Aug. 30, 1927. 1,640,971

C. WIDEN

DISPLAY RACK

Filed Sept. 29, 1925

Fig. 1.

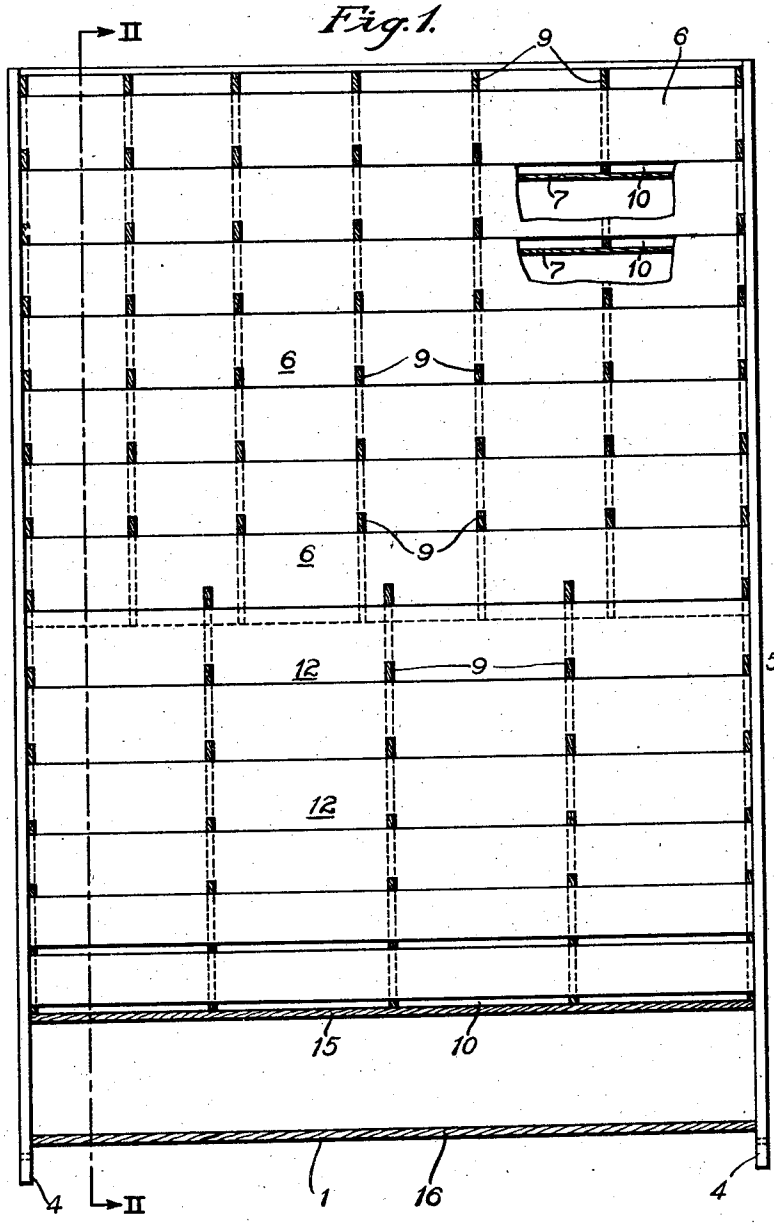
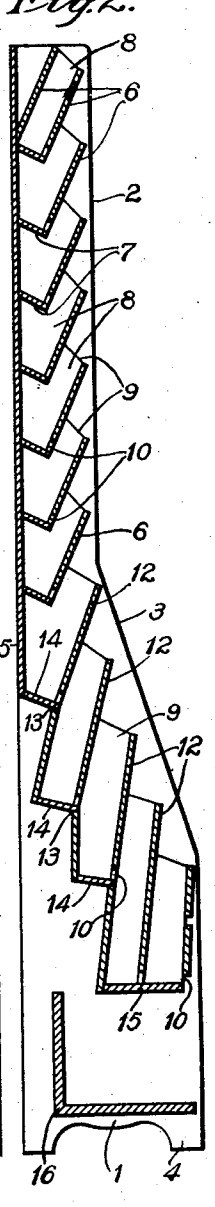


Fig. 2.



WITNESSES:

R. J. Fitzgerald.

Earl J. Loesch

INVENTOR

Charles Widen.

BY

Lester G. Budlong.

ATTORNEY

Patented Aug. 30, 1927. 1,640,971

UNITED STATES PATENT OFFICE.

CHARLES WIDEN, OF TRAFFORD, PENNSYLVANIA.

DISPLAY RACK.

Application filed September 29, 1925. Serial No. 59,269.

My invention relates to store fixtures and particularly to a display rack.

One object of my invention is to provide a display rack of upright form in which a plurality of pigeon-holes of varying depths are arranged to economize the over-all depth of the display rack.

Another object of my invention is to provide a display rack having a plurality of pigeon-holes extending at an angle to the vertical, the angulars of certain of the pigeon-holes varying in order to increase the depth of certain of the pigeon-holes without proportionately increasing the depth of the display rack.

A further object of my invention is to provide an upright display rack in which dirt or dust, collected in the upright pigeon-holes, moves downwardly under the influence of the force of gravity, without the necessity of physically lifting the dust out of the several pigeon-holes.

In display racks for books, magazines and newspapers it is customary practice to place the magazine or newspaper far enough down in a pigeon-hole so that only its title is visible. Such a display rack, when completely filled, presents an expanse of titles to the purchaser, and the purchaser may readily select such magazines as he or she may be seeking. Magazines and books, however, are not of uniform length, and accordingly the depths of the several pigeon-holes must be varied in order that the longer periodicals do not cover the titles of the shorter magazines thereabove. If the several pigeon-holes are left in parallel relation, the depth of the lower part of the display rack must be proportionately increased. This is objectionable in stores where floor space is at a premium.

By my invention, however, I have provided an arrangement of pigeon-holes in a display rack in which the longer pigeon-holes are obtained at the bottom without the necessity of proportionately increasing the depth of the display rack. This I accomplish by changing the angular relation of the pigeon-holes toward the vertical in accordance with the proximity of the individual pigeon-hole to the bottom of the display rack.

In the accompanying drawings,

Figure 1 is a broken view in elevation of a display rack embodying my invention.

Fig. 2 is a sectional view of the display rack taken along the section line II—II of Fig. 1.

My invention comprises, in general, a display rack 1 that comprises an upper section 2 and a lower section 3, both of which are mounted on the same end pieces 4 and back 5.

The upper section 2 is constituted by a plurality of shelve strips 6 that are disposed at an angle of about 30° to the back 5 between the end pieces 4. The shelve strips 6 meet other shelve strips 7 at substantially right angles and they are intersected at intervals by longitudinally disposed strips 9, whereby trough-shape pigeon-holes 8 are formed. The material for the shelve strips 6 and 7 and the strips 9 may be wood, composition board, or sheet metal, as desired.

Each of the pigeon-holes 8 is provided at the bottom of its shelf strip 6 with an opening 10 such that any dust or dirt that may accumulate in the pigeon-holes falls into the pigeon-holes next below it in the display rack. By virtue of the arrangements of the openings 10, the dust works down by the influence of the force of gravity and it is not necessary to lift the dust out of the several pigeon-holes. The pigeon-holes in the upper section 2 are all parallel and are all of equal depths.

The pigeon-holes in the lower section 3 are formed by shelve strips 12 that may be constituted by more than one piece of stripping connected as at the joints 13, and whose angular relation to the vertical varies. Cross pieces 14 cooperating with vertical extending strips 9 complete the pigeon-holes. The lower shelf strip 15 at the lower pigeon-hole is horizontally extended. It will thus be seen that the pigeon-holes in the lower section 3 gradually increase in depth progressively downwardly of the display rack, but that by reason of the change in the angular relation between the pigeon-holes 9 and vertical, the additional depth is obtained without necessitating a proportionately increase in the depth of the rack 1, such as would be necessary were the pigeon-holes in the lower section 3 parallel to those in the upper section 2.

A horizontal shelf 16 is provided in the bottom of the rack for the reception of magazines, books, newspapers, packages and the like.

It will thus be seen, I have designed a

display rack in which there is provided a plurality of parallel extending pigeon-holes of uniform depths, a plurality of dissimilar pigeon-holes of varying depths, thereby providing space for the reception of magazines of varying heights without necessitating a proportional increase in the depth of the display rack as is necessary where the pigeon-holes are kept in parallel relation throughout the entire height of the display rack.

It is to be understood that such various changes may be made in the structure and arrangement of parts as may fall within the scope of the appended claims.

I claim as my invention:

1. In a unitary upright display rack, an upper section comprising a plurality of parallel shelves of equal length defining a series of parallel extending pigeon-holes, and a lower section comprising a plurality of shelves whose angular relations to the shelves of the upper section and to one another varies, the depth of the shelves of the lower section varying but being greater than those for the upper section whereby the pigeon-holes of the lower section extend at different angles to those of the upper section.

2. In a unitary display rack, an upper section comprising a plurality of parallel extending shelves of equal length defining a plurality of pigeon-holes extending at similar angles to the vertical, and a lower section comprising a plurality of shelves whose angles with the vertical vary towards the vertical in a downward progression from those of the upper section, whereby a plurality of pigeon-holes are defined having greater depth than those of the upper section without proportionately increasing the depth of the display rack.

In testimony whereof, I have hereunto subscribed my name this 23rd day of September, 1925.

CHARLES WIDEN.