

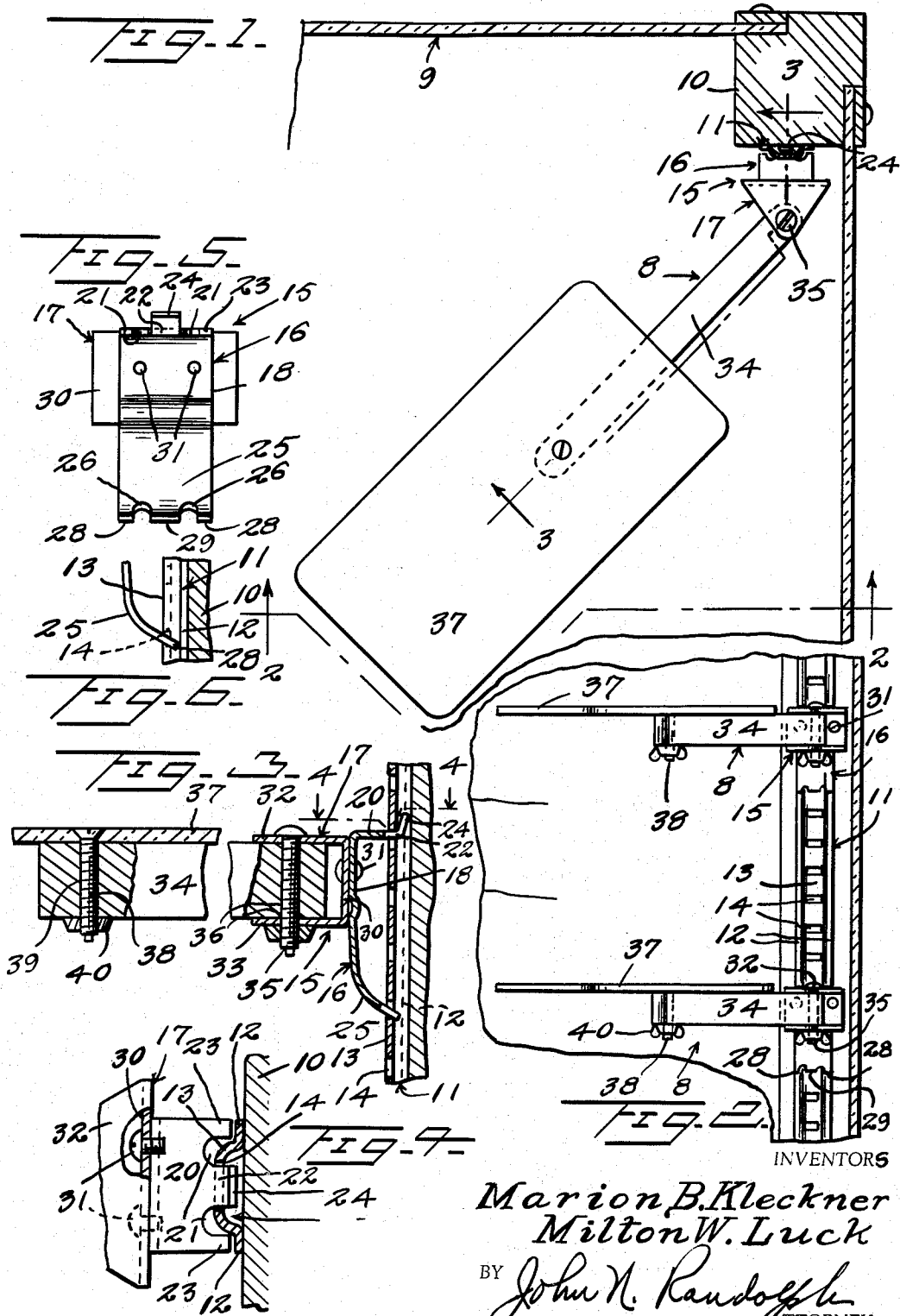
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ADJUSTABLE DISPLAY SUPPORT

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ADJUSTABLE DISPLAY SUPPORT

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2 Claims. (Cl. 248—243)

This invention relates to a novel unit for adjustably mounting articles to be displayed and more particularly to a unit adapted for use in show windows and show-cases for supporting small articles to be displayed such as shoes, handbags or the like.

More particularly, it is an aim of the present invention to provide a novel display unit capable of being detachably and adjustably mounted in a display position and which is adapted to augment and make useful additional space in a show window or showcase for attractively displaying articles of merchandise in positions best adapted to attract attention.

Another object of the invention is to provide a unit which may be quickly and easily removed from a show window or showcase when not in use.

Still a further object of the invention is to provide a unit having numerous uses where an adjustably positioned supporting shelf may be utilized.

Various other objects and advantages of the invention will hereinafter become more fully apparent from the following description of the drawings, illustrating a preferred embodiment thereof, and wherein:

Figure 1 is a plan view showing the display unit in an applied position in a portion of a show window or showcase;

Figure 2 is an elevational view taken substantially along a plane as indicated by the line 2—2 of Figure 1 illustrating two of the display units in applied positions;

Figure 3 is a fragmentary sectional view, partly in elevation, taken substantially along a plane as indicated by the line 3—3 of Figure 1;

Figure 4 is a horizontal sectional view on an enlarged scale taken substantially along a plane as indicated by the line 4—4 of Figure 3;

Figure 5 is an elevational view looking toward the inner side of a portion of one of the display units, and

Figure 6 is a fragmentary edge elevational view of a portion of the clip bracket in an applied position.

Referring more specifically to the drawing, for the purpose of illustrating a preferred application and use of the display unit, designated generally 8 and comprising the invention, a portion of a showcase or show window is illustrated at 9 in Figures 1 and 2 and includes an upright frame member or post 10. A metal supporting member or strip 11 of a conventional construction is secured in an upright position in any suitable manner, as by means of fastenings, not shown, to an internally disposed side of the post 10. Said supporting strip 11 includes coplanar side edge portions 12 which are disposed in abutting engagement against a side of the post 10 and an intermediate web portion 13 which is outwardly offset from the portions 12 away from the post 10, as best illustrated in Figures 3 and 4. The web portion 13 is provided with a series of longitudinally spaced transversely elongated openings 14. Said supporting member 11 is of conventional construction and has been described in detail merely because a portion of the unit 8 is especially adapted to function therewith.

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The display supporting unit 8 includes a bracket, designated generally 15, comprising a clip section 16 and a clamping section 17. The clip section 16 is preferably formed from a single strip of metal including a substantially flat intermediate portion 18. One end of the strip forming the clip 16 projects substantially at a right angle from the intermediate portion 18 to form the top wall 20 of the clip which, as best illustrated in Figure 4, is provided at its terminal with transversely spaced notches

21. A tongue 22, forming an integral extension of the clip portion 20 projects from between the notches 21. The tongue 22 extends beyond the terminal of the side edge portions 23 of the top wall 20 and terminates in an upturned terminal 24. The opposite end or bottom portion 25 of the clip 16 is curved inwardly to form a curved extension of the lower part of the intermediate portion 18 and which is disposed below the top wall 20. Said bottom portion 25 is provided with transversely spaced notches in its free end, as seen at 26 in Figure 5, forming a tang 29 located between the notches 26 and a pair of corresponding legs 28, located beyond the remote sides of the notches 26. The clamp 17 has a substantially flat intermediate or bight portion 30 which is disposed against and secure to the outer side of the intermediate portion 18, preferably by a plurality of fastenings 31. The clamp 17 includes corresponding jaws 32 and 33 which project at right angles from the upper and lower ends, respectively, of the bight portion 30, in directions away from the clip portions 20 and 25.

One end of a supporting arm 34 fits between the jaws 32 and 33 and is connected thereto by a bolt and wing nut fastening 35, the bolt of which extends through aligned openings 36 in said jaws and arm. With the fastening 35 loosened, the arm 34 may be turned relatively to the clamp 17 for angularly adjusting the arm relatively to the bracket 15, after which the fastening 35 is tightened to clamp the arm in a desired angularly adjusted position. A substantially flat shelf 37 of any desired size and shape has one end demountably supported on the other outer end of the arm 34 and adjustably secured thereto by a screw 38, the head of which is countersunk in the shelf 37 and which extends downwardly therefrom through an opening 39 in the arm 34. A wing nut 40 clamps the shelf on the arm 34 and threadedly engages the lower end of the screw 38. By loosening the nut 40 the shelf 37 may be turned to position its longitudinal axis at any desired angle relatively to the axis of the arm 34.

From the foregoing it will be readily apparent that one or more units 8 may be detachably mounted on the supporting strip 11. This is accomplished in reference to each unit 8 by inserting the clip tongue 22 into one of the openings 14 and then swinging the unit downwardly so that the arm 34 is in substantially a horizontal position and the upturned terminal 24 of the tongue 22 is disposed against a portion of the inner side of the web 13, as illustrated in Figure 3. The clip 16 is sufficiently resilient so that its lower portion 25 may be sprung upwardly sufficiently to allow the tang 29 to enter another of the openings 14 and detachably connect the clip 16 to the strip 11. The legs 28 will bear against the strip portions 12, as illustrated in Figure 6, to combine with the upturned tongue extension 24 to detachably support the clip on the supporting strip 11 with the arm 34 supported by the bracket 15 in substantially a horizontal position. The arm 34 is angularly adjusted relatively to the bracket 15 so that the arm and shelf will not interfere with the panes or panels of the showcase or show window 9, as illustrated in Figures 1 and 2 and to position the shelf 37 in a most desirable position for attractively displaying any small article or articles which may be placed thereon. It will be readily apparent that the unit

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8 may be adjusted upwardly or downwardly on the strip 11 to position it at any desired elevation and that any number of units 8 may be supported on a single strip 11.

The shelf 37 and arm 34 may be formed of any suitable material including transparent or translucent material.

Various modifications and changes are contemplated and may obviously be resorted to, without departing from the spirit or scope of the invention as hereinafter defined by the appended claims.

We claim as our invention:

1. A supporting unit of the character described for displaying merchandise, comprising an upright strip-like supporting member having vertically spaced openings, a clip formed from a strip of resilient metal having one end defining an upper portion of the clip, said upper portion including a distal end having a tongue extending inwardly through one of the openings of the supporting member and having a part extending upwardly at an angle to said upper portion and bearing against an inner side of the supporting member when said upper portion is disposed to extend outwardly therefrom, said clip including an intermediate portion extending downwardly from an opposite outer end of said upper portion and terminating in an inwardly curved part defining a lower portion of said clip, said lower portion extending inwardly and toward the supporting member and having a downwardly inclined tongue at the distal end thereof extending downwardly and inwardly through a lower opening of the supporting member, the distal ends of said upper and

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lower portions having legs laterally spaced from the tongues thereof and bearing against the outer side of the supporting member; a clamp connected to the intermediate clip portion and having upper and lower jaws extending outwardly therefrom, and a shelf supporting arm having an inner end fitting between and secured to the clamp jaws, the weight of said arm acting to deflect the intermediate clip portion downwardly and inwardly for exerting a downward and inward pressure on the lower clip portion for urging the lower tongue downwardly and inwardly through said lower opening engaged thereby and into camming engagement with a part of the supporting member disposed beneath said last mentioned opening, whereby the clip is tightly anchored to the supporting member by the weight of the parts supported thereby.

2. A supporting unit as in claim 1, said intermediate portion extending substantially at a right angle from said upper portion.

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