May 30, 1939. M. A. WOLF 2,160,050

MERCHANDISE DISPLAY RACK

Filed Feb. 8, 1939

FIG. 1.

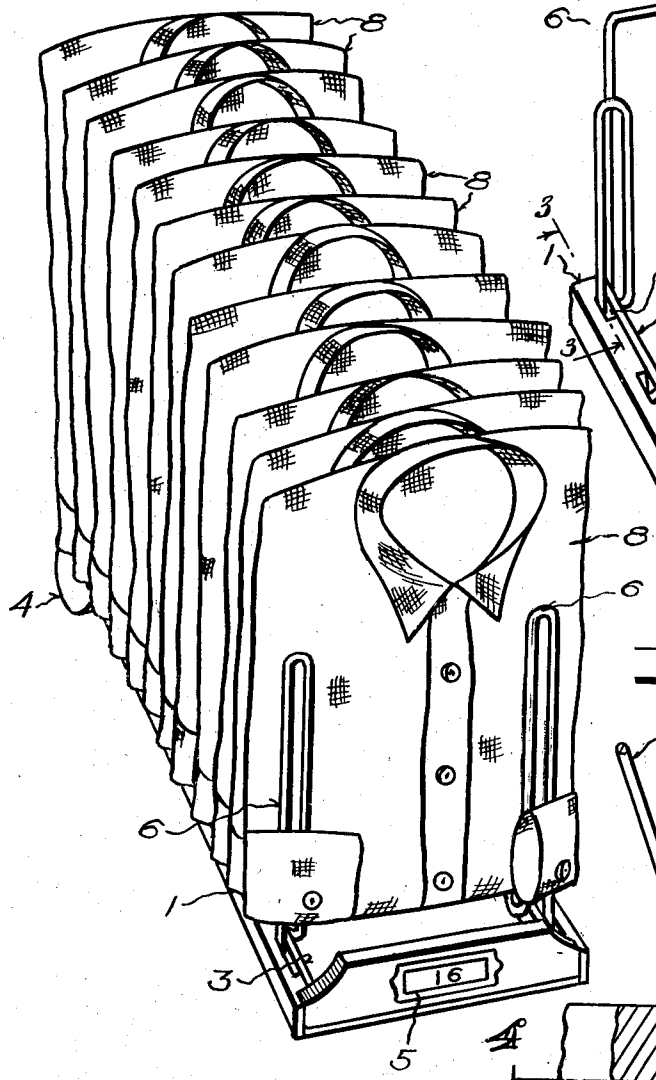


FIG. 2.

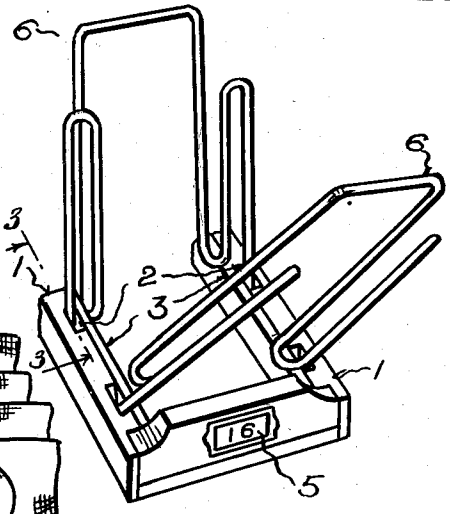


FIG. 3.

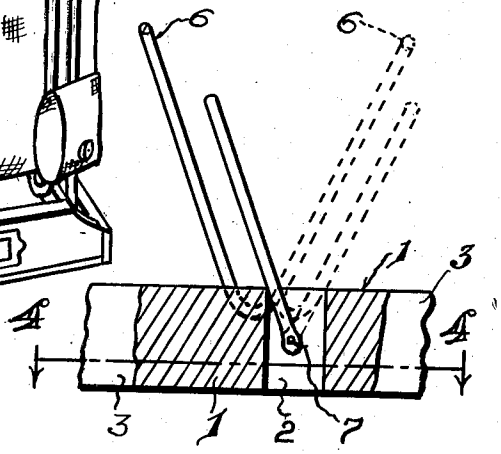
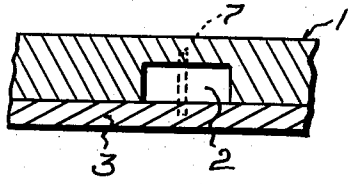


FIG. 4.



Morris A. Wolf

INVENTOR.

BY

ATTORNEY.

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MERCHANDISE DISPLAY RACK

Morris A. Wolf, Dallas, Tex.

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5 Claims. (Cl. 211—13)

This invention relates to merchandise display racks and it has particular reference to a rack for the display of men's shirts.

The principal object of the invention is to provide a merchandise display rack so arranged that the merchandise is readily available for inspection by the customer.

Another object of the invention is to provide a display rack so arranged that a relatively small counter space is required for the merchandise display.

Still another object of the invention is to provide a series of independent merchandise display units or frames comprising hinged wickets so arranged that the shirts or other wearing apparel are held in position such that wrinkling or other damage thereto will not occur.

Yet another object of the invention is to provide a display rack so arranged that merchandise may be readily inserted therein and withdrawn therefrom.

Still another object of the invention is to provide a display rack wherein a hidden hinge is employed, thereby precluding any possibility of damage to the merchandise by contact with the hinging elements.

Yet another object is to provide a display rack so arranged that a series of the racks may be arranged in axially aligned and adjacent relationship upon a counter, thereby eliminating the possibility of overturning of the racks.

Still another object of the invention is to provide a display rack for a plurality of units of merchandise, which rack is so arranged that when one or more of the units are withdrawn from the rack, the other structural elements of the invention will remain in their normal position being self-supporting and consequently the remaining units of merchandise are available for display in the same manner as when they were originally placed in the display rack.

A still further object is to provide a display rack arranged to retain a plurality of shirts and the racks being so constructed that they may be readily hooked or otherwise secured together in adjacent relationship if so desired.

Yet another object is to provide a structure which is attractive in appearance, easily assembled during the manufacturing operation and which may be fabricated at a relatively low cost.

With the foregoing objects as paramount, the invention has particular reference to its salient features of construction and arrangement of parts which will become manifest as the description proceeds taken in connection with the accompanying drawing, wherein,

Figure 1 is a perspective view of the invention shown with a plurality of articles of wearing apparel placed therein,

Figure 2 is a fragmentary view in perspective of a pair of the merchandise supporting wickets, one of said wickets being illustrated in its position when an article of wearing apparel is about to be examined or withdrawn therefrom,

Figure 3 is a detailed view on line 3—3 of Fig. 2 showing one of the merchandise carrying units, the full lines indicating the rearward position and the dotted lines indicating the forward position,

Figure 4 is a view taken on the line 4—4 on Figure 3.

Referring to the drawing, the reference numeral 1 denotes the outside portions of the base of the display rack. The portions 1 are notched with a plurality of notches or indentations 2, which notches are arranged at spaced intervals along the members 1.

Longitudinally arranged side members 3 are fixedly positioned in adjacent relationship to the members 1.

In order to facilitate the examination of the merchandise the display rack is arranged at an angle from the counter, which angle is provided for by means of an elevating member or members 4.

Identifying numbers, such as the plate 5 illustrated in Figures 1 and 2 are suitably affixed to the front of the base portion. These numbers may indicate any applicable characteristic of the merchandise, such as 16 inch collar band on the shirts illustrated in Figure 1.

A series of wickets 6 are formed as best shown in Figures 2 and 3. These wickets are hingedly connected to the base portions 1 and 3 by means of a series of pins 7. As shown in Figure 4 the pins 7 are concealed from view and do not protrude from the sides of the base portions 1 and 3. The limit of travel of the wickets 6 is limited by the length of the slots 2. Consequently each unit carrying its merchandise is so arranged that it is independent of the other merchandise in the display rack, and hence merchandise such as shirts may be withdrawn from the rack without dis-arranging the positions of the remaining merchandise.

Figure 1 illustrates a fully loaded rack wherein the merchandise displayed is comprised of men's shirts 8 having a size 16 collar, but it will be understood that the display rack is capable of

adaptation to other merchandise of this particular type, with equal effectiveness.

Figure 1 illustrates the adaptation of the display rack to men's shirts with "fluffy" or protruding cuffs. When this type of shirt is to be displayed, the cuffs are positioned outside the fore part of the wicket as shown. When a flat cuff shirt is to be displayed, the cuff is positioned between the fore part of the wicket and the shirt itself.

Manifestly, the construction shown and illustrated is capable of considerable modification and such modification as is considered within the scope and limits of the appended claims is likewise considered within the spirit and intent of the invention.

What is claimed is:

1. A merchandise display rack including a base portion, a plurality of individual units hingedly mounted on said base portion, each unit being adapted to be swung forwardly or rearwardly to display the front and rear portions of merchandise upon said units, and means on said base adapted to coact with said units for holding the same in spaced apart relation throughout at both limits of their swinging movement whereby merchandise on each unit may be maintained out of contact with merchandise on the adjacent unit in both the forward and rearward positions of the units.

2. A merchandise display rack including a base portion, a plurality of individual display frames adapted to be swung forwardly or rearwardly to display merchandise mounted thereon, said display frames comprising wickets having their legs hinged to said base, and fixed means on said base for so limiting the swinging movement of each of the display frames in either direction that the frames will be held in spaced apart relation throughout whereby merchandise on each frame may be maintained out of contact with merchandise on the adjacent frame in both the forward and rearward positions of the frames.

3. A merchandise display frame as set forth in claim 2, wherein the base is provided with a plurality of spaced slots within which the legs of the wickets are mounted, said slots serving to limit the forward and rearward swinging movement of said wickets.

4. A merchandise display rack including a base member, a plurality of display units hinged on said base member adapted to be moved forwardly or rearwardly for displaying the merchandise carried thereon, and means carried by said base for maintaining the successive units in spaced parallel relation when in said forward or rearward positions.

5. For use with a display rack having a base, a display unit for supporting shirts or the like adapted to be mounted on said base, said unit comprising a wicket including a main loop portion in one vertical plane and a pair of auxiliary side loops formed integral with the main loop and arranged in a plane spaced from but parallel thereto, the auxiliary loops each including a vertical leg portion adapted to be hingedly secured at its lower end to said base, said main and auxiliary loops being of substantially the same height and sufficiently high to support the shirts between them when the wickets are tilted either forwardly or rearwardly of the vertical position.

MORRIS A. WOLF.