

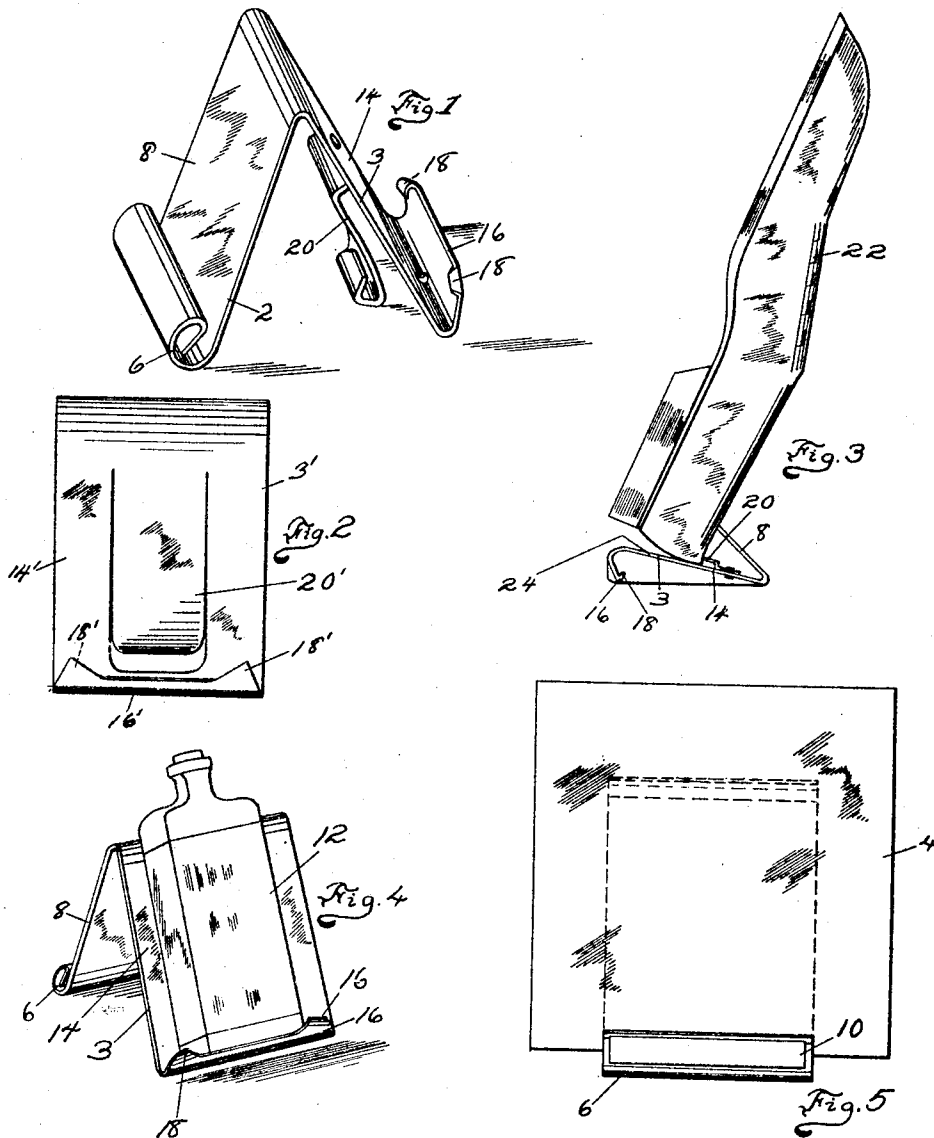
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DISPLAY DEVICE

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DISPLAY DEVICE

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My invention relates to a means for exhibiting or displaying goods, wares or other articles of merchandise or the packages in which they are contained and it has more especial reference to a simple, convenient and practical device by which articles of commerce may be supported in the most artistic fashion and displayed to best advantage. One of the prime objects of the invention is to provide a display support of the type referred to, of simple construction, and economical manufacture, which will form an invisible support for the goods or wares to be displayed thereon, and which will hold the goods or wares in the positions best suited for attractive and inviting exhibition; which will support the goods firmly and upon which the goods may be quickly placed.

These and other objects will appear from the subjoined specification in connection with the accompanying drawings, forming part thereof and illustrating a preferred form of embodiment of the invention. In the drawings,

Fig. 1 is a perspective view of one form of my invention,

Fig. 2 is an elevational view of an alternative form,

Fig. 3 is a side view on a reduced scale, illustrating the manner in which the form shown in Fig. 1 may be used for displaying merchandise,

Fig. 4 is a perspective view showing my invention as used for displaying a package or bottle, and

Fig. 5 is an elevational view looking from the left of Fig. 1 and showing my invention as used for supporting and displaying placards or exhibiting matter of any description.

In a generic sense, the invention consists of a stand, holder or support having two branches spaced apart and forming substantially an inverted V, the respective free ends of the branches being provided or formed with means for conveniently and securely supporting and holding an article that is to be displayed, and one of said branches having means by which an article may be positively held in position for display.

In a more specific sense, the invention in the form illustrated is shown as comprising a holder or support formed of a sheet of preferably resilient material, bent upon itself to provide a pair of branches 2 and 3 preferably though not necessarily of unequal lengths, the branch 2, which is the shorter, approximately close to the vertical for the purpose of supporting placards or other exhibitory devices 4 in such a position that distortion will not occur and that it may readily be viewed. The end of the shorter branch 2, as seen in Figs. 1 and 4, is rolled upon itself, as shown at 6 to provide a resilient means or device by which a placard or other advertising medium or display may be securely held thereby against the surface 8 of said branch 2. This rolled or curled end 6 may be unrolled by any suitable device to increase the space between it and the surface 8 of the branch 2 to accommodate a plurality of placards or thicker ones, as the case may be, and for this purpose the holder is preferably made of substantial, but readily bendable material whereby the angularity of the respective branches 2 and 3 may be altered to suit the conditions required by the display exhibited or supported thereby, and the co-operating complements may be flexed to adjust them to requirements of the articles supported by them. The face of the roll or bend 6 may also subserve the purpose of advertisement of any desirable nature, such as the name of the dealer, and advertisements may be imprinted or otherwise inscribed thereupon or may be contained upon a suitable label 10 which is applied to the outer surface of the roll or bend 6 and may readily be replaced, when desired. See Fig. 5.

The branch 3 of the inverted V-shaped holder, stand or support is at an angle to the vertical and preferably at a less acute angle than is the branch 2, the inclination of the branch 3 being such that an article or container 12, such as shown in Fig. 4, may rest conveniently against the surface 14 of the branch 3 and be securely supported thereby and displayed to best advantage. The branch 3 is provided with a lip 16, which forms a rest for the article or containers, and

this lip may be formed upon the branch by bending the end thereof upon itself substantially at right angles or at such an angle most adapted for the secure support of the articles.

5 The outer corners of said lip or rest 16 are preferably acuminate and directed inwardly toward the plane of the surface 14 as shown at 18 for the purpose of preventing the accidental dislodgment of an article therefrom
10 when the article, such as shown for example at 12 is placed upon the branch 3 and rests upon the lip 16 and between the upturned corners 18. These acuminate corners 18 are also provided for the purpose of engaging
15 an article or container that is of considerably greater width than the lip 16 and consequently overhangs the same, and thereby preventing such article from slipping or sliding away from the holder.

20 For the purpose of displaying articles which because of their flexibility or peculiar shape cannot be conveniently supported upon the holder, I provide a means for engaging such articles and connecting them to the
25 holder so that they will be securely held and steadied thereby. Such a means may consist of a resilient tongue or member 20 provided in any desirable manner on the rear of the larger branch 3 of the holder and fastened
30 thereto at one end. When using the holder for displaying articles of irregular shape and which are difficult to support in most advantageous position, the holder is so positioned that the larger branch 3 thereof rests
35 upon the floor or other surface of a display space. This position is illustrated in Fig. 3, wherefrom it will be seen that the article to be exhibited is inverted between the surface 24 of the branch and the narrow tongue
40 or member 20, which because of its resiliency, securely engages one part of the article, such as a shoe 22, while the other part thereof rests against and is supported by the complementary branch 2.

45 The tongue or other resilient member 20' may constitute an integral part of the branch 3', in which case it is struck from such branch, as shown in Fig. 2, or it may comprise a separate member which may be riveted or otherwise secured to said branch or rest as shown
50 in Fig. 3, the face 14' being provided with a lip 16' and inwardly directed portions 18', as in the other form of my invention.

While I have thus described my invention
55 with great particularity, it will be clear that the same may be modified throughout a wide range. I accordingly do not propose to be limited to the exact details of construction described and claimed but reserve the right
60 in practice to make any and all modifications that fall within the scope of the appended claims.

I claim as my invention:

1. A display device of the type described
65 comprising a pair of conjoined angle mem-

bers, one of said members having its end rolled upon itself to form a resilient display engaging means, and the other member having a lip at an angle thereto, the corners of said lip being acuminate and upturned, said device being alternatively adapted to display articles both when positioned upright, as a rack, or on either side, when lying flat.

2. A display device of the character described comprising a pair of conjoined members of unequal length and disposed at different angles to the vertical, the ends of both of said members provided with display engaging and supporting means and one of said members having a resilient means for engaging and supporting irregular articles for display, said device being alternatively adapted to display articles both when positioned upright, as a rack, or on either side, when lying flat.

3. A display device of the character described comprising a pair of conjoined members adapted to be adjusted toward and away from each other, means on the lower ends of each of said members for supporting articles of different character, and means positioned on the inner side of one of said members for supporting still another article when said device rests on said member, said device being alternatively adapted to display articles both when positioned upright, as a rack, or on either side, when lying flat.

In testimony whereof I have signed my name to this specification.

WILLIAM C. BOWER.