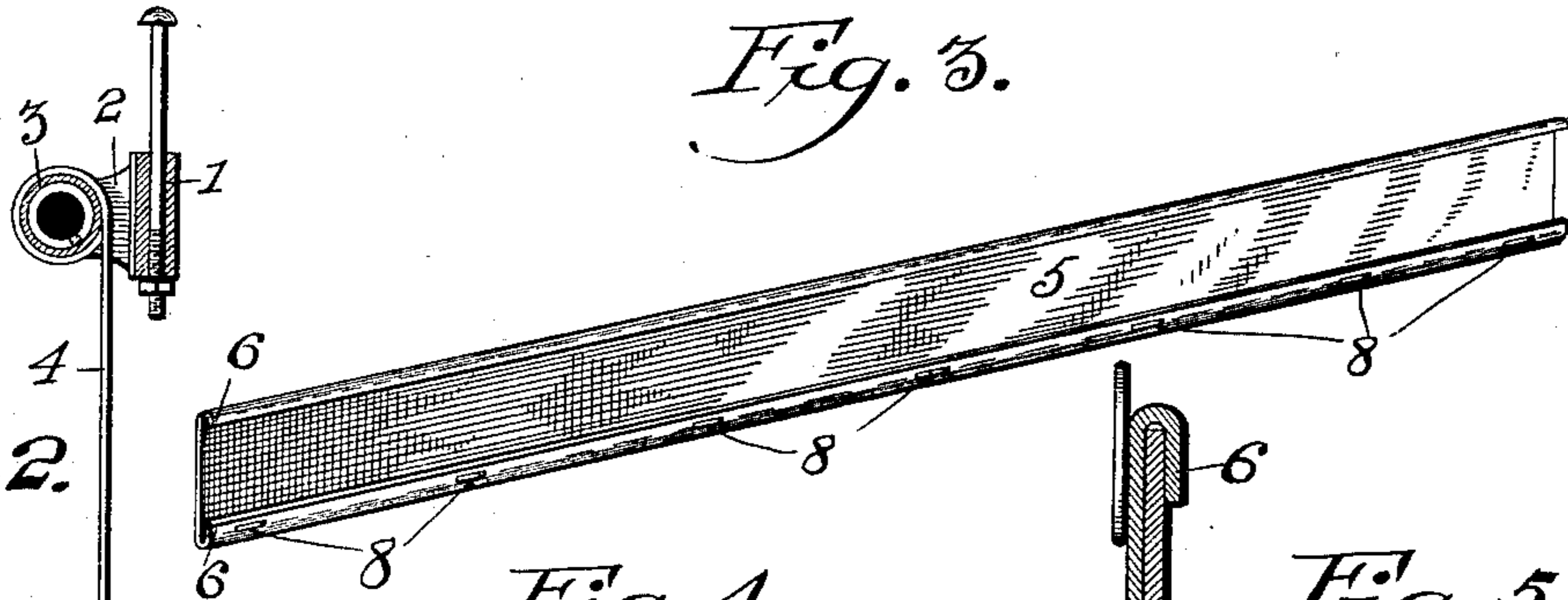


Fig. 2.

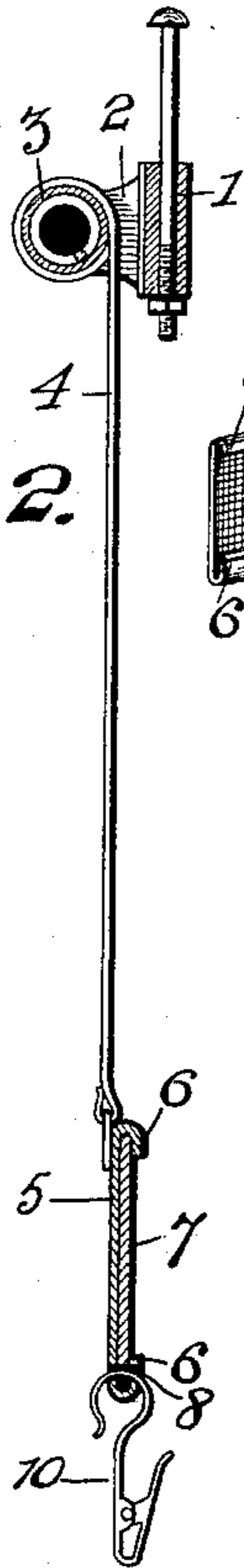


Fig. 4.

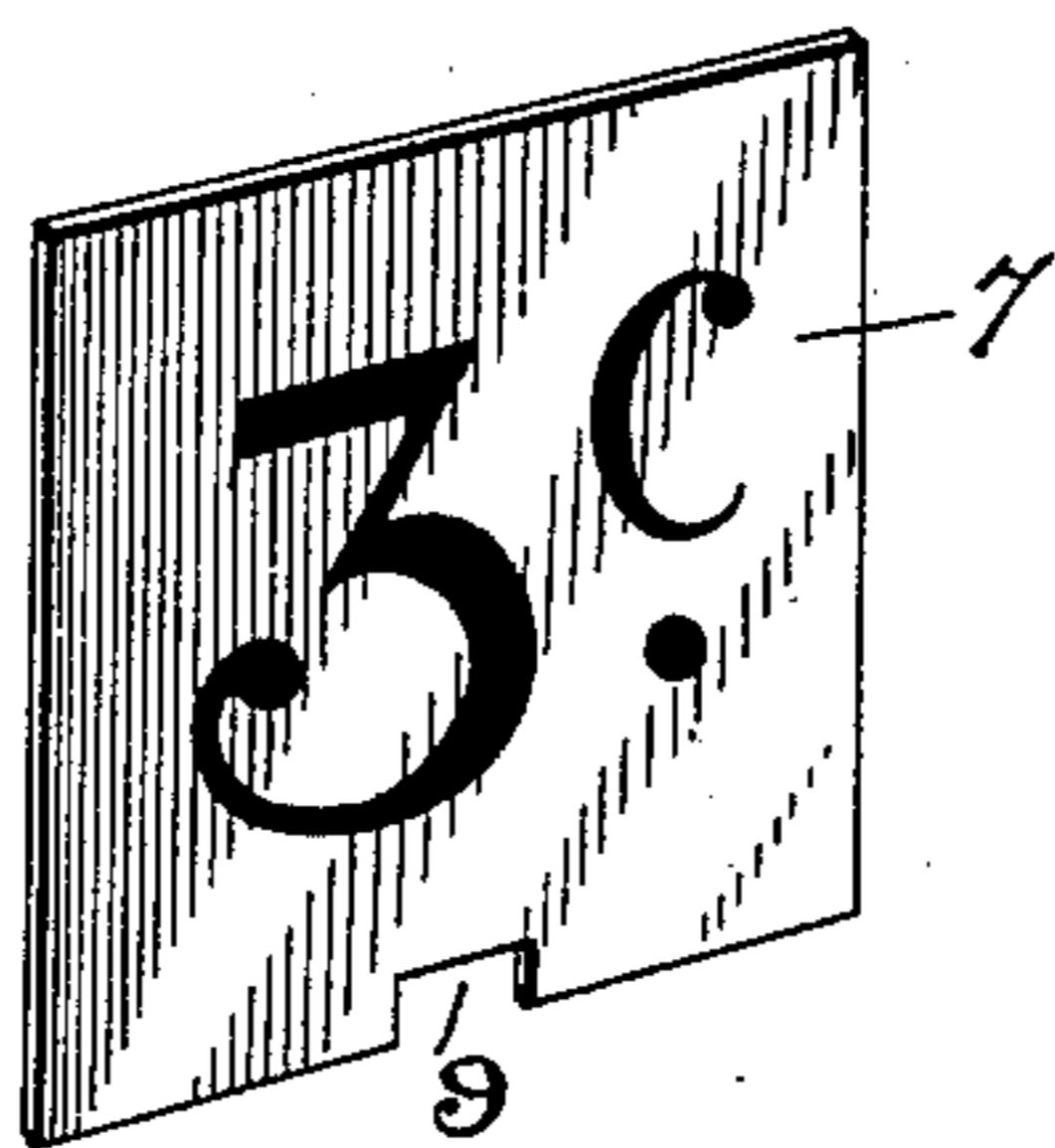
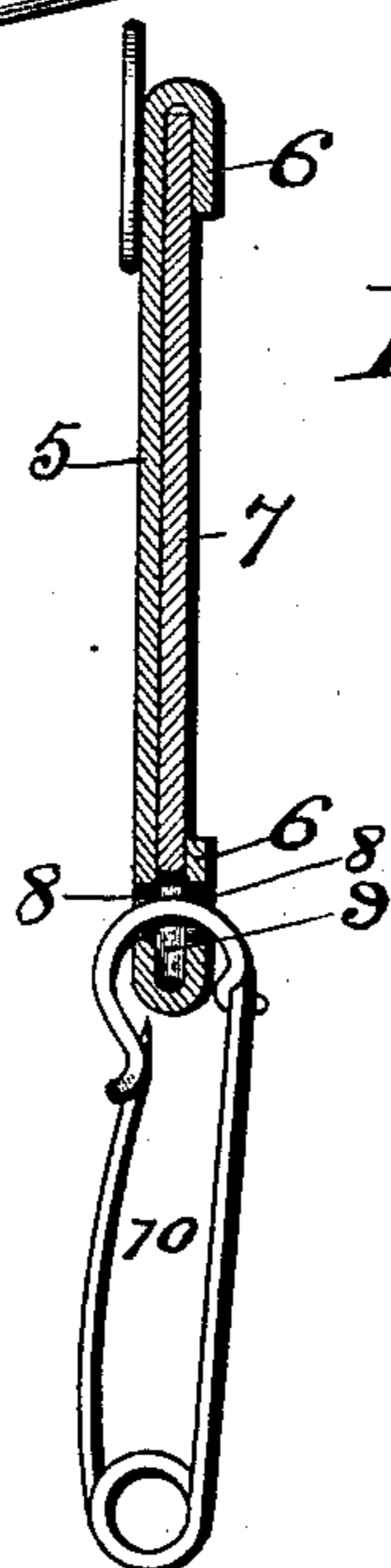


Fig. 5.



Inventor

Witnesses

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UNITED STATES PATENT OFFICE.

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DISPLAY DEVICE.

SPECIFICATION forming part of Letters Patent No. 609,823, dated August 30, 1898.

Application filed July 7, 1897. Serial No. 643,741. (No model.)

To all whom it may concern:

Be it known that I, JOHN A. LOVE, a citizen of the United States, residing at Searcy, in the county of White and State of Arkansas, have invented a new and useful Display Device, of which the following is a specification.

My invention relates to an improved construction of display device for use in stores and other places to display to view small articles or notions, such as laces, embroideries, handkerchiefs, hosiery, suspenders, and any or all other light articles which it may be desired to display to the public.

The object of my invention is to provide a simple and inexpensive device which is normally out of the way of the salesman in dispensing merchandise over a counter, but which may be easily and quickly brought to within convenient reach of the salesman to detach any one or more of the articles therefrom or to permit inspection thereof.

A further object of the invention is to provide means to indicate the prices of the articles displayed from the device and to combine the price-indicating means with the attaching devices for the articles in a manner to hold the price-indicating means in position on the display rack or bar.

To the accomplishment of these ends my invention consists in the novel combination of devices and in the construction and arrangement of parts, which will be hereinafter fully described and claimed.

To enable others to understand my invention, I have illustrated the preferred embodiment thereof in the accompanying drawings, forming a part of this specification, and in which—

Figure 1 is a perspective view of a display device constructed in accordance with my invention. Fig. 2 is a vertical central sectional view thereof. Fig. 3 is a detail perspective view of the carrying-bar. Fig. 4 is a detail view of one of the price-cards. Fig. 5 is a vertical sectional view, on an enlarged scale, through the carrying-bar, the price-card, and the article-suspending device to show the manner of holding the card in place by the article-suspending device.

Like numerals of reference denote corre-

sponding parts in all the figures of the drawings, referring to which—

1 designates the suspension-bar, which sustains the operative parts of my improved display device. This suspension-bar is or may be attached to an overhead beam, the ceiling, or any other support or contrivance. To the side or face of the suspension-bar which is not exposed to view are attached the brackets 2, that receive the journals of an ordinary spring-controlled roller 3, whereby the roller is supported on or carried by the suspension-bar.

5 designates the carrying-bar of the display device, which is arranged in a horizontal position beneath the suspension-bar 1 and the roller 3, and this carrying-bar is adapted to move in a vertical plane toward or from the spring-roller 3. The roller and the carrying-bar are operatively connected together by means of the flexible cords, tapes, or other equivalent means, which are indicated at 4 in the drawings. Two or more of these flexible tapes may be used, and one end of each tape is fastened to the carrying-bar 5, while the other end of the tape is coiled around and attached to the roller 3. From this construction it will be seen that the carrying-bar can be drawn down so as to uncoil the tapes from the roller and increase the tension of the spring thereon, thus permitting the salesman or customer to inspect the goods attached to said bar 5; but when the pull on the carrying-bar is released the spring in the roller reacts to rotate the roller and coil the tapes thereon, thus elevating the carrying-bar to a position adjacent to the roller and the suspension-bar.

I construct the carrying-bar in a novel manner to sustain the article-attaching devices and the price cards or labels. The carrying-bar 5 is preferably constructed of a single piece of stout sheet metal, which has its edges turned over to provide the flanges 6, but it is evident the carrying-bar can be made of any appropriate material and the front side thereof provided with means to receive the price-cards. I prefer to construct the carrying-bar with a longitudinal way or guide in which the price-cards 7 may be slipped and adjusted endwise or longitudinally on the carrying-bar. This bar 5 is provided at in-

tervals along its length and through the bottom flange 6 thereof with a series of slots or openings 8, and through these slots or openings are fitted the article-attaching devices 10. These devices 10 may consist of hooks with spring-clasps or they may be in the form of safety-pins, or any other appropriate devices may be used in lieu of the safety-clasp hooks or the safety-pins without departing from my invention.

When the carrying-bar 5 is used to sustain the price-cards and the article-attaching devices, it is evident that some means to hold the price-cards in place over the articles should be devised. I prefer to attain this end by combining the price-cards with the attaching devices in a manner to make the latter hold the price-cards in position, and to this end I construct each of the price-cards with a notch or opening 9 in its lower edge. The price-card is adjusted in the longitudinal way or guide on the bar to bring its notch in alinement or coincidence with the slot or opening 8 in the lower edge of said bar, and the attaching device is now passed through the opening 8 and the notch 9 in the card to hold the card in place against endwise movement in the guideway of the carrying-bar.

It is evident that the attaching devices or holders 10 may be disconnected to release the price-cards, and the latter can be easily removed or they may be shifted, as desired.

The display device is extremely simple in construction and it is efficient and reliable in operation. The articles thereon are displayed to view without interfering with the salesman in his work, and the articles may be easily brought within reach by simply pulling down the carrying-bar.

I am aware that changes in the form and proportion of parts and in the details of construction may be made without departing from the spirit or sacrificing the advantages of my invention.

Having thus fully described my invention, what I claim as new, and and desire to secure by Letters Patent, is—

1. In a display device, the combination of a carrying-bar having transverse openings, a price card or cards fitted to said bar, and article-holders fitted to the slotted bar and engaging with said price-cards to hold the latter against edgewise displacement, as and for the purposes described.

2. In a display device, the combination of a carrying-bar having a longitudinal guideway and a series of slots or openings, price-cards having openings or notches in their edges and fitted to the guideway, and article-holders connected to the bar and engaging with the price-cards, as and for the purposes described.

3. In an overhead display device, the combination with a suspension-bar, of a roller journaled thereon, a carrying-bar having a guideway, flexible cords or tapes attached to the carrying-bar and coiled on the roller, price-cards on said bar, and article-holders attached to the bar and engaging the price-cards, as and for the purposes described.

In testimony that I claim the foregoing as my own I have hereto affixed my signature in the presence of two witnesses.

JOHN A. LOVE.

Witnesses:

J. D. POPE,

J. R. ASKEW.