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H. J. RUBENSTEIN

2,167,375

DISPLAY FIXTURE

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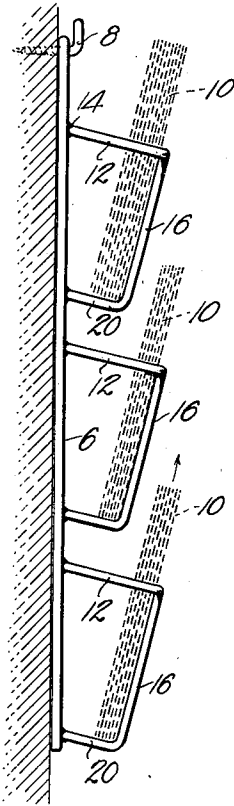


Fig. 1.

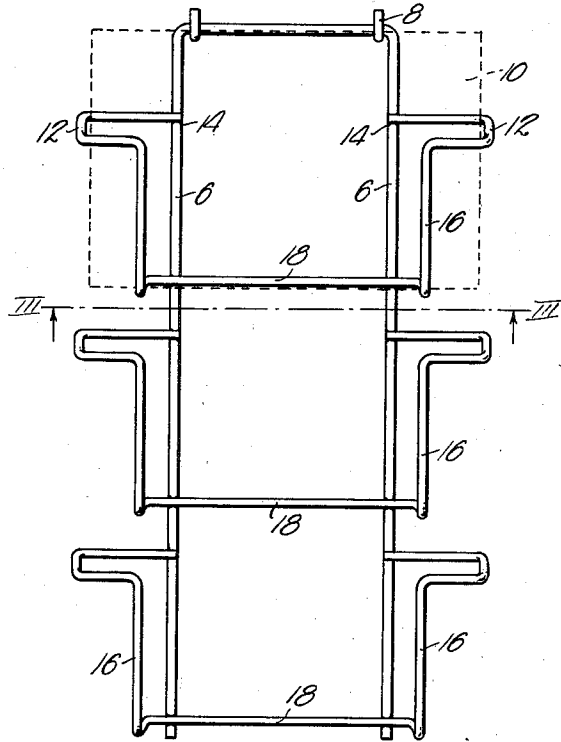


Fig. 2.

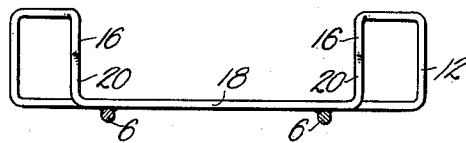


Fig. 3.

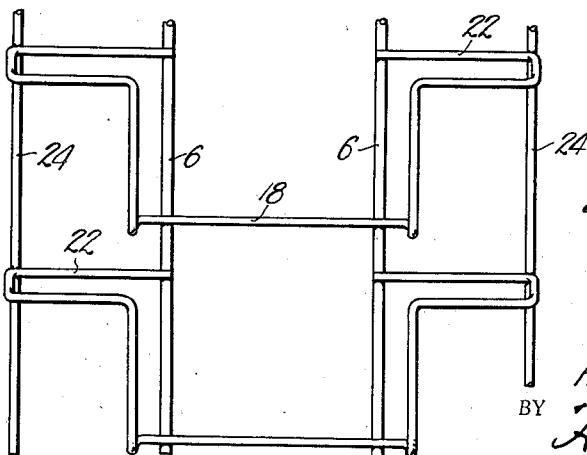


Fig. 4.

INVENTOR.
Harry J. Rubenstein
BY
Houng Hamilton
ATTORNEYS

UNITED STATES PATENT OFFICE

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DISPLAY FIXTURE

Harry J. Rubenstein, Kansas City, Mo.

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3 Claims. (Cl. 211—50)

This invention relates to card holding racks in the nature of a display fixture formed of wire and having as a part thereof, a specially created unit that is mounted upon a supporting body in such fashion as to present an attractive, efficient, strong and desirable structure, the manufacture of which is rendered easy because of the disposition of the various parts of the said unit with respect to the parallel standards which form the body.

One of the important objects of this invention is to provide a display fixture for postcards, pamphlets and similar articles, which fixture comprises a plurality of card holding units all carried by a body in a manner as to dispose the cards in planes rendering them easy to remove from the units while stored in compact, overlapping relation.

Another important aim of this invention is to provide a display fixture which is made entirely of wire formed to meet the requirements of heavy usage and bent in such manner as to present strong and durable portions which lie against the face and at least three sides of the card retained therein.

A still further object of this invention is the provision of a wire display fixture for postcards and the like which may be made of wire and welded together with a minimum amount of handling and without the necessity of turning and manipulating the fixture as it passes through the welding machine.

Other objects of the invention will appear during the course of the following specification, referring to the accompanying drawing wherein:

Figure 1 is an edge elevation of a display fixture made to embody the present invention.

Fig. 2 is a front side elevational view of the said display fixture.

Fig. 3 is a cross sectional view through the fixture taken on line III—III of Fig. 2, looking in the direction of the arrows; and,

Fig. 4 is a fragmentary front side view of a display fixture made to embody the modified form of the invention.

The preferred embodiment of the invention as illustrated in Figs. 1 to 3 inclusive, comprises a body made of relatively heavy wire and having a pair of substantially parallel, spaced apart standards 6 that may be engaged by hooks or the like 8, when it is desired to mount the fixture upon a wall or other permanent base, as illustrated in Fig. 1. To those skilled in the art, it is obvious that the body may be carried by any other type pedestal or support and that any num-

ber of fixtures as illustrated, may be assembled to create a card rack having a desired capacity.

Standards 6 of the body carry a plurality of card holding units, all created of strong yet relatively light wire and uniquely formed to receive a plurality of cards 10 in overlapping, inclined relation, as shown in Fig. 1.

In the manufacture of fixtures of this character, it is desirable to pass the entire fixture through the welding machine without the necessity of twisting or turning and the units that are mounted upon standards 6 are made so that they not only form rigid tie elements extending between standards 6 but have the ends of the continuous length of wire directly over the standards so that butt welding or otherwise securing together the ends is not a necessary step in the manufacture.

Each of these card holding units has a U-shaped bend 12 therein which sets off a stall for the reception of the marginal edges of cards 10 at the ends thereof. These bends 12 extend outwardly in opposed relation from the remote sides of standards 6 and the end of one leg of bend 12 is welded as at 14 directly to the proximal standard 6.

A downwardly and inwardly inclined stretch 16 extends from the end of the other leg of bend 12 and between the bight of said bend between the proximal standard 6. The lower end of stretch 16 is turned inwardly toward standards 6 to form one leg of the U-shaped element 18 that bridges the space between standards 6. It is upon the inturned portion or legs 20 of U-shaped element 18 that cards 10 rest when they are in the normal position.

The outer face of the outermost card 10 lies against stretches 16 of the card holding unit and when such is the case, longitudinal displacement in the plane of the cards is precluded by the bight of U-shaped bend 12, thus a card may be removed from the stack within any one of the several units by merely moving the outermost card upwardly and outwardly along an inclined plane which is in spaced relation with respect to the stretches 16 of the card holding unit next above.

The bight of U-shaped element 18 lies upon standards 6 on the same side thereof as the ends of the continuous length of wire from which the unit is formed, and therefore welding may take place with dispatch and without turning or otherwise manipulating the entire fixture, if the points of weld were not in alignment and on the same plane.

In the modified form of the invention, shown in Fig. 4, bends 22 are somewhat greater in size to present a deeper stall and therefore, it becomes desirable to supply a tie-rod 24 which
5 secures together the free and outwardly projected portions of bends 22 to preclude bending in use.

Disposing cards 10 in the overlapped position as contemplated by this invention, greatly in-
10 creases the capacity of this display fixture over those which do not have card holding units formed in the particular manner described and secured to a supporting body as specified; and while devices embodying this invention might
15 be made to present physical characteristics other than those illustrated, it is desired to be limited only by the spirit of the invention and scope of the appended claims.

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

1. A wire display fixture of the character described comprising a pair of substantially parallel, spaced apart standards forming a support-
25 ing body; and a plurality of card-holding units carried by the body, each of said units having a downwardly and inwardly inclined stretch in spaced relation to each of the standards and bearing against the face of the outermost card
30 in that unit, whereby the said card may be withdrawn from a certain unit through a plane to one side of the downwardly and inwardly inclined stretches of the unit next above, and a U-shaped element joining the said stretches, the legs of
35 said element serving as supports for the cards contained in the unit.

2. A wire display fixture of the character described comprising a pair of substantially parallel, spaced apart standards forming a support-
40 ing body; and a plurality of card-holding units carried by the body, each of said units being a continuous length of wire having the ends there-

of secured to the standards and held in spaced relation thereby, each of the units having opposed, outwardly extending U-shaped bends forming stalls at the upper portion of the unit
5 for the reception of the ends of the cards, a downwardly and inwardly inclined stretch in spaced relation to each of the standards in continuation of each bend respectively, and a U-shaped element joining the stretches, the legs of
10 said element serving as supports for the cards contained in the unit, said element being secured to the standards at points on the element between the legs thereof.

3. A wire display fixture of the character described comprising a pair of substantially parallel, spaced apart standards forming a support-
15 ing body; and a plurality of card-holding units carried by the body, each of said units being a continuous length of wire having the ends thereof secured to the standards and held in spaced
20 relation thereby, each of the units having opposed, outwardly extending U-shaped bends forming stalls at the upper portion of the unit for the reception of the ends of the cards, a
25 downwardly and inwardly inclined stretch in spaced relation to each of the standards in continuation of each bend respectively, and a U-shaped element joining the stretches, the legs of said element serving as supports for the cards
30 contained in the unit, said element being secured to the standards at points on the element between the legs thereof, said downwardly and inwardly inclined stretches being in a plane between the respective proximal standard and
35 the bight of the outwardly extending bend of which the stretch is a continuation, said points of attachment between the ends of the wire and between the U-shaped element and the standards being on the same side of the stand-
40 ards for the purpose specified.

HARRY J. RUBENSTEIN.