

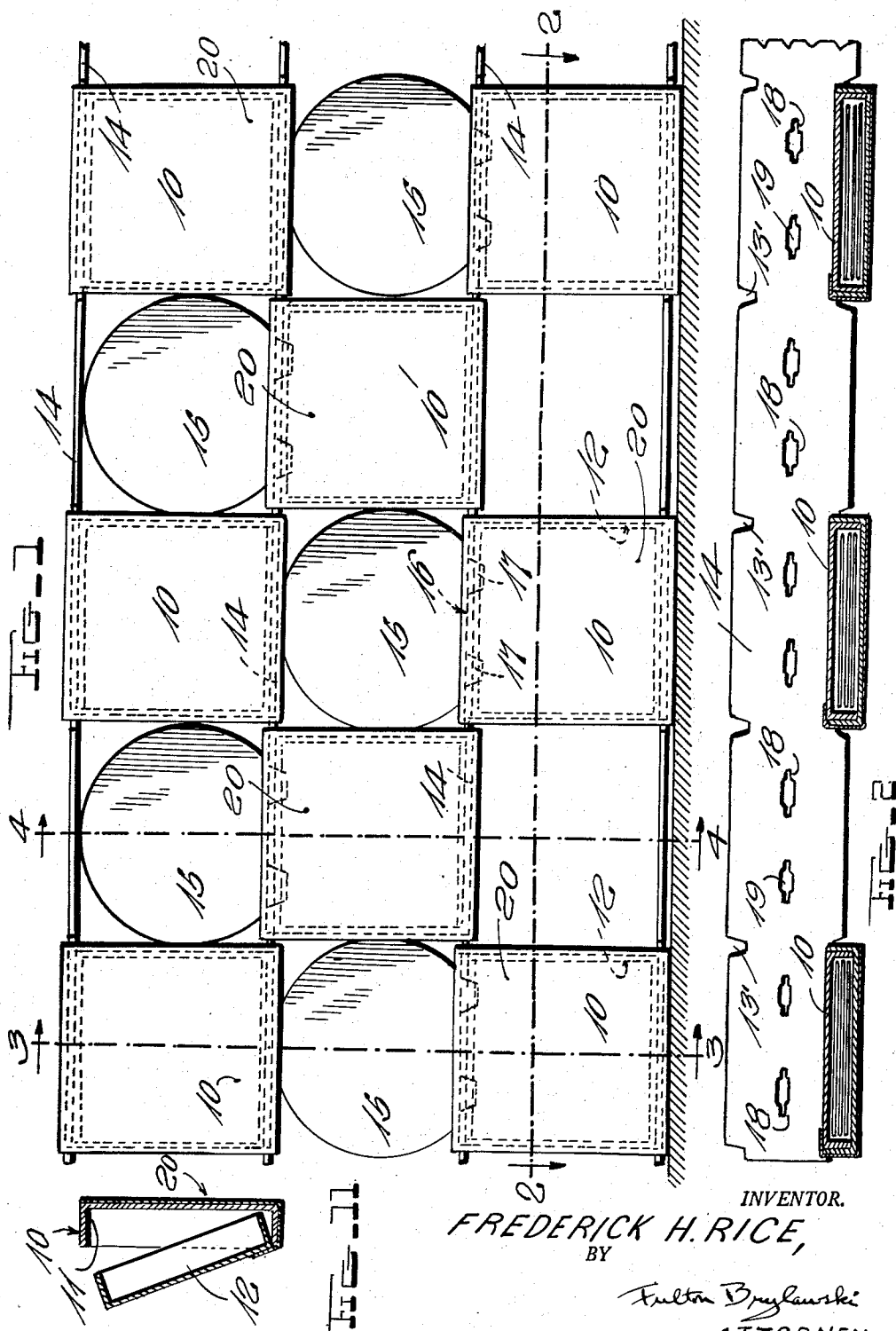
Aug. 25, 1953

F. H. RICE
DISPLAY RACK FOR PHONOGRAPH
RECORDS AND THE LIKE

2,649,968

Filed July 27, 1950

2 Sheets-Sheet 1



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2 Sheets-Sheet 2

FIG. 3

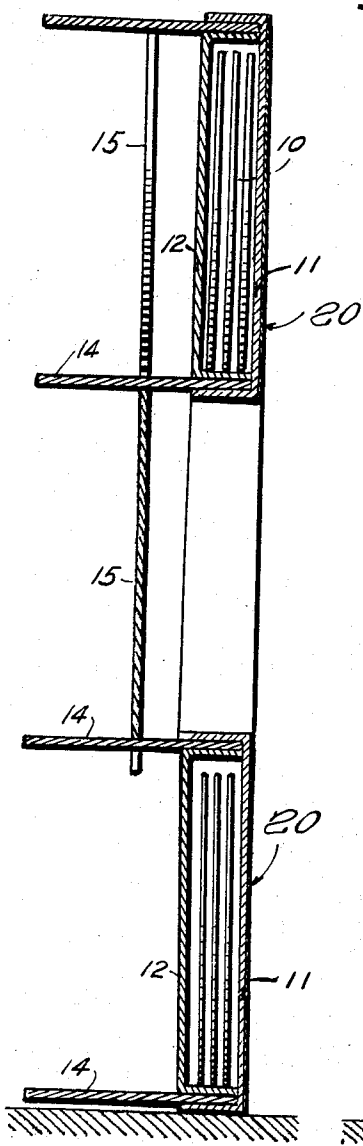


FIG. 4

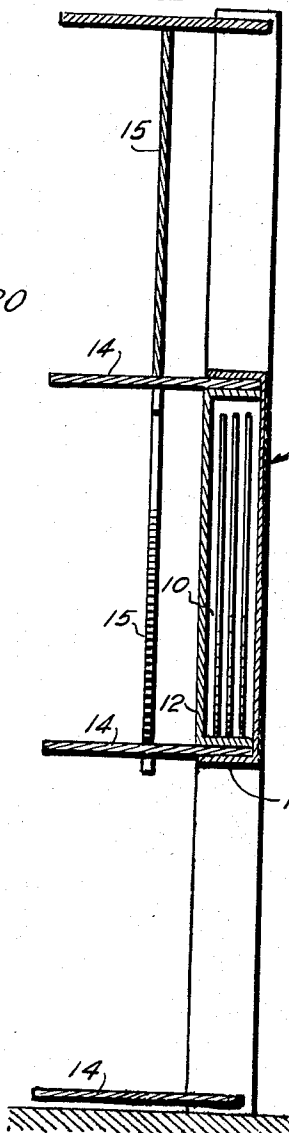


FIG. 5

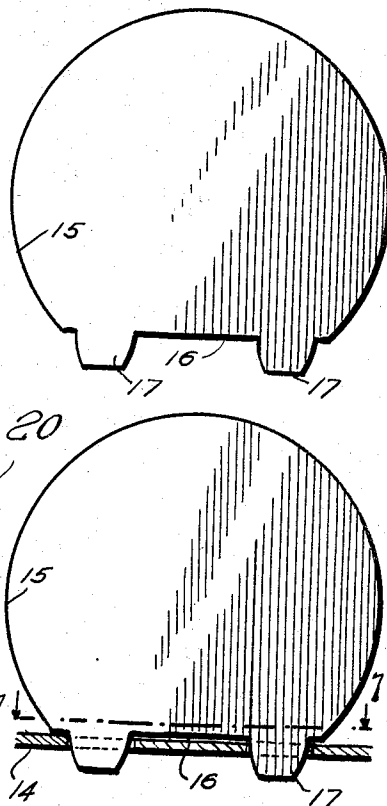


FIG. 6

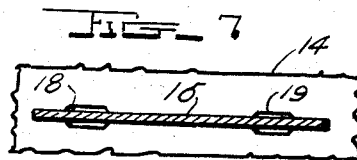


FIG. 8

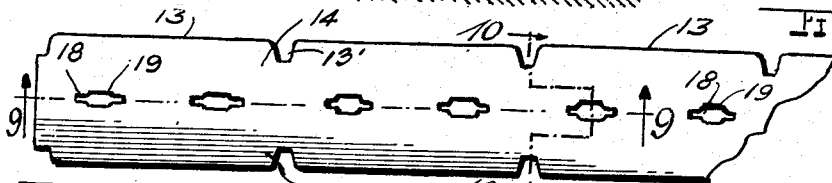


FIG. 9

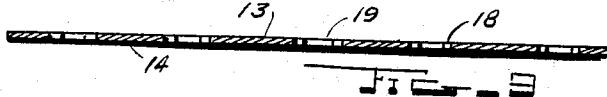


FIG. 10

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DISPLAY RACK FOR PHONOGRAPH
RECORDS AND THE LIKE

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1 Claim. (Cl. 211—1)

1

This invention relates to advertising equip-
ment and more particularly to display racks for
advertising, holding and storing small articles
such as phonograph records and the like.

The ordinary manner used in displaying
phonograph records consists in the use of an
envelope with the title printed plainly on it, and
this in turn is sometimes held up in a vertical
plane by a cardboard stand. The disadvantage
of this type is that it takes up much room com-
paratively and does not display the article ade-
quately. Further it offers little protection to the
article and in fact is of such form as to invite
accident and cause resulting damage. A further
objection to present display methods is the dif-
ficulty in locating particular records for sale pur-
poses.

In this invention, the device consists of simple
stamped out blanks of flat thin material which
may be readily assembled and interlocked one
with the other to form a stack or series of stacks
for records, arranged so that they may be dis-
played conspicuously to the purchasing public
and positioned for ready access when a sale is to
be made.

The object of this invention includes the pro-
vision of a new and improved display holder for
phonograph records and the like that will avoid
some of the disadvantages and limitations of
the prior art.

Another object of the invention is to provide a
new and improved phonograph record or small
article holder that will effectively display the
articles in question and enable them to be
handled readily when they are needed.

Another object of the invention is to provide a
new and improved display holder made of flat
and thin material for the holding and display of
light articles in a convenient, yet conspicuous
manner, and capable of being manufactured in-
expensively, while retaining a very attractive
appearance.

A further object of this invention is to provide
a new and improved display rack and holder for
light articles that can be assembled together by
units, to meet large or small quantities in dis-
play requirements, and such assembling to be
accomplished in a very simple manner, requiring
little or no technical or mechanical skill.

Other objects of the invention will become ap-
parent as the invention is outlined in more de-
tail.

For a fuller comprehension of the invention, its
objects and the principles thereof, reference is
made to the accompanying drawings. These
drawings in conjunction with the following de-
scription illustrate a particular form of the in-
vention by way of example, while the claim em-
phasizes its scope.

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In the drawings:

Figure 1, is a front elevation of a series of dis-
play units embodying this invention, assembled
together to form a complete display rack for
phonograph records.

Figure 2, is a sectional plan view on line 2—2
of Figure 1,

Figure 3, is a sectional elevation on line 3—3
of Figure 1,

Figure 4, is a sectional elevation on line 4—4
of Figure 1;

Figure 5, is a front view of a disc blank used
in this embodiment;

Figure 6, is a view in elevation showing the
disc blank in position in the assembly;

Figure 7, is a plan view on line 7—7 of Figure 6;

Figure 8, is a plan view of the underlay mem-
ber used in this embodiment;

Figure 9, is a sectional view on line 9—9 of
Figure 9;

Figure 10, is a detail in section on line 10—10
of Figure 8.

Figure 11, is a detail of the box in section show-
ing covering paper attached to hinge its parts
together.

Similar reference numerals relate to the same
parts throughout the figures.

In the drawings, the structure indicated is de-
signed for use with phonographic records of the
existing types being commonly used in the com-
mercial fields, and are of thin and light material.
In this lightened form the phonographic discs
can be readily handled and stored in cardboard
boxes, a number at a time. These boxes are
square and conventionally supplied to dealers in
the article, and are indicated at 10 in the draw-
ings. They have a deep cover 11, slidable over
an open box bottom 12 of about the same depth,
so that when the cover 11 is on it aligns close
to the back wall of the box.

An underlay member 14, forms the main base
for the display rack formed in this invention.
It is of the contour shown principally in Figure
2, having a quasi-rectangular design and long
enough to act as a support for several boxes 10
and disc blanks 15. The member 14 is divided
up into panels 13 by notching the edges as shown
at 13', each panel being large enough to receive
a box 10 or a disk blank 15. These blanks 15
and boxes 10 are preferably mounted on it in
alternate arrangement, as shown in Figure 1,
and then the member 14 can be also used for
supporting another underlay member on their
upper portions, for an additional row of blanks
and boxes. These blanks and boxes in compo-
nents are alternately arranged with regard to
each other also, as well as with those adjacent
above or below. The disc blanks are generally
circular in contour. The lower marginal portion

however is bordered by a straight lower edge 16, from which the lugs 17 project to fit through slits 18 correspondingly disposed in the member 14 about centrally thereof, except on the bottom row.

The discs are of flat stiff material and the lugs project not only through the face of the member 14 but beyond to serve as feet therefor. The lugs 17 have tapered sides 17' so they may be easily inserted through the slits 18, the latter being widened in part at 19 to facilitate this. The straight lower edge of each disc rests for its entire length flat on the upper face of the panel 13 on which it is mounted and remains vertically erected thereon. A box 10 is erected next to the disc on the same member but does not contact the disc at its side portion. The box is held to the member 14 by slipping the corresponding panel 13, formed by the notches 13', in between the cover and box wall on one side. The notches 13' permit this to be accomplished.

The alternate positioning of the boxes and discs in the base member 14 serves to balance the device and where the boxes come under the discs the lugs of the latter do not interfere with said boxes, because the elements are out of exact alignment. But there is a space in between each pair of boxes 10 with a disc 15 in back of them, to allow a number of records to be piled vertically against the disc blank and to be held tightly in place by the side walls of the boxes.

These boxes 10 may be those supplied by the manufacturer of the records, and the records may be contained in said boxes while assembled in this display form, so that the contents of the boxes may be removed when sales are made. Yet, on the other hand, any type of box may be utilized which contains other material, if desired. If the boxes are those supplied by the manufacturer of disc records, the covers of said boxes are preferably ornamented and otherwise printed to indicate the contents thereof, thus providing substantially an advertisement on the front of each box. The disc blanks 15 are printed or ornamented for the same purpose, so that the combination of discs and boxes represents an advertising display, as well as containers for the records so advertised, said records being available in the boxes for removable and sale purposes. The members 14 act as carriers or supports for the boxes and disc blanks. Naturally, the boxes and discs, arranged in the manner shown and described, not only present display and advertising elements, but form supports for the superposed members 14.

The label-covering paper 20 pasted on cover 11 and box 10, hinges and holds both together. The lugs 17, do not project beyond the underlay 14, used on the bottom row for the rack, since the latter is preferably flat on the surface supporting it.

The material of which the elements are formed is preferably cardboard, but may be plastic or any other suitable material, which is light in weight, thin, relatively stiff and yet flexible and slightly resilient. Material with these qualities appears to be desirable, in view of the manner in which the elements are assembled and interlocked.

The arrangement, as shown and described, produces a neat, simple and attractive display. It can be produced economically. Its assembly is economical. The arrangement is such that a large number of components or a few compo-

nents may be used as may be desired under the conditions presented to the user. It offers considerable latitude in the use of advertising and display matter and when not in use, the elements may be knocked down and retained in compact form. From a practical standpoint, it enables the dealer in records and the like to display and advertise the same simultaneously, and such records are readily available for removal when sales are made. The peculiar outline of the device with several rows of components is thus attractive and useful.

It may be here stated that while the disc blanks are shown substantially circular in form same may be cut in any other form to provide contours, as desired.

From the foregoing description of the construction of my improved display device, the manner of making and assembling same will be readily understood, and it will be seen that I have provided a comparatively simple, inexpensive and efficient means for carrying out the various objects of the invention.

While I have particularly described the elements best adapted to perform the functions set forth, it is apparent that various changes in form, proportion and in the minor details of construction may be resorted to, without departing from or sacrificing any of the principles of the invention.

Having thus described the invention, what is claimed is:

A display and storage device comprising elongated strips of sheet material disposed horizontally in vertical spaced relation to each other, each strip having opposite side edges formed with oppositely disposed notches and dividing the strip into longitudinally extending sections, said sections being each formed with longitudinally extending slits located midway the width of the strip and spaced from each other longitudinally thereof, the said notches being of an even depth and having their inner ends spaced from a center line of the strip along which the slits are formed, containers disposed upright between the strips and spaced from each other longitudinally thereof and each having a body corresponding in length to the length of a section of a strip section and formed with marginal walls in face-to-face engagement with confronting surfaces of the strips and a cover for the container having marginal walls overlapping surfaces of the strips and fitting into the notches and together with the said walls of the container frictionally gripping the strip, and upright discs disposed between said containers in offset relation thereto and having depending supporting tongues passing through the slits.

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