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M. TEN HOEVE ET AL
TRANSPARENT DISPLAY HOLDER

2,540,221

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2 Sheets-Sheet 1

Fig. 1.

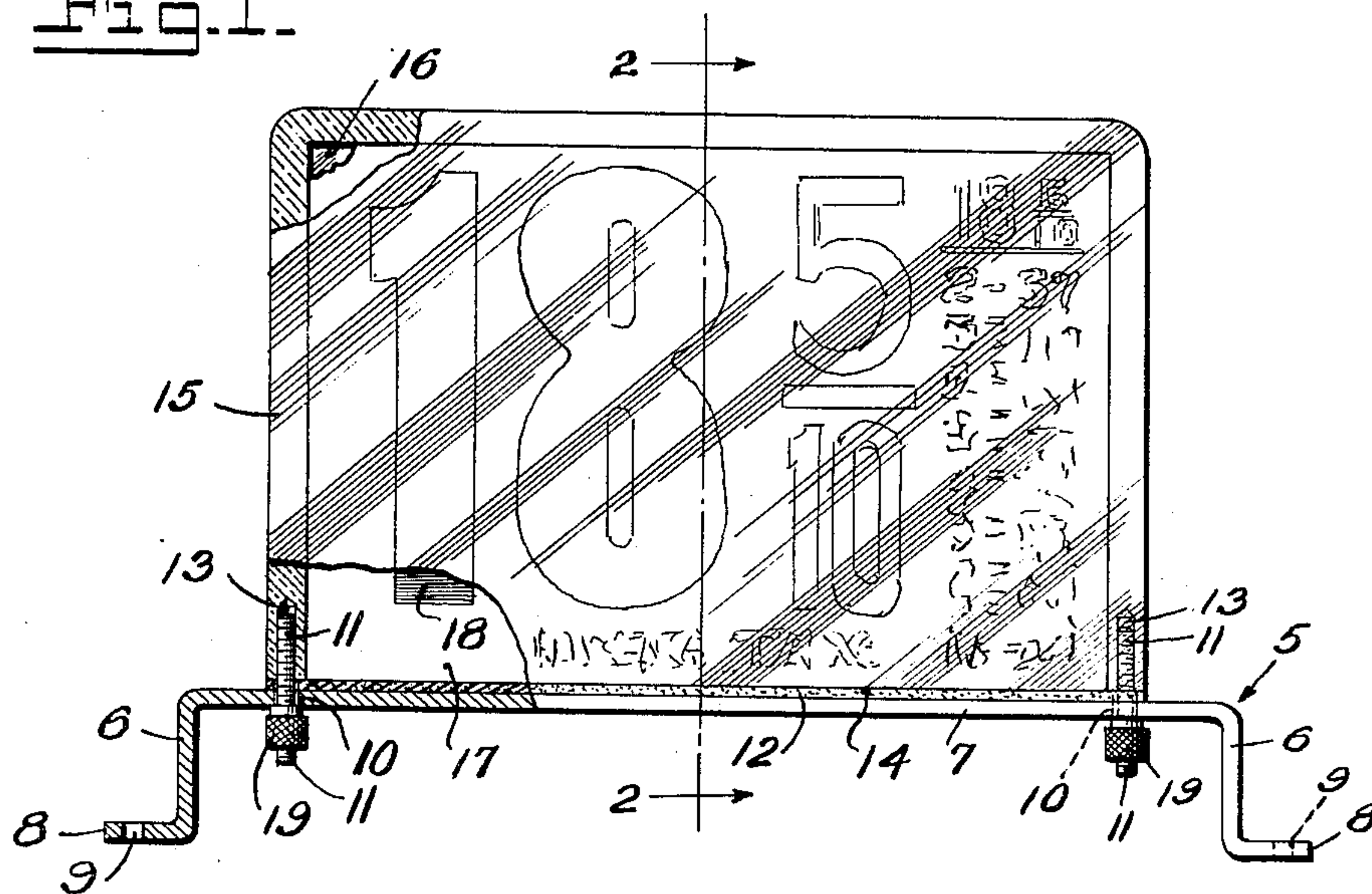


Fig. 2.

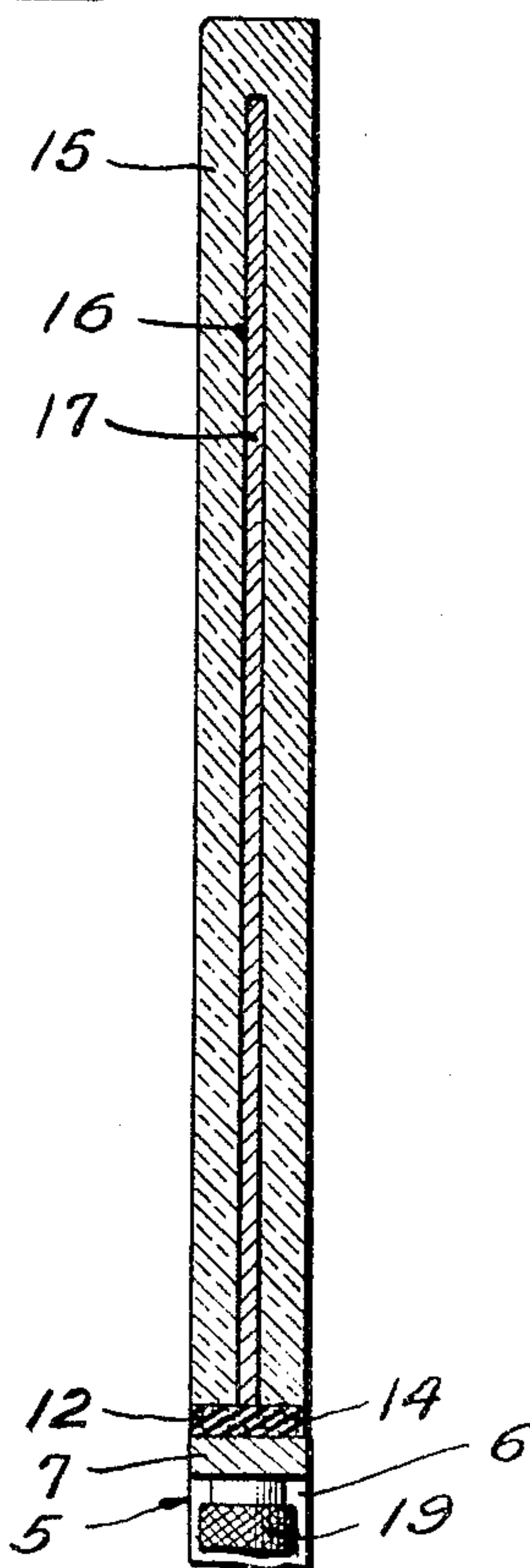


Fig. 3.

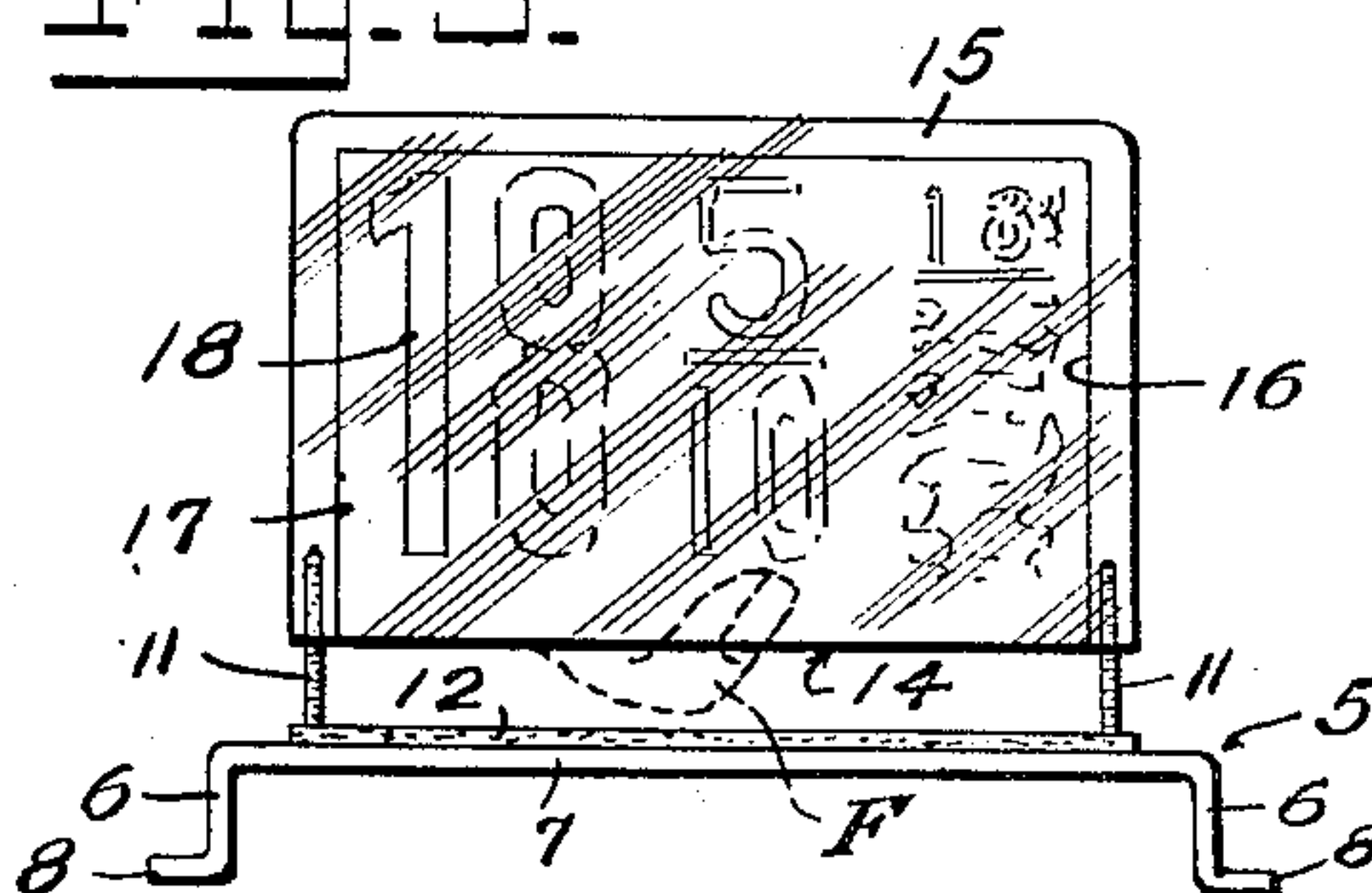
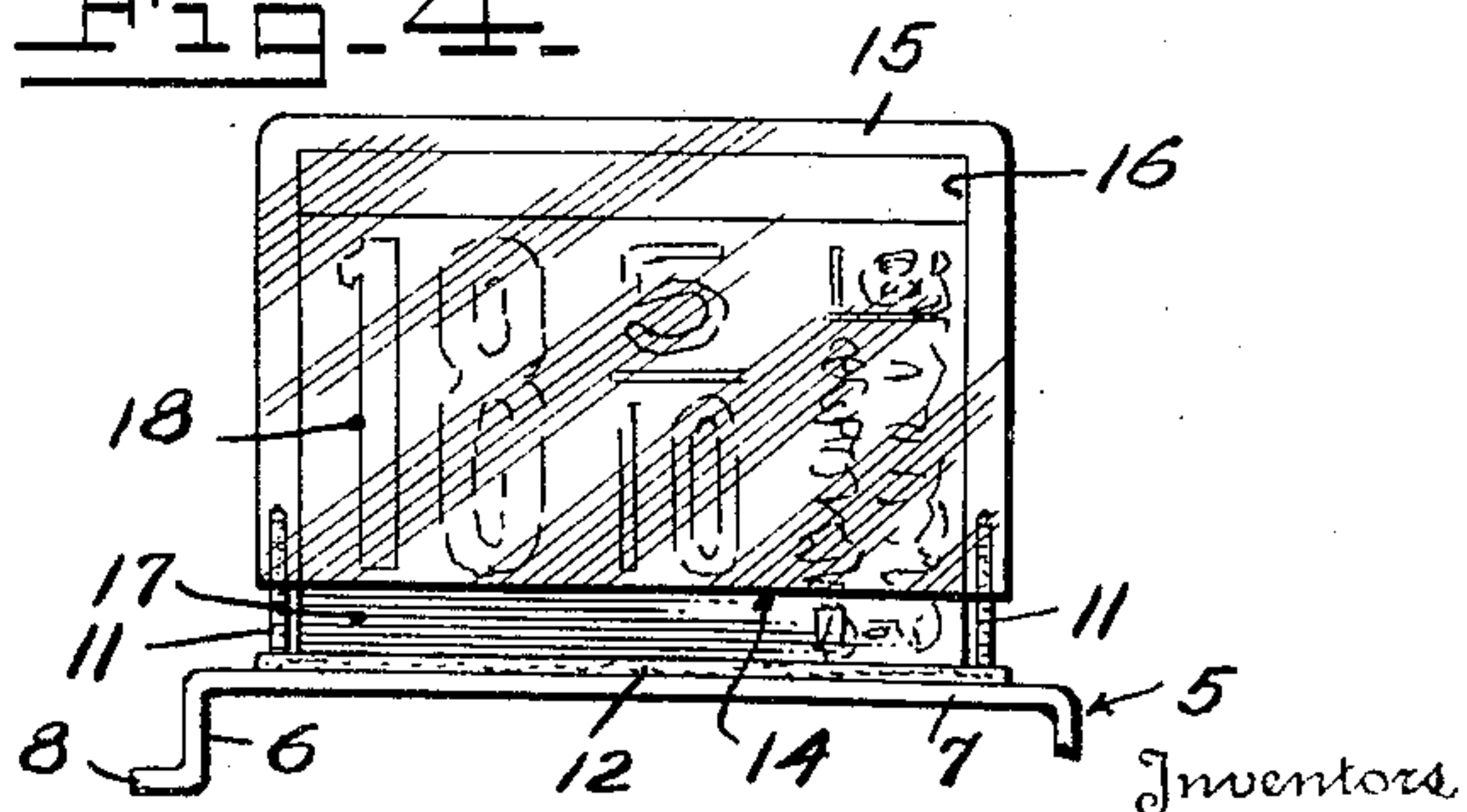


Fig. 4.



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Fig. 6.

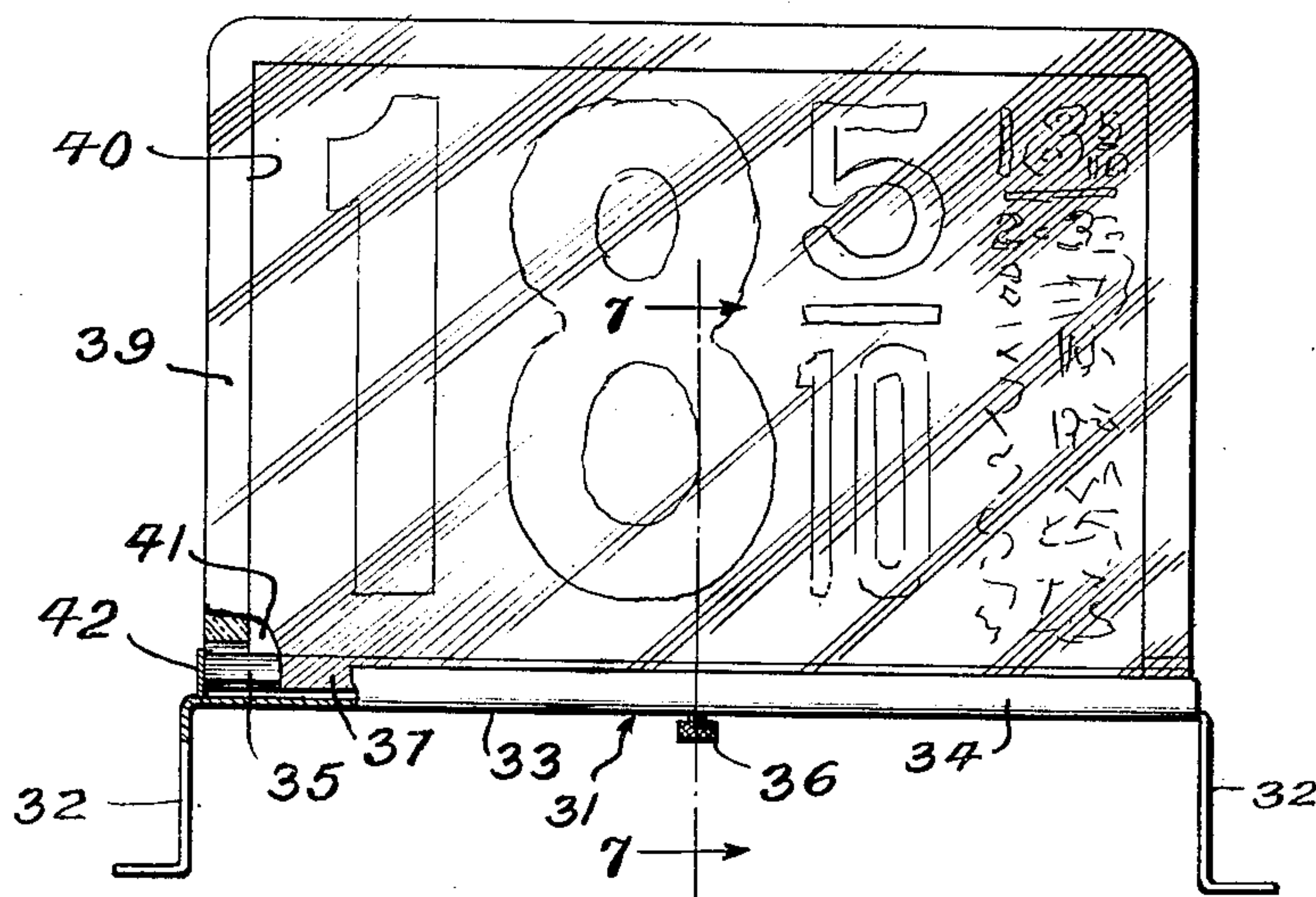


Fig. 5.

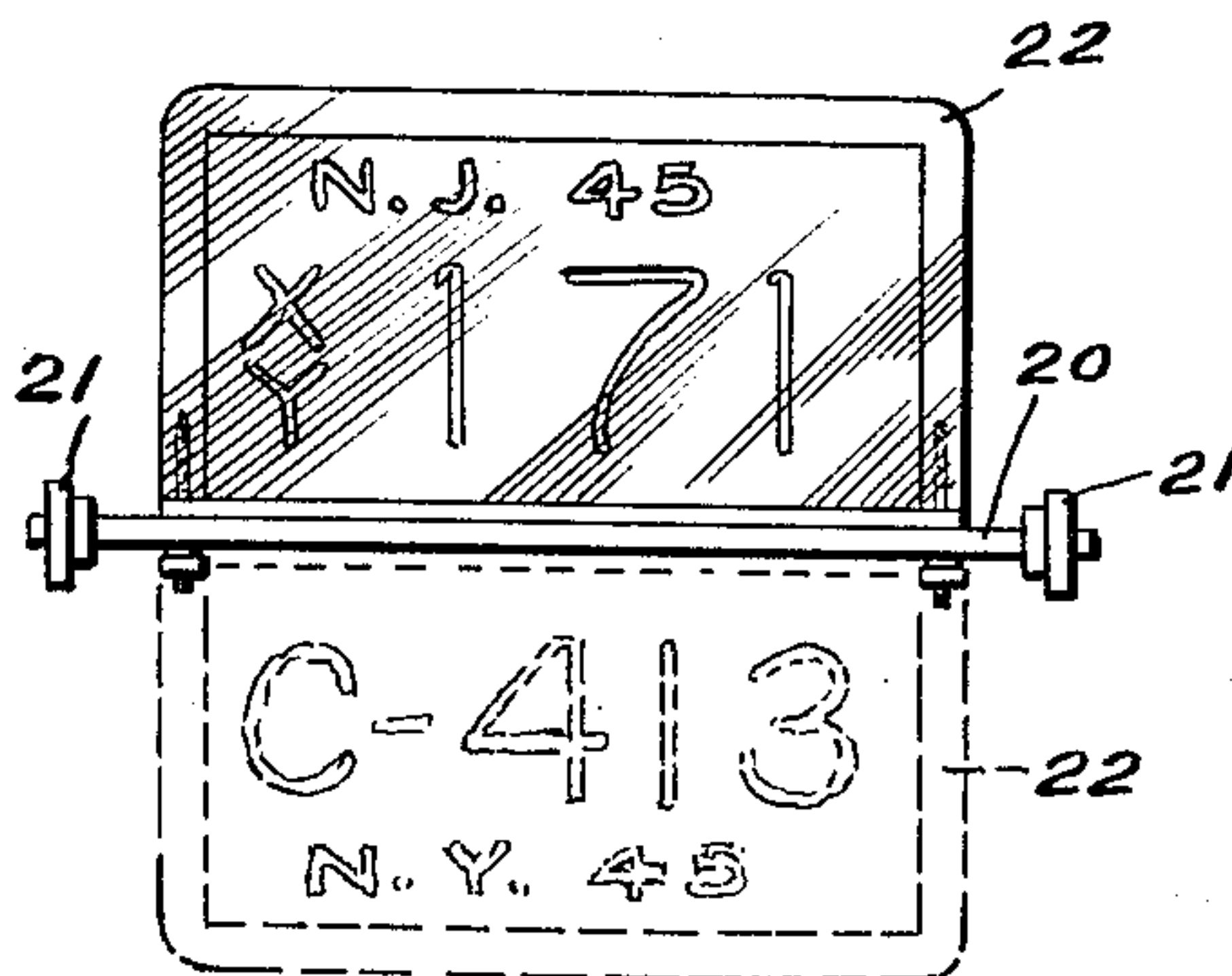
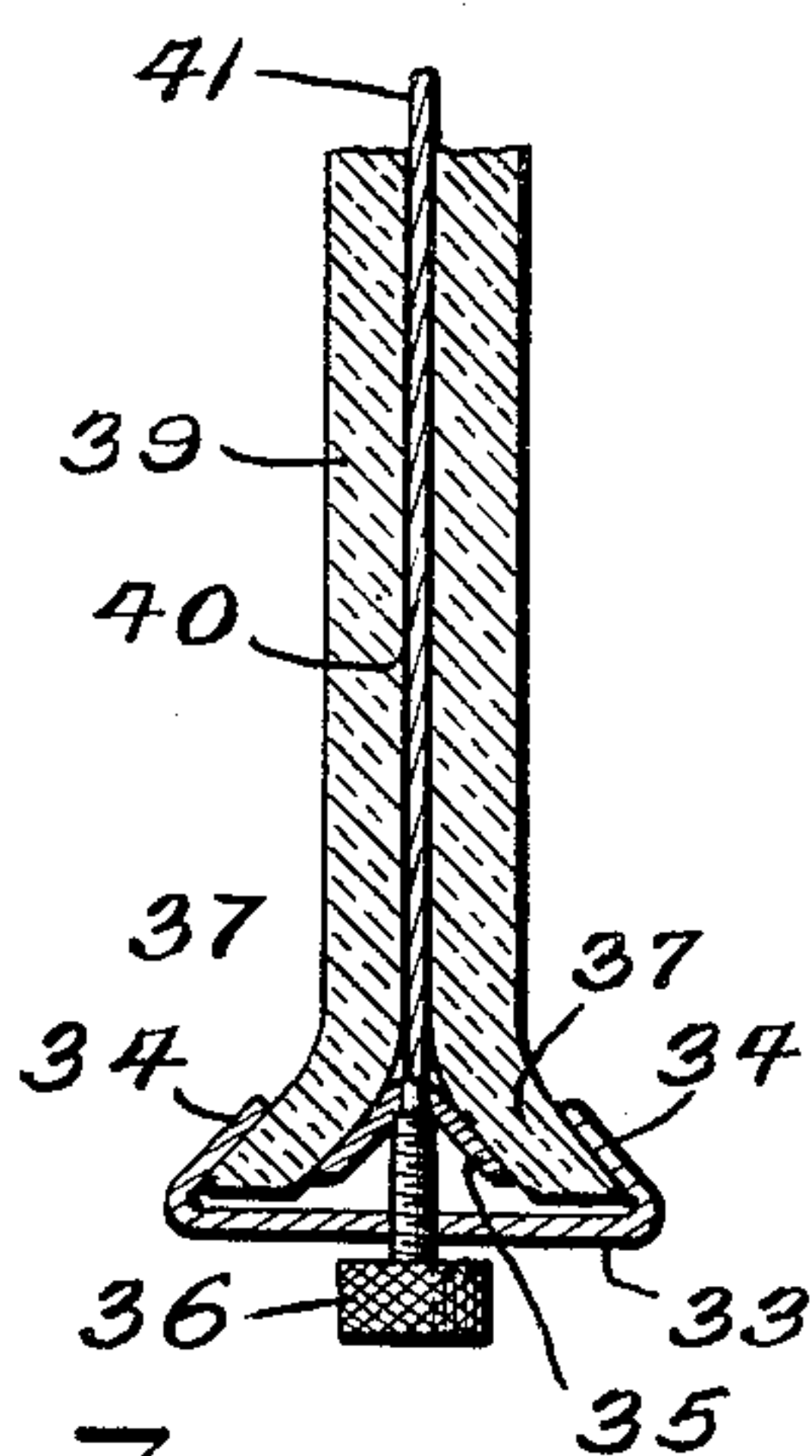


Fig. 7.



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TRANSPARENT DISPLAY HOLDER

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7 Claims. (Cl. 40—10)

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Our invention relates to the art of display and more particularly to changeable exhibitors.

In the merchandising of various commodities, for instance, gasoline, signs or price tags are employed for denoting the prices thereof and which signs are usually displayed in the open by being attached to the product dispenser or other appropriate support for observation. Inasmuch as the signs or tags are usually constructed of paper, cardboard or the like, it has been the practice to enclose them in holders to protect them from the weather and other elements. So far as we are aware, the construction of any available holder for this purpose comprises a metal bracket on which is mounted a display assembly having a metallic frame disposed about a pair of glass plates for holding the plates together in spaced relation to accommodate therebetween the sign, the bracket being provided with means for detachably securing the frame thereto to permit the assembly to be detached for changing the sign or tag in accordance with the prevailing price of the product. It has also been the practice to protect other types of signs or tags, for instance, automotive license plates or markers, by the use of similar holders to preclude rusting of the markers, which are usually constructed of metal, and damage to or obliteration of their numerals or other indicia.

In the use of holders of the foregoing described type, the frames, in many instances, become rusted from weather exposure, while the marginal faces of the frames, adjacent the glass plates, provide means whereby dirt and other foreign matter accumulate thereabout. The rusting of the frames and/or the accumulation of dirt or other foreign matter results in the glass becoming streaked, smudged, or the like when subjected to weather elements and thus attenuate the sign indicia or render the same wholly or partially illegible. Furthermore, the glass plates often become cracked or broken due to their inherent fragility with the result that the sign is damaged and necessitates not only replacement of the sign but often the glass plates or the entire assembly.

Our invention overcomes the foregoing difficulties and disadvantages, it being one of the objects thereof to provide a sign holder wherein a frameless transparent member or body is employed for accommodating the sign or tag in lieu of metallically framed glass plates thereby precluding the aforementioned smudging, streaking or the like.

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Another object of our invention is to provide a sign holder having a sign displaying body constructed of relatively tough transparent material highly resistant to breakage or shattering.

A further object of our invention is to provide a holder of the foregoing described character wherein the transparent body is detachably connected to a supporting bracket without the use of a frame or the like disposed about the body.

An important object of our invention is to provide a device or holder of the foregoing described character which is maintained within a transparent body in a sealed condition and thus protected from weather, dirt or other foreign matter.

Another important object of our invention is to provide a device of the foregoing described character equipped with means whereby the transparent body may be expeditiously detached and attached from and to the bracket to permit quick sign changing.

A special object of our invention is to provide a device of the foregoing described character which is attractive in appearance, simple in construction, durable and efficient in use, economical in manufacture, possessed of a high degree of aesthetic appeal and which lends itself to high production and quick assembly and disassembly.

With the above and other objects in view, as will hereinafter appear, the invention consists in the combination and arrangement of parts hereinafter set forth and illustrated in the accompanying drawings from which the several features of the invention and the advantages attained thereby will be readily understood by those skilled in the art.

Referring to the drawings wherein like reference characters designate like parts throughout the several views:

Figure 1 is an elevation of our invention, partly in section.

Figure 2 is a sectional view taken on the line 2—2 of Figure 1.

Figures 3 and 4 are diagrammatic elevations of the invention illustrating steps in assembling the components.

Figure 5 is an elevation of a modified form of the invention.

Figure 6 is an elevation of another modified form of the invention.

Figure 7 is a sectional view taken on the line 7—7 of Figure 6.

In practicing our invention, as illustrated in Figures 1 to 4 inclusive of the drawings, we provide a bracket comprising a relatively long and

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narrow member 5 of rust proof material, for instance, brass, and which member is formed with end and interjacent sections 6 and 7 respectively. The end sections 6 are disposed in right angular relation to the interjacent section 7 and are formed with laterally extending end portions 8 provided with openings 9 for accommodating bolts or the like for securing the bracket to an appropriate support, for instance, a gasoline pump or a similar dispenser.

Adjacent the end sections 6, the interjacent section 7 is formed with openings 10 accommodating therethrough anchoring screws 11 or the like for a purpose hereinafter more fully described. Mounted on the interjacent section is a gasket 12 having its ends provided with openings for the reception of the screws 11, the latter being threaded or otherwise anchored in sockets 13 formed in the end face 14 of a sign displaying one-piece body or member 15. The member 15 is constructed of a transparent and relatively tough material, for instance, plastic and which may be of the type known as Lucite. The member 15 is formed with a pocket 16 opening through the end face 14 to permit a price card, tag or sign 17 to be loosely inserted into the pocket, the card being provided on opposite faces with indicia 18 denoting the price of the product. When the device is in assembled condition, the member 15 is seated on the gasket 12 and with screws 11 extending through the gasket and bracket and having nuts 19 threaded thereon to effect clamping of the member relative to the bracket.

The surface of the gasket 12 which engages the end face 14 of the transparent body 15 is treated or formed in a manner to preclude its adhesion to the body thereby enabling the body to be detached from the bracket without rupturing the gasket. In the present instance, the gasket is constructed of a fine-cell-structure rubber cushioning material which is characterized by its resiliency, flexibility, compressibility and quick recovery and retention of its shape thereby effecting an air-tight moisture proof seal between the bracket and end face of the member 15 whereby the sign 17 contained in the pocket is protected against moisture and dirt.

When it is desired to replace the sign 17, the nuts 19 are removed from the screws 11, the member or body 15 withdrawn from the bracket and the sign removed from the pocket. In assembling the device, the sign is inserted within the pocket and a finger F of the operator is pressed about the face 14 to hold the sign in the pocket as illustrated in Figure 3, it being understood that the screws 11 are of a sufficient length to permit the insertion of their ends through the openings in the gasket and bracket while the finger of the operator is still retained in the above described position. When the ends of the screws are thus inserted, the operator's finger is removed whereupon the edge of the sign will engage the gasket and its major portion thus retained in the pocket, as illustrated in Figure 4, until the body 15 is lowered to completely enclose the sign and to dispose the face 14 in appressed relation with the gasket and sealed therewith by application of the nuts 19.

While the foregoing described form of the invention has been disclosed in connection with the display of a price tag or sign, for instance, in connection with the sale of gasoline or a similar product and which sign is constructed of cardboard or the like having price indicia printed on each side for dual display purposes, it is to

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be understood that a similar structure may be employed wherein an automotive license plate or the like may be retained in the pocket for display and that the license plate may carry appropriate indicia on one or both sides.

In the modified form illustrated in Figure 5, the ends of the bracket 20 are pivotly supported in bearings 21 for limited rotation to permit selective display of the opposite faces of a sign contained within the transparent member 22 and which faces may bear different indicia. In this form, if desired, a pair of signs each having indicia on one face may be placed back-to-back within the transparent member 22 for selective display, for instance, automotive license plates of different states which are carried by motor vehicles engaged in interstate commerce and which are required to display only the plate of the state being traveled.

In the modified form illustrated in Figures 6 and 7, we provide a bracket comprising a relatively long and narrow member 31 provided with end and interjacent sections 32 and 33 respectively. The longitudinal marginal edges of the interjacent section 33 are formed with inclined flanges 34 extending inwardly towards each other and which flanges define a dove-tailed configuration.

Disposed between the flanges 34 is an inverted V-shaped clamping bar or member 35, the latter being provided with a seat in which is accommodated the end of a clamping screw 36 threaded through the section 33. The flanges 34 overlie and engage a pair of similar outwardly diverging flanges 37 integrally formed on the face of the transparent body or member 39 which face confronts the section 33, access to the pocket 40 which is formed in the body, being had between the flanges 37. The bar 35 extends between the flanges 37 and coacts with the flanges 34 to clamp the flanges 37 between the bar and the flanges 34 when the bar is actuated in a direction away from the member 31 by the screw 36. Loosening of the bar, by operation of the screw 36, permits the body 39 to be disassembled endwise from the bracket whereby the sign 41 may be withdrawn from the pocket 40 and another inserted therein. When the sign is thus changed the body is again inserted into the bracket and clamped therein against displacement. One end of the section 33 is provided with a stop 42 to limit the movement of the body relative to the bracket during assembly thereby insuring proper positioning of the body on the bracket.

Without further elaboration the foregoing will so fully explain the invention that others may, by applying current knowledge, readily adapt the same for use under various conditions of service. Moreover, it is not indispensable that all the features of the invention be used conjointly since they may be employed advantageously in various combinations and subcombinations.

It is obvious that the invention is not confined to the herein described use therefore as it may be utilized for any purpose to which it is adaptable. It is therefore to be understood that the invention is not limited to the specific construction as illustrated and described as the same is only illustrative of the principles of operation, which are capable of extended application in various forms, and the invention comprehends all construction within the scope of the appended claims.

We claim:

1. In a device of the character described, a one-piece body formed with a pocket for ac-

commodating indicia displaying means therein and with said pocket being defined by spaced walls, said body having an end face formed with an opening communicating with said pocket between said walls, said body being constructed of a transparent and relatively tough material highly resistant to fracture, support means traversing said face for supporting said body and closing said opening, and attaching means extending into at least one of said walls and cooperating with said support means for clamping said body to said support means.

2. In a device of the character described, a one-piece body formed with a pocket for accommodating indicia displaying means therein and with said pocket being defined by spaced walls, said body having an end face formed with an opening communicating with said pocket between said walls, said body being constructed of a transparent and relatively tough material having a high degree of resistance to fracture as distinguished from the relatively low degree inherent in glass, support means traversing said end face and closing said opening, attaching means anchored into some of said walls and extending from said face and through said support means to effect clamping of said body to said support means, and means carried by said attaching means and engaging said support means and operable for rendering said attaching means effective.

3. In combination, a one-piece frameless body formed with a pocket for accommodating indicia displaying means and with the body having an end face formed with an opening communicating with said pocket, said body being constructed wholly of a transparent and relatively tough ametalloous material highly resistant to fracture and having side and end walls defining said pocket and said opening, said body being equipped with spaced side flanges extending outwardly from said face and entirely from one end of said face to the other to provide a channel having open ends; body supporting means extending through said open ends and traversing said face within said channel and closing said opening; and attaching means extending into said end walls and coacting with said body and said supporting means for securing the latter to said body.

4. In a device of the character described, a support, a one-piece body formed with a pocket for accommodating indicia displaying means therein and with the pocket being accessible through an end face of said body, said body being constructed of a transparent and relatively tough material highly resistant to fracture, screws carried by said body and extending from said face and through said support to effect clamping of said body to said support, and means carried by said screws and engaging said support and operable for rendering said screws effective, and sealing means interposed between said face and said support for sealing said pocket to protect indicia displaying means therein from extraneous matter.

5. In a device of the character described, a support provided with a pair of oppositely disposed inclined flanges, a one-piece body formed with a pocket for accommodating indicia displaying means therein and with said pocket being accessible through an end face of said body, said body being constructed of a transparent and relatively tough material highly resistant to fracture, said face of said body being structurally in-

tegrally formed with a pair of diverging flanges disposed between and within the confines of said inclined flanges, a clamping member extending between said diverging flanges and effective for clamping the pairs of flanges together, means carried by said support and engaging said clamping member to render the latter effective, said last mentioned means being operable to render said bar ineffective to permit withdrawal of said diverging flanges from within the confines of said inclined flanges and thus effect disassembly of said body from said support.

6. In a device of the character described, a support provided with a pair of oppositely disposed inclined flanges, a one-piece body formed with a pocket for accommodating indicia displaying means therein and with said pocket being accessible through an end face of said body, said body being constructed of a transparent and relatively tough material highly resistant to fracture, said face of said body being structurally integrally formed with a pair of diverging flanges disposed between and within the confines of said inclined flanges, a clamping member extending between said diverging flanges and effective for clamping the pairs of flanges together, means carried by said support and engaging said bar to render the latter effective, said last mentioned means being operable to render said clamping member bar ineffective to permit withdrawal of said diverging flanges from within the confines of said inclined flanges and thus effect disassembly of said body from said support, said body being frameless and constituting the sole medium extending from said support and in which said indicia displaying means is confined.

7. In a device of the character described, a support formed adjacent its end with openings, a gasket carried on said support and provided with openings registering with said first mentioned openings, a one-piece transparent body having an end face engaging said gasket and formed with a pocket for accommodating therein an indicia displaying member inserted into said pocket through said face, screws anchored within said body laterally of said pocket, said screws extending through said face and disposed through said opening, means carried by said screws and operable against said support for clamping said body to said support and sealing said member within said pocket by said gasket, said screws being of a sufficient length outwardly of said face to permit entry of their outer end sections into said openings while said face is disposed a sufficient distance from said gasket to enable the finger of an operator to be retained across said face for holding said member in said pocket during an initial assembly stage of said body and support.

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