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RACK FOR DISPLAYING ARTICLES OF MERCHANDISE

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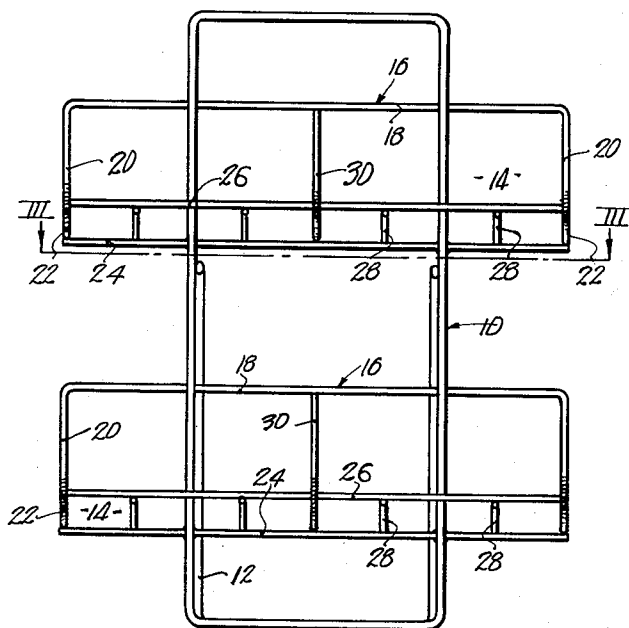


Fig. 1.

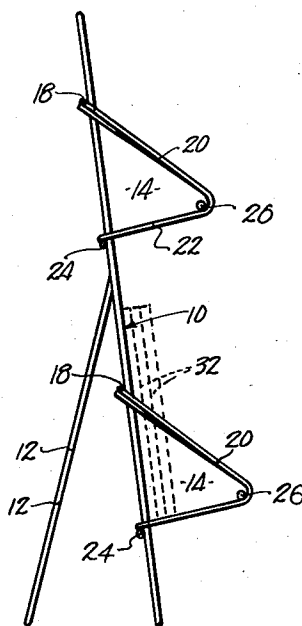


Fig. 2.

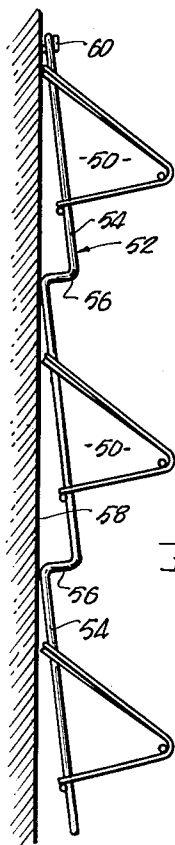


Fig. 4.

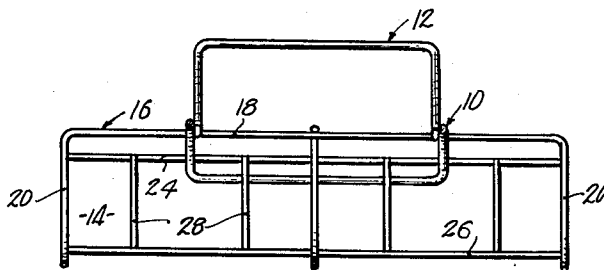


Fig. 3.

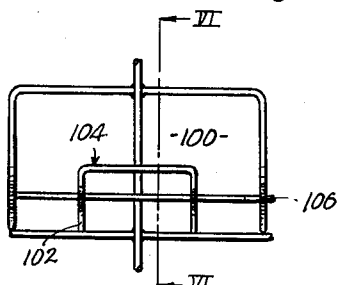


Fig. 5.

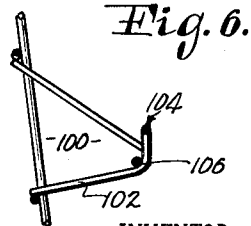


Fig. 6.

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RACK FOR DISPLAYING ARTICLES OF
MERCHANDISE

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5 Claims. (Cl. 211-106)

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This invention relates to racks for displaying articles of merchandise, the primary object being to provide an inexpensive, light-weight rack, capable of supporting the merchandise in a manner to present a full view thereof and made entirely from wire-like material for sturdiness of construction and cheapness of manufacture.

It is the most important object of the present invention to provide a display rack made from a plurality of identical, elongated holders arranged in superimposed relationship and each having a plurality of pockets for receiving the articles, there being a horizontal grid-like shelf member, together with a single rod for presenting a back-rest for the articles as the same rest upon the shelf.

Another object of this invention is the provision of a rack for displaying articles of merchandise that includes a pair of V-shaped end members that are joined integrally by an elongated back-rest, certain of the legs of the V-shaped end members supporting a horizontal grid upon which the articles of merchandise rest as they lean upon the aforesaid back-rest.

Other objects include the way in which a substantial portion of the individual article-holder is made from a single length of wire; the way in which the shelf member includes simply a pair of elongated rods having interconnecting cross-elements; the way in which separating partitions are formed through the medium of a number of V-shaped members; and the manner of providing a guard at the front of each article-receiving pocket that is also integral with the cross-elements forming a part of the shelf.

Other objects including details of construction will be made clear or become apparent as the following specification progresses, reference being had to the accompanying drawing, wherein:

Figure 1 is a front elevational view of a rack for displaying articles of merchandise embodying one form of my present invention.

Fig. 2 is an end elevational view thereof.

Fig. 3 is a cross-sectional view taken on line III-III of Fig. 1.

Fig. 4 is an end elevational view of a modified form of the present invention.

Fig. 5 is a fragmentary, front elevational view of still another modified form of the invention; and

Fig. 6 is a detailed, fragmentary, cross-sectional view taken on line VI-VI of Fig. 5.

As above indicated, the display rack of this invention is preferably formed entirely from wire-like material and the individual parts

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thereof can therefore, be easily and quickly cut, shaped and spot-welded together to present an attractive device that is not only light in weight but capable of displaying the articles effectively and embodying little cost from the standpoint of manufacture as well as cost of materials.

In the form of the present invention illustrated in Figs. 1 to 3 inclusive, there is shown a frame-like mounting means broadly designated by the numeral 10, comprising a single, continuous, wire-like frame that may be supported in any manner such as hanging from a wall or resting in the manner illustrated and held slightly inclined as illustrated in Fig. 2 by a rearwardly and downwardly extending brace element 12. Brace element 12 is U-shaped with the legs thereof secured to the corresponding sides of frame 10 and the bight resting upon a supporting surface.

The mounting frame 10 supports a plurality of superimposed, identical merchandise holders, each broadly designated by the numeral 14. The holders 14 are preferably elongated as shown in Figs. 1 and 3, and include a U-shaped member 16 presenting a horizontal bight 18 joined directly with the sides of the frame 10 by spot-welding or other means of attachment and a pair of inclined legs 20 that project downwardly and outwardly from the frame member 10.

The legs 20 are substantially parallel and are each provided at the lowermost free end thereof with a rearwardly extending leg or projection 22 that is also preferably inclined with respect to the horizontal as illustrated in Fig. 2 of the drawing, and connected by spot-welding with the frame 10. Accordingly, it is seen that each holder 14 includes a pair of end members that have integrally interconnected legs 20-22 that are angularly displaced and in the instance illustrated, substantially V-shaped. The legs or projections 22 of the ends of the holders 14 are joined by a pair of elongated rods or bars 24 and 26 that are substantially horizontal and in parallelism with the bights 18 of U-shaped member 16. It is seen that the rod 24 connects with the legs 22 at the free ends thereof whereas, the rod or bar 26 joins the legs 22 at the point of merger thereof with the inclined legs 20 of member 16. It is to be preferred that the rod 26 be disposed in a horizontal plane slightly above the plane of rod 24.

In order to present an article support or shelf, a plurality of relatively short wire cross-elements 28 are spot-welded to the rods 24 and 26 in spaced relationship throughout the length thereof. One or more V-shaped partitions 30 corresponding

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to the ends 20—22, are interposed between such ends and joined to the bight 18 and to the rods 24 and 26 to present a plurality of article-receiving pockets.

It is seen that when the form of the invention illustrated in Figs. 1 to 3 inclusive, is placed in use, small books 32 and other adaptable articles, may be positioned in each of the pockets of the holders 14 resting upon the cross-elements 28 and leaning upon the bight 18 of member 16, as illustrated in Fig. 2.

The articles 32 lean upon each other in superimposed relationship and are held against displacement laterally by the ends 20—22 of the holders 14 as well as by the partitions 30 thereof.

In the form of my invention illustrated in Fig. 4 of the drawing, a plurality of holders 50 are of identical nature with the holders 14 above described. However, in lieu of the mounting means 10—12, there is provided a frame having sides 52 having a stretch 54 for each holder 50 respectively, the elements 52 each being bent laterally in stepped fashion as at 56 between the holders 50. Such formation adapts the rack for mounting upon a vertical wall 58 through the medium of hooks or the like 60. Sides 52 may either be joined at the top and/or bottom or each be joined in any suitable manner to a respective fastener 60.

In Figs. 5 and 6 of the drawing, another improvement is illustrated in holders 100. Holders 100 are substantially identical with holders 14 and 50 with the exception that each pair of cross-elements 102 (corresponding with cross-elements 28) is provided with an upstanding guard 104 integral therewith.

Guard 104 is U-shaped and has the lowermost or free ends of the legs thereof formed integrally with a corresponding cross-element 102. Consequently, each pocket of the holder 100 is provided with a guard 104 rising upwardly from rod 106 (corresponding with rod 26) for preventing accidental displacement of the articles 32 from the holders 100 at the front thereof. Either of the two means 10—54 for supporting the holders herein illustrated or any other mounting device may be provided for holding a plurality of the holders 100 in superimposed relationship.

In any event it is seen that the vertical portions of supports 10 and the side members 54 are disposed relative to the article receiving pockets to hold the articles in place on the underlying shelves.

The primary objects of the invention are now apparent and it can be seen that the entire display rack irrespective of its particular form, may be made entirely from wire, bent and rebent, but into required lengths, and thereupon spot-welded in place with ease and tremendous speed. Such not only reduces the time of manufacture, but requires very little material in construction.

In use, the device is light in weight and holds the articles of merchandise in a condition where the same may be viewed without substantial obstruction by the parts of the rack itself.

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

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1. In a display rack, a pair of spaced, parallel, V-shaped, end members, each having an upper leg and a lower leg; a rod joining the free ends of each of the legs respectively of the members; a second rod joining the members at the point of merger of the legs thereof; a number of cross-elements interconnecting the rods of the lower legs of said members for supporting an article of merchandise; and a U-shaped guard extending upwardly from said second rod.

2. A display rack comprising a mounting frame; and a plurality of superimposed, elongated article holders carried by said frame, each holder including a U-shaped wire member having a horizontal bight and a pair of spaced, inclined legs, a laterally extending, integral projection on the free end of each leg respectively, a number of spaced rods joining the projections, article-receiving cross-elements interconnecting the rods, and a number of V-shaped partitions between the legs and the projections thereof and joined to said bight and said rods, providing a number of article-receiving pockets.

3. A display rack comprising a generally upright frame having the uppermost end thereof tipped rearwardly; a first horizontal rod secured to the frame at the back of the latter; a U-shaped member having a horizontal bight secured to the frame at the back of the latter above said rod and a pair of spaced, parallel legs extending downwardly and forwardly from said bight, each leg being provided with a projection extending rearwardly and downwardly from the lowermost end thereof, said projections being in spaced parallelism, terminating in overlying engagement with said rod and being connected to the latter, said frame being between the legs; a second horizontal rod, parallel with the first rod, overlying the projections adjacent the legs and attached to said projections; and a plurality of cross-elements joining the rods for supporting an article of merchandise disposed between said legs and resting against the bight and the frame.

4. A display rack as set forth in claim 3, wherein said cross-elements overlie the first rod and underlie the second rod to dispose the same within an inclined plane common to the projections.

5. A display rack as set forth in claim 3, wherein said frame is provided with a rearwardly extending portion below said uppermost end thereof for holding the frame tipped when the same is hung on a vertical wall or the like.

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