Mar. 20, 1923. 1,449,065.

B. W. SMITH.

DISPLAY FIXTURE AND ADVERTISING DEVICE.

FILED FEB. 7, 1922.

Fig. 1

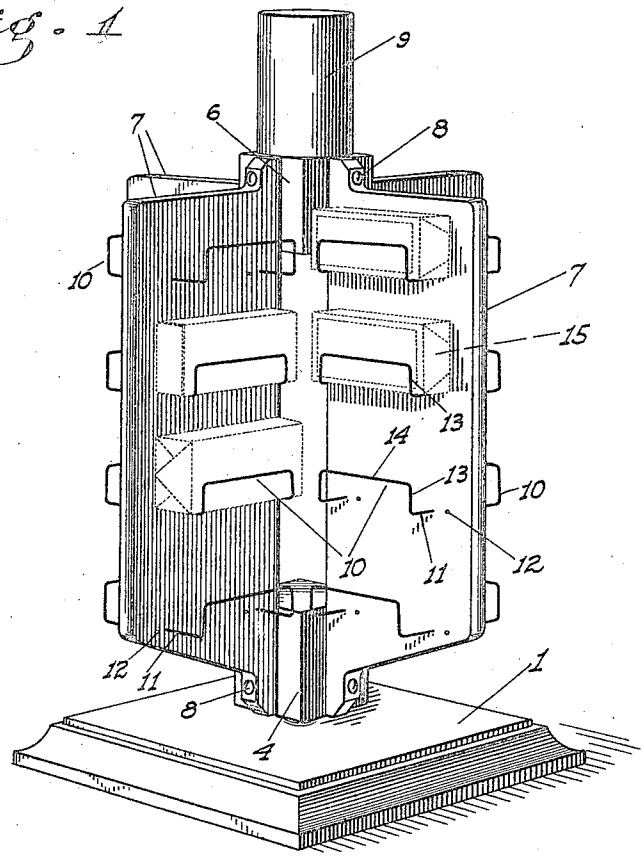


Fig. 2

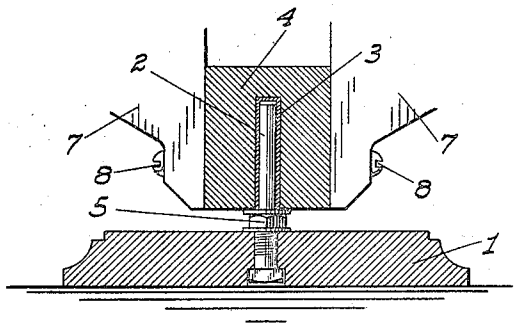
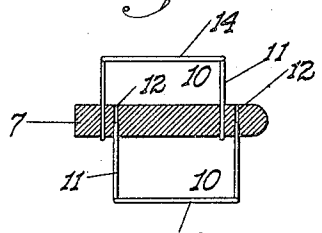


Fig. 3



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BY

ATTORNEY

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UNITED STATES PATENT OFFICE.

BURDSEY W. SMITH, OF OROVILLE, CALIFORNIA.

DISPLAY FIXTURE AND ADVERTISING DEVICE.

Application filed February 7, 1922. Serial No. 534,817.

To all whom it may concern:

Be it known that I, BURDSEY W. SMITH, a citizen of the United States, residing at Oroville, county of Butte, State of California, have invented certain new and useful Improvements in Display Fixtures and Advertising Devices; and I do declare the following to be a full, clear, and exact description of the same, reference being had to the accompanying drawings, and to the characters of reference marked thereon, which form part of this application.

This invention relates to improvements in store-fixtures for displaying and advertising various kinds of merchandise, such as bars of soap and similar sized packages of various goods.

The principal object of my invention is to provide a portable fixture of the above named character, arranged to be set on a counter, and provided with a rotatable portion to which the packages being displayed are removably yet firmly affixed, and which will be in full view of the customers in the store.

I have also so arranged the display board of the fixture that a great number of packages may be held and displayed in the least possible space.

Another object is to provide means for enabling packages of different thicknesses being held with equal facility and without the necessity of providing a separate stock of holding members for each size package, or of unduly squeezing or otherwise marring and mutilating the packages in any way.

A further object is to provide a simple and very inexpensive device, and yet one which will present a neat appearance, and which may be finished in a manner to harmonize with the fittings of the store in which it may be placed.

These objects I accomplish by means of such structure and relative arrangement of parts as will fully appear by a perusal of the following specification and claims.

On the drawings similar characters of reference indicate corresponding parts in the several views.

Fig. 1 is a perspective elevation of the fixture.

Fig. 2 is a fragmentary section of the base and superstructure, showing the rotatable mounting of the latter.

Fig. 3 is a cross section through one of the display boards, showing the adjustable package holding means.

Referring now more particularly to the characters of reference on the drawings, the numeral 1 denotes a base, adapted to set firmly on a counter, having a rigid pin 2 projecting upwardly therefrom, which pin rides in a sleeve 3 fixed in a block 4, which block rests on a bearing member 5 placed about the pin and on top of the base. Spaced from the block 4 and in vertical alinement therewith is a similar block 6, these blocks being connected by vertical wings 7, preferably formed of rigid boards, and set at right angles to each other, being attached to the blocks by screws 8, there being a block-face for each wing employed.

Projecting upwardly from the block 6 and permanently fixed thereto or formed integral therewith is another block 9, shaped to represent a can or package of goods, and to have the label, or a facsimile thereof of the goods pasted or otherwise firmly placed thereabouts.

This uppermost member 9, which is an extension of the block 6, is free of any interference or direct connection with the wings 7, so that it may be shaped to suit the shape of package of any manufacturer to whom the advertising space represented by this member is sold.

By reason of this block being a permanent part of the fixture, the buyer of this advertising space is assured that his article will not be substituted by another, as might be the case could such readily be done.

Projecting outwardly from both sides of the wings 7 are individual package supporting brackets 10, each one being preferably a single length of stiff wire, and consisting of two horizontally spaced legs 11 disposed in horizontal alinement and slidably mounted in holes or bores 12 bored through the wing, while having a tight enough fit in the holes to frictionally engage the surrounding material thereof. The outer ends of the legs are bent upwardly to form vertical portions 13, which are connected at their upper ends by a horizontal portion 14. Thus a holding means is provided for a package 15, which rests on the legs 11 and is firmly held against the adjacent wing 7 by the portions 13 and 14 of the brackets. If one package should be thicker or thinner than another, it is only necessary to pull out

or shove in the bracket-legs the necessary amount to accommodate the size package to be displayed, and to cause the same to be frictionally held against the wing. Since the legs are individually adjustable, and since also the bracket itself as a whole is flexible and capable of being twisted, being of wire, one leg may be pulled out farther than the other if necessary to accommodate a package thinner at one end than at the other.

It will also be noted that while each pair of brackets, one on each side of a wing, are both on the same level, the holes 12 in the wing for the corresponding legs are offset with respect to their distance from either edge of the wing (see Fig. 3), so that the respective legs may have freedom of movement with respect to the opposite bracket, and if the legs should project through the wing, they will not interfere with or abut against a package supported by the bracket on the opposite side of the wing.

From the foregoing description it will be readily seen that I have produced such a device as substantially fulfills the objects of the invention as set forth herein.

While this specification sets forth in detail the present and preferred construction of the device, still in practice such deviations from such detail may be resorted to as do not form a departure from the spirit of the invention, as defined by the appended claims.

Having thus described my invention, what I claim as new and useful and desire to secure by Letters Patent, is:—

1. A display fixture including vertical wings, brackets on both sides of the wings, each pair of opposed brackets being substantially on a common level and being each individually adjustable for horizontal movement to and from the wings.

2. A display fixture including vertical wings, and a plurality of vertically spaced, and horizontally and individually adjustable, supporting-brackets mounted on the wings on both sides thereof, each bracket including a pair of horizontally disposed and shaped legs slidably seated in horizontal orifices provided in the wings each pair of opposed brackets being set at a common level but offset from each other horizontally.

In testimony whereof I affix my signature.

BURDSEY W. SMITH.