

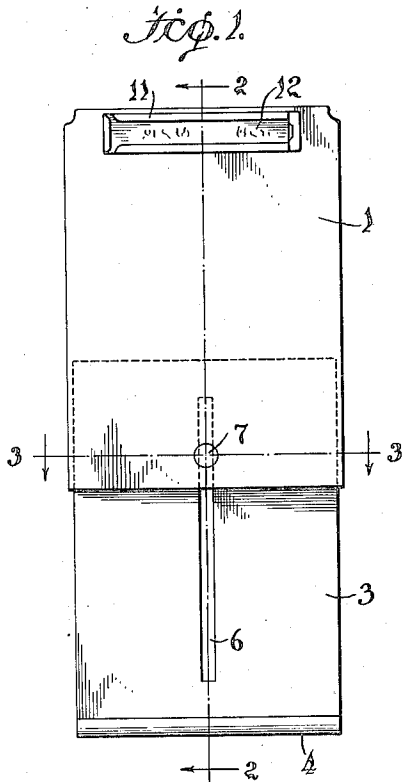
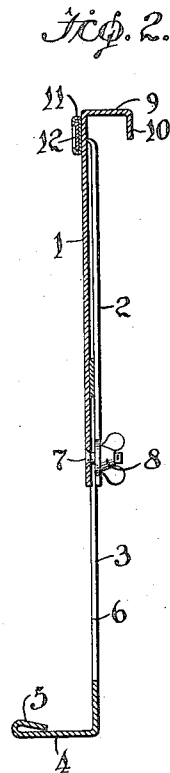
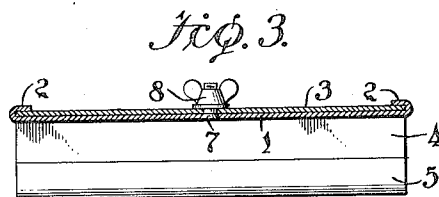
Nov. 5, 1935.

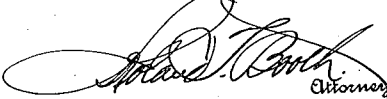
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2,019,826

DISPLAY STAND

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UNITED STATES PATENT OFFICE

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DISPLAY STAND

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Original application October 2, 1931, Serial No. 566,535. Divided and this application January 28, 1935, Serial No. 3,746

2 Claims. (Cl. 211—50)

This invention relates to holders for display stands particularly adapted to serve as supports for displaying publications, periodicals and the like.

5 This application is a division of application Serial No. 566,535, filed October 2, 1931.

The invention comprehends the provision of a publication holder for display stands having a pair of members adjustably secured together to form a plate-like holder having a laterally extending supporting shelf at the lower end and a suitable supporting means on the upper end to slidably mount it in a display stand so that a publication may be supported in front of the holder with the side edges extending beyond the holder and the central lower edge portion resting on the shelf.

In the drawing:

20 Fig. 1 shows a front elevation of the publication holder.

Fig. 2 is a cross section taken on line 2—2 of Fig. 1.

Fig. 3 is a cross section taken on line 3—3 of Fig. 1.

25 The publication holder comprises an upper section 1 having re-entrant guide flanges 2 along its opposite vertical edges. A lower section 3 has its side edges slidably secured within the guides formed by the flanges 2. Section 3 is formed at the lower end with a laterally extending flange 4 formed with an inturned end portion 5 providing a beaded edge and forming a shelf for the support of a publication.

30 A slot 6 is formed in the central portion of lower section 3 and a screw-threaded pin 7 mounted in lower end of section 1 extends through the slot 3 as clearly illustrated in the drawing. A wing-nut 8 is screw-threaded upon pin 7 and serves to clamp or lock lower section 3 in a desired position of adjustment on upper section 1.

Upper section 1 is provided with a lateral extension 9 on the upper end terminating in a depending lip 10 forming a supporting hook for suspending the publication holder from a suitable rail or support such as that described in the above mentioned co-pending application. The upper end of section 1 is provided with a label holder 11 to receive a suitable label 12 that may be provided with suitable indicia to identify the publication supported on the holder.

55 The holder as above described and shown in the drawing is adapted to support various types of publications for display, particularly magazines of the usual sizes that occur in commerce so that regardless of the length of the magazine or pub-

lication, it may have its upper end or edge portion supported in adjacent relation to the lower edge of label holder 11. This result is obtained by adjusting lower section 3 so that the shelf is positioned to support the upper edge of the magazine adjacent to the label holder. To obtain this adjustment the wing-nut 8 is usually loosened so that lower section 3 may be moved relative to section 1 and with the magazine placed in front of section 1 as viewed in Fig. 1, with the upper edge adjacent the label holder 11, lower section 3 is moved so that the shelf will engage the lower edge of the magazine or publication. The wing-nut is then tightened to lock the parts rigidly together against movement.

15 When the magazine is supported in this manner on the publication holder disclosed the binding edge and the free edge or the side edges will usually project beyond the side edges of the publication holder. As a result it will be seen 20 that by having the publication holder located so that the shelf supports the central portion of the publication along its lower edge with the back of the publication leaning against the front face of the sections 1 and 3, the publication is 25 supported with the face fully displayed to view. It will also be apparent that with the use of the label holder 11, the label 12 can be inserted to identify the publication that is to be supported on the holder and if desired, the holder may be 30 adjusted for the publication identified by the label and this will result in its being known that a publication holder so identified with the label is properly adjusted to support the magazine. 35 When a publication holder of this character is supported in a suitable stand or rack the label will also indicate when the publication for which the holder is provided is exhausted. This holder also facilitates the support of a plurality of 40 publications of varying size in a stand with the upper edges in line and with uniform lateral spacing.

The invention claimed is:

1. A publication holder comprising a pair of 45 sections one of said sections being formed of an elongated flat sheet metal plate having the side edges formed with return bend portions, the upper end of said plate having a lateral rearwardly directed extension terminating in a depending lip forming a supporting hook for sus- 50 pending said holder, the other section being formed of a plate slidably engaged with said first section, the side edges engaging under and guided by said return bend portions, the lower 55

end of said second section extending laterally forward to provide a shelf, and cooperating parts engaging both of said sections for retaining the sections in adjusted position with the shelf
5 spaced at a desired distance from the upper end of said first section, whereby said holder is adapted to support a publication with the lower central edge portion seated on the shelf, the upper edge portion terminating adjacent the upper
10 end of the holder and the side edges extending beyond the holder and unsupported, said publication overlying the front face of said holder.

2. A publication holder comprising a pair of
15 sections, one of said sections providing an upper section formed of an elongated flat sheet metal plate having the side edges formed with return bend portions, the upper end being formed for attachment to a support, the other section providing a lower section formed of a plate slidably
20 engaged with said upper section, the side edges

engaging under and guided by said return bend portions, the lower end of said lower section extending laterally forward to provide a shelf, said lower section having the plate formed with a vertically extending slot in the central portion,
5 and a securing device on the lower end portion of said upper section extending through said slot and operable to cooperate with said lower section to secure it in adjusted position on the upper section with the shelf spaced a desired distance
10 from the upper end of said upper section, whereby said holder is adapted to support a publication with the lower central edge portion seated on the shelf, the upper edge portion terminating adjacent the upper end of the holder and the side
15 edges extending beyond the holder and unsupported, said publication overlying the front face of said holder.

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