

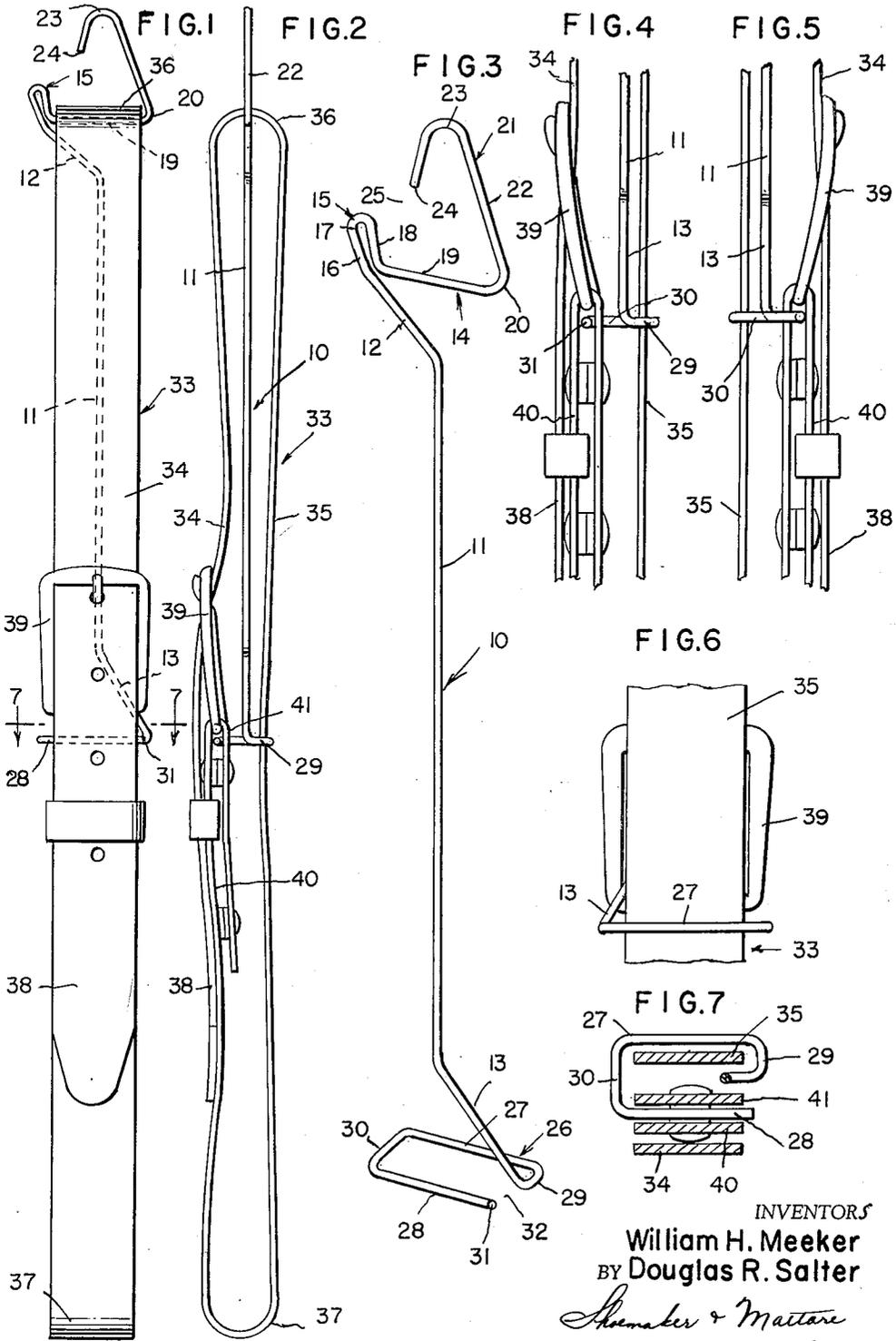
May 23, 1961

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2,985,346

DISPLAY HOLDER FOR BELTS

Filed Sept. 22, 1958



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DISPLAY HOLDER FOR BELTS

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Filed Sept. 22, 1958, Ser. No. 762,575

6 Claims. (Cl. 223—85)

This invention relates to a display holder for belts and is an improvement on copending application, Serial No. 652,060, filed April 10, 1957 now Patent 2,855,132.

In providing a holder for displaying belts, it is of primary concern that the holder itself be substantially hidden from view so as to neither cover up any portion of the belt nor in any way detract from the appearance thereof and, in addition, those portions of the holder which are exposed should lend a pleasing appearance to the eye. Furthermore, the holder must function in such manner as to maintain the belt in a desired position or physical relation such that even if the merchandise is handled, the shape of the belt will not be altered so that at all times it will present a pleasing and attractive appearance.

It is therefore of primary concern in connection with this invention to provide such a display holder for belts and one which is economically manufactured.

Another object of this invention is to provide a display holder of the character described which includes a stirrup portion at its upper end adapted to engage and support a belt therefrom, which belt is in flattened looped condition and which holder also includes a main body portion depending from the stirrup portion adapted to be disposed between the layers of the belt loop and which terminates at its lower end in a portion adapted to extend behind the belt and then back through the flattened loop and through the loop portion of the belt to which the buckle is secured so as to hold the medial portion of the belt together in flattened condition so that the entire extent of the belt will be maintained in the flattened looped condition for display purposes.

A further object of this invention is to provide a display holder for belts which functions to hold a belt in a flattened looped condition for display purposes and wherein the engagement of the holder with the belt is such as to hold a medial or intermediate portion of the looped belt together in the flattened condition so as to maintain the pleasing appearance of the belt while being displayed and which will permit the belt to be handled by customers without being easily disengaged from the holder so as to destroy the attractiveness of the display.

Still another object of this invention is to provide a display holder for belts which engages the belt at the upper looped end thereof and in an intermediate portion of the belt, holding the stated intermediate portion in a flattened condition so that the looped arrangement of the belt is maintained and wherein the main body portion of the holder extends between such intermediate portion of the belt and the upper looped end thereof and serves to stiffen the same while leaving the lower extremity or loop of the belt freely suspended.

Still another object of this invention resides in the provision of an improved type of display holder for belts which will effectively maintain the belt in a flattened looped condition without tensioning the belt such that the belt is displayed in a normal relaxed condition.

A further object of this invention is to provide a display

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holder for belts which incorporates a pair of belt-engaging portions disposed in spaced relationship to each other and maintained in that condition by an intermediate or main body portion of the holder which extends therebetween, the upper belt-engaging portion being in the form of a stirrup open at one side thereof and the lower belt-engaging portion being in the form of a transverse loop which is open at one side thereof but to that side which is opposite to the opening of the stirrup so that although there is no clamping action as such in either of the belt-engaging means, by virtue of the fact that the engagement of the belt initially is through opposite sides with relation to the two engaging means, the belt will not be easily disengaged from the holder even when handled by a customer.

A further object of this invention lies in the provision of a belt holder in accordance with the immediately preceding paragraph and wherein the lower belt-engaging means or loop, being open at one side, presents a finger portion which is to be engaged through that loop portion of the belt to which the buckle is normally attached wherein, by virtue of this finger portion, the belt is held against longitudinal shifting with respect to the holder.

Another object of this invention is to provide an improved form of display holder for belts incorporating an elongate main body portion having upper and lower ends thereof respectively angulated or offset laterally in opposite directions from the main extent of the main body portion and joining at their upper and lower free ends respectively with a stirrup portion and with a loop portion which extend back across the axis of the main extent of the main body portion and to the two opposite sides thereof so that when the belt is engaged upon the holder the main body portion, and particularly the major or main extent thereof, is positioned substantially along the center line of the belt which is held in flattened looped condition thereon, and so that the holder is substantially hidden from view by the belt itself, the upper belt-engaging portion of the holder and a suspending means extending upwardly therefrom for engagement with a support rod or similar mechanism upon which the display belts are to be held.

Still another object of this invention is to provide an improved form of belt holder having an upper stirrup formed with a horizontal bar over which the upper loop of a flattened looped belt is engaged, there being at one side of the bar a vertically projecting abutment portion and at the opposite side a vertically extending suspending portion, which suspending portion terminates in spaced relation to the abutting portion so as to present an opening therebetween to permit the entry of the looped belt therebetween and onto the bar, the lower end of the holder being in the form of a generally rectangular loop having an opening at one side through which an intermediate portion of the belt may be projected with the loop having one finger or side thereof spaced from the major portion or main body of the holder extending between such loop and the stirrup and another finger spaced therefrom but on the opposite side of the main body portion of the holder, which latter finger is adapted to engage through a loop to which the belt buckle is fastened and with the former finger lying behind the rear flight of the flattened, looped belt so that the two fingers cooperate together in holding an intermediate portion of the belt in the flattened condition so that the entire belt itself is maintained in flattened looped condition.

In the drawings:

Fig. 1 is a front elevational view of a belt engaged upon the holder constructed in accordance with this invention and illustrating the relative disposition between the belt and the holder;

Fig. 2 is a side elevational view of the display assem-

bly shown in Fig. 1 and illustrating further the disposition of the component parts of the holder with respect to the belt suspended therefrom;

Fig. 3 is a perspective view of the holder itself;

Fig. 4 is an enlarged partial side elevational view illustrating the engagement between the lower holder loop and the belt as viewed from the open side of the holder loop;

Fig. 5 is a view similar to Fig. 4 but being a view from the closed side of the holder loop;

Fig. 6 is a partial rear elevational view illustrating the engagement of one of the fingers of the holder loop with the rear flight of the belt; and

Fig. 7 is an enlarged holder section taken substantially along the plane of section line 7-7 in Fig. 1, and further illustrating the relative disposition between the holder loop and the belt.

Referring at this time more particularly to Fig. 3 the reference numeral 10 indicates in general the holder assembly which will be seen to include a relatively straight and elongate main body portion 11 terminating at its upper and lower ends respectively in the angulated or laterally offset portions 12 and 13 which, it will be seen, project in opposite relative directions from the main body portion 11 for a purpose which will be presently apparent.

The offset portion 12 is joined integrally with a stirrup indicated generally by the reference character 14 and presents an abutment or stop indicated generally by the reference character 15 at one side of the stirrup. The upper continuation 16 of the laterally offset portion 12 is bent back upon itself as indicated by the reference character 17 and continues in this reverse direction for a slight distance as indicated by the reference character 18 so as to present a looped end at one side of the holder assembly, substantially as shown.

Joined with the portion 18 is a transverse or horizontal bar 19 which extends from the portion 18 within the plane containing the main body portion 11 and portions 12 and 13 and which extends therein across the center line or axis of the main body portion 11 to a point spaced laterally therefrom opposite the juncture between the portions 18 and 19 whereat it is joined integrally in the curved portion 20 with a hook assembly indicated generally by the reference character 21.

The hook assembly 21 includes the upwardly projecting stem 22 terminating in suspending means in the form of a generally U-shaped hook bill 23. This hook bill terminates at 24, in spaced relationship to the ear 15 so as to provide an opening therebetween as indicated by the reference character 25 and the purpose of which will be presently apparent.

The lower lateral extension 13 is joined integrally with a loop assembly indicated generally by the reference character 26, which loop assembly may be stated as consisting essentially of two finger portions 27 and 28 which lie generally parallel to each other and on opposite sides of that plane containing the main body portion 11 and the two lateral projections 12 and 13. The extension or projection 13 terminates at its lower end in a portion 29 which is joined to one of the fingers 27 and which is of materially less length than that cross piece 30 which joins the opposite ends of the two fingers 27 and 28. The terminal or free end portion of finger 28 is positioned substantially opposite to the lower terminus of the extension 13 and presents therebetween an opening 32 the purpose of which will be presently apparent.

Referring now to Figs. 1 and 2, the belt indicated generally by the reference character 33 will be seen to be disposed in a flattened looped condition presenting the forward and rear flights 34 and 35 and the upper and lower loops 36 and 37. The belt is maintained in the looped extension by virtue of the fact that the free or tongue end 38 thereof is engaged with the buckle 39. The buckle, in turn, is secured to the buckle end 40 of the belt through the conventional loop 41 provided

therefor. The upper loop of the belt 36 is engaged through the opening 25 of the stirrup assembly and rests upon the bar 19 whereas the rear flight 35 of the belt is first engaged through the opening 32 of the loop portion 26 of the holder whereafter the main body portion 11 is engaged between the front and rear flights 34 and 35 and, lastly, the finger 28 is projected laterally through the loop 41 for holding the buckle in place. Thus, the two fingers 27 and 28 cooperate to hold the intermediate portion of the belt in the flattened condition or, stated another way, these fingers cooperate to hold the front and rear flights 34 and 35 close together in the intermediate portion of the belt thus retaining the overall flattened looped condition of the belt.

The material from which the holder is made is relatively stiff and so that the main body portion 11 rigidifies the upper end of the looped belt and provides means by which the belt may be grasped by a potential customer without permitting that portion of the belt to disturb holding the same relatively straight. At the same time, the finger 28 prevents the belt from slipping longitudinally relative to the holder in either direction. Moreover, by virtue of the fact that the two openings 25 and 32 are disposed on opposite sides of the holder, the belt cannot be easily disengaged from the holder once it is positioned thereon and the prospective purchaser may handle the belt in any manner without causing disengagement. This is true even though the purchaser may spread the front and rear flights 34 and 35 apart to inspect the inner surface of the belt and then, at the same time, the disengagement of the belt from the holder may be accomplished, purposely, in a relatively easy manner if and when it is so desired. Likewise, the initial engagement of the belt upon the holder is a relatively simple task, although, as above stated, the belt when completely engaged on the holder is very firmly held thereon.

It is to be understood that the holder is applicable to all types of belts, including leather belts, flexible belts or the like, as well as different types of belts having different types of buckles associated therewith and is not necessarily limited to any particular kind or type of belt at all.

We claim:

1. A display holder for belts comprising an elongate, substantially inflexible main body portion having upper and lower ends and laterally and oppositely obliquely directed projections at such upper and lower ends, the projection at the upper end extending in a lateral direction opposite to the direction of the lower projection with the upper projection and the main body portion of the holder being substantially coplanar, the upper end of said upper projection being doubled back upon itself to present an ear at one side of the holder and there being a horizontal, transverse bar joined with such ear and extending therefrom across the longitudinal center line of said main body portion and terminating in an upwardly extending suspending portion which is positioned to leave an opening between such suspending portion and said ear on one side of said holder, said lower lateral projection terminating in a transverse loop including front and rear generally parallel fingers disposed on opposite sides of and lying in a plane substantially perpendicular to said main body portion and presenting an opening between said front finger and the main body portion on that side of the holder opposite to the side thereof on which the upper opening is presented, said bar being adapted to receive the upper loop of a display belt thereon which is in the form of a flattened, continuous loop, and said fingers being adapted to capture an intermediate portion of such belt therebetween so as to maintain the belt over all in a flattened looped condition.

2. A display holder for belts comprising an elongate, substantially inflexible main body portion having laterally, oppositely directed projections at its upper and lower ends, the projection at the upper end extending in a lateral direction opposite to the direction of the lower projection with the upper projection and the main body

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portion of the holder being substantially coplanar, the upper end of said upper projection being doubled back upon itself to present an ear at one side of the holder and there being a horizontal, transverse bar joined with such ear and extending therefrom across the longitudinal center line of said main body portion and terminating in an upwardly extending suspending portion, said lower lateral projection terminating in a transverse loop including front and rear generally parallel fingers disposed on opposite sides of and lying in a plane substantially perpendicular to said main body portion, said bar being adapted to receive the upper loop of a display belt thereon which is in the form of a flattened, continuous loop, and said fingers being adapted to capture an intermediate portion of such belt therebetween so as to maintain the belt over all in a flattened looped condition.

3. A belt display assembly comprising the combination of a buckle carrying apparel belt with the ends thereof buckled together to be in the form of a continuous, long, flat loop, and an elongate holder for engaging the belt and for suspending the same from a supporting member, said holder including an upper end portion receiving and supporting the one end loop of the belt thereon and a lower portion coupling the front and rear flights of the belt together in an intermediate portion of the continuous loop whereby the entire belt may be suspended in its flattened condition.

4. The combination as defined in and by claim 3, wherein the buckle of the belt is connected through a loop at the buckle end of the belt and the lower portion of the holder includes a finger engaged through such loop.

5. A display holder for an apparel belt comprising an elongate member of substantially inflexible material and characterized by a main body portion having an upper end terminating in a laterally upwardly offset portion extending above the upper end of the main body portion and being doubled back upon itself and then extending back across and bisecting the longitudinal axis of said main body portion and then extending laterally upwardly therefrom in the same general direction as the portion immediately attached to the upper end of the main body portion and then being down turned to present a hook, the terminal portion of the upper end of the main body portion being coplanar therewith and the hook portion being spaced from said doubled back portion to define a belt loop receiving opening therebetween, the lower end of said main body portion terminating in a substantially closed loop lying in a plane substantially perpendicular to the longitudinal axis of the main body portion and presenting an opening to a side thereof opposite to the belt receiving opening provided by the upper terminal end portion of the body.

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6. A display holder for an apparel belt comprising an elongate member of substantially inflexible material and characterized by a main body portion having an upper end terminating in a laterally upwardly offset portion extending above the upper end of the main body portion and being doubled back upon itself and then extending back across and bisecting the longitudinal axis of said main body portion and then extending laterally upwardly therefrom in the same general direction as the portion immediately attached to the upper end of the main body portion and then being down turned to present a hook, the terminal portion of the upper end of the main body portion being coplanar therewith and the hook portion being spaced from said doubled back portion to define a belt loop receiving opening therebetween, the lower end of said main body portion terminating in a substantially closed loop lying in a plane substantially perpendicular to the longitudinal axis of the main body portion and presenting an opening to a side thereof opposite to the belt receiving opening provided by the upper terminal end portion of the body, said substantially closed loop having opposite elongate sides disposed in spaced parallel relationship spaced fore and aft relative to a plane containing the upper terminal portion of the main body and the main body itself with one of such sides being integral with a laterally upwardly extending portion joining the loop to the lower end of the main body portion and with such last mentioned laterally upwardly extending portion extending generally parallel to the laterally upwardly extending portion of the upper terminal portion which is immediately joined to the main body portion, the other side of said substantially closed loop being spaced at its free end from said last mentioned laterally upwardly extending portion to define the loop opening which is on that side of the body opposite to the opening provided by the upper terminal portion.

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