May 22, 1962 E. KWESKIN 3,035,362

DISPLAY STAND

Filed May 24, 1960

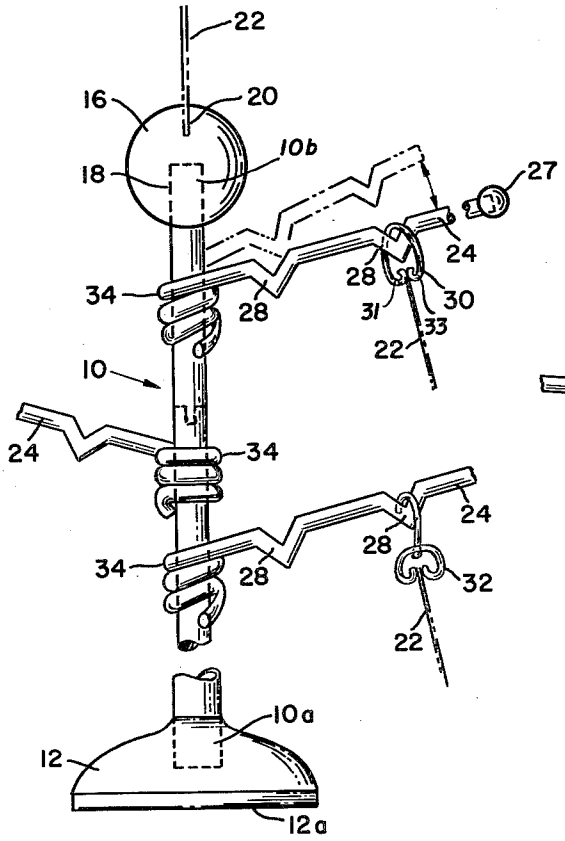


Fig. 1

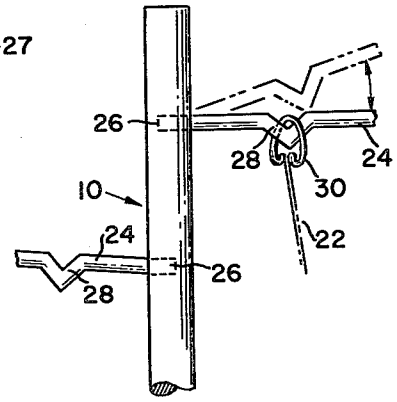


Fig. 2

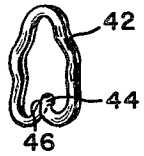


Fig. 4

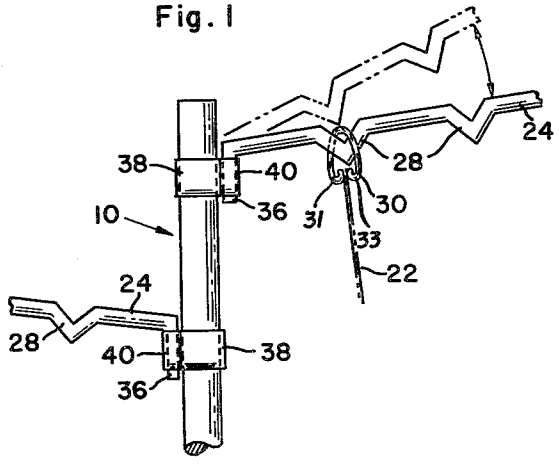


Fig. 3

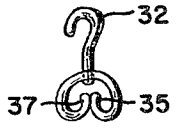


Fig. 5

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DISPLAY STAND

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The present invention relates to a stand of the type suitable for displaying cards, but may be used for show display of a variety of other items.

It is an object of the present invention to provide a card display stand in which the arms that are affixed to a supporting standard or post are flexible to a limited degree.

It is another object of the present invention to provide easily insertable and removable arms on the standard of a card display stand.

It is still another object of the present invention to provide novel retaining clips which are hung in indentations present in the flexible arms and which firmly hold cards therein.

It is a further object of the present invention to provide a decorative ball mount removably affixed to the top of the supporting standard, the ball mount being so constructed that a car may also be inserted therein.

It is believed that the present invention is reliably effective for the purposes intended.

The above and other features, objects and advantages of the present invention will be fully understood from the following description considered in connection with the accompanying illustrative drawings.

FIG. 1 is a front elevation view of the card display stand constructed in accordance with the teachings of the present invention and showing one form of clip employed therewith,

FIG. 2 is a partial front elevation view of a modification of my card display stand construction,

FIG. 3 is a partial front elevation view of another modification of my card display stand construction,

FIG. 4 is a front elevation view of another clip employed with the present stand and

FIG. 5 is a front elevation view of still another clip employed with the present stand.

Referring more particularly to the drawing the instant display stand suitable for cards and other items comprises a post or standard fabricated of metal, plastic, wood or any other suitable material and referred to generally by the numeral **10**. A base **12** is shown having a recess **14** in which an end **10***a* of the post **10** is inserted. The latter may be a single piece or constituted of interfitting sections as illustrated. It should be understood that in the sectional construction of the post the number of sections used depends upon the desired height of the display stand. The base **12** has a flat bottom **12***a* so that the stand may be placed on any flat surface. The end **10***b* of the post **10** is designed so that a decorative ball mount **16** having a recess **18** therein may be inserted thereon. The top of the ball mount **16** is provided with a slit or cut **20** into which a card **22** may be inserted.

In FIG. 1 a plurality of relatively flexible or bendable arms **24** are shown, for example, manufactured of aluminum. Arms **24** have spiral or helical ends **34** which are designed to snugly fit over the post **10** and to be held by friction at selected locations thereon. The spiral end **34** permits the arms to be rotated 360° about the stand

10 so that a variety of positions for the arms **24** may be chosen. Arms **24** assume a sinuous form with rather pronounced indentations **28** spatially located on the arms. It should be noted that spring clips or hangers **30**, **32** and **42** may selectively hang in indentations **28** as illustrated. Clip **30** has the free ends **31** and **33** engaging and abutting each other but may be slightly forced apart to allow the entry therebetween of cards **22**. The spring tension of ends **31** and **33** hold the cards firmly in place yet permit the same to be easily removable by pulling the card gently in a downward direction. Hook-shaped clip **32** is also provided with free ends **35** and **37** that resiliently hold cards therebetween (FIG. 5). At the free ends of bendable arms **24** are bead-like end pieces **27** that are inserted over the ends of the arms in order to achieve a decorative effect.

FIG. 4 illustrates another clip **42** which may be used on the present display stand, the clip having overlapping end pieces **44** and **46**. This clip is desirable since it suspends cards angularly with respect to cards suspended from clips **30** and **32** respectively.

FIGS. 2 and 3 illustrate alternate embodiments of the structure shown in FIG. 1. In FIG. 2 the relatively flexible arms **24** are insertable in a plurality of holes **26** staggered at various locations on the post **10**. In FIG. 3 another modification of the present invention is shown in which an end **36** of flexible arm **24** is bent substantially at right angles to the arm **24**. Insertable over the post **10** are a number of bands **38** provided with retaining members **40** into which the ends **36** of flexible arms **24** are removably insertable.

The flexible arms **24** may be bent to a limited degree either upwards or downwards in order to achieve the desired appearance for the card display stand.

It should be apparent that the card display stand constructed in accordance with the teachings of the present invention is simple to assemble and disassemble, is portable, is extremely decorative in character, and is relatively inexpensive to manufacture.

While I have shown and described the preferred embodiment of my invention, it will be understood that the latter may be embodied otherwise than as herein specifically illustrated or described and that in the illustrated embodiment certain changes in the details of construction and in the arrangement of parts may be made without departing from the underlying idea or principle of the invention within the scope of the appended claims.

What I claim is:

1. A card display stand comprising a base, a substantially vertical post mounted on said base having a multiplicity of spaced holes therein, a plurality of arms constituted of bendable material inserted in said holes whereby said arms extend substantially transverse to the longitudinal axis of said vertical post, said bendable arms being provided with indentations therein for suspending display items therefrom.

2. A display stand for various items comprising a base, a substantially vertical post mounted on said base, a plurality of arms constituted of aluminum extending substantially transverse to the longitudinal axis of said vertical post, each arm having one end thereof formed into a helix, said helical end portions snugly fitting over said vertical post at spaced locations thereon, said bendable arms being

provided with V-shaped indentations therein extending in a substantially vertical plane for suspending display items therefrom.

3. A card display stand comprising a base, a substantially vertical post mounted on said base, a plurality of arms of bendable material extending substantially transverse to the longitudinal axis of said vertical post and having helical end portions attached at spaced locations on said post, said bendable arms being provided with spaced indentations therein for suspending display items therefrom.

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