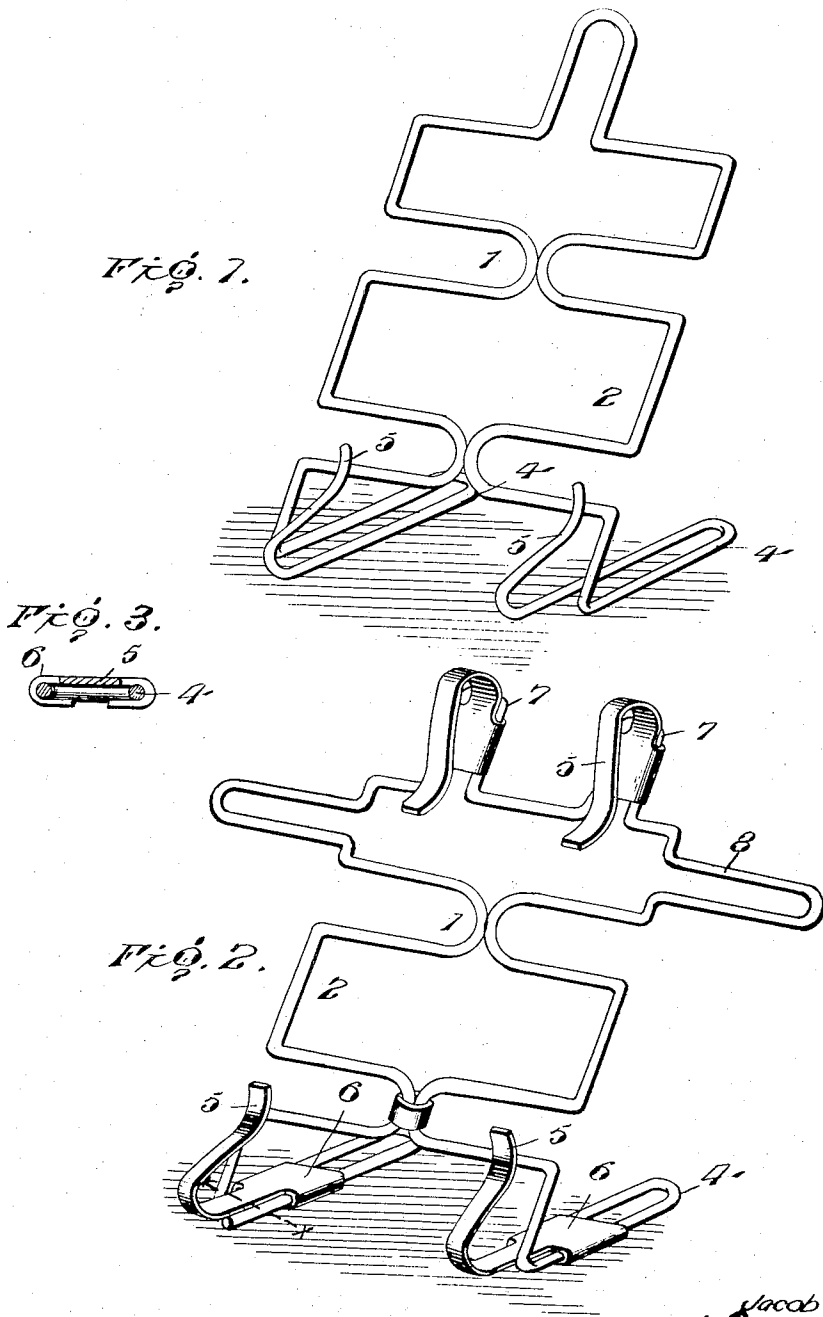


J. BRAUCHLI.
DISPLAY HOLDER.

APPLICATION FILED MAR. 19, 1907. RENEWED APR. 8, 1909.

939,942.

Patented Nov. 9, 1909.



Witnesses

J. Amie
W. A. Woodson

Inventor
Jacob Brauchli,

By *Pharmacy,*
Attorneys

UNITED STATES PATENT OFFICE.

JACOB BRAUCHLI, OF HAMPTON, VIRGINIA, ASSIGNOR TO OLD DOMINION SPECIALTY MANUFACTURING COMPANY, OF NEWPORT NEWS, VIRGINIA, INCORPORATED.

DISPLAY-HOLDER.

939,942.

Specification of Letters Patent.

Patented Nov. 9, 1909.

Application filed March 15, 1907, Serial No. 363,181. Renewed April 8, 1909. Serial No. 488,735.

To all whom it may concern:

Be it known that I, JACOB BRAUCHLI, citizen of the United States, residing at Hampton, in the county of Elizabeth City and State of Virginia, have invented certain new and useful Improvements in Display-Holders, of which the following is a specification.

This invention relates to a new and useful device for supporting and displaying articles having little or no stability such as books, magazines, pictures, cards, papers, etc. It is a desideratum to have convenient and inexpensive means suitable for supporting articles of the character aforesaid for displaying them to the best advantage, and because of the absence of such means, books, periodicals and the like are displayed in an approximately horizontal position which is of a decided disadvantage both for display purposes and economy of space.

The chief object of the present invention is to provide convenient, simple, durable and inexpensive means which will facilitate the supporting of articles of the character aforesaid with a view of exhibiting them to the best advantage in store windows, show cases, and upon counters, tables and the like, avoiding as much as possible waste of useful space.

A further purpose of the invention is to provide a holder of the character aforesaid which in itself does not take up any very great amount of space and which is adapted to be placed either upon a horizontal surface or to be suspended upon a wall or any other upright surface and which is so constructed that it may be readily moved together with the article which it supports from one place or position to another.

A still further purpose of the invention is to devise a display holder to which articles of the character aforesaid may be easily attached, secured and detached, and which will involve a light structure and practically admit of all portions of the article exhibited being observed and which is of special advantage when exhibiting books having attractive or costly bindings.

For a full description of the invention and the merits thereof and also to acquire a knowledge of the details of construction and the means for effecting the result, reference is to be had to the following description and accompanying drawings.

While the invention may be adapted to different forms and conditions by changes in

the structure and minor details without departing from the spirit or essential features thereof, still the preferred embodiment is shown in the accompanying drawings, in which:

Figure 1 is a perspective view of a display holder embodying the invention. Fig. 2 is a perspective view of a modification. Fig. 3 is a sectional view of a basal loop and clip on the line $x-x$ of Fig. 2.

Corresponding and like parts are referred to in the following description and indicated in all the views of the drawings by the same reference characters.

Since simplicity, hence durability and cheapness are important features or characteristics of the display holder, it is preferred to construct the same of wire which is bent into the form substantially as shown so as to provide a support and a base each consisting of loops which provide the necessary extent of surface to engage with the article at remote points to form a substantial support therefor. The holder is constructed with a view either to be suspended from a nail or like supporting means driven into a wall, partition or like support or to rest upon a horizontal plane such as a table, desk, counter or showcase. The support or form for sustaining the article in upright position, comprises symmetrical loops which may be of any figuration or outline, opposing loops being connected where desired to increase the stability of the device.

As shown in Fig. 1, the support or frame comprises inner loops 1 and outer loops 2, the same alternating and the inner loops preferably attaching so as to mutually support one another. A top loop 3 projects upwardly from the frame or support and may receive the suspending nail or like device when it is desired to hang the holder upon a wall, partition or like support, or may receive a clip such as indicated in Fig. 2 when the article to be displayed is required to be held either at the top or both at the top and bottom. The form or body of the holder preferably inclines to the perpendicular so as to display goods or articles to the best possible advantage although this is not essential. The frame or support may comprise any number of loops 1 and 2 according to the height of the holder and the number of loops in the length thereof. The inner loops desired to be connected may be

joined in any manner either by means of solder or a binder, the latter encircling the contacting ends or the inner loops.

The base comprises a plurality of loops 4 which are of such extent as to insure stability to the holder when supporting an article attached thereto for display. The basal loops 4 are provided by bending end portions of the wire from which the holder is formed into the shape substantially as shown.

Clips 5 are provided at the lower end of the holder and in the form shown in Fig. 1, are an integral part of the wire or blank from which the device is constructed, the end portions of such wire being extended in front of the frame or body of the holder and curved upwardly, thence outwardly, thereby admitting of the article to be displayed being gripped between the frame and the said clips.

In the construction shown in Fig. 2, the clips 5 are adjustable and separate from the holder and are mounted to slide upon the loops thereof. The adjustable clips 5 are provided with cross heads 6 at their rear ends, the end portions of the cross heads being bent to embrace the members of a loop so as to retain the clip in position. As indicated in Fig. 2, the frame or body of the holder may be provided with top loops 7 and side loops 8 to receive clips 5 according as the article is to be held either at its top or edges, or both. The members of a loop exert a spring action upon the cross heads of the clips so as to retain the latter in an adjusted position by frictional engagement. The clips 5 are of like or similar formation and may be fitted to any one of the loops 3, 4, 6 or 7.

From the foregoing, it is to be understood that a display holder constructed substantially as set forth is convenient and inexpensive and is possessed of decided advantages and that it may be used for various purposes for exhibiting articles or may serve as a copy holder. It is to be further understood that the number of loops at the top and sides may be increased or diminished at will according to the size of the holder to adapt the same to a particular use.

Having thus described the invention, what is claimed as new is:

1. A display holder comprising a single wire doubled upon itself and having its end

portions bent to provide symmetrical inner and outer loops, and basal loops, the said inner and outer loops lying in the same plane to form a frame and the basal loops projecting at an angle from the said frame to form a base to support it in upright position upon an approximately horizontal surface.

2. A display holder comprising a single wire doubled upon itself and having its end portions bent to provide symmetrical inner and outer loops and basal loops, the said inner and outer loops lying in the same plane to form a frame, and the basal loops projecting at an angle from the said frame to form a base to support it in upright position upon an approximately horizontal surface, and clips projected from the basal loops in an opposite direction thereto and having portions extended upward in front of the aforesaid frame to form retaining means for securing an article in place upon the frame.

3. A display holder consisting of a single wire having end portions bent to provide symmetrical inner and outer loops forming a frame and basal loops, the inner loops being in contact and certain inner loops being joined, and means for attaching an article to be displayed to the frame of the holder.

4. A display holder comprising a frame and a base, either or both comprising loops, and a clip slidable upon any one of said loops and serving to retain an article to be displayed in position.

5. A display holder comprising an upright frame and supporting basal loops, and clips projected from the basal loops in an opposite direction thereto and having portions extended upward in front of the said frame to hold an article to be displayed in position.

6. A display holder comprising a frame and base, having one or more loops, and a clip slidable upon a selected loop and comprising a cross head having end portions bent to embrace members of the loop; said clip being retained in an adjusted position by frictional engagement.

In testimony whereof I affix my signature in presence of two witnesses.

JACOB BRAUCHLI. [L. s.]

Witnesses:

F. L. KOERNER,
J. B. McDANIEL.