Aug. 10, 1937. L. KALVIN 2,089,266

DISPLAY FORM HOLDER

Filed April 11, 1936

Fig. 1.

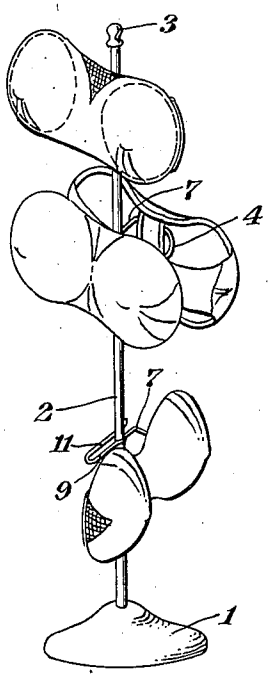
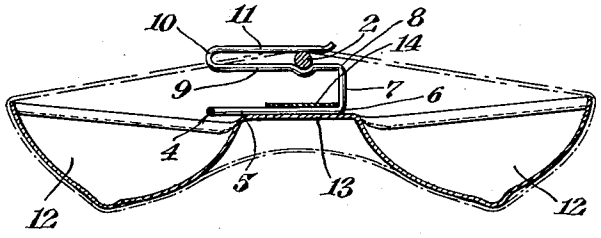


Fig. 2.



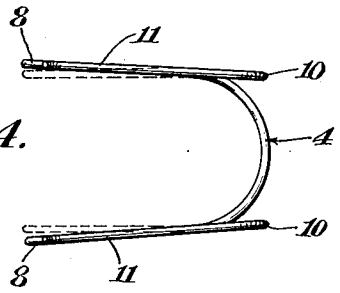


Fig. 4.

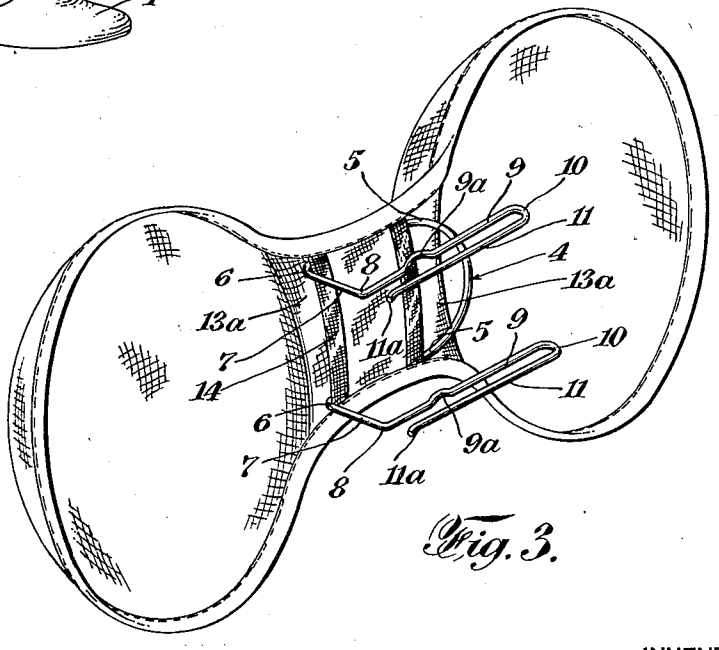


Fig. 3.

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DISPLAY FORM HOLDER

Louis Kalvin, New York, N. Y.

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3 Claims. (Cl. 24—84)

The present invention relates to display forms and holders therefor whereby various kinds of articles such, for example, as the brassières shown on the accompanying drawing, may be exhibited from suitable supports such, for example, as the floor standards or other rigid supports employed in stores, shop windows and similar places for the display of articles for sale. In a general way, my invention contemplates simple and effective means for mounting the displayed articles on a rigid support, and for this purpose my invention has for its object to provide a display form of improved construction and a holder therefor of improved construction whereby the articles may be set up with little or no effort, to provide a pleasing display. For this purpose, my invention contemplates a holder which is constructed to be securely mounted on a rigid support or standard and to securely mount a display form or the like which is suitably constructed for the purpose. More specific objects of invention will appear in the specification, the constructional features relating thereto being recited in the claims.

In the drawing:

Figure 1 is a perspective view of a conventional floor standard upon which a number of my improved display forms and holders have been mounted for the display of brassières, said forms and holders being hidden from the eye of an approaching observer while presenting the articles in full view.

Figure 2 is an enlarged top plan view of one of the holders, the standard and portions of the display form with attached brassière being shown in cross-section.

Figure 3 is an enlarged perspective view from the rear of the holder detached and with the display form carried thereby.

Figure 4 is a front elevation of the holder detached, the form-gripping branches of the form support being represented in compressed position by broken lines.

For the purposes of illustration, Figure 1 of the drawing shows a rigidly constructed support in the form of a floor standard of conventional form which comprises a circular base 1, and a vertical rod 2 with a removable knob 3 at the top. Detachably but securely mounted on the upright rod 2, are a plurality of holders for display forms which are detachably but securely mounted on the form-supporting portions of said holders, the displayed article in the form of a brassière being placed in position on each of the display forms. In its particular form shown on the drawing for the purpose of illustration, my improved holder for display forms is constructed of a single strand of resilient wire and comprises in a compact form an attachment portion which is constructed to securely engage spaced portions of upright 2 or other rigid support; a form-supporting portion constructed to positively engage widely spaced abutments of generous breadth or proportion; and a connecting portion for uniting said attaching and form-supporting portions in spaced relation to each other, said portions being so related as to provide within a small space a substantially rigid mount for the display form. For this purpose, the strand of wire is provided with a wide return bend 4 midway of its length which forms a U-shaped form-supporting portion or frame with legs or branches 5, both branches of the wire being bent rearwardly at right angles at 6 to form relatively shorter connecting bars 7 between the right-angled bends 6 and two other right-angled bends 8 for providing integrally formed spring clips which have the planes of their loops arranged approximately in parallelism with each other and which have these loops located preferably in a common plane parallel to the U-shaped frame 4, 5, 5 so that a bar or rod such as 2 may be located in both loops and frame 4, 5 be held in parallel to such rod. For this purpose, a clip-forming portion in each branch of the wire includes one leg 9 of each clip extending between right-angled bend 8 and a hair pin bend 10 and the other leg 11 of said clip which extends from the bend 10 in approximate parallelism with leg 9 and provided with a rearwardly deflected extremity 11*a* to facilitate its movement into engagement with a fixed or rigid support by a lateral movement of the holder. In the present embodiment of my invention, the legs 9, 9, of the spring clips are provided with depressions 9*a*, 9*a*, for positively positioning the holder on a rod such as the upright 2. Referring more especially to Figure 2 of the drawing, one form of my improved display forms is shown in its adaptation for use with a form holder of the character described above for the display of brassières. Thus the display form shown therein is constructed of stiffened sheet material composed, for example, of cotton sheeting applied to either or both surfaces of a layer of burlap, said material being sized and shaped to provide relief portions 12 which project forwardly from a flat band or transverse portion 13 of the stiffened material. Preferably, the flat band 13 is made of relatively smaller width than the marginal edges of the relief portions, said marginal edges being en-

cased in a heavy tape or piping and arranged substantially in a common plane with the band 13 when the form is not flexed under tension. As indicated in Figure 3 of the drawing, the relief portions 12 are suitably formed to have a brassière applied directly to their outer surfaces and require no interposed padding for filling out the contour of the brassière, and for this purpose, the display forms are made in graded sizes and different types. For the purpose of accommodating a moderate degree of flexing in the display form from the center outwards, portions of the human bust may be more closely simulated, wire or other inflexible material is not employed in the marginal borders of the relief portions of the form band portions of the material. In consequence of this construction, the form is rigidly reenforced only over the area which is in lateral abutment with the form-supporting portion of the holder which engages the flat band 13 along its upper and lower edges and hence is not rigidly reenforced beyond the curved lines 13*a*, 13*a*, (see Figure 3) which define the ends of the flat band 13 from the relief portions 12. Under these conditions, as indicated in Figure 2, when the strings of the brassière are drawn taut across the upright 2, the outer ends of the form are displaced somewhat towards the rear and therefore more nearly simulate the natural contour of the bust. Secured to the top and bottom edges of the flat strap 13 of the display form is a band or retainer 14 which forms a pocket or recess between itself and said strap 13 for receiving the U-shaped frame or form-supporting portion of the holder. As shown in Figure 4 of the drawing, said U-shaped frame is sufficiently yieldable to permit it to be contracted to broken line position by pressure applied to the connecting bars 7, 7, in which position said frame is readily introduced into the pocket or recess wherein it is permitted to expand against the spaced abutments formed by the joints between the top and bottom edges of the band 14 and the strap 13.

It will be understood that the foregoing description of a simple and effective embodiment of my invention exemplifies an improved construction and arrangement of cooperating parts which may be variously modified within the meaning and scope of the appended claims. In use, my improved display form and holder provides a substantially rigid and securely fastened connection between display form and a rigid support or standard within a small central area represented by the flat strap 13 without interfering in any way with the yieldable displacement of structurally self-competent relief portions attached thereto which facilitate a more natural arrangement of the articles on display and thereby produce more pleasing effects on the observer's eye than is usually the case. Furthermore, the use of makeshifts for padding out the articles on display is eliminated while at the same time the correct arrangement and disposition of the display forms is greatly simplified in such a way as to economize time and labor. As shown in Figure 1 of the drawing, the forms may be arranged in various positions and arrangements, and as indicated at the middle height of standard 2, the skeletonized form of the holder permits an opposite arrangement of two of the display forms.

I claim:—

1. A form holder constructed of an integral strand of resilient wire comprising a substantially U-shaped portion compressible for insertion into a pocket in the form and expansible into engagement with the corners of said pocket, folded end portions forming clips arranged in parallelism with the respective legs of said U-shaped portion and constructed for attachment to a fixed support parallel to the plane of said U-shaped portion, and straight portions extending transversely between said folded end portions and the branches of said U-shaped portion.

2. A form holder constructed of an integral strand of wire comprising a substantially U-shaped compressible portion for engaging the form to hold it in display position, and folded end portions spaced apart and forming single-loop spring clips arranged to have the planes of their loops in parallelism and set at right angles to said U-shaped portion and having said loops superposed in spaced relation for detachably engaging spaced portions of a fixed support between the loop shanks.

3. A form holder constructed of an integral strand of wire comprising a substantially U-shaped compressible portion for engaging the form to hold it in display position, and folded end portions spaced apart and forming single-loop spring clips arranged to have the planes of their loops in parallelism and set at right angles to said U-shaped portion and having said loops superposed in spaced relation for detachably engaging spaced portions of a fixed support between the loop shanks, and connection bars extending between said folded end portions and the branches of said U-shaped portion at its open end for offsetting the latter with respect to the former.

LOUIS KALVIN.