

Oct. 25, 1932.

W. I. BLOCK

1,884,540

DISPLAY DEVICE

Filed Oct. 17, 1928

Fig. 1

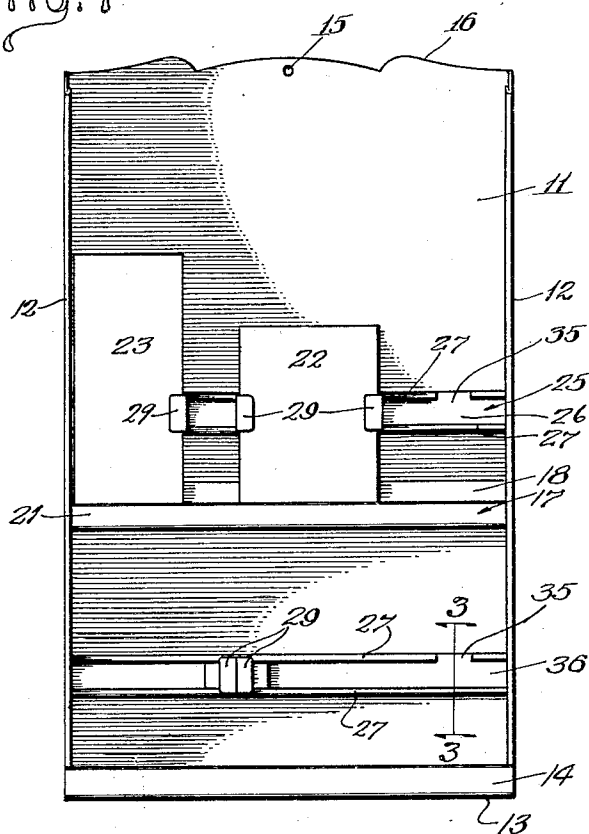


Fig. 2

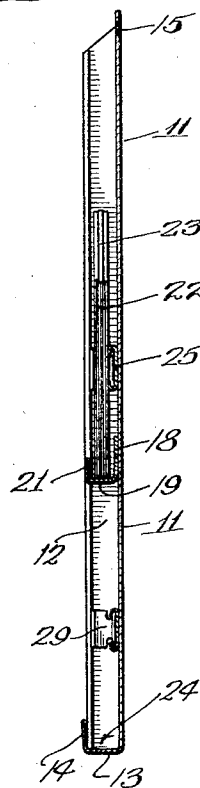


Fig. 4

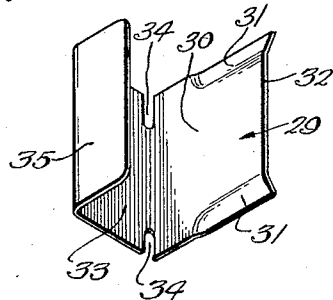
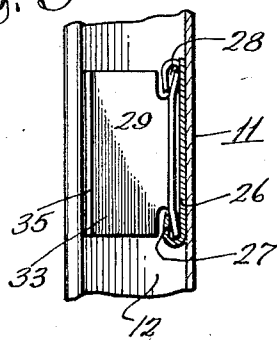


Fig. 3



INVENTOR
William A. Block
 BY *John L. Carpenter*
 ATTORNEY

UNITED STATES PATENT OFFICE

WILLIAM I. BLOCK, OF CHICAGO, ILLINOIS, ASSIGNOR TO AMERICAN CAN COMPANY,
OF NEW YORK, N. Y., A CORPORATION OF NEW JERSEY

DISPLAY DEVICE

Application filed October 17, 1928. Serial No. 312,982.

This invention relates in general to display devices and more particularly to an improved metal display board or rack for holding and exhibiting advertising literature, time tables and the like.

An important object of my invention is the provision of a metal literature rack containing simple partition or spacing means which may be readily adjusted to adapt the rack to hold and exhibit advertising matter of a variety of different sizes.

Another important object of my invention is the provision of slidably adjustable partition or spacing members which are interchangeable and adapted to be readily inserted into the literature rack.

Another important object of my invention is the provision of such an adjustable literature rack which consists of a small number of parts, which is of simple and inexpensive construction, pleasing in appearance and which requires a minimum number of operations in its manufacture.

Numerous other objects and advantages of the invention will be apparent as it is better understood from the following description, which, taken in connection with the accompanying drawing discloses a preferred embodiment thereof.

Referring to the drawing:

Fig. 1 is a front elevation of the literature rack of my invention.

Fig. 2 is a vertical cross-section through the longitudinal center of the rack.

Fig. 3 is a vertical cross-section through the part of the rack indicated by lines 3—3 of Fig. 1.

Fig. 4 is a perspective view of one of the adjustable partition members or spacers.

To illustrate a preferred embodiment of my invention, I have shown in the drawing, an adjustable literature rack comprising a backing plate or panel 11, having marginal parts of its longitudinal sides bent outwardly to form side walls 12, the extreme edges of the side walls being curled inwardly to present a smooth rounded surface. The material at the bottom of the backing plate 11 is turned outwardly at substantially right angles and then upwardly to form a bottom wall or flange

13 and a front wall or flange 14. The top of the plate is perforated at its longitudinal center at 15 for the purpose of fastening the rack to a wall or other convenient structure. The extreme top edge 16 of the plate is cut to present a pleasing ornamental outline. It will thus be seen that the backing plate or rear wall 11, the curled side walls 12, the bottom wall 13 and the front wall 14, constitute the main frame or panel of my rack and all these parts are die formed out of one flat piece or blank of sheet metal by a minimum of simple die operations.

A U-shaped transverse pocket or channel 17, die formed out of one piece of sheet metal, extends transversely the width of the backing plate 11 from the inner surface of one side wall 12 to the inner surface of the opposite side wall 12 and at right angles to these walls. This U-shaped transverse channel piece comprises a vertical rear wall 18, secured flat against the backing plate 11 by means of welding, riveting or soldering, a horizontal channel bottom or wall 19 at right angles to the rear wall 18 and another vertical wall 21, somewhat shorter than the rear wall 18, and parallel therewith, and on an even plane of the curled edges of the side walls 12. The function of this transverse pocket 17 is to support the lower edges of stacks 22 and 23 of advertising literature or pamphlets which may be placed there in upright position, the front wall 21 forming a holding rail which prevents the literature from slipping off the supporting horizontal channel bottom 19. This literature receiving channel or pocket 17 will accommodate a stack of advertising literature which is equal in thickness to the width of the bottom 19 of the transverse channel 17. The location of this literature receiving channel 17, while shown below the transverse center of the backing plate 11, may be varied according to the number of such pockets desired, which number is in turn determined by the dimension of the backing plate 11 and the varying dimensions of the literature desired to be displayed.

A bottom transverse channel or pocket 24 is formed by the said parts 13 and 14 together with the lower part of the backing plate 11.

The construction and function of this channel 24 are substantially the same as those of the channel 17, except that the parts of the channel 24 are all formed integral with the plate 11.

5 Spaced a short distance above the transverse channel 17 and extending parallel therewith, a slide track 25 is provided. This track 25 is formed from a one piece rectangular sheet metal blank and comprises a flat rear wall 26, secured against the backing plate 11, by welding, riveting or soldering or in any other suitable manner. The metal of its longitudinal marginal edges is bent upwardly and inwardly to form retaining or guide flanges 27, which, together with the flat wall part 26, define oppositely disposed slide grooves or channels 28, in which certain parts of a sliding spacer 29 are adapted to travel.

20 This sliding spacer 29 is shown in perspective in Fig. 4. It is formed from a rectangular sheet metal blank in one operation and comprises a substantially flat rear wall 30 having its top and bottom edges bent backward, a part of their width from the plane of the wall 30 to form resilient, slanting, sliding flange parts 31 and straight sliding flange parts 32, the parts 31 and 32 being adapted to operate in the slide grooves 28 of the track 25. The backward bend of the parts 31 relative to the parts 32 causes that part of the wall 30 which lies between the parts 31 to be spaced away from the rear wall 26 of the track 25 and also causes the sliding flanges to operate within the grooves 28 under slight compression. A side wall 33, extending forwardly and having notches 34, and bent at right angles to the wall 30 and a front flange or wall or flange 35 bent at right angles to the wall 33, complete the construction of the sliding spacer 29. The flange 35 serves as a retaining hook to hold the stacks 22 and 23 in upright position. The sliding spacers 29 are inserted into the slide track 25 through a break or opening 35 in the top guide flange of the track. The lower sliding flange 31 of the spacer 29 is inserted first in the lower slide groove 28 and then the upper sliding flange 31 is slid behind the upper slide groove 28. The spacer 29 may be inserted with the flange 35 facing either direction according to the needs of the particular case. For instance, viewing Fig. 1, the sliding spacer which holds the stack 23 in position has its top flange 35 facing in the left-hand direction, whereas the spacer 29 which holds the left side of the stack 22 has its holding or top flange 35 facing in the right-hand direction. All of the spacers 29 are of identical construction and are interchangeable.

A second slide track 36 is shown in Fig. 1 extending transversely a short distance from and parallel with the lower supporting channel 24. Since this track is of identical construction and function with the track 25 and

is adapted to receive the same sliding spacers 29 a further description of it is deemed unnecessary. It will be readily apparent that the number of tracks will always be the same as the number of transverse channels, including the bottom channel 24, since the two always complement each other.

It is thought that the invention and many of its attendant advantages will be understood from the foregoing description, and it will be apparent that various changes may be made in the form, construction and arrangement of the parts without departing from the spirit and scope of the invention or sacrificing all of its material advantages, the form hereinbefore described being merely a preferred embodiment thereof.

I claim:

1. The combination of a backing plate having its lower edge turned forward and upward to form a channel, a slide track having its top and bottom to form retaining channels, and spacers adjustable to any place on said track and having rear walls engaged under said channels and side walls extending forward, and front walls extending sidewise at a distance from said backing plate.

2. The combination of a backing plate having transverse channels, and slide tracks, one arranged at a distance above each channel and formed with downwardly and upwardly bent retaining flanges, and spacers on each of said tracks and engaged with said flanges and adjustable to any place on said tracks and having front walls spaced from said backing plate.

3. In a literature-holding and display device, the combination of a backing plate, a vertical series of horizontal channel members arranged one above another on said backing plate, a vertical series of horizontal tracks arranged on said backing plate one track above each of said channel members, and a horizontal series of laterally adjustable literature-spacing and holding members arranged in each of said tracks.

4. In a literature-holding and display device, in combination, a backing plate having side walls, a series of channel members on said backing plate arranged in line one vertically above another and extending across between said side walls, a series of slide tracks on said plate above said channel members respectively and having vertical front flanges, and spacer members in each of said tracks having slide-portions arranged behind said front flanges and spacing portions extending forward between said front flanges and front literature-holding portions, whereby said spacer members in each track may be adjusted to any desired positions between said side walls.

WILLIAM I. BLOCK.