July 17, 1951 H. J. RUBENSTEIN 2,560,896

DISPLAY RACK POCKET

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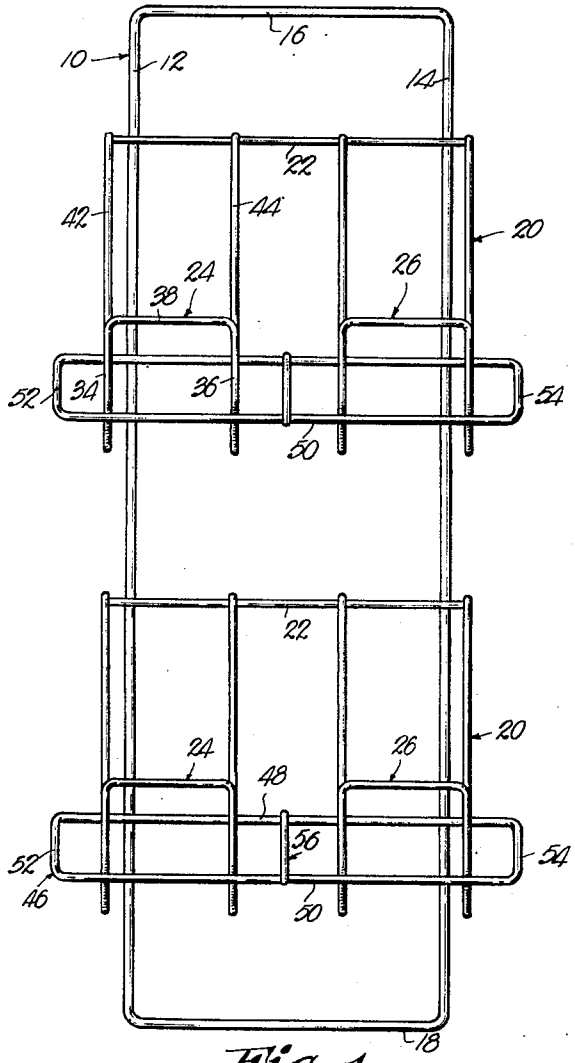


Fig. 1.

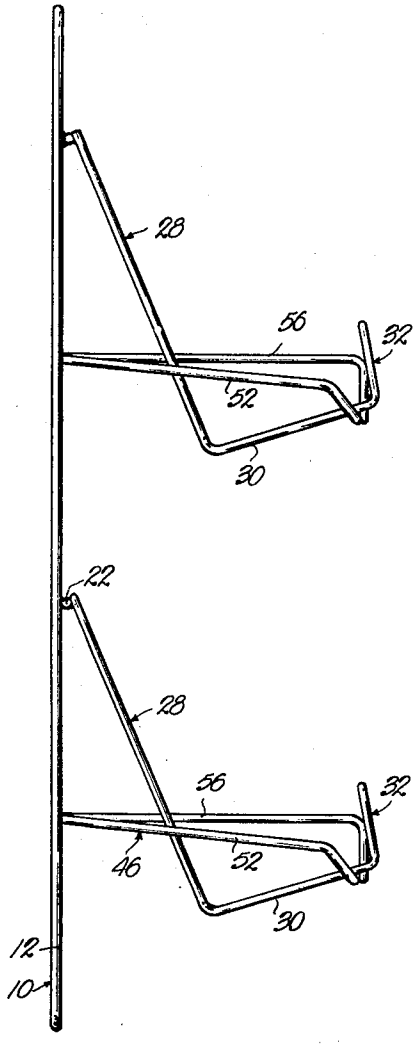


Fig. 2.

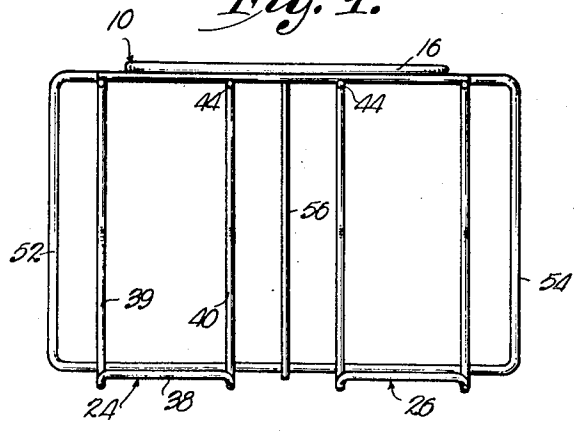


Fig. 3.

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DISPLAY RACK POCKET

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4 Claims. (Cl. 211—106)

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This invention has to do with a rack for receiving supporting and displaying articles of merchandise, and has for its primary aim the provision of a plurality of article receiving trays formed and disposed in a novel manner upon an upright standard and upon a support extending laterally from the standard in underlying relationship to the tray itself.

It is the most important object of the present invention to provide a display rack having a plurality of substantially J-shaped trays or pockets for receiving the goods to be displayed, there being a vertical standard at the rear of the trays for receiving and supporting the rearwardmost and upwardmost edge of the trays and the standard in turn having a plurality of laterally extending arms that are in turn provided with means underlying the trays for supporting the same and for holding the back wall of the tray at an angle with respect to the standard.

Other objects of the present invention include the way in which the trays themselves are made from a single strip of rod-like material; the manner of forming the standard into a continuous polygonal frame; the way in which the support for the trays are also continuous in character and rod-like in shape; and the manner of bending and forming the supports to hold the trays in a particular inclined position while serving also as sides for retaining the articles in the trays.

Other objects relate to details of construction, ease of manufacture and cheapness of construction, all of which will be made clear or become apparent as the following specification progresses, reference being had to the accompanying drawing, wherein:

Fig. 1 is a front elevational view of a display rack section made in accordance with my present invention.

Fig. 2 is a side elevational view thereof; and Fig. 3 is a top plan view.

While it is contemplated that the display rack as shown in the drawing constitutes a complete article as shown, it will be appreciated after perusal of the following specification, that the same may be easily modified or changed to include more or less of the trays in accordance with the desires of the manufacturer.

There is provided a standard broadly designated by the numeral 10, adapted to be mounted or supported in any suitable manner but preferably to be hung in a usual manner upon a flat vertical wall. Standard 10 is polygonal and continuous, the same being initially made from an elongated straight length of rod-like material

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such as metal-like wire. The ends are joined together by welding or other suitable means. Accordingly, there is presented a pair of vertical side members 12 and 14 interconnected at the top thereof by cross piece 16 and at the lowermost ends by a cross piece 18.

The tray units, broadly designated by the numeral 20, two of which are shown, each include a cross bar 22 interconnecting the uprights 12 and 14 of standard 10 in parallelism with the cross pieces 16 and 18. The length of the cross bar 22 is dependent of course, upon the size of the pair of trays of each unit 20, these units being shown as constituting a pair of trays 24 and 26.

The trays 24 and 26 themselves are identical, each having a back 28, a bottom 30 and a front 32. The trays 24 and 26, like the cross bars 22 and the standard 10, are formed from an initially straight length of rod-like material such as metallic wire, and bent into a loop with the bight thereof forming a part of the front portion 32. Front portion 32 has a pair of parallel legs 34 and 36 and a cross portion 38 interconnecting legs 34 and 36 at the uppermost ends thereof.

The bottom 30 likewise comprises a pair of legs 39 and 40 integral with legs 34 and 36 respectively and joined with a pair of legs 42 and 44 disposed in parallelism and constituting the back portion 28 of the trays. The uppermost free ends of the legs 42 and 44 are secured directly to the cross bar 22 in any suitable fashion such as by spot-welding.

A support 46 common to the two trays 24 and 26 of each unit 20 is continuous and includes a length 48 secured to the vertical portions 12 and 14 of standard 10 in parallelism with the cross bar 22. A second length 50 forming a part of the support 46 is in parallelism with the length 48 and spaced therefrom. The lengths 48 and 50 of the support 46 are interconnected by a pair of arms 52 and 54. It is seen that the arms 52 and 54 extend laterally from the standard 10 in perpendicular relationship thereto to the end that arms 52 and 54 are substantially horizontal when the rack is mounted upon a vertical wall as aforesaid.

Each of the arms 52 and 54 is substantially L-shaped as indicated in Fig. 2 and the short leg thereof is bent downwardly adjacent that end of the arms 52 and 54 proximal to the front wall 32 of trays 24 and 26.

Figs. 2 and 3 also clearly indicate the way in which the length 50 of the support 46 extends beneath the bottom portion 30 of the two trays 24

and 26 adjacent the fronts 32 thereof. The legs 38 and 40 of each of the bottoms 30 are secured directly to the length 50 by spot-welding or the like.

The supporting member 46 therefore, serves not only as a rest for the trays 24 and 26 but serves to hold such trays in the position indicated in the drawing. Such position of the substantially J-shaped trays is with the backs 28 thereof inclined downwardly and outwardly from the point of connection of legs 42 and 44 with the cross bar 22. The back 28 and the front 32 are substantially perpendicular to the bottom 30 and the latter is at an angle with that end thereof adjacent the back 28 appreciably lower than the normally forwardmost end of the bottom 30.

The arms 52 and 54 additionally serve as side members for the trays to prevent accidental displacement of articles contained within the trays since said arms 52 and 54 are within a plane interconnecting the backs 28 and the bottoms 30 of trays 24 and 26.

An additional L-shaped arm or dividing member 56 is provided between the trays 24 and 26 interconnecting the lengths 48 and 50 of support 46, said arm 56 being of substantially the same shape and contour as the arms 52 and 54. This arm 56 maintains the articles within the trays 24 and 26 segregated and also further strengthens the supporting member 46.

It is appreciated that the lengths of the portions 12 and 14 of the standard 10, may be increased or decreased from that shown in the drawing as desired to accommodate as many of the tray units 20 as desired. Furthermore, the widths of the cross pieces 16 and 18, of the cross bar 22 and of the lengths 48 and 50, may be varied to accommodate one or more of the trays 24 or 26. However, it is contemplated that when more than four trays as herein illustrated, is desired, a number of sections of four trays each as shown herein will be provided and arranged in side-by-side relationship on a vertical wall or other supporting instrumentality.

It is appreciated that through use of the structure hereof the packages to be displayed will all be held in position against displacement and be freely accessible to a potential customer as well as being in plain view at all times.

The frame-like rack is attractive in appearance, light in weight and easily and inexpensively manufactured. Accordingly, while changes and modifications are well within the form herein chosen for illustration, those that fairly come within the scope of the appended claims are manifestly contemplated hereby.

Having thus described the invention, what is claimed as new and desired to be secured by Letters Patent is:

1. A display rack comprising a tray having a back portion and a bottom portion; an upright standard; means fastening said back portion of the tray to said standard; a support mounted on the standard and extending into underlying relationship to said tray, said bottom portion of the tray resting on said support; and means forming a part of said support for presenting sides for said tray.

2. A display rack comprising a J-shaped tray having inclined back, front and bottom portions; a vertical standard, the upper end of the back portion of the tray being secured to said standard; a tray support including a number of substantially horizontal arms disposed to present sides for the tray; means securing said arms to the standard; and means securing the arms to said bottom portion of the tray.

3. A display rack comprising a J-shaped tray having inclined back, front and bottom portions, a vertical standard, the upper end of the back portion of the tray being secured to said standard; a tray support including a number of substantially horizontal arms disposed to present sides for the tray; means securing said arms to the standard; and a horizontal member connected to said bottom portion of the tray and to said arms.

4. A display rack comprising a J-shaped tray having inclined back, front and bottom portions; a vertical standard, the upper end of the back portion of the tray being secured to said standard; and a tray support including a continuous band-like member presenting a pair of substantially horizontal arms disposed to present sides for the tray, a first horizontal length integral with one end of the arms and joined to the standard, and a second horizontal length integral with the opposite end of the arms and joined to said bottom portion of the tray.

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