

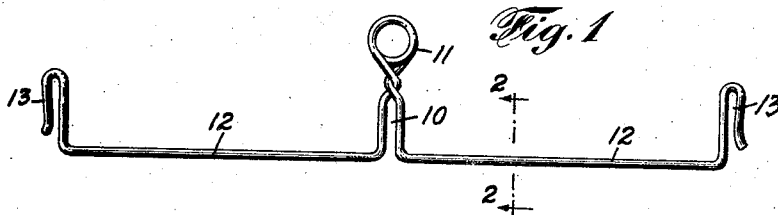
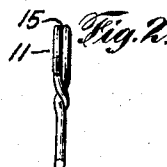
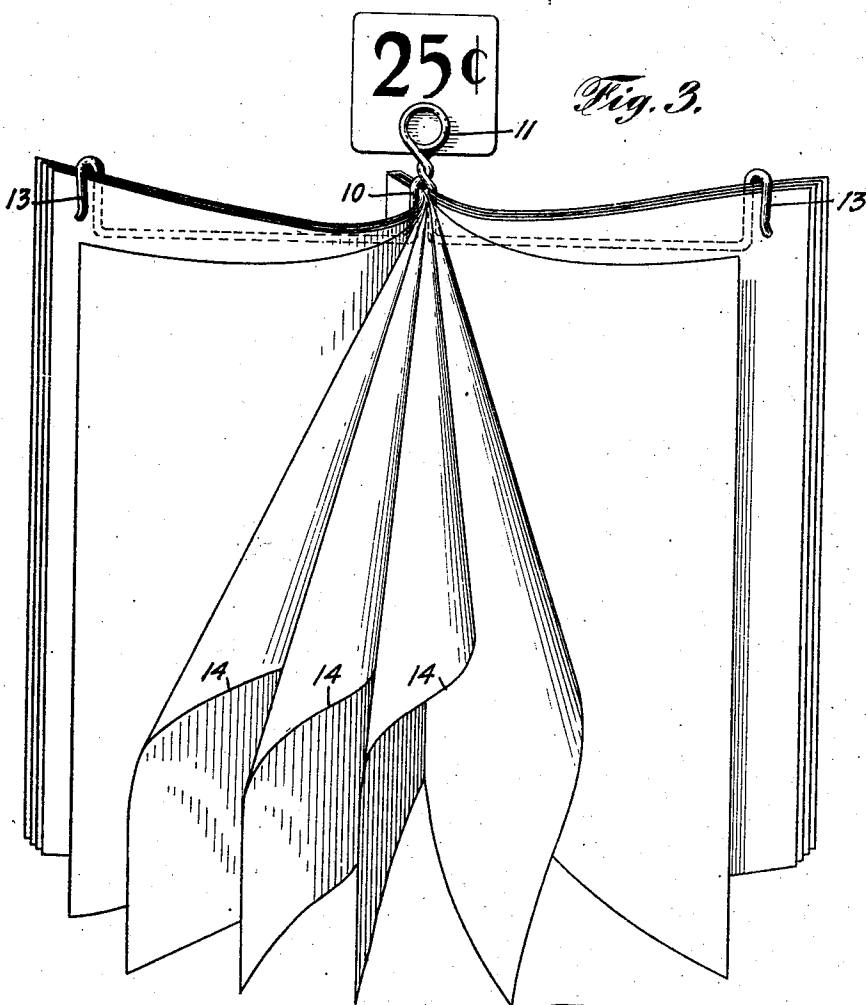
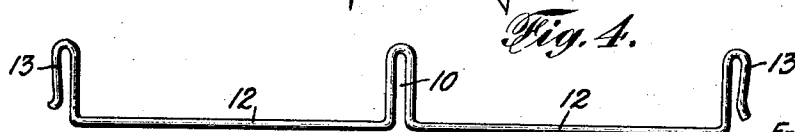
May 4, 1926.

F. A. COOK

1,583,391

MAGAZINE DISPLAY DEVICE

Filed August 25, 1923



Inventor
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By his Attorneys
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UNITED STATES PATENT OFFICE.

FRANK A. COOK, OF MADISON, NEW JERSEY, ASSIGNOR TO THE BUTTERICK PUBLISHING COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

MAGAZINE-DISPLAY DEVICE.

Application filed August 25, 1923. Serial No. 659,336.

To all whom it may concern:

Be it known that I, FRANK A. COOK, a citizen of the United States of America, residing at Madison, in the county of Morris and State of New Jersey, have invented certain new and useful Improvements in Magazine Display-Devices, of which the following is a full, clear, and exact description.

This invention relates to display devices, and its chief object is to provide a device for displaying books, magazines, and the like, in such manner as to expose a number of the pages thereof. A further object is to provide for the purpose mentioned a device by which the magazine can be hung up on a wall or other support or may stand on a table, counter, or showcase. Another object is to provide a device of simple character which can be manufactured at low cost. To these and other ends the invention consists in the novel features hereinafter described.

Referring to the accompanying drawing, Fig. 1 shows the preferred form of the invention.

Fig. 2 is a section on line 2—2 of Fig. 1.

Fig. 3 is a perspective view showing the device of Fig. 1 in use.

Fig. 4 illustrates a modification.

In the forms shown the device is made of a single piece of stiff spring wire of suitable length, bent at its center to form a spring clip 10 and a loop 11, with two outwardly extending arms 12, 12, having their ends bent upwardly and downwardly, preferably in the plane of the clamp 10, to form terminal spring clips 13.

In using the device the top edge of the back of the magazine is pushed into the center clip 10 as shown in Fig. 3, and is firmly gripped thereby. The magazine is then opened at the center or any convenient place and the two groups of leaves thus formed are bowed forwardly and their upper edges, near the side edges, are thrust upwardly in-

to the end clips 10; it being understood that the distance between the end clips is considerably less than the width of the magazine when the same is open, so that when the device is applied as shown the two groups of leaves will have a forward curvature of substantial extent. A few of the inner leaves may be left loose or flying, for better display of the magazine contents, and may have their upper corners bent or folded in, as indicated at 14, for example.

The magazine can now be stood up on a level surface, forming a "self-supporting easel," as it were, or it can be suspended on a hook by means of the loop or eye 11. The latter is preferably made with at least two turns of the wire as in Fig. 2, to form between them a recess or spring clip 15 to receive and hold a price ticket or other advertising card, as in Fig. 3.

The form of the invention shown in Fig. 4 is somewhat simpler, in that the center clamp 10 is in the form of a simple loop, without the eye 11 and ticket clip 15 of Fig. 1.

It is to be understood that the invention is not limited to the specific constructions herein illustrated and described but can be embodied in other forms without departure from its spirit.

I claim:

A display device for magazines, comprising a single length of spring wire bent at its center to form a center clip to grasp the back edge of the magazine and bent above said center clip to form a helix having two turns between which a card may be held, the wire on each side of the center clip extending laterally therefrom and bent at its ends to inverted U-form to constitute terminal clips for grasping the leaves of the magazine in separated groups.

In testimony whereof I hereto affix my signature.

FRANK A. COOK.