

tween bearing surface 180 and inner flat segment 196. Pressure of the inner flat segment 196 against the shelf upper surface 124 prevents the display 100 from rocking or otherwise shifting position once secured. Right clamping bolt 152, comprising handle 186, threaded bolt 190, and bearing surface 192 is preferably analogously constructed and engages threaded thrust plate 188 of right bracket piece 148.

Construction of the fixed carrier 110 is shown in greater detail in FIG. 6. Fixed carrier 110 comprises a plate section 170 having top and bottom lips 168, 172 (FIG. 5) for retaining a removable user-enticing advertising placard 112 or other medium. Fixed carrier 110 may be constructed from an appropriate plate or sheet material which will provide sufficient strength and durability for use in a retail or other public environment. The particular configuration of retaining lips 168, 172 is not critical, but the lips should provide a void 104 sufficient to accommodate typical advertising placards constructed of cardboard, plastic, and the like. In addition to retaining placard 112, retaining lip 172 also serves to limit the direction from which the flexible carrier 116 initially exits the storage means 144. As best seen in FIGS. 2 and 4, when the flexible carrier 116 is extended along an initial direction permitted by retaining lip 172, it does not obscure the advertising placard 112. Plate section 170 is attached to left and right bracket pieces 146, 148 using any appropriate means.

Thus, an information and advertising display has been disclosed which may be mounted on a retail-store fixture or other structural support in a place visited by the public such that a large message may be displayed without significantly obscuring visibility or interfering with removal of products located on or near the shelf. The display comprises a removable mounting bracket, a relatively small, continuously displayed attention-getting information medium, and a larger, intermittently displayed information medium. A user attracted by the smaller medium pulls the larger medium from a storage position into a viewing position. The larger medium automatically retracts when the user has finished.

The above-described embodiment of the invention is merely one example of a way in which the invention may be carried out. Other ways may also be possible, and are within the scope of the following claims defining the invention.

What is claimed is:

1. A point of purchase advertising display unit for attachment to store shelving, said display unit comprising a self-retracting roller curtain mounted on a sup-

port, said support further having a billboard holder on a front surface thereof continuously displaying a message at the front edge of said shelving, said support and holder having a shape and size approximately conforming to a shape and a size of a front edge of a shelf whereby said curtain, support, and billboard holder do not appreciably interfere with stocking said shelving, means for displaying additional information on said curtain when said curtain is extended from said support, means associated with said curtain for extending and retracting said curtain in response to a purchaser's initiative, said curtain emerging from below and behind said billboard holder when extended and means for removably attaching the unit to said shelving.

2. The display unit of claim 1 wherein said means responsive to a purchaser's initiative is a pull tab containing information for inducing a purchaser to extend said curtain in order to view said additional information.

3. The display unit of claim 2 and means for spreading and maintaining said curtain in a substantially planar condition while it is in said extended position in order to display said additional information.

4. The display unit of claim 3 wherein said means for spreading and maintaining said curtain comprises a rod attached to an outer end of said curtain, and means comprising elastomer members on opposite ends of said rod for protecting persons who may encounter said ends of said rod.

5. The display unit of claim 1 wherein said curtain is mounted on spring-loaded roller means for providing self-retraction.

6. The display unit of claim 5 further comprising means for limiting the rate of self-retraction of said curtain.

7. The display unit of claim 1 wherein said means for removably attaching the unit to said shelving comprises at least one bracket attached to said support and adapted to fit over the shelving and at least one clamping means for securing said bracket to said shelving.

8. The display unit of claim 1 wherein said means for displaying additional information on said curtain has a substantially larger surface for displaying information than said billboard holder.

9. The display unit of claim 1 wherein said billboard holder further comprises means for removing and changing the message displayed on said billboard holder.

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