June 6, 1933. C. A. BROWN ET AL 1,912,820

DISPLAY FIXTURE

Filed Jan. 20, 1931

Fig. 1.

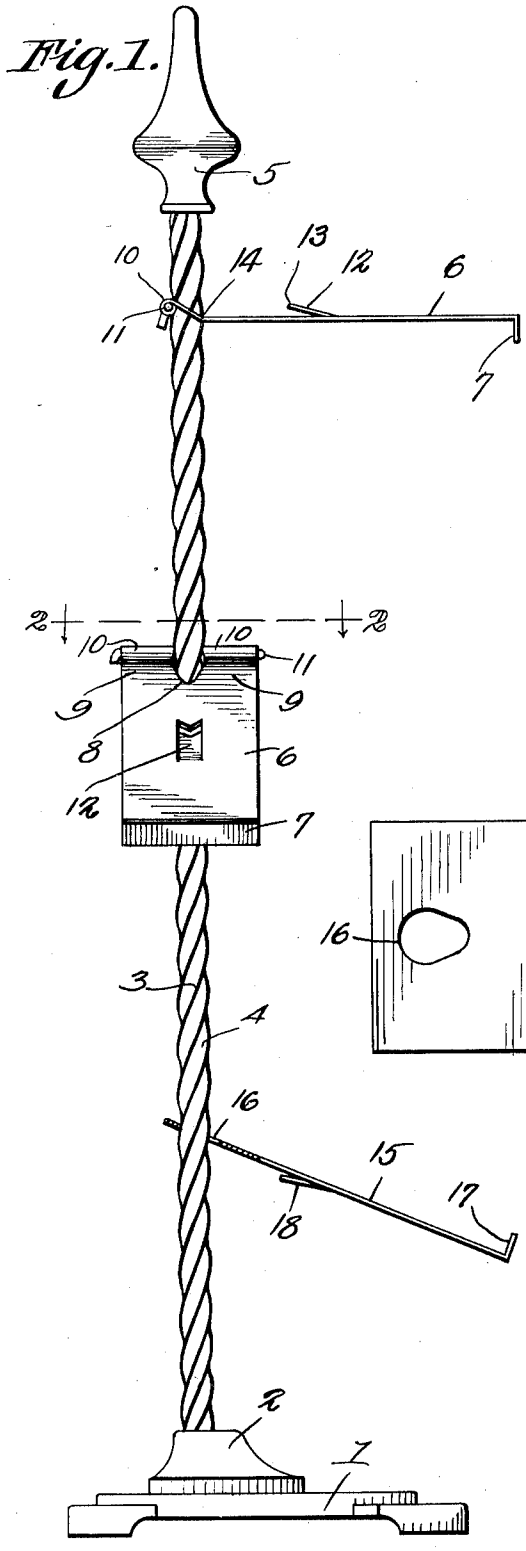
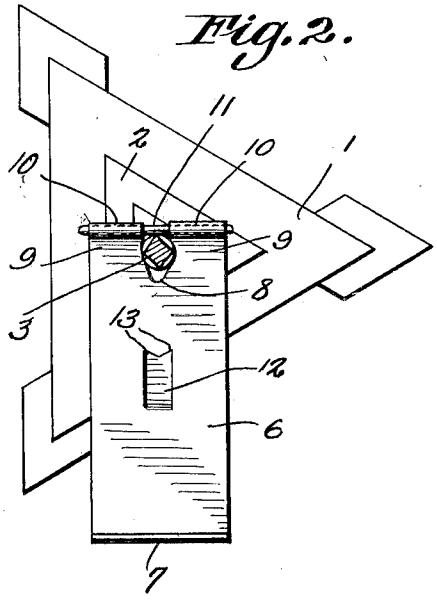


Fig. 2.



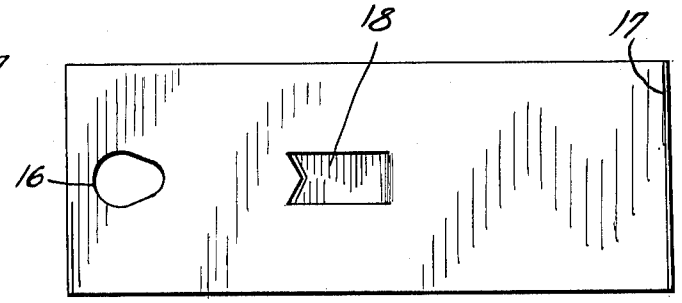


Fig. 3.

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UNITED STATES PATENT OFFICE

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DISPLAY FIXTURE

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This invention relates to a display fixture by means of which one or more articles of merchandise or boxes containing the articles can be supported where they can be easily seen and inspected by prospective purchasers.

Another object is to provide a fixture of this character utilizing a standard of novel construction for supporting one or more brackets carrying the goods to be displayed.

A still further object is to provide a fixture utilizing brackets which can be reversed for displaying different kinds of articles.

With the foregoing and other objects in view which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being understood that changes in the precise embodiment of the invention herein disclosed, may be made within the scope of what is claimed, without departing from the spirit of the invention.

In the accompanying drawing, the preferred form of the invention has been shown.

In said drawing:

Figure 1 is an elevation of the fixture, the same being provided with three different kinds of brackets for holding the merchandise to be displayed.

Figure 2 is a section on line 2—2, Figure 1, the lower bracket being removed.

Figure 3 is an enlarged plan view of the lower bracket.

Referring to the figures by characters of reference, 1 designates the base of the fixture which can be made of a metal casting or of any desired construction and in the present instance this base has an upstanding boss 2 in which is seated the lower end of a standard 3. The standard consists of an angular metal bar having a number of twists whereby there are produced spiral channels 4 extending from one end to the other of the standard. The upper end of this standard can be detachably engaged by a head 5 provided for ornamental purposes although it also serves as a means for preventing upward removal of the brackets from the standard.

In practice any desired number of brackets may be mounted on the standard, these being disposed in superposed relation. The brackets can also be of different constructions. For example, and as shown in Figures 1 and 2, each bracket can be made of a broad strip of sheet metal indicated at 6 and provided at one end with a transverse flange 7 while a tapered slot 8 is extended into the other end and forms spaced tongues 9. The free end of each tongue is bent to provide a sleeve 10, the two sleeves alining so as to receive a removable retaining pin 11.

At a point adjacent to its center the bracket 6 can be formed with a tongue 12 extending longitudinally thereof and struck therefrom, the free end of this tongue being provided with one or more points or spurs as shown at 13. The tongue 11 and the flange 7 are extended from opposite sides respectively of the bracket.

Obviously by removing pin 11 the slotted end of the bracket can be placed astride standard 3 after which the pin can be reinserted. The free end portion of the bracket will then swing downwardly by gravity until limited by contact of the pin and the walls of the slot with spaced portions of the standard. Thus the bracket will be held in an inclined position but cannot be moved upwardly or downwardly unless rotated on the standard so as to be screwed therealong. Should the bracket be located with the flange 7 uppermost a box or the like could be held thereon by the flange. By reversing the bracket, however, the free end of the tongue 12 could be used as a means for engaging the bottom of an article mounted on the bracket so as to prevent it from slipping therefrom.

Should it be desired to support the bracket horizontally, the tongues 9 could be bent as shown at 14 in Figure 1.

Instead of extending a slot into one end of the bracket so as to form spaced tongues, the bracket can be formed of a broad strip of metal or the like shown at 15 and similar to the strip 6. An oval shaped opening 16 can be formed in this strip adjacent to one end and by removing the head 5 the strip

can be placed on the standard which will extend through opening 16. Thus the bracket can be brought to any desired position on the standard after which it will be held by frictional contact therewith. In other respects this form of bracket corresponds with those already described, the same being provided on one face with a flange 17 while a pointed tongue 18 is extended from the opposite face thereof.

What is claimed is:

A display fixture including a one piece standard consisting of a rigid angular bar which has been twisted throughout its length to provide spiral channels of long pitch, a bracket having an opening adjacent to one end through which the standard is extended loosely, said opening being elongated and having opposed end walls, the bracket being normally tilted by gravity to hold said walls detachably seated in the adjacent portions of the channels to support the bracket, said bracket being tiltable upwardly to disengage said walls from the channels and release the bracket for adjustment longitudinally of the standard, and a movable member forming a closure for one end of the opening and constituting one of the said end walls.

In testimony that we claim the foregoing as our own, we have hereto affixed our signatures.

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