Oct. 7, 1947. G. H. GUSTAFSON 2,428,519

ADJUSTABLE DISPLAY HOLDER

Filed Sept. 1, 1944

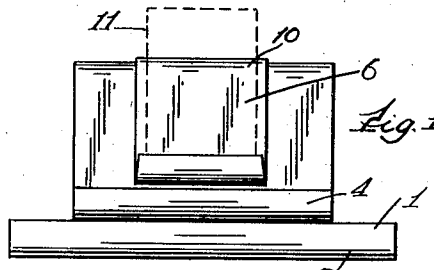


Fig. 1.

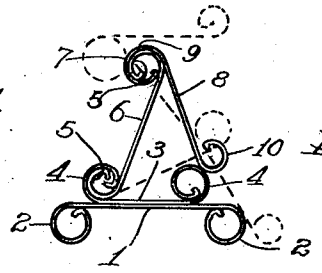


Fig. 2.

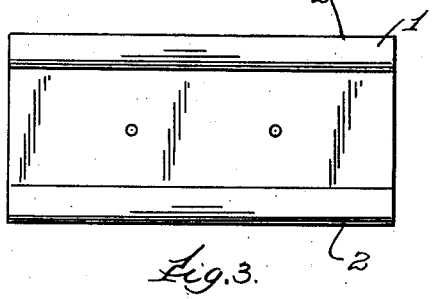


Fig. 3.

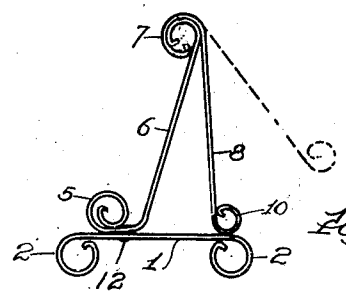


Fig. 5.

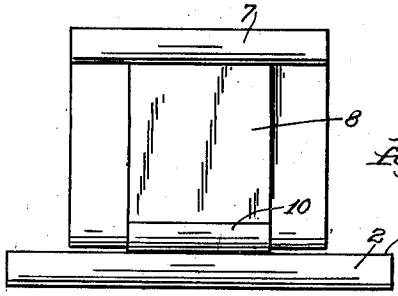


Fig. 4

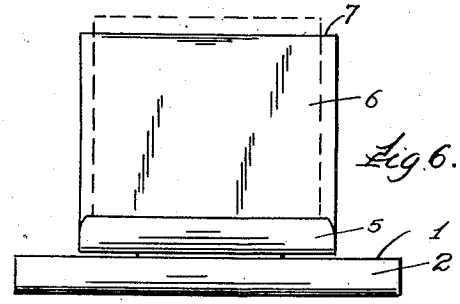


Fig. 6.

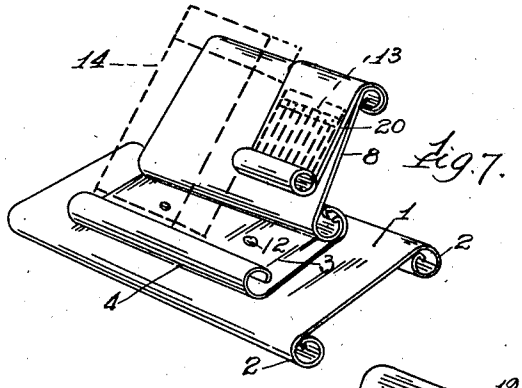


Fig. 7.

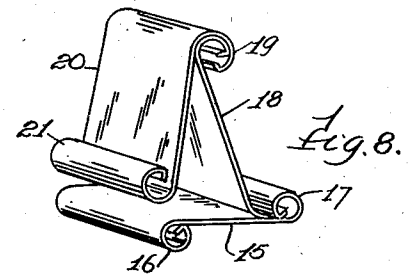


Fig. 8.

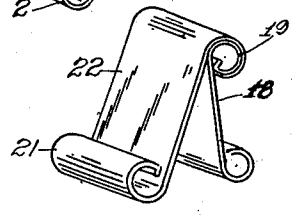


Fig. 9.

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ADJUSTABLE DISPLAY HOLDER

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Application September 1, 1944, Serial No. 552,362

3 Claims. (Cl. 40—152.1)

1

This invention relates to improvements in adjustable display holders. One object is to provide a holder for small articles adapted for use particularly in stores, offices, homes, for window display, counter display and in fact for convenient attractive display almost any place. A further object is to provide a display holder that is adjustable in a rotary as well as in a lateral manner.

A still further object is to provide a display holder adapted particularly for photographs, display cards, candy in wrappers or boxes, cigars, stationery and similar articles and one that is neat and attractive in appearance, light in weight, durable and efficient in use and not likely to get out of order nor subject to easy breakage.

A still further object is to provide a display holder adapted to occupy but small space either when in use or when stored in stock or when packed for shipment from place to place thereby facilitating handling and reducing transportation costs, and one that is streamlined and ornamental from a front, rear or other view.

With the foregoing and other objects in view the invention consists in the combination and arrangement of parts to be hereinafter fully described, pointed out in the claims and illustrated in the accompanying drawing that forms a part of this patent, and in which—

Fig. 1 is a view in front elevation of an adjustable display holder illustrating an embodiment of the present invention.

Fig. 2 is a view of the holder shown in Fig. 1 but in side or end elevation, altered positions of the relatively movable parts being shown in dotted lines.

Fig. 3 is an inverted plan view of the base portion of the holder shown in Figs. 1 and 2.

Fig. 4 is a view in rear elevation of a slightly modified form of the holder shown in the foregoing figures.

Fig. 5 is a view in side or end elevation of the holder shown in Fig. 4, an altered position of an adjustable part being denoted in dotted lines.

Fig. 6 is a view in front elevation of the form of holder shown in Figs. 4 and 5, an article held thereby being denoted in dotted lines.

Fig. 7 is a view in elevational perspective of the adjustable holder of Figs. 1, 2 and 3, the dotted lines denoting articles displayed, in this instance a package of "book" matches and a pack of cigarettes.

Fig. 8 is a view in elevational perspective of a further slightly modified form of the holder, and,

Fig. 9 is a view similar to Fig. 8 of a further slightly modified form of the device.

Like reference characters denote corresponding parts throughout.

Referring now to Figs. 1, 2 and 3 the reference numeral 1 denotes a base having a flat top portion preferably oblong in shape and with the front and rear ends rolled to form downturned tubular supporting portions 2 that extend transversely of and are co-extensive with said base. Arranged upon said base and riveted, welded or otherwise secured thereto is the flat link 3 preferably oblong in shape and extending transversely of said base, shorter than the same, and having upwardly rolled front and rear portions 4 of tube-like formation. The base, link and other parts of the holder are preferably, though not necessarily, formed of a resilient material, such as spring steel or the like although it may be very satisfactorily made of plastic of selected type. Adjustably received in the rear link portion 4 is one rounded end 5 of the obliquely upwardly and forwardly disposed flat oblong beam 6 having its topmost end rounded to form the sleeve 7, said beam from side to side being preferably of the same width as link 3.

2

The rear portion 4 of link 3 is not a true tube but a roll and it is formed complementary to the end 5 of beam 6 which is yieldingly telescopically received therein and adjustably retained in selective positions, the close fit between said parts and the resiliency of the material providing amply for this. While a transverse adjustment of the beam is possible it is not intended for this movement but rather for a forward and rearward adjustment relative to the link and base. A bracket 8 having upper and lower rolled ends 9, 10 is adjustably secured to the rolled end 7 of beam 6, said ends 7, 9 being complementarily formed, the end 9 receiving the end 7 but being preferably of materially less length or extent than the same. The ends 9, 10 of bracket 8 are rolled in opposite directions, the lower end 10 being rolled outwardly or upwardly with a slight space left between its termination and the bracket proper to receive one end of the object 11 supported and displayed flat against the body portion of the bracket.

Adjustment of bracket 8 with the article 11 is readily made manually, two positions thereof being shown in Fig. 2. Referring now to Figs. 4, 5 and 6 particularly, the base 1 has the beam 6 directly secured thereto by rivets 12, by welding or otherwise, the bracket 8 being secured, as in Figs. 1, 2 and 3 adjustably to the upper end thereof for adjustment toward and away from said beam. In Fig. 7 the bracket 8 serves to support the book of matches 13 while the package of cigarettes 14 is supported by the beam 6 and link 3 beside the matches.

Referring now to Fig. 8 a three-piece holder is shown which comprises the base 15 with its ends 16, 17 rolled in opposite directions, the beam 18 having its lower end rolled and received in the end 17 of said base and its upper end rolled and received within the rolled end 19 of the bracket

20, the lower end 21 thereof being rolled and receiving one end of the article supported.

The bracket 20 and beam 18 are not made as wide as the base 15. This particular holder is "reversible" and while shown resting upon its base, to support an article in the rolled end 21 of bracket 20, it may be moved forwardly to dispose the bracket 20 and rolled end 16 of the base in contact with the table or other support, the article then supported being disposed in the rolled end 16 and against member 15. It is not thought necessary to illustrate this second position as it is clearly obvious. Referring now to Fig. 9 the bracket 22 and beam 18 have their top rolled ends engaged while their lower ends rest upon the show case or other support, the bracket 22 receiving the article to be held and displayed.

What is claimed is:

1. In a display holder, a base having terminal rolled supporting edges, a link secured to said base and having rolled terminal edges, a beam rising from said base and having rolled terminal edges, one of said edges telescopically and adjustably engaging one of said link edges, said beam and link being of substantially a common width, and a bracket of materially less width and length than said beam having rounded terminal edges, one of said edges telescopically and adjustably engaging one beam rolled edge, the opposite rolled edge adapted to receive an article to be displayed, and also one edge of said link adapted to receive one end of a second article.

2. In a display holder, a base, a beam adjustably secured thereto and rising therefrom, the upper end of said beam being rolled, and a bracket having one rolled edge telescopically and yieldingly adjustably engaging said rolled beam edge to permit said bracket to be disposed selectively in a variety of positions with respect to said beam.

3. In a display holder, a base having its terminal edges rolled therebeneath, a beam having its terminal edges rolled, means for securing said beam to said base at one rolled beam edge, a bracket having its terminal edges rolled, one of said rolled edges being complementary to one rolled edge of said beam and telescopically engaging same, said telescopically engaged edges frictionally engaging each other but being yieldingly adjustable, one edge of said bracket being free and adapted to receive an article to be supported.

GEORGE H. GUSTAFSON.

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