Dec. 31, 1929. R. C. GREENWALD ET AL 1,742,069

SAMPLE HOLDER

Filed May 2, 1929

Fig. 1.

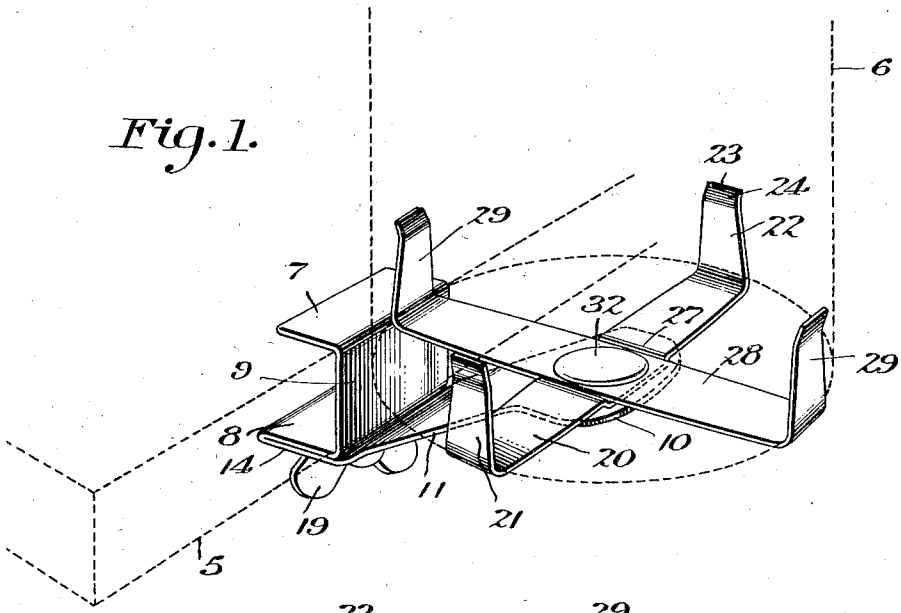


Fig. 2.

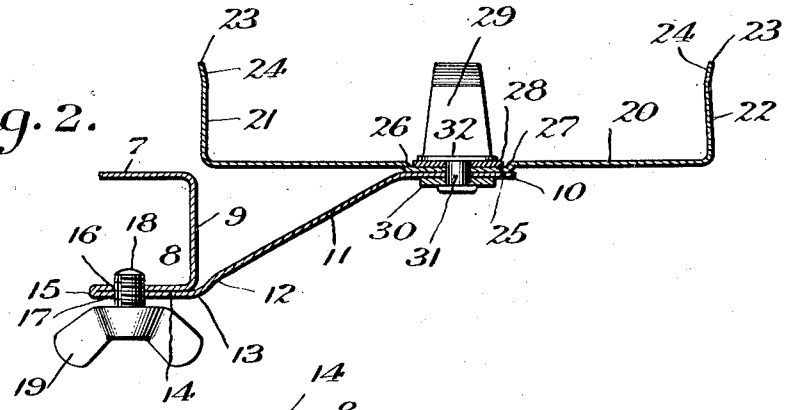
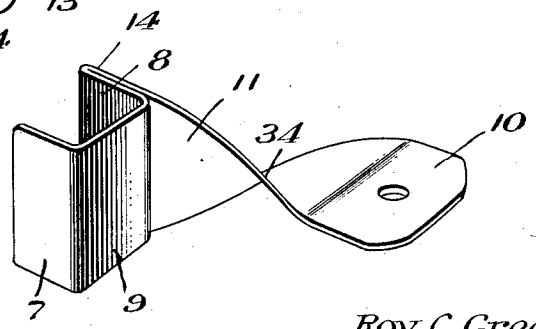


Fig. 3.



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UNITED STATES PATENT OFFICE

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SAMPLE HOLDER

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The present invention relates to improvements in sample holders, and has for an object to provide an improved device adapted to be fastened to a shelf or other desired object for the purpose of holding a container of merchandise in a conspicuous place, outstanding from the other goods reposing on the shelf, whereby an attractive display will be produced which will act as an aid in selling the goods.

Another object of the invention is to provide an improved sample holder, which will act as a silent salesman holding the goods forth for inspection and calling attention to same, and so constructed that it may be applicable to shelves, show cases and horizontal or perpendicular supports.

It is a further object of the invention to provide a device of this character which will not necessarily be permanently attached in any particular place, but which by a simple adjustment may be moved along the shelf from place to place.

A still further object of the invention resides in providing a revolvable holder for the merchandise, whereby the same may be rotated to bring all parts of the merchandise into view.

With the foregoing and other objects in view, the invention will be more fully described hereinafter, and will be more particularly pointed out in the claims appended hereto.

In the drawings, wherein like symbols refer to like or corresponding parts throughout the several views,

Figure 1 is a perspective view of an improved sample holder constructed according to the present invention and shown as applied to a shelf indicated in dotted lines and as having a can of merchandise supported therein, also indicated by dotted lines.

Figure 2 is a central sectional view taken through the device, and

Figure 3 is a perspective view showing a slight modification.

Referring more particularly to the drawings, 5 indicates in dotted lines in Figure 1 a horizontal shelf, such as is found in grocery and other stores for holding canned and packaged goods and other merchandise. A can or package of the goods is indicated by the dotted lines 6.

According to the invention a clamp and a revolvable holder are provided, the clamp adapted to be fitted over the edge of a shelf 5, and the revolvable holder designed to removably receive and support an article of merchandise 6, such as an item of canned goods.

The clamp is constructed of an upper jaw 7 and a lower jaw 8 with a connecting yoke 9 between the jaws. The clamp is preferably formed from a strip of sheet metal with one end part disposed to constitute the jaw 7 while the other end acts as a bearing 10 to support the revolvable holder. The bearing 10 lies either horizontally or at various angles and it is carried by a diagonal arm 11, which is also of the same strip of sheet metal. This arm near its base is formed with an upwardly pushed bead or rib 12 and with the adjoining oppositely pushed out or curved portion 13 to extend the lower corner portion of the clamp. The parts 12 and 13 form a substantially S-shaped or ogee curve and they mutually reinforce and strengthen one another having oppositely convex parts and also oppositely concave parts. They act to strengthen and reinforce the arm 11 and render the inexpensive sheet metal of sufficient rigidity to support a can or package of goods. The arm is supported by a base piece 14 which underlies the lower clamp jaw 8 and acts to reinforce the same as well as to support the arm 11. The sheet metal is folded, as indicated at 15 at the inner free edge of the jaw 8 so as to overlap the parts 8 and 14.

Both of these overlapped parts are provided with registering threaded openings 16 and 17 to receive the threaded shank 18 of the adjusting and clamping screw which is provided with the winged or other operating head 19 exposed below the shelf for freedom in rotating.

The revolvable holder is constituted by two strips of metal, which cross each other centrally and extend diametrically at 90° apart so that they intersect at right angles. One

strip provides the diametric base piece 20 and the upstanding flanges 21 and 22 having the out-turned upper ends 23 producing flaring parts 24 for engaging the lower edge of the merchandise in the act of inserting the merchandise into the holder.

The central portion of the piece 20 is depressed as indicated at 25 and rests upon the bearing 10. The depressed part forms shoulders 26 and 27 which are engaged by the side edges of the base piece 28 of the other holder member, which is also provided with similar flanges 29 formed after the manner of the flanges 21 and 22. It will be understood that the metal possesses a certain resiliency.

A washer 30 is placed beneath the bearing 10 and a rivet 31 or other fastening is passed through the washer, the bearing 10, the depressed portion 25 and the other holder member 28. A large head 32 is upset upon the upper end of the rivet 31 and is sufficiently flush with the member 20. The rivet is also upset below the washer 30 as indicated at 33.

In the use of the device, the clamp screw is backed off and the clamp jaws 7 and 8 inserted over a shelf edge, as indicated in Figure 5 or over a perpendicular support if desirable, as indicated in Figure 3, in which case the arm 11 is twisted through 90°, as indicated at 34 in order that the bearing 10 will lie in a horizontal plane and be suitable for receiving the revolvable holder. When the clamp is fitted to a desired place the clamp screw is tightened thus effectually holding the device in the selected place upon the shelf.

For instance if the proprietor is desirous of pushing a particular brand of corn, of which he has a section of shelf space devoted, he may affix the device to the shelf in front of such section and place a can of the same goods in the holder, thus making it outstanding from the shelf and calling attention to same so that purchasers will be attracted into purchasing that article.

The cans or packages are inserted downwardly in the holder, their lower edges first engaging the flaring parts 24 and spreading the resilient flanges, so that a yieldable grip is had upon the article which is supported by the base pieces 20 and 28. Round edges may be accommodated and also square or any other form of object desired, the corner portions projecting between the flanges, these flanges being located at 90° apart and having open spaces therebetween. The threaded shank 18 of the adjusting screw, engaging both members 8 and 14 will serve to reinforce both the clamp and the arm 11 and will tend to support the arm. The merchandise may be rotated in the holder and the holder may be rotated about the bearing 10. In case the flanges 29 are grasped for rotating the holder, the edges of the base member 28 will engage the shoulders 27 and cause the companion base member 20 to rotate therewith, while preventing the parts from getting out of line. The washer 30 and the rivet are so affixed as to rotate with the holder whereby the wear will occur upon the upper and lower faces of the bearing 10 and the members that contact with the same, all of which possess a wide area.

The holder part of the device, by bending the holder arm 11, might be so arranged that it will display the goods at any desired angle, rendering it easy for the person looking at it to see the top of the package, for instance, where such packages held are chewing gum, soap and the like. The holder might be arranged to display the sample at an angle of 45 degrees from the horizontal position.

It is obvious that various changes and modifications may be made in the details of construction and design of the above specifically described embodiment of this invention without departing from the spirit thereof, such changes and modifications being restricted only by the scope of the following claims.

What is claimed is:—

1. An improved sample holder comprising a clamp having upper and lower jaws with a yoke piece therebetween, a base piece folded over beneath the lower clamp jaw, said lower jaw and base piece having alining threaded openings therein, an adjusting screw threaded through both the openings, an arm formed with said base piece and having reversely bent portions adjacent the base piece, and a revolvable holder carried by said arm.

2. An improved sample holder comprising a clamp, an arm carried by the clamp, and having a perforated bearing, a base strip having a depressed central portion seated on said bearing, said base strip having upstanding flanges at its ends, a second base strip extending at substantially right angles to the first mentioned base strip and having its center part lying in the depression, said second base strip having upstanding flanges at its ends, a washer below the bearing, and a rivet passing through said washer, bearing and the overlapped portions of the base strips, said washer having an enlarged upper head and turning with said strips and with the washer.

In testimony whereof we affix our signatures.

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