

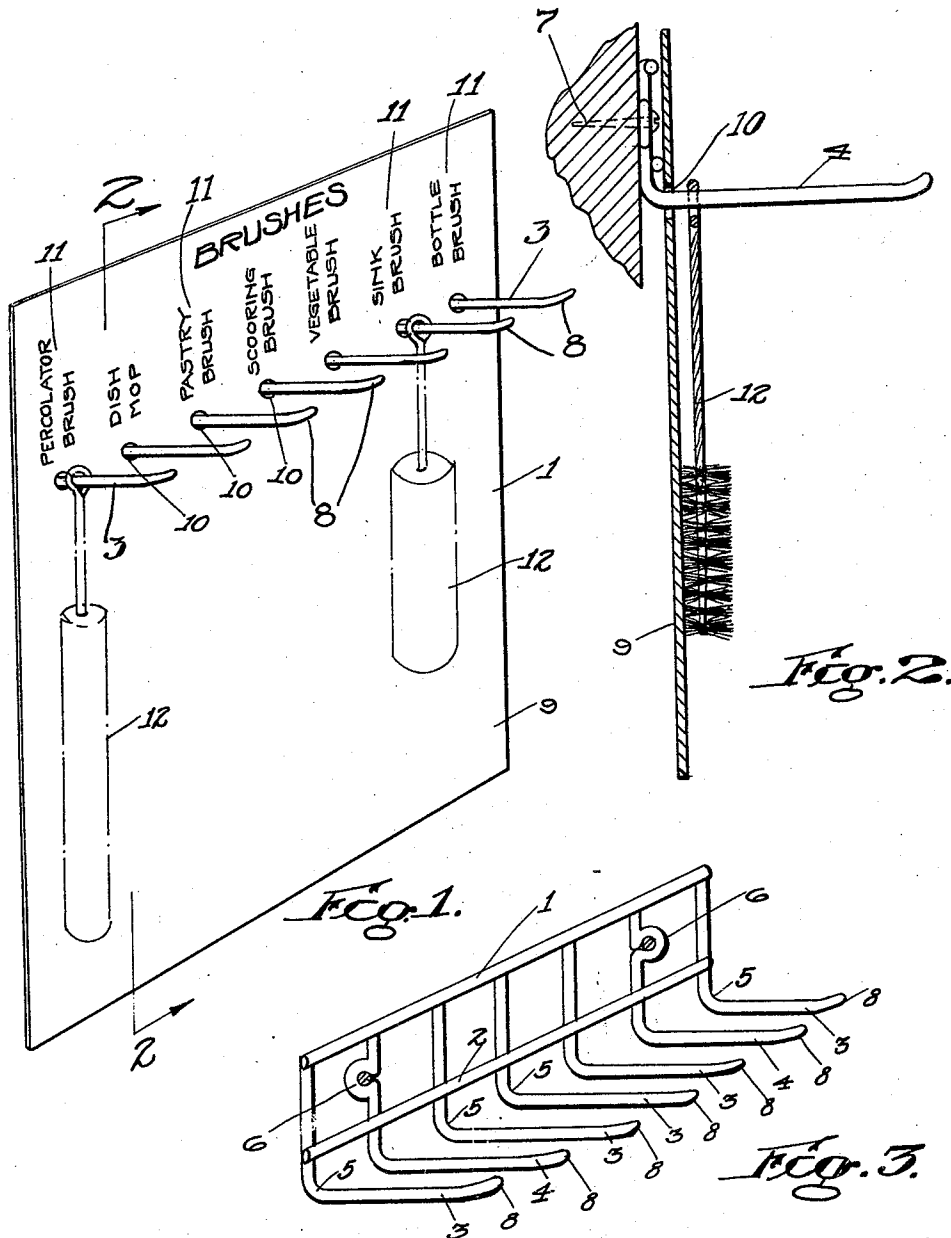
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DISPLAY RACK

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DISPLAY RACK

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The invention relates to display racks adapted to be used for advertising purposes, and comprises a holding fixture entirely made of wire and a display card which fits on the said fixture, with a plurality of stiff wires extending through the card in order to hold the articles being advertised. The device as a whole presents a very attractive appearance and may be cheaply manufactured; moreover a display card having different captions may be interchangeably used with a single holding rack.

Other advantageous features of the invention will appear from the following detailed description and the accompanying drawing, in which,—

Fig. 1 is a perspective view of the display rack together with its accompanying card.

Fig. 2 is a vertical sectional view along the line 2, 2 of Fig. 1.

Fig. 3 is a perspective view of the rack without the card.

Like reference characters refer to like parts throughout the drawing.

Referring first to Fig. 3 the rack comprises a pair of horizontal wire bars 1 and 2 which are connected together in parallel relation by means of a series of L shaped wires 3 and 4. The bars 1 and 2 and the said L shaped wires may be attached together in any suitable manner as by spot welding or soldering. The wire bar 1 is attached to the wires 3 and 4 practically at the tops thereof, while the bar 2 is located just above the bend in the wires as at 5.

The wires 4 differ from the wires 3 in only one respect, namely, by providing looped portions 6, 6 located in the plane of the horizontal bars 1 and 2 and by means of which the rack may be attached to a wall by means of screws 7. Both the wires 3 and 4 have slightly upturned front ends 8.

As best shown in Figs. 1 and 2 a display card 9 which may be of rectangular shape is detachably held by the horizontal arms of the wires 3 and 4. For that purpose the card 9 has a plurality of spaced holes 10 which are located in a straight line and have the same spacing as the several wires 3 and 4. The display card 9 provides some general cap-

tion, such as that indicated in Fig. 1, and in addition it provides individual captions 11 located above the several holes 10. These captions 11 advertise articles 12 which can be hung over the corresponding wires 3 and 4 where they project through the card.

It will be readily apparent that the rack and card of the invention together make a very efficient means for advertising small objects, such as brushes of different varieties, and that both the racks and the cards may be very cheaply made. Of course, a set of wholly different cards 9 may be used in connection with a single rack. The depending portion of the card 9 provides a background for the displayed articles and concentrates the attention of the passer-by thereon.

I claim,

A sales display device comprising a metallic fixture comprising a pair of parallel rods joined together in spaced relation by a series of L-shaped wires providing spaced fingers extending at right angles to said rods, certain of said wires providing loop portions by means of which the fixture may be attached to a supporting surface, and a display card providing spaced openings for receiving said fingers whereby said card may be supported in a vertical plane, with the major portion of said card extending below said fingers with the remainder thereof extending above said fingers in front of said fixture.

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