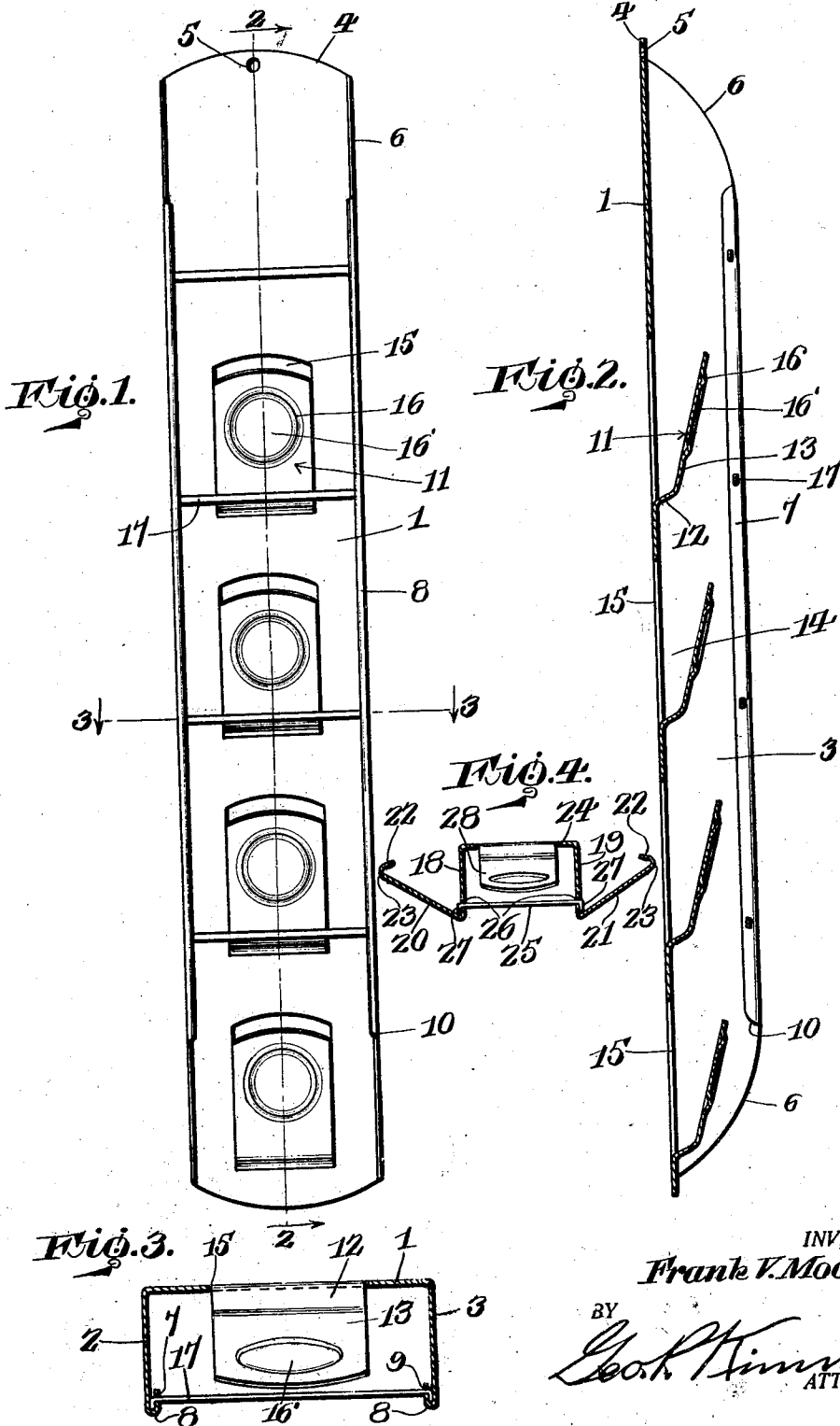


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DISPLAY HOLDER

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DISPLAY HOLDER

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This invention relates to holders of the display type and has for its object to provide, in a manner as hereinafter set forth a device of the class referred to for removably supporting in display position superposed packs of circulars, greetings, announcements, post and other cards, bill heads, blanks or other printed matter to enable a unit of any one of the packs to be selectively and conveniently removed when occasion requires.

Further objects of the invention are to provide, in a manner as hereinafter set forth, a holder for the purpose referred to which is simple in its construction and arrangement, strong, durable, compact, thoroughly efficient in its use, enabling for the convenient removal of an article held thereby, readily assembled and comparatively inexpensive to manufacture.

With the foregoing and other objects in view the invention consists in the novel construction, combination and arrangement of parts as hereinafter more specifically described, and illustrated in the accompanying drawings, wherein is shown an embodiment of the invention, but it is to be understood that changes, variations and modifications can be resorted to which fall within the scope of the claims hereunto appended.

In the drawings wherein like reference characters denote corresponding parts throughout the several views:

Figure 1 is a front elevation of a holder in accordance with this invention.

Figure 2 is a section on line 2—2 Figure 1.

Figure 3 is a section on line 3—3 Figure 1.

Figure 4 is a cross sectional view of a modified form.

The holder is formed from sheet metal and includes a body portion consisting of a back wall 1 and a pair of side walls 2, 3. The width of the back wall 1, as well as its length is as desired, but it is of greater width than the width of either of the side walls, and with the latter extending outwardly at right angles with respect to the back wall 1. The ends of the back wall 1 are rounded as at 4 and are curved oppositely with respect to each other. One end of the back wall 1 is provided with an opening 5 for the purpose of mount-

ing the holder upon a support or for the passage of a suitable holdfast device, not shown, for securing the holder in an upright position. The ends of the side walls 2, 3 are rounded or curved as at 6 and with the curvature of the ends of each side wall being oppositely disposed.

The intermediate part of each side wall is of greater width than its curved end portion, and the outer marginal portion 7 of said intermediate part is bent inwardly upon itself against the inner face of the wall to provide a rounded edge 8 and to also provide a support for one end of each of a series of combined bracing and partition forming bars to be presently referred to. The returned marginal portion 7 is formed with a series of spaced openings 9 for one end of the bars to be presently referred to. The ends of the marginal portions 7 are oppositely beveled as indicated at 10. The side walls 2, 3 are of less length than the length of the back wall 1 at the longitudinal median of the latter, this being provided for by the ends of the back wall 1 being oppositely disposed and upon an outwardly directed curve.

The back wall 1 is formed with a series of spaced, inverted, U-shaped slits and the material freed by the slits is projected forwardly to provide a series of superposed holder members referred to generally at 11 and each of which is spaced an equi-distance from each of the side walls. Each member 11 includes a lower and an upper part 12, 13 respectively. The lower part 12 is integral with the back wall 1, disposed at an acute angle with respect to the latter and provides the bottom of the member 11. The upper part 13 is of materially greater length than the lower part 12 and inclines forwardly from its lower to its upper end not only with respect to the part 12 but also with respect to the back wall 1. The setting up of the holder member 11 in the manner as stated provides in connection with the back wall 1 a receiving space for the pack, not shown, and with such space indicated at 14 and of a shape to gradually increase in width from its bottom towards its upper end. When the material freed by the slits is projected for-

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wardly the back wall 1 is formed with a series of rectangular openings 15.

The upper part 13 of each holder member, below the top edge of such part, is stamped to provide a circular offset portion 16 on its outer face, which is not only employed for reinforcing purposes, but also to form a circular part 16 for the reception of suitable designated indicia, price indicating means or a label not shown.

The openings 8 of one marginal portion 7 are arranged in alignment with the openings 8 in the other marginal portions 7, and extended into each pair of aligning openings are the ends of a transversely extending, combined bracing and partition bar 17. The bars 17 divide the front of the holder into a series of divisions, and with each bar arranged a substantial distance above the upper end of a holder member. The distance of the bars 17 above the upper ends of the holder members is such as to enable the convenient removal of a unit from any one of the packs of units. The packs or units are arranged in the spaces 14.

Further the bars 17 are spaced a sufficient distance above the holding members as not to interfere with the positioning of the packs in the spaces 14, and further the bars 17 further act as a retaining means for the units of the packs when the units are of a height to extend to the bars and if the units are flexible, the outer units can be pulled over the top edges of the bars, under such conditions facilitating the removal of the units. The term "unit" relates to circulars, greetings, announcements, post and other cards, billheads or other printed matter or other objects capable of being supported by the holder members in connection with the back wall of the body portion.

The form shown in Figure 4 is the same as that shown in Figure 1, with this exception that the side walls 18, 19 are provided with oppositely disposed, laterally projecting extensions 20, 21 respectively inclining rearwardly from the front of the walls at an angle of approximately 45°. The extensions 20, 21 preferably are of a length corresponding to the length of the intermediate portions of the side walls. Each extension is of greater width than its associated side wall and has the outer side marginal portion 22 turned to provide a rounded outer side edge 23. The extensions 19, 20 are employed for the purpose of receiving on their outer faces suitable indicia, not shown, for indexing the matter placed in the holder. The rear wall of the modified form is indicated at 24. A combined bracing and partition forming bar at 25 extends through apertures 26 in the side walls 18, 19 and is bent against the outer faces of these latter, as at 27. A holder member is designated at 28. Otherwise than that as stated the form of

holder shown by Figure 4 is the same as that illustrated by Figure 1.

It is thought the many advantages of a holder, in accordance with this invention and for the purpose set forth can be readily understood, and although the preferred embodiment of the invention is as illustrated and described, yet it is to be understood that changes in the details of construction can be had which fall within the scope of the invention as claimed.

What I claim is:

1. A holder comprising an open front body portion including a back wall and a pair of side walls projecting forwardly from the back wall, said back wall having superposed, spaced intermediate portions thereof projected forwardly to provide a set of spaced holder members having free outer ends and sides, and a set of spaced bars free of connection to the holder members, each bar of the set positioned in spaced relation to and outwardly and upwardly with respect to the free end of a holder member, said bars being disposed transversely with respect to the back wall and having the ends thereof seated in the side walls in proximity to the free edge of the latter.

2. A holder comprising an open front body portion including a back wall and a pair of side walls projecting forwardly from the back wall, said back wall having superposed, spaced intermediate portions thereof projected forwardly to provide a set of spaced holder members having free outer ends and sides, and a set of spaced bars free of connection to the holder members, each bar of the set positioned in spaced relation to and outwardly and upwardly with respect to the free end of a holder member, said bars being disposed transversely with respect to the back wall and having the ends thereof seated in the side walls in proximity to the free edge of the latter, each holder member having an outwardly directed, circular offset portion to form a circular part for the reception of conventional designating means.

3. A holder comprising an open front body portion including a back wall and a pair of side walls projecting forwardly from the back wall, said back wall having superposed, spaced intermediate portions thereof projected forwardly to provide a set of spaced holder members having free outer ends and sides, and a set of spaced bars free of connection to the holder members, each bar of the set positioned in spaced relation to and outwardly and upwardly with respect to the free end of a holder member, said bars being disposed transversely with respect to the back wall and having the ends thereof seated in the side walls in proximity to the free edge of the latter, each holder member having a bottom portion disposed at an acute angle with respect to said back wall and having

its remaining portion inclining upwardly and forwardly with respect to said bottom portion and back wall.

5 4. A holder comprising an open front body portion formed of a back wall and a pair of forwardly extending side walls, said back wall having a portion thereof intermediate its sides and ends directed forwardly to provide an upstanding holder member having free sides and a free outer end, each of said 10 side walls having an inturned outer marginal portion provided with an opening, the openings in said marginal portions aligning, and a bar free of connection to said holder member, disposed transversely of said body portion and having its ends seated in said openings, said bar being spaced from and disposed outwardly and upwardly with respect to the free end of the holder member.

20 5. A holder comprising an open front body portion formed of a back wall and a pair of forwardly extending side walls, said back wall having a portion thereof intermediate its sides and ends directed forwardly to provide an upstanding holder member having free sides and a free outer end, each of said side walls having an inturned outer marginal portion provided with an opening, the openings in said marginal portions aligning, and 30 a bar free of connection to said holder member, disposed transversely of said body portion and having its ends seated in said openings, said bar being spaced from and disposed outwardly and upwardly with respect to the free end of the holder member, said holder member having its lower portion angularly disposed with respect to said back wall and its remaining portion disposed at a forwardly directed angle throughout with respect to 40 said inner portion.

In testimony whereof, I affix my signature hereto.

FRANK V. MOORE.

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