

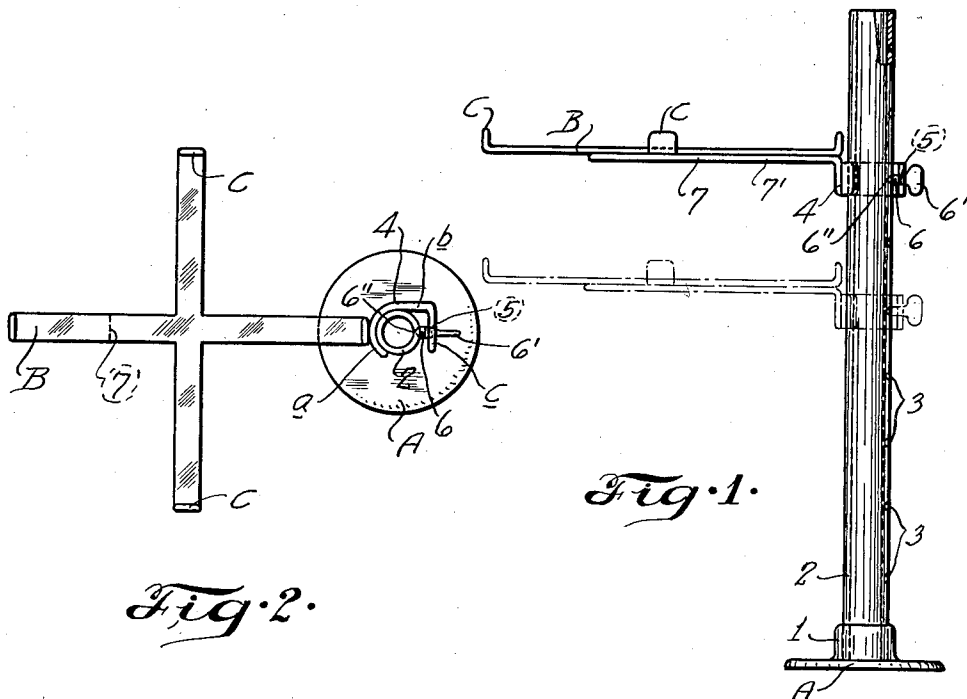
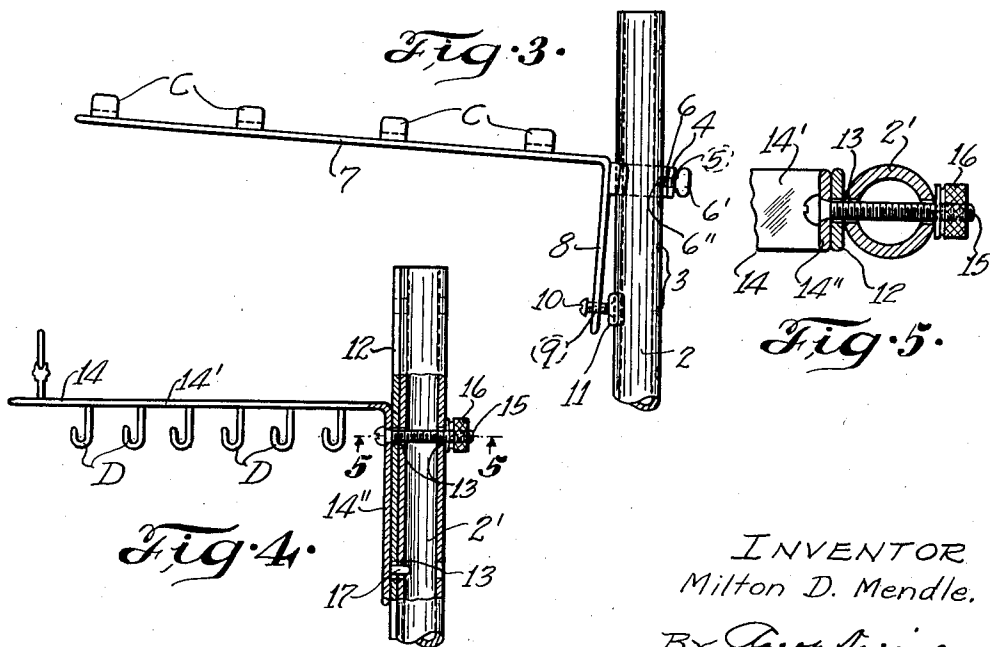
April 18, 1939.

M. D. MENDLE

2,155,097

DISPLAY FIXTURE

Filed July 15, 1937



INVENTOR
Milton D. Mendle.
BY *Charles H. Mendle*
ATTORNEY

UNITED STATES PATENT OFFICE

2,155,097

DISPLAY FIXTURE

Milton D. Mendle, Clayton, Mo., assignor to
American Fixture & Showcase Manufacturing
Co., St. Louis, Mo., a corporation of Missouri

Application July 15, 1937, Serial No. 153,745

3 Claims. (Cl. 248—125)

This invention relates to a certain new and useful improvement in display-fixtures.

My invention has for its objects the provision of a display-fixture which is simple, inexpensive, and durable in structure, which may be conveniently disposed for use upon a floor, counter, showcase, or the like, which includes a standard and a desired plurality of merchandise-supporting brackets so relatively constructed that the respective brackets may be detachably secured on the standard at selective locations and that any one of the brackets may be easily independently removed from the standard without dismantling the fixture or disturbing the other or remaining brackets, and in which one or more of the brackets may be pivotally adjusted for meeting the requirements of a particular installation, and which is efficient in the performance of its intended functions.

And with the above and other objects in view, my invention resides in the novel features of form, construction, arrangement, and combination of parts presently described and pointed out in the claims.

In the accompanying drawing,

Figure 1 is a side elevational view of a display-fixture constructed in accordance with and embodying my invention;

Figure 2 is a top plan view of the fixture;

Figure 3 is a fragmentary elevational view of a modified form of display-fixture embodying my invention;

Figure 4 is a fragmentary view, partly broken away and in section, of another modified form of display-fixture embodying my invention; and

Figure 5 is a detail sectional view of the display-fixture of Figure 4, taken approximately along the line 5—5, Figure 4.

Referring now in more detail and by reference characters to the drawing, which illustrates practical embodiments of my invention, the fixture comprises a suitable preferably metallic base A of any desired configuration and contour and having a preferably centrally disposed upstanding recessed boss 1 for snugly receiving the lower end of an upright tubular post or standard 2 provided upon its rear face with a longitudinal series of axially aligned and preferably uniformly spaced shallow arcuate depressions or recesses 3, as best seen in Figure 1, for purposes presently more fully appearing.

Removably embracing the post 2, is a clevis-like clamp 4 preferably rolled or otherwise formed from suitable strap metal and comprising a forwardly presented arcuate arm a conforming to

a portion of the outer contour of the post 2, a straight continuation or arm b extending tangentially away from the post 2, and a cross-arm c presented inwardly from, and at right angles to, the arm b, the arm b being preferably of such a length that the arm c at its inner face is spaced radially outwardly a substantial distance from the proximate portion of the outer surface of the post 2 and so that the distance or space between the outer extremity or free end of the curved arm a and the outer extremity or free end of the arm c is slightly greater than the outside diametrical size of the post 2, all for purposes presently appearing and as best seen in Figure 2. The cross arm c is provided with an internally threaded aperture 5 having its center disposed outwardly from the inner face of the straight arm b by a distance equal to the radius of the outer surface of the post 2 so as to be in precise radial alignment with the respective depressions 3 when the clamp 4 is in embracing engagement upon the post 2.

Threadedly disposed in the aperture 5, is a set-screw 6 provided at its outer end with a suitable wing-like finger-grip 6' and being ground off at its inner extremity to an arcuate or hemispherical point 6'' for complementarily fitting within the respective recesses 3.

Fixed, as by welding, riveting, or other suitable means, flatwise upon the outer face of the curved arm a of the clevis 4, is an L-shaped metallic supporting bracket 7 having a radially outwardly extending horizontal leg 7', which is preferably positioned upwardly from the axial line of the clamp-screw 6. Any suitable display element, such, for instance, as a shelf-supporting cross-member B, upstanding holdbacks C, or downwardly depending hooks D, may be either rigidly or removably secured to the bracket 7 for the accommodation of such auxiliary display elements or articles of merchandise as may be desired by the user.

In use, the base member A may be suitably mounted on a counter, showcase, or the like, and a clamp-member 4 positioned upon the post 2 at a suitable height and secured at such selected position by threading the clamp-screw 6 into engagement with the respective recess 3. Should it be desired to remove the clamp 4 and its associated display bracket 7, the clamp-screw 6 may be reversely threaded out of engagement with the recess 3, and since the distance between the extremities of the clamp is greater than the outside diametrical size of the post 2, as has been stated, the clamp 4 may be thus detached from

the standard or post 2 without disturbing any of the other display brackets or otherwise dismantling the fixture.

In many cases, it is desirable to shift the forwardly extending bracket arm 7' out of precise horizontal relation to the post 2. Accordingly, the bracket 7 is provided with a suitable elongated downwardly extending leg 8 having at its lower extremity an internally threaded aperture 9 for threadedly receiving a screw 10 upset at its one end in pivotal retentive engagement with a metallic saddle element 11 shaped for segmental conformation with the outer face of the post 2, as best seen in Figure 3.

In use, the clamp 4 is moved longitudinally along the post 2 to, or positioned upon the post 2 at, any suitable or selected location and the clamp-screw 6 turned up into loose engagement with a particular recess 3. By reason of the fact that the recess 3 is arcuate in shape and the engagement end of the clamp-screw 6 is shaped complementarily thereto, the clamp 4 and its associated bracket-arm 7 may be pivoted upwardly and downwardly through a limited arc. The screw 10 may thereupon be threaded forwardly, thereby bringing the pivoted saddle 11 into face-wise engagement with the pipe member 2. As the screw 10 is turned, the bracket arm 7 will be swung upwardly to any desired position of adjustment, and when the desired position of adjustment is reached, the clamp-screw 6 may then be turned up into tight engagement in the selected recess 3, thus securing the particular bracket rigidly in position. Such adjustment, I may add, is exceptionally useful, for instance, for facilitating the display of different types of, and particularly heavy, merchandise, the bracket arm 7 being efficiently re-enforced by the engagement of the saddle 11 with the post 2.

I may also provide a post 2', upon the outer face of which is fixed, as by welding, soldering, or other suitable means, a flat axially extending strip 12, the post and strip assembly being provided with a plurality of axially spaced pairs of diametrically registering openings or apertures 13, co-operable with which is an L-shaped bracket 14 having a horizontal arm 14', for receiving any suitable display holding elements, such as the hooks D, and a downwardly extending or vertical leg 14'' for flatwise abuttingly fitting against, and in marginal registration with, the flat strip 12. Rigidly mounted in, and extending at right angles rearwardly from the abutment face of, the vertical leg 14'', is an externally threaded stud-bolt 15 diametrically sized for loosely fitting in and extending through any selected pair of post apertures 13 and being provided on its extended end with a knurled clamp nut 16. Rigidly mounted on and extending at right angles rearwardly from the abutment face of the vertical leg 14'' adjacent its lower extremity, is a short stud or pin 17 diametrically sized for snugly fitting within any selected post aperture 13 and being positioned in vertical alignment with the stud-bolt 15 and spaced laterally therefrom a distance equal to the lateral distance between any two of the pairs of post apertures 13, so that, when the stud-bolt 15 is engaged in one of the pairs of post apertures 13, the pin 17 will be engaged in the

next succeeding post aperture 13, as best seen in Figure 4.

In use, the bracket 14 is mounted at any desired height along the post 2' by inserting the stud-bolt 15 and the pin 17, respectively, through selected post apertures 13. The clamp nut 16 is then threaded on the extended end of the stud-bolt 15 and drawn up tightly, so as to hold the vertical leg 14'' securely in flushwise abutting engagement upon the outwardly presented face of the post strip 12. When so mounted, the bracket 14 will be rigidly held against vertical, as well as lateral, movement and be capable of supporting substantial weights. In addition, a number of other similarly fabricated display brackets may be placed at different vertical positions along the post 2' and any one of them may, at will, be quickly and conveniently removed without removing or disturbing any of the others.

Thus, by my present invention, I provide a display fixture which fulfills in every respect the objects stated, and it should be understood that changes and modifications in the form, construction, arrangement, and combination of the several parts of the display fixture may be made and substituted for those herein shown and described without departing from the nature and principle of my invention.

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

1. A display-fixture comprising, in combination, a standard having a longitudinal series of recesses, a clamp-member mounted embracingly on the standard, said clamp-member being formed of strap metal and integrally including an arcuate end-section, an intermediate straight section tangential at its one end to said arcuate end-section, and a straight end-section joined to the other end of the intermediate section and extending at right angles thereto, a screw threadedly mounted in the straight end-section of the clamp-member for selective engagement with the standard at a respective recess, a bracket arm mounted on the clamp-member and having a downwardly extending leg, and a laterally adjustable saddle on said leg engageable with the standard for shifting the arm and the associated clamp-member pivotally with respect to the standard.

2. In a display-fixture having an upright standard, a clevis-like member shaped for shiftable movement on the standard, a clamp-screw threadedly mounted in the clevis-like member for engagement with the standard, and a supporting arm rigidly mounted on the clevis-like member and having a downwardly extending leg provided with a laterally adjustable saddle engageable with the standard for shifting the arm and the associated clevis-like member pivotally with respect to the standard.

3. A display fixture comprising a standard, a merchandise holder shiftable mounted on the standard for releasable disposition rigidly upon and at a plurality of selected positions with respect to the standard, and means for adjustably shifting the merchandise holder to various selected planes angularly disposed to the longitudinal axis of the standard.

MILTON D. MENDLE.