Nov. 28, 1950 W. R. GUNDERSON 2,532,022

DISPLAY SUPPORT

Filed June 13, 1949

Fig. 1.

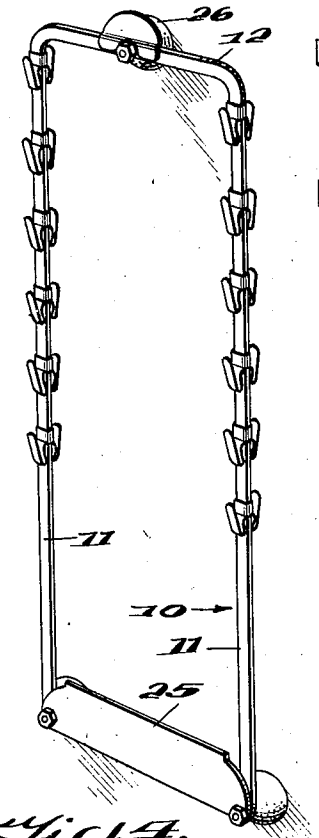


Fig. 2.

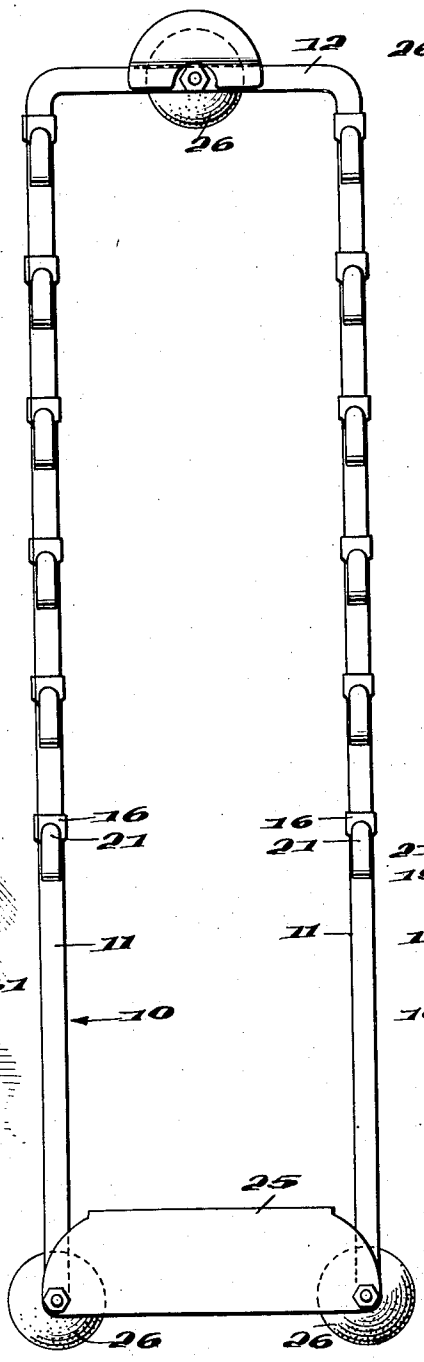


Fig. 3.

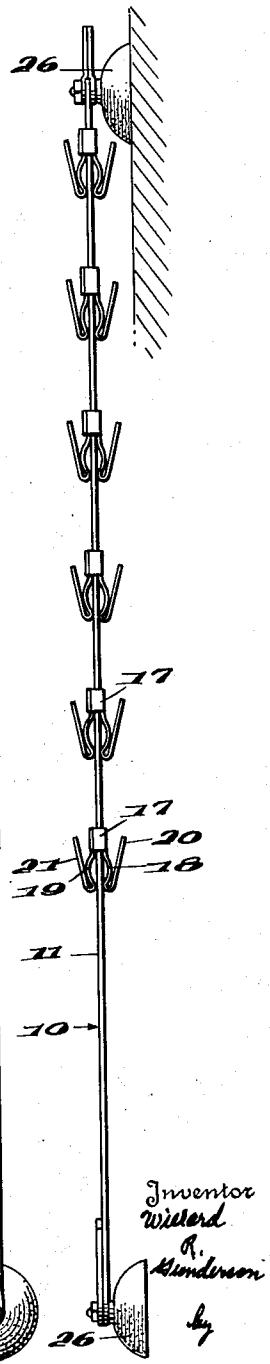


Fig. 4.

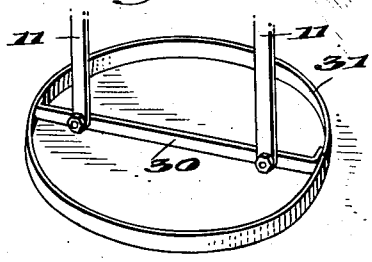
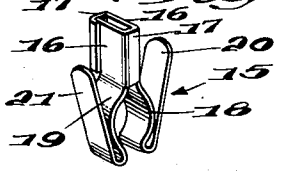


Fig. 5.



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DISPLAY SUPPORT

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Application June 13, 1949, Serial No. 98,867

7 Claims. (Cl. 211—87)

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This invention relates to an article supporting device wherein a plurality of articles may be supported and arranged for display purposes.

The main object of this invention is to provide an article display supporting device wherein a plurality of articles of merchandise to be displayed may be supported in an easy and convenient manner.

Another object of the invention is to provide an article supporting device wherein the articles to be displayed may be releasably supported to the device, and the articles arranged in overlapping relationship on either or both sides of the device.

Another object of the invention is to provide an article display device wherein articles of merchandise may be releasably supported and wherein the articles may appear in overlapping relationship on both sides of the device.

Still another object of the invention is to provide an attractive article display device wherein means for securing the articles to the device are adjustable so as to provide varying positions of the article relative to the device.

Still another object of the invention is to provide a relatively small article supporting device which is capable of supporting a plurality of bags of merchandise, such as bags of nuts, potato chips and other similar bags of merchandise, wherein the bags may be releasably secured to the device and positioned in overlapping relationship on both sides of the same.

Still another object of the invention is to provide an article supporting device which is convertible from an upstanding stand to a wall-supporting device.

In the drawings:

Figure 1 is a perspective view of the article supporting device;

Figure 2 is a front view of the device;

Figure 3 is a side view of the device;

Figure 4 is a perspective view of a modified form of the invention showing the base of the stand with portions of the article supporting structure being broken away; and

Figure 5 is a perspective view of the clip.

Reference numeral 10 generally indicates an elongated U-shaped member having a pair of depending legs 11 formed integrally with the top connecting portion 12. It will be noted that the legs 11 are substantially rectangular in cross section for purposes later to be described.

As seen in Fig. 5, a clip, generally indicated at 15, is formed of a single piece of spring metal.

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The upper portion of the clip 15 is bent in rectangular shape to provide flat side walls 16 which are formed integrally with substantially flat end walls 17, thus leaving a substantially rectangular opening, which opening generally corresponds to the cross sectional shape of the legs 11. Depending from the side walls 16 are arcuately shaped gripping members 18 and 19. The arcuately shaped gripping members 18 and 19 terminate in substantially the same plane by bending the spring metal about itself to form diverging upstanding finger tabs 20 and 21.

As seen particularly in Figs. 1 and 2, the lower open portion of the U-shaped supporting member 10 is provided with a reinforcing plate 25, which plate is secured to the lower portion of each of the legs 11 by any means, such as a nut and bolt as illustrated. The plate 25 forms the dual function of enabling advertising matter to be placed thereon, as well as supporting the lower portion of the legs 11 in proper alignment relative to each other. In this form of the invention, the bolts which secure the plate 25 to the legs 11 are secured to suction cups 26, so that suction cups may be detachably secured to the lower portion of each of the legs 11. A similar suction cup—nut and bolt construction is also mounted centrally of the connecting top portion 12 for securing the upper portion of the supporting member 10. Fig. 3 illustrates the function of the suction cups and shows the article supporting display device as being supported on a wall or other flat object.

As shown in Fig. 4, the plate 25 and suction cups may be removed, and the lower portion of the legs 11 may be bolted to a cross bar 30 which is secured to the inner periphery of a circular base 31.

In assembling the device, a plurality of the spring clips 15 are slidably mounted on each of the legs 11 and are frictionally secured thereto by means of the side and end walls 16 and 17, respectively, of said clip. It will be seen that a plurality of clips are used, and the clips are mounted on the legs 11 in a suitable arrangement, although it is intended that the clips will be equally spaced, and the clips on one leg will be in substantially the same horizontal planes as the clips of the other leg. After the clips have been suitably positioned on the legs 11, the plate 25 may bridge the open portion of the legs 11 and secured thereto by means of the suction cup—nut and bolt arrangement previously described. Thereafter, the suction cup at the

upper portion of the supporting member 10 may be positioned on the connecting member 12, assuming that the display device is intended to be supported on a wall or other flat object. If the display device is intended to be used as a self-supporting stand, then the plate 25 and suction cups 26 are dispensed with, and the lower portions of the legs 11 are bolted to the cross bar 30, the latter in turn being secured to the annular base 31.

In operation, the finger tabs 20 and 21 are placed inwardly toward the supporting member to thus open the lower portion of the arcuate gripping portions 18 and 19 to spread each of the latter relative to each other and away from the legs 11, thereby enabling an article of merchandise to be inserted between each of the gripping portions and both sides of the legs 11. It should be noted particularly that the combination of the clip 15 with the legs 11 form a releasable supporting means so that a bag of merchandise may be releasably secured by means of the cooperative gripping action between the arcuate gripping portions and the opposite sides of the legs 11, thus enabling one clip, by cooperating with the leg, to releasably support bags or other articles of mechandise on both sides of the main supporting member.

In my copending application Serial No. 98,865, filed June 13, 1949, entitled Clip, I have claimed the novel feature of the clip per se.

I claim:

1. In an article display device, the combination of a supporting member and a resilient clip member, said clip member having a body portion surrounding a portion of said supporting member and being frictionally secured thereto, a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member thereby forming a releasable article support wherein an article may be supported for display purposes on either side of said supporting member, and means for supporting said supporting member in display position.

2. In an article display device, the combination of a supporting member and a plurality of resilient clip members, each of said clip members having a body portion surrounding a portion of said supporting member and being frictionally secured thereto, and a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member thereby forming a releasable article support wherein an article may be supported for display purposes on either side of said supporting member, said clip members being slidably adjustable relative to said supporting member.

3. In an article display device, the combination of a supporting member and a plurality of resilient clip members, said supporting member being of an elongated U shape in form to provide a pair of extending supporting surfaces, each of said clip members having a body portion surrounding a portion of each of said pair of supporting members and being frictionally secured thereto, and a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member, thereby forming a releasable article support wherein an article may be supported for display purposes on either side of said supporting member, said clip members being slidably adjustable relative to said supporting member.

4. In an article display device, the combination of a supporting member and a plurality of resilient clip members, said supporting member being of an elongated U shape in form and having a substantially rectangular shape in cross section to provide a pair of extending supporting surfaces, each of said clip members having a body portion surrounding a portion of each of said pair of supporting members and being frictionally secured thereto, and a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member, thereby forming a releasable article support wherein an article may be supported for display purposes on either side of said supporting member, said clip members being slidably adjustable relative to said supporting member.

5. In an article display device, the combination of a supporting member and a plurality of resilient clip members, said supporting member being of an elongated U shape in form to provide a pair of extending supporting surfaces wherein the bottom of said U-shaped supporting member is open, a base, means for securing the bottom portion of said supporting member to said base, each of said clip members having a body portion surrounding a portion of each of said pair of supporting members and being frictionally secured thereto, and a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member, thereby forming a releasable article support wherein an article may be supported for display purposes on both sides of said supporting member, said clip members being slidably adjustable relative to said supporting member.

6. In an article display device, the combination of a supporting member and a plurality of resilient clip members, said supporting member being of an elongated U shape in form to provide a pair of extending supporting surfaces wherein the bottom of said U-shaped supporting member is open, a base, said base being substantially circular in shape, a bar secured to the inner periphery of said base and extending across the diameter thereof, means for securing the bottom portion of said supporting element to said bar, each of said clip members having a body portion surrounding a portion of each of said pair of supporting members and being frictionally secured thereto, and a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member, thereby forming a releasable article support wherein articles may be supported for display purposes on both sides of said supporting member, said clip members being slidably adjustable relative to said supporting member.

7. In an article display device, the combination of a supporting member and a plurality of resilient clip members, said supporting member being of an elongated U shape in form to provide a pair of extending supporting surfaces, said U-shaped supporting member having a plate secured to the open end of the U, a plurality of

suction cups secured to said supporting member, a suction cup being secured to said supporting member at each end of said plate and at the top of said U, each of said clip members having a body portion surrounding a portion of each of said pair of supporting members and being frictionally secured thereto, and a pair of gripping portions formed integrally with said body portion, said gripping portions being positioned on opposite sides of said supporting member to resiliently contact said supporting member, thereby forming a releasable article support wherein an article may be supported for display purposes on either side of said supporting member, said clip members being slidably adjustable relative to said supporting member.

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