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[54] **DISPLAY APPARATUS**

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[58] Field of Search **40/514, 515, 517;**
160/296

[56] **References Cited**

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[57] **ABSTRACT**

An advertising and information display includes a mounting bracket for attaching the display to a conventional retail shelving unit or other structural support, a fixed carrier for holding a relatively small, continuously displayed information medium, and a flexible, user-operable, automatically-retracting carrier for holding a substantially larger, intermittently displayed information medium. The fixed carrier holds a removable user-enticing placard that does not interfere visually or physically with nearby exhibits or products located on that or adjacent shelves. The flexible carrier is preferably a plastic, cloth, or paper sheet which is mounted behind the fixed carrier on a spring-loaded roller or other automatically retracting storage device. A brake preferably controls retraction speed.

9 Claims, 3 Drawing Sheets

