Jan. 4, 1955 H. J. RUBENSTEIN 2,698,690

DISPLAY FIXTURE

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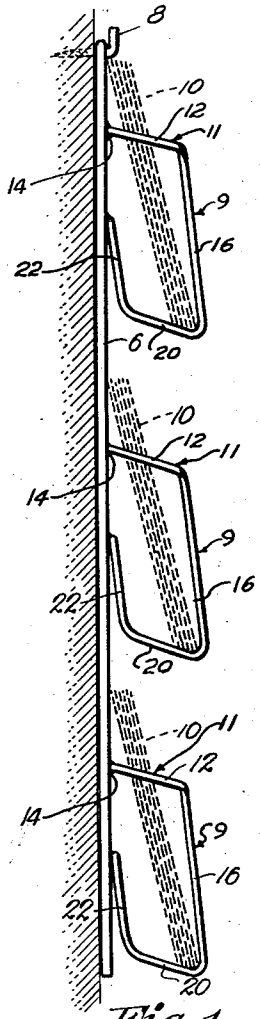

Fig. 1.

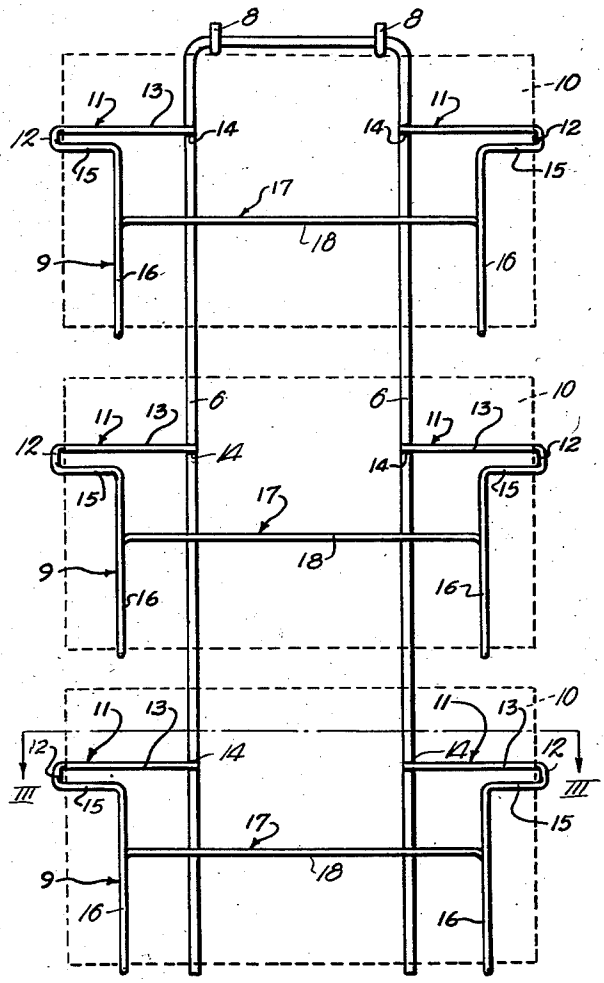

Fig. 2.

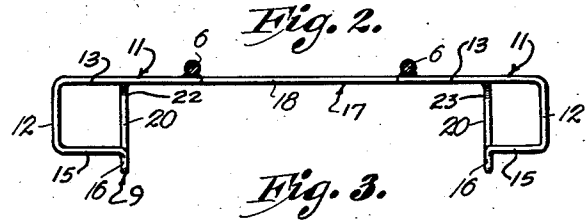

Fig. 3.

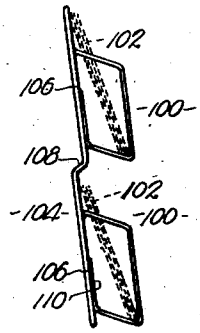

Fig. 4.

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DISPLAY FIXTURE

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3 Claims. (Cl. 211—106)

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, and capable of displaying cards and the like in an attractive manner in full view of potential customers.

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 the outermost card fully accessible to view, yet easy to remove from the units while stored in compact, overlapping relation.

Another important aim of this invention is to improve upon the display fixture disclosed in my U. S. Letters Patent No. 2,167,375 and dated July 25, 1939, while maintaining all the advantages and desirable features thereof.

A still further object of this invention is the provision of a wire display fixture for postcards and the like formed to make the filling of the units thereof simple and easy and to force the cards to assume a desired inclined position automatically, not only during initial loading but during progressive removal of the cards by the purchasing public.

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

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

Fig. 2 is a front side elevational view of the said form of 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 an edge elevational view of a display fixture made to embody a 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 support including 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 number 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 **9**, 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 includes a U-shaped member **11** which sets off a stall for the reception of the marginal edges of cards **10** at the ends thereof. These members **11** extend outwardly in opposed relation from

the remote sides of standards **6** and are each composed of a bight **12** and a pair of legs **13** and **15**, the end of each leg **13** being welded as at **14** directly to the proximal standard **6**.

A downwardly and outwardly inclined stretch **16** extends from the end of each leg **15** and between the corresponding bight **12** and the proximal standard **6**. The lower end of stretch **16** is turned inwardly toward standards **6** to form a support arm **20**. It is upon these inturned portions or arms **20** that cards **10** rest when they are in the normal position.

A U-shaped element **17** has the bight **18** thereof in bridging relationship to standards **6** and its down-turned legs **22**, **23** joined with proximal ends of corresponding arms **20**.

The lowermost edge of the outermost card **10** lies against stretches **16** of the card holding unit adjacent legs **20**, and the uppermost edge of the innermost card **10** lies against standards **6** above U-shaped members **11**. Longitudinal displacement in the plane of the cards **10** is precluded by the bights **12**; thus, a card **10** may be removed from the stack within any one of the several units by merely swinging the outermost card outwardly and upwardly.

The bight **18** lies upon standards **6** on the same side thereof as the ends of the continuous length of wire from which the unit **9** 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.

It is noted that the card holding units **9** hereof are each formed to force the cards **10** to assume the angularity shown in Fig. 1, as distinguished from the disclosure of my aforesaid patent. To accomplish this desired result, the bights **12** have been made parallel with and of substantially the same lengths as the arms **20** that support cards **10**, and each of these four members is inclined upwardly as the standards **6** are approached. Additionally, each of the stretches **16** is inclined outwardly as arms **20** are approached, the lowermost ends of stretches, therefore, being spaced an appreciably greater distance from standards **6** than the uppermost ends thereof.

The bight **18** is disposed substantially midway between the legs **13** and a horizontal plane through the lowermost ends of stretches **16** in parallelism with the legs **13** and **15**, and both of the legs **22** and **23** are substantially parallel with the standards **6**. Arms **20** are parallel with each other as are the bights **12**.

The innermost ends of arms **20** terminate, therefore, in spaced relationship to a vertical plane through standards **6** and the legs **22** and **23** are inclined outwardly from said plane as the point of joinder thereof with corresponding arms **20**, is approached.

As cards **10** are placed in the units, bight **18** is sufficiently high to prevent interference and as the lowermost edges of cards **10** strike arms **20**, cards **10** will be deflected downwardly and forwardly toward arms **20**. These edges of cards **10** will then slide freely along arms **20** toward stretches **16**, maintaining all of cards **10** inclined toward standards **6** where the outermost card **10** can be easily seen and read by prospective purchasers. When the outermost card **10** is removed, the lowermost edge of all cards in a unit **9** can easily be caused to slide upwardly along arms **20** until the card to be removed clears the unit **9** next above. The remaining cards will thereupon automatically slide back to the normal position shown in Fig. 1.

In the modified form of the invention, shown in Fig. 4, there are provided units broadly designated by the numeral **100** for receiving cards **102** that are identical with units **9** above described and shown in Figs. 1 to 3 inclusive. A pair of standards is provided for supporting units **100**, one only of which is shown in Fig. 4 and designated by the numeral **104**. Each standard has an inclined length **106** for each unit **100** respectively, the length **106** being in offset, parallel relationship and joined by short integral portions **108** that inclined downwardly in the opposite direction from the inclination of lengths **106**.

The inclination of stretches **106** is the same as that of legs **110** of units **100**, said legs **110** corresponding to legs **22** and **23** of the form first described herein. It is seen

that the cards **102** may be still more easily removed from units **100** than from the units **9** of Figs. 1 to 3 inclusive and that each unit **100** will accommodate a larger number of cards **102** without consuming additional space.

While devices embodying this invention might 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 Letters Patent is:

1. A display fixture comprising a support; and a card-holding unit including a pair of spaced, U-shaped members, each having a downwardly and forwardly inclined bight, a long horizontal leg secured to the support, and a short horizontal leg in spaced parallelism with the long leg and provided with a downwardly and forwardly inclined stretch, a U-shaped element having a horizontal bight secured to the support below the long legs in spaced parallelism therewith and provided with a pair of spaced, downwardly and forwardly inclined, parallel legs in spaced parallelism with said stretches, and a downwardly and forwardly inclined arm, parallel with the bights of said members, interconnecting each leg of said element with a corresponding stretch.

2. A display fixture as set forth in claim 1 wherein said support includes a standard for each of said long legs respectively, each standard having a downwardly and forwardly inclined length parallel with the legs of said element and with said stretches, said long legs and the bight of said element being secured to said lengths.

3. A display fixture comprising a support; and a card-holding unit composed entirely of an initially straight, single length of wire and including a pair of spaced, U-shaped members, each having a downwardly and forwardly inclined bight, a long horizontal leg secured to the support, and a short horizontal leg in spaced parallelism with the long leg and provided with a downwardly and forwardly inclined stretch, a U-shaped element having a horizontal bight secured to the support below the long legs in spaced parallelism therewith and provided with a pair of spaced, downwardly and forwardly inclined, parallel legs in spaced parallelism with said stretches, and a downwardly and forwardly inclined arm, parallel with the bights of said members, interconnecting each leg of said element with a corresponding stretch, said stretches being parallel.

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