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DISPLAY RACK

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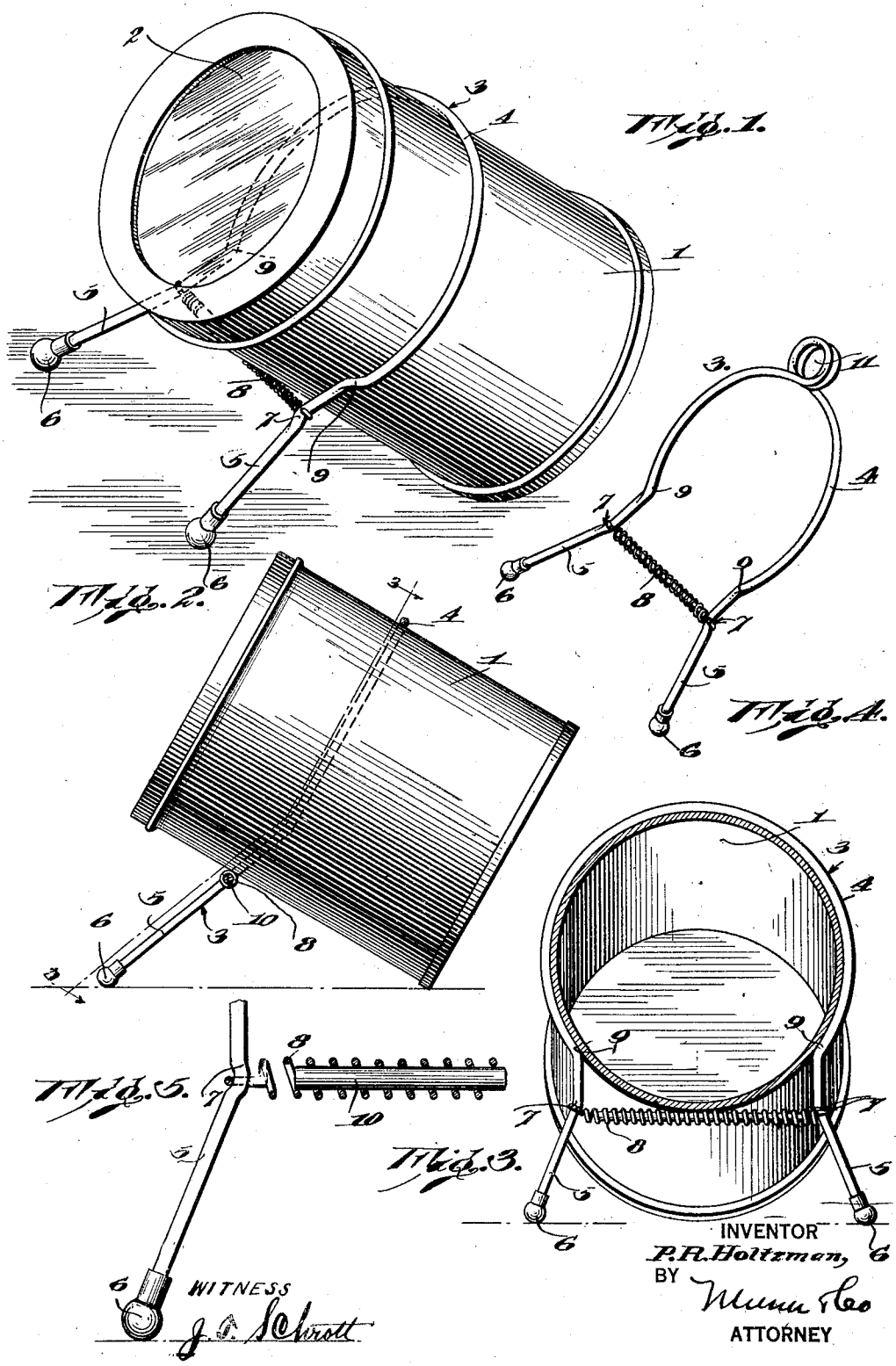

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# UNITED STATES PATENT OFFICE

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## DISPLAY RACK

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This invention relates to improvements in display racks, and it consists of the constructions, combinations and arrangements herein described and claimed.

An object of the invention is to provide a simple wire yoke which has a loop to fit over the open end of a container and legs to support the container at an angle, the holding quality of the yoke either depending upon the resiliency of the wire or upon a spring which tends to pull the legs together.

Another object of the invention is to form the foregoing loop with shoulders to bear under the container and thus support the latter, the spring, however, spanning the legs immediately below the shoulders and the container so that the spring may assist in the support of the container should there be any tendency of the container slipping past the shoulders.

A further object of the invention is to employ a stop rod in connection with the spring preferably by inserting the rod in the convolutions of the spring, so that the spring will be prevented from binding the loop upon the container with excessive tightness and so squeeze the container out of shape.

Other objects and advantages appear in the following specification, reference being had to the accompanying drawings in which

Figure 1 is a perspective view showing the display rack applied to a container in order to support the latter in a display position,

Figure 2 is a sectional view of the display rack, the container being shown in elevation,

Figure 3 is a cross section taken on the line 3—3 of Figure 2,

Figure 4 is a perspective view of the display rack which in this instance is provided with a card holder,

Figure 5 is a detail sectional view illustrating the use of a stop rod in connection with the spring.

The matter of making the display of almost any commercial article in such a way as to attract the purchasing public is so important that the very success of the particular article can be said to depend upon this single factor. Obviously different articles are required to be displayed in different ways. The display rack disclosed herein is intended for the special purpose of supporting containers, cans, boxes and certain packages of various sorts on an incline or at what is herein generally known as a display position.

It is a practice that has reached large proportions to furnish the trade with goods in containers which in themselves are attractive. This is the case with baked goods. The container 1 comprises a tin can in which baked goods such as pretzels are shipped. Obviously the goods might be something else other than pretzels, and the container might be of a shape other than round as shown in the drawing.

When shipping the container 1 it would be closed with a cover (not shown). Upon arriving at its destination the cover would be replaced by a glass top 2. This top is like a cover only it has a transparent panel through which the pretzels can be seen. It has a rim like a cover, and this rim is ultimately fitted upon the open end of the container. The top keeps out the dust and dirt.

The display rack, generally designated 3, mainly comprises a length of heavy wire bent into the general shape of a yoke. As such it includes a loop 4 which fits around most of the container, and legs 5 which rest on the counter of the store. The ends of the legs may or may not be but preferably are provided with pads or buttons 6 which, when used, prevent the scratching and marring of a polished surface.

In bending the rack 3 into shape, the legs 5 are indented at 7. These indentations provide anchorages for the ends of a coil spring 8. This spring is intended to pull the legs 5 toward each other, and in doing so to bind the loop 4 against the container 1 when the display rack is in place upon the container.

Shoulders 9 are defined at the juncture of the loop 4 with the legs 5. These shoulders strike well below the center of the container, and in doing so assist in supporting the container. The resiliency of the wire yoke and the spring 8 contribute the rest of the support. The resiliency of the wire yoke alone would be sufficient to keep the rack in

place upon a container and even support the container in a display position.

But to make sure of the support of the container the spring 8 operates to bind the loop 4 upon the container so that the shoulders 9 bear well against the container and support a reasonably heavy load. In spanning the legs 5 the spring 8 may also assist in the support of the container. Were it possible for the container to slip past the shoulders 9 the container would bear down upon the spring 8, but the latter would serve as a bridge or a stop.

The spring could then not be readily pulled out of place because the indentations 7 would prevent this. Sometimes rather heavy goods are shipped out in tin containers. It is necessary to make both the wire yoke and the spring 8 heavier than herein contemplated in order to adequately support the container and the heavier contents. In order to avoid squeezing the container into an oval shape when it becomes half empty a stop rod 10 will operate to limit the closing movement of the rack.

This stop rod is inserted loosely in the convolutions of the spring 8. It is shorter than the distance between the indentations 7. It will perform its function only when the spring 8 applies an excessive squeeze to the container 1. It will be used only with the heavier racks, but it may be employed for the sake of safety even with the lighter racks.

According to the showing in Fig. 4 the rack 3 is provided with a card holder 11. This merely comprises a pair of coils in the top of the loop 4. A price card may be inserted in the holder 11. The display rack will be distributed for use either with or without the card holder, this depending entirely upon the desires of the users.

It is observed in Fig. 2 that the legs 5 are inclined forwardly from the loop 4 at a rather decided angle. The angle does not have to be as great as shown, but some forward inclination seems desirable. The tendency of a yoke would be to assume a slight angle to the container 1 when the weight is imposed thereupon. By inclining the legs in reference to the loop this tendency will be minimized. The loop 4 will be held substantially in the plane of the container opening and the inclination which is inherent in the legs 5 will anticipate the tendency which would be exhibited were the rack perfectly flat.

When looking at the display rack from the front as in Fig. 3 it is seen that the legs 5 flare to the sides. The flares begin at the indentations 7. The flare stabilizes the support and gives the rack an artistic appearance. Between the indentations 7 and shoulders 9 the legs are substantially parallel, although in practice the legs might begin to flare at the shoulders 9.

The operation is readily understood. After removing the original cover the display rack is slipped over the container and adjusted to a point about an inch from the open end. The drawing shows the rack a little farther down upon the container, but it is optional where the rack is actually located.

The container will be set upon the counter. The rack will hold it at an angle so that the purchaser can readily see into the container. The glass top 2 is put in place, and not only protects the contents from dust and dirt but prevents an undesirable handling of the goods. The spring 8 tends to pull the legs 5 together and so clamps the loop 4 upon the container. To this end it would not be essential that the rack 3 have any material inherent resiliency. Of course, being made of wire, it will have some resiliency. This may be depended upon to hold the rack in place, but the spring 8 performs the function without any mistake.

In the instance of rather heavy goods the spring 8, which in such a case would have to be made heavier as would also the wire yoke, would be provided with the stop rod 10. This, as brought out before, limits the contraction of the spring. The squeezing of the container into an oval shape will be prevented. To permit squeezing the container out of shape would be objectionable because then it would be difficult to fit the top 2 upon the container.

While the construction and arrangement of the improved display rack is that of a generally modified form, obviously modifications and changes may be made without departing from the spirit of the invention or the scope of the claims.

I claim:—

1. A display rack comprising a yoke having a loop and legs, a coil spring connected with the legs tending to draw them together and binding the loop upon a container when the rack is fitted thereupon, and a stop rod inserted in the convolutions of the spring, being shorter than the spring.

2. A display rack, comprising a downwardly extending resilient yoke having a loop portion, legs projecting from the mouth of said loop portion and flaring outwardly, said yoke having a supporting shoulder at the juncture of said loop and said legs for a container and resilient means spanning the space between and secured to said legs and adapted to contact said container for further supporting the same.

3. A display rack comprising a resilient yoke having a downwardly open loop to fit upon a container and spaced legs for the support of the container in an inclined position, and means spanning the space between said legs and tending to draw them together so as to hold the loop upon the container and afford additional support to the container.

4. A display rack comprising a resilient yoke having a downwardly open loop and downwardly extending spaced supporting legs projecting therefrom at an angle and resilient means connected with and spanning the space between said legs and tending to draw them together to bind the loop upon a container when the rack is fitted thereupon.

5. A display rack comprising a downwardly extending resilient wire yoke having a downwardly open loop and terminating in spaced leg members and a spring spanning the space between and connected at its ends with the leg members tending to draw then together and augmenting the resilient quality of the yoke in maintaining its position upon a container when the rack is fitted thereupon.

6. A display rack comprising a yoke having a downwardly open loop and terminating in spaced leg members, resilient means connected intermediate the length of the leg members tending to draw them together and bind the loop upon a container when the rack is fitted thereupon, and means associated with said resilient means to positively limit the action of said resilient means.

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