Oct. 7, 1958 W. H. MEEKER ET AL 2,855,132

DISPLAY HOLDER FOR BELTS

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FIG. 1

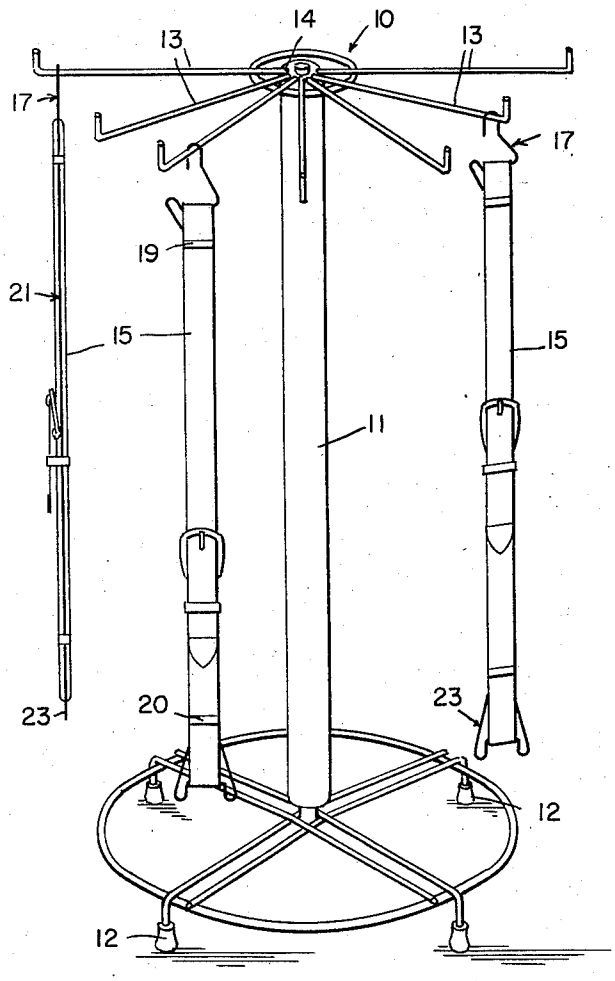
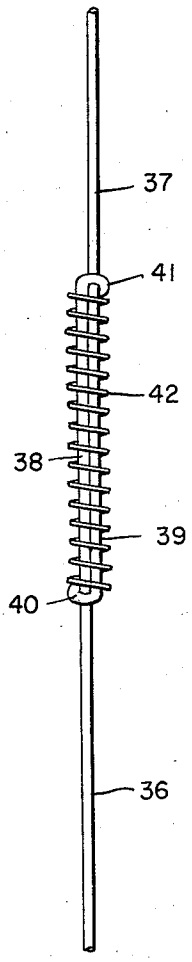


FIG. 4



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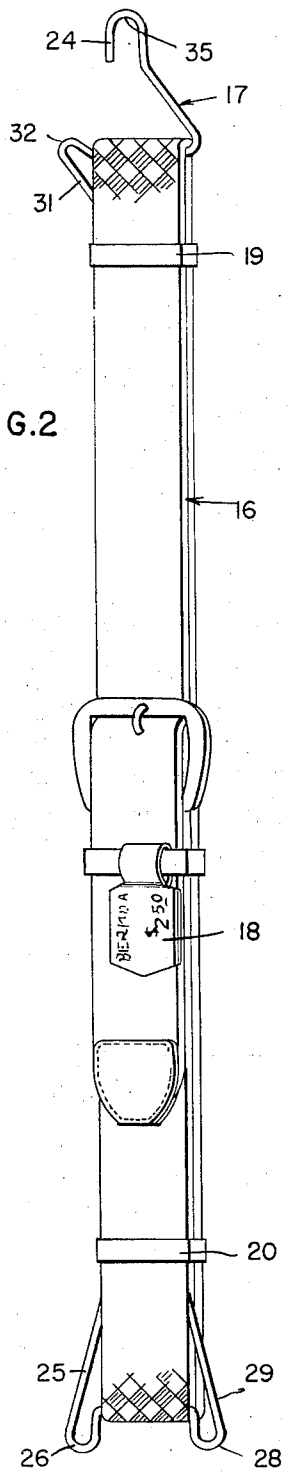


FIG.2

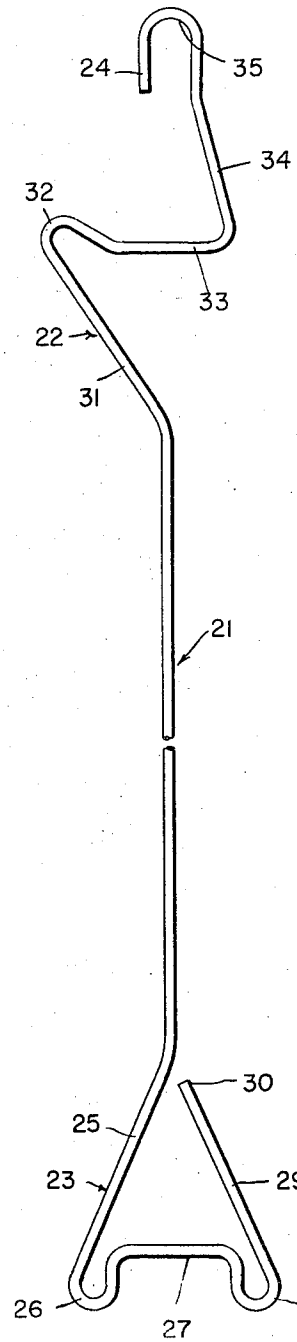


FIG.3

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United States Patent Office 2,855,132 Patented Oct. 7, 1958

2,855,132

DISPLAY HOLDER FOR BELTS

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Application April 10, 1957, Serial No. 652,060

4 Claims. (Cl. 223—85)

This invention relates generally to display devices and pertains more particularly to a display assembly incorporating a belt and a combined holder and support therefor to be utilized in conjunction with a display rack.

Belts, particularly men's belts, are usually displayed in one of two ways, either in boxes or they are some times hung by the buckle end from a horizontal support rod. Both have disadvantages, both from the standpoint of the customer and from the standpoint of the salesman. Boxes, although they are very neat appearing and serve in general to enhance the sales appeal of the belts, nevertheless require a great deal of space if many different types of belts are to be displayed and it is not an infrequent occurrence that sufficient display space is not available to adequately display all of the different types of belts which may be in stock in this form. Belts suspended by their buckle ends from a horizontal support, on the other hand, do not lend a particularly sightly appearance inasmuch as the belts hang freely and if a number of belts are hung side by side on such a support, although a great many are represented in the display, it is unquestionable whether the large amount of belts thus displayed offsets the unsightly appearance of such a display.

It is, therefore, a primary object of this invention to provide a display assembly for belts wherein two results are simultaneously accomplished, namely, a great number and variety of belts are displayed and they are maintained in a neat appearing and compact condition while on display.

It is another object of this invention to provide an improved display assembly for belts incorporating a combined hanger and form for a belt so that the belt, when associated therewith, not only is displayed to full advantage but is also provided with convenient means for suspending the same in displayed relationship.

Still another object of this invention resides in the provision of an improved display assembly of the character described wherein the hanger or form for the belt is constructed of a single length of generally rod-like material having opposite end portions thereof bent and deformed in such a manner as to securely hold a belt in place and wherein the greater intermediate portion of the holder is completely hidden from view by the belt engaged thereon so that the hanger, while it forms a form or support for the belt, is at the same time, substantially hidden from view and does not form an unsightly or distracting display.

Still another object of this invention is to provide a display holder for belts which requires a minimum amount of space both in display and in shipping due to the fact that the belt when engaged upon the holder is in substantially flat, doubled-over condition.

A further object of this invention is to provide a novel display holder for belts constructed of a single length of rod-like material wherein each end portion is bent so as to provide a pair of spaced bars over which a belt may be looped for holding the same in place on the holder and

wherein the holder additionally incorporates corresponding portions with the bars to prevent accidental disengagement of the belt therefrom.

With the above and other objects in view, the invention consists in the construction and novel combination and arrangement of parts hereinafter fully described, illustrated in the accompanying drawings and pointed out in the claims hereto appended, it being understood that various changes in the form, proportions, and minor details of construction, within the scope of the claims, may be resorted to without departing from the spirit or sacrificing any of the advantages of the invention.

In the drawings:

Fig. 1 is a perspective view illustrating the manner in which the present invention is utilized;

Fig. 2 is a perspective view showing one of the belt display holders having a belt operatively associated therewith;

Fig. 3 is an elevational view showing details of the display holder per se; and

Fig. 4 is an enlarged view showing the intermediate portion of a modified form of display holder.

Referring at this time more particularly to Fig. 1, the reference numeral **10** indicates in general a more or less conventional form of display rack including a center post portion **11** having either its base resting upon the floor or being provided with feet such as those indicated by the reference character **12** for supporting the same in upright position. The main body portion **11** is provided adjacent the upper end thereof with a plurality of support rods **13** which extend generally radially therefrom and which may or may not be provided with pivoted inner end portions **14** so that they may be swung relative to the center post **11**. Display racks of this general character are more or less conventional in the art and are utilized for many purposes, among others, to suspend a plurality of belts from each of the arms **13** and in this respect, such belts are usually slipped over the individual arms through their buckles and are free to dangle or suspend themselves from the arms in more or less indiscriminate manner. The net effect of this results in a rather unsightly display and, although a great number of belts and varieties thereof may be displayed in this manner, and within a relatively small space, in many cases the large quantity of belts displayed is more than offset by the unsightliness of the display. Fig. 1, however, serves to illustrate the manner in which display racks of the general character described can also be utilized to advantage with the instant invention while still retaining a very neat appearing display, Fig. 1 showing one of the arms **13** provided with a series of display belts **15** suspended therefrom.

In Fig. 2, one of the individual display packages is shown, the belt being indicated generally by the reference character **16** and the holder or hanger being indicated generally by the reference character **17**. From this figure, it will be apparent that, although the hanger **17** serves to maintain the belt **16** in doubled-over flattened condition, and thus display the entire belt, rather than just a portion thereof, the greatest portion of the holder is completely hidden from view inasmuch as it is disposed between the doubled-over portions of the belt. The belt itself is, of course, displayed in a natural appearing manner since the free end and the buckle are secured together in the conventional manner and, as a matter of fact, the display itself generally approximates the appearance of a belt when actually worn.

The belt may be provided in the usual manner with a style and price tag **18** and, additionally, adjacent end portions of the displayed belt may be held together by means of suitable bands **19** and **20** so as to, in general,

maintain a neat appearance to the assembly. As shown in Fig. 2, the belt is substantially wholly exposed except in those portions thereof covered by the bands **19** and **20** but it will be appreciated that the entire body portion of the belt may be covered with a cellophane wrapper or the like leaving just the upper or hook end portion of the hanger exposed for engagement with a suitable support such as the arms **13** of the display rack as shown in Fig. 1.

The hanger itself, as is shown most clearly in Fig. 3, preferably incorporates a single length of rod-like material having an elongate intermediate or central body portion **21** and deformed opposite end portions **22** and **23** serving with transversely extending means as support means for the opposite end loops of the belt **16** as shown in Fig. 2 and with one end **22** being provided with a hook-like portion **24** for supporting the assembly from a rod or the like.

The end portion **23** is preferably formed by an obliquely directed leg portion **25** extending from the central portion **21** and merging with the generally U-shaped ear portion **26** and thence connected to a bar or transversely extending belt loop engaging means or portion **27** which is disposed substantially at right angles to the main body portion **21**. Continuing from the bar portion **27**, another ear portion **28** is provided which is generally of U-shaped configuration and which has a leg extension portion **29** extending angularly back toward the main body portion to terminate in an end **30** positioned generally adjacent the juncture between the aforementioned leg **25** and the main body portion **21**.

The bar **27** and the ear portions **26** and **28** disposed on opposite sides thereof are so associated as to provide a saddle to receive and retain one looped end portion of the belt which is engaged thereover.

The opposite end **22** is formed with a leg portion **31** extending obliquely from the main body portion **21** and having a generally U-shaped ear portion **32** formed therewith remote from the main body portion **21** and thence extending generally transversely to the main body portion in the transversely extending belt loop engaging means or bar **33**, whereafter the material is bent acutely to present the neck portion **34** which terminates in the aforementioned hook **24**. Thus, the bar **33** is bounded on one side by the ear portion **32** and on the opposite side by the neck portion **34** so that it too, like the bar **27**, presents a saddle-like support for its associated looped end of the belt.

Preferably, the bars **27** and **33** are so situated with respect to the main body portion **21** that extensions of the same bisect the bar portions **27** and **33** and it is also preferred that the eye portion **35** of the hook **24** is in alignment with the axis of the main body portion **21**. The hanger may be made of any suitable material, such as plastic, metallic wire or the like, but it is preferred that the same be relatively resilient particularly as this permits the same to provide a good stretching action on the belt mounted thereon. For example, if a leather belt is displayed, it is possible to buckle the same so that the opposite ends of the loops are spaced apart slightly less than the bars **27** and **33** so that the intermediate main body portion **21** may be flexed slightly to accommodate for this disparity in length and thereafter hold the belt in tension and properly flattened on opposite sides of the hanger. The main body portion **21** constitutes a means for effecting a predetermined spacing apart of the transversely extending, substantially aligned belt loop engaging means **27** and **33**.

As a modification, to accommodate for belts of various lengths and also to pretension that type of belt such as a leather belt which is not inherently elastic, a modified construction such as that shown in Fig. 4 may be employed. Fig. 4 illustrates a modified main body portion corresponding to the main body portion **21** in Fig. 3 and discloses such portion to be construced of two rod-like members **36** and **37** having overlapping portions **38** and **39** each terminating in a looped end portion **40** and **41** embracing the other member, substantially as shown. A tension spring **42** is disposed about the overlapped portions **38** and **39** of the members and is attached at opposite ends to these members by suitable means such as the looped portions **40** and **41** thereof so that when the entire assembly is compressed so as to bring the bar portions thereof closer together, the spring **42** is tensioned to urge the bar portions apart when released, thus exerting a pretensioning effect on the belt displayed on the assembly.

The hanger is not only useful for display purposes, but it is also, in itself, a sales feature since it presents a convenient and neat means for the buyer to store his belt when not in use. Principally, however, the assembly is most useful for display purposes and as a means for attracting the attention of a customer and inducing him to purchase one of the displayed belts. In this respect, it can be seen that a great number of belts may be simultaneously displayed within a relatively small space and in full view and sight of a customer, the belts, at the same time, being neat and natural appearing and offering a most pleasing display thereof.

Apparel belts of various characteristics and sizes may readily be carried by and displayed on the holder. For instance, if a relatively non-resilient leather belt is mounted on the display holder, such belts, be they of the tongue-buckle type, have a series of openings at the end of the belt opposite the buckle and thus the sizes of the belt are determined by the opening in which the tongue of the buckle is placed and therefore it will be seen that different sizes of leather belts may well be carried on the holder such as shown in Fig. 3 as well as in the modification of the holder as in Fig. 4. Then, too, there are other types of buckles such as the cam type and this provides for an adjustment of the sizes of the belt and consequently the same holders, be they as in Figs. 2 and 3, would therefore accommodate belts of various sizes. As to the different characteristics of belts, there is also the elastic or resilient type belt and, further, the type of buckle that is resilient, and with these belts, the same are readily adaptable for carrying and displaying on the present holder and obviously, therefore, different sizes of such belts are adaptable to be held and displayed on the holders, both the main type as in Fig. 3 or the adjustable type as in Fig. 4.

By referring to the belt being flattened and slightly tightened when on the holder or the belt being flattened and slightly tensioned when on the holder, what is actually meant is that the belt, if it is of leather, is buckled on the holder so that when looped thereabout, it will not unintentionally be disengaged from the holder and the same situation applies when the resilient or elastic type of belts are displayed on the holder. The purpose of the holder is to hold the belt thereon for display or other purposes.

We claim:

1. A display holder for an apparel belt, said holder comprising an elongated member adapted to be positioned between looped end portions of a folded belt having its terminals connected together, the member having generally aligned parallel end portions for an engagement in said looped belt portions across the width of the belt whereby the folded belt may be maintained in a long flat loop, and suspending means joined to one of the end portions and adapted to extend thereabove, said means having a portion for engaging a supporting means and coinciding with a line bisecting the end portions, the upper and lower portions of the elongate member being symmetrically arranged with respect to the said bisecting line whereby its center of gravity will coincide with the said bisecting line.

2. A display holder for apparel belts of various characteristics and sizes adapted individually to have their

terminals connected so as to form a loop, the holder including an elongated body member with spaced apart substantially aligned transversely extending belt loop engaging means, at least a portion of the body member being between the transverse means and constituting a means for effecting a predetermined spacing apart of the transverse means, the amount of spacing of the transverse means being substantially equal to the length of the loop when in substantially flattened and slightly tightened condition about the transverse means so that the said belt may be maintained on and held in its substantially flattened condition relative to the holder, and means carried by and extending beyond an end portion of the holder for engagement with a supporting means.

3. A display holder for apparel belts as defined in and by claim 2 wherein the body of the holder between the transverse means includes spring means whereby the belt when on the holder is under slight tension.

4. A wire display holder for apparel belts of various characteristics and sizes adapted individually to have their terminals connected so as to form a loop, the holder including an elongated wire body having spaced apart substantially aligned transversely extending belt loop engaging portions integral with the wire body, the wire body being between the transverse means and constituting a means for effecting a predetermined spacing apart of the transverse means, the amount of spacing of the transverse means being substantially equal to the length of the loop when in substantially flattened and slightly tensioned condition about the transverse means so that the said belt may be maintained on and held in its substantially flattened condition relative to the holder, and hook means integral with and extending from and beyond a portion of one of the transverse means for engagement with a supporting means.

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