Aug. 21, 1934. C. RUBENSTEIN 1,970,868

DISPLAY CLAMP

Filed April 10, 1933

Fig. 1.

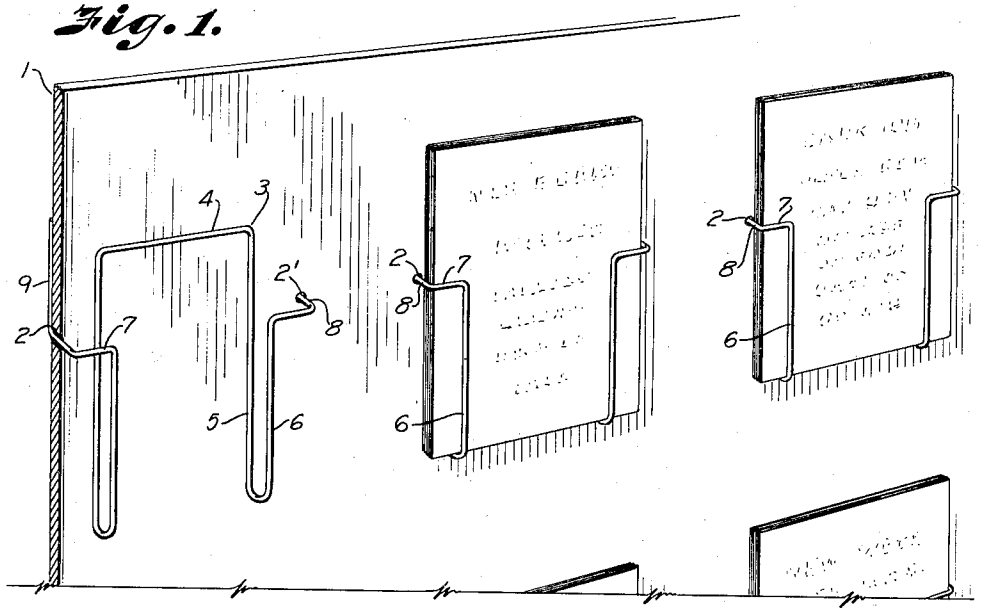


Fig. 2.

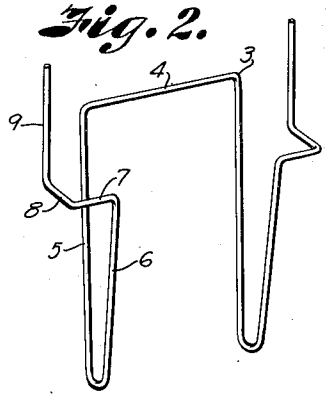


Fig. 3.

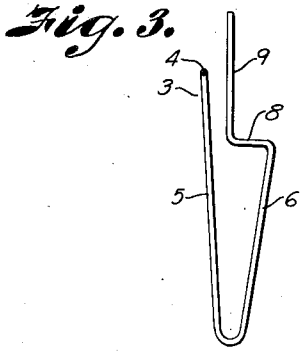
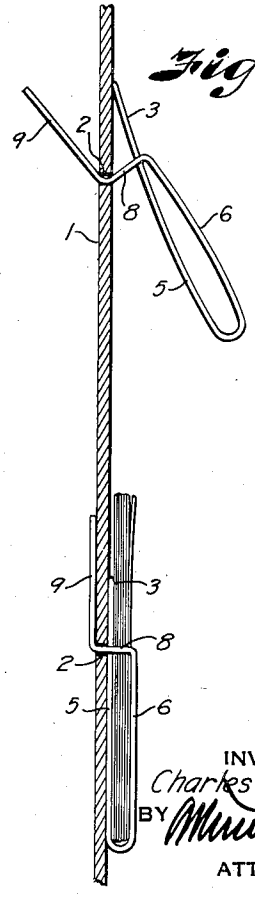


Fig. 4.



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UNITED STATES PATENT OFFICE

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DISPLAY CLAMP

Charles Rubenstein, Kansas City, Mo., assignor to Hall Brothers, Inc., Kansas City, Mo., a corporation of Missouri

Application April 10, 1933, Serial No. 665,380

4 Claims. (Cl. 40—124)

My invention relates to holders for cards, envelopes containing merchandise, or other flat or substantially flat articles, and more particularly to a device of that character for displaying such articles for sale on counters or the like.

It has become a custom for manufacturers of small articles to supply the same to retail dealers on display cards which may be set on counters in retail stores to display the articles to prospective purchasers, and likewise serve to carry the dealer's stock of such articles, so that other storage thereof in show cases or on shelves is unnecessary. Usually the articles for display and sale are mounted on backboards by means of clips, brackets, or the like, which are shipped to the dealer separately from the backboards and assembled therewith by the dealer when a card of the articles is to be displayed, and it is the principal object of my invention to provide a holder or bracket particularly adapted for carrying a number of post cards, envelope of merchandise, or like articles, which may be readily applied to or removed from a backboard, and when in place will securely hold the cards or other articles and securely retain the holder to the backboard.

In accomplishing this object I have provided improved details of structure, the preferred forms of which are illustrated in the accompanying drawing, wherein:

Fig. 1 is a perspective view, partly in longitudinal section, of a backboard equipped with a plurality of holders for card or like articles embodying my invention, illustrating mounting of the holders on the backboard and mounting of vendable articles in the holders.

Fig. 2 is a detail perspective view of the holder proper as it appears when constructed of spring wire.

Fig. 3 is a central, longitudinal section of the holder.

Fig. 4 is a side elevation of a backboard in longitudinal section illustrating mode of application of a holder to the board and assembly of a holder on the board with the holder supplied with a number of articles for display.

Referring more in detail to the drawing:

1 designates a backboard preferably of heavy cardboard so that it may retain its shape when supported on a counter and weighted with articles for display, and 2—2′ spaced apertures arranged in pairs preferably in transverse and vertical rows throughout the width and length of the board for receiving hook members of a holder proper embodying my invention.

The holder proper is preferably constructed of a single piece of spring wire bent upon itself to provide a back member 3, preferably rectangular, with a cross-bar 4 at its upper end and an open lower end. The side legs 5 of the back member are bent forwardly and then upwardly and at a forward incline to preferably above the longitudinal center of the back member to form front members 6, then laterally outwardly to form front horizontal rails 7, then rearwardly and horizontally to form edge rails 8, and then upwardly to form hook extensions 9, angularly of the front member 6 to the plane of the back member 3 and length of the edge rails 8 being so related that when the holder is undistorted the hook extensions will lie forwardly of the back member (Fig. 3) so that when applied to a backboard the back member 3 will be yieldingly pressed against the front of the board to retain the holder to the board by spring clamp action and articles in the holder under pressure.

Assuming the holders proper and the backboard to be constructed as described, the holders, board and merchandise may be shipped to a dealer in separate wrappings but in a single, compact package. Upon receipt of the package the dealer may assemble the holders proper on the board by placing the top rail of the back member of a holder against the board above a pair of apertures, bending the back member and compressing the front members to project the hook extensions through the apertures and then permitting the spring tension in the holder to seat the holder against the front of the backboard, all as indicated in the several figures of the drawing.

When all of the holders for which the card is adapted have been assembled, the holders may be filled with cards, or other merchandise which they are adapted to carry, by inserting such merchandise between the front and back members and between the edge rails 8 so that the merchandise is yieldingly gripped to prevent accidental displacement from the holder and held in neat, even arrangement on the display card.

When the holders proper are to be removed from the card for reshipment, or any other purpose, it is only necessary to pull the lower ends of the holder forwardly to spring the backs as when applying the holder to the card and until the hook extensions can be removed through the apertures in the card.

It is thus apparent that I have provided a convenient and attractive holder of the character described which can be easily and quickly assembled on a backboard and will hold merchandise of the character for which it is intended securely, conveniently and attractively.

What I claim and desire to secure by Letters Patent is:

1. In combination with a back board having spaced apertures, a holder of spring wire bent to

form a back member, and front legs spaced from the back member, the ends of the front legs being extended laterally, rearwardly and then upwardly in a plane normally lying in front of the plane of the back member and extendible through the apertures in the back board to lie in the plane to the rear of the back member whereby tension stored in the legs and back member incidental to the retention of the legs in the plane at the rear of the back member causes the leg extensions to cooperate with the back member in gripping the back board therebetween in retaining the holder.

2. In combination with a back board having spaced apertures, a holder of spring wire bent to form an inverted U-shaped gripping member, and front legs spaced from the gripping member to provide an article retaining pocket therebetween, the ends of the front legs being bent laterally and rearwardly to form the sides of the pocket and then extended upwardly in a plane normally lying in a plane extending through the pocket and extendible through the apertures in the back board to lie in a plane to the rear of the pocket whereby tension stored up in the legs and gripping member incidental to passing the upper ends of the legs through the apertures causes the leg extensions to cooperate with the back member in gripping the back board therebetween in retaining the holder.

3. A holder of the character described including a single piece of spring wire bent to form a back member, and front legs spaced from the back member to form an article receiving pocket therebetween, the upper ends of the front legs being extended laterally rearwardly and then upwardly in a plane normally lying in front of the plane of the back member to grip a support therebetween when the leg extensions are moved into a plane extending to the rear of the back member.

4. A holder of the character described comprising a single piece of spring wire bent to form an inverted U-shaped back member, and front legs spaced outwardly from the back member to form an article receiving pocket therebetween, the ends of the front member being extended laterally and rearwardly to form sides of the pocket and then upwardly in a plane normally lying in front of the plane of the back member to form gripping portions cooperating with the back member when the leg extensions are moved to a plane in the rear of the back member to engage opposite faces of a support.

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