

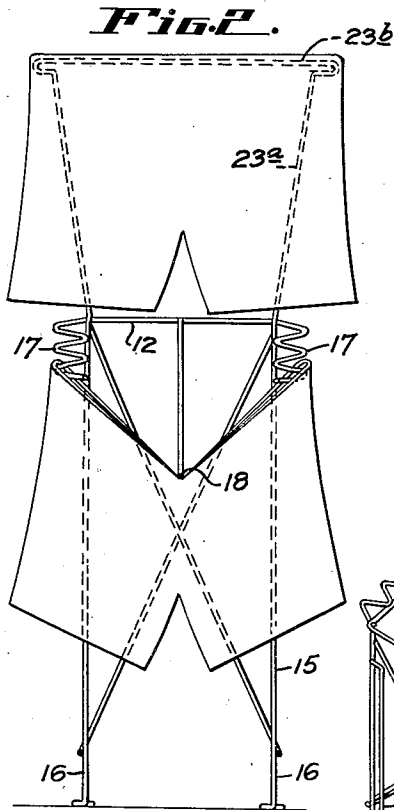
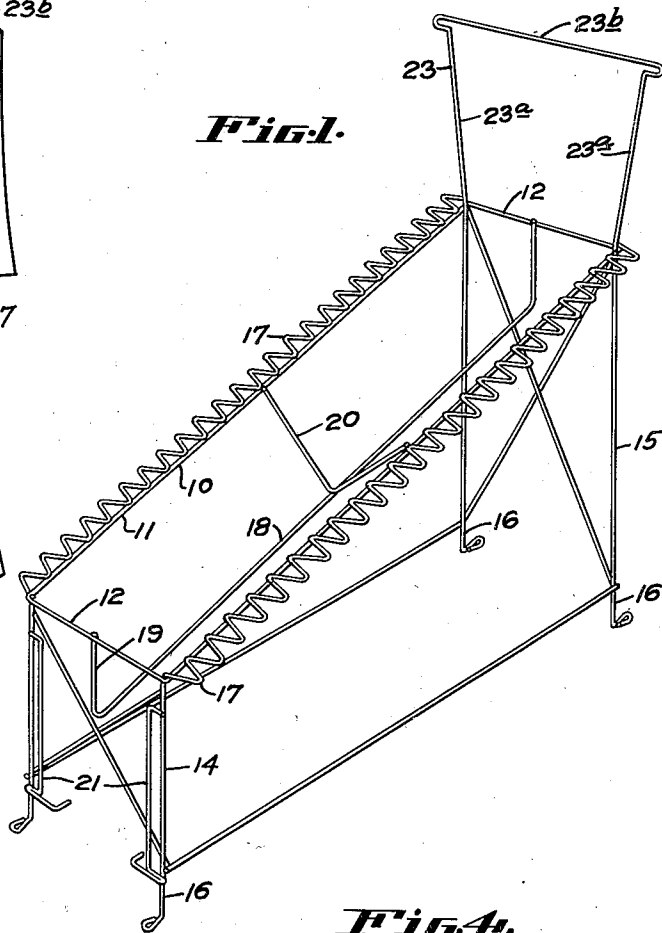
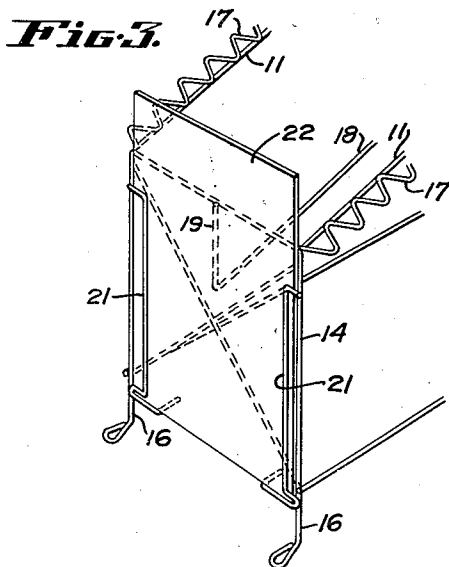
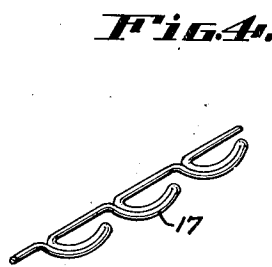
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DISPLAY RACK

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DISPLAY RACK

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3 Claims. (Cl. 211—181)

This invention relates to display racks for use in displaying merchandise in shops.

Prior to our invention, garments, such as undergarments, were displayed in shops by arranging open trays or boxes of the garments on counters for inspection by customers, the garments of different sizes, designs and colors being disposed in different and adjacent trays or boxes. This prior practice has long been unsatisfactory due to the fact that customers continuously pick up the garments for inspection and then carelessly replace them. This, of course, resulted in disarraying the garments on the counter, causing unsightliness and mixing up of the sizes and designs of garments.

It is the principal object of our present invention to provide a very simple and very inexpensive display rack for garments of the character referred to by means of which a considerable number of garments may be displayed in an artistic manner, and which enables the customer to readily inspect and select individual garments without in any manner disturbing the sightliness or orderliness of the display.

One form which the invention may assume is exemplified in the following description and illustrated by way of example in the accompanying drawing, in which:

Fig. 1 is a perspective view of a display rack embodying the preferred form of our invention.

Fig. 2 is a view in transverse section therethrough showing the manner in which the garments are arranged thereon.

Fig. 3 is a fragmentary view in perspective of one end of the rack, disclosing the manner in which a pricing or identifying card may be supported by the display rack.

Fig. 4 is an enlarged fragmentary view showing a modified form of garment supporting projections for the rack.

Referring more particularly to the accompanying drawing, we have there illustrated a garment displaying rack for use in shops for displaying undergarments. The display rack which we have illustrated is constructed entirely of wire or metallic rod material. It is to be understood, however, that the device may be constructed in other manners without departing from the invention.

The rack here disclosed includes an open rectangular frame 10 formed of stiff wire or rod, the frame consisting of two parallel side bars 11 joined by parallel end bars 12. The side and end bars are preferably formed of a single length of wire or rod bent as illustrated and described. The end bars 12 are disposed in a horizontal

plane with the side bars 11 arranged on an acute angle to the horizontal as illustrated. The frame 10 is supported in this position by a front frame 14 and a rear frame 15. The frames 14 and 15 are provided with legs 16 adapted to rest or be secured to a flat surface such as the top of a shop counter. The frames 14 and 15 are likewise formed of stiff wire or rod as illustrated.

The side bars 11 of the frame 10 are formed with a plurality of spaced garment engaging projections 17, there being corresponding projections on each of the side bars 11 of the frame 10. The projections of each side bar 11 are formed by bending a single length of wire zigzag fashion to form a plurality of spaced V-shaped projections as illustrated. The wire so bent is then spot welded at the base of the projections to the side bar 11 of the frame 10 so that the projections extend laterally outward from the frame 10 as illustrated.

In Fig. 4 we show a slightly modified form of projections 17. These projections are likewise formed by bending a single length of wire acutely as illustrated.

Arranged centrally and longitudinally of the frame 10 is a stretcher bar 18 formed of a single length of wire having vertical ends 19 connected at their upper terminals to the center of the end bars 12 of the frame 10. The center of the stretcher bar 18 is supported from the side bars 11 of the frame 10 by a strut 20.

Formed on opposite sides of the front frame 14 are display card guides 21 to receive a display card 22 upon which the price or other identifying indicia may be suitably imprinted. It is seen that the guides 21 removably receive the card 22 so that the same may be removed and replaced as desired.

On the rear frame 15 is an upwardly projecting display frame 23 which consists of vertically projecting legs 23a connected by a transverse bar 23b at their upper ends as illustrated. One of the same type of garments as is to be supported by the frame 10 may be mounted on this display frame 23 as illustrated in Fig. 2.

The display rack shown in the present instance is for the purpose of supporting undergarments having elastic waist bands. They are arranged on the frame 10, as shown in Fig. 2, by engaging the opposite sides of the waist band with the aligned projections 17 on opposite sides of the frame 10, with the waist band running under the stretcher bar 18 so as to place the same slightly under tension. One garment may be supported on each aligned pair of projections 17, and it is

obvious therefore that a considerable number of the garments may be supported on the frame 10 and suspended therefrom as illustrated.

It is obvious that when the garments are so suspended from the display rack, that each one may be inspected by the customer without the necessity of removing it from the display rack. Consequently, the display will always be sightly and orderly and afford the customer full opportunity to feel the goods and to inspect the garment for color and design.

The card 22 may carry the price or any other indicia which is necessary or desirable.

We have found from actual practice that the display rack here disclosed forms an attractive display of the garments in a shop, and enables the customers to more rapidly select a garment to their liking. We have found further that it saves a great deal of the shop clerk's time in that the shop clerk does not have to frequently re-arrange the display as was necessary under the old method of displaying garments of this character. Likewise, the display requires less space on the counter than heretofore.

From the foregoing it is obvious that we have provided a very simple and inexpensive display device which is very practical and which will enable a considerable number of garments to be displayed in an artistic manner, and which will enable customers to readily inspect and select individual garments without in any manner disturbing the sightliness or orderliness of the display.

While we have shown the preferred form of our invention, it is to be understood that various changes may be made in its construction and design without departing from the spirit of the invention as defined in the appended claims.

Having thus described our invention, what we claim and desire to secure by Letters Patent is:

1. As an article of manufacture, a display rack

comprising an open rectangular frame formed of rigid wire, garment engaging projections extending laterally outwardly from opposite sides of said frame, said projections at each side of the frame being formed of a single length of wire bent zigzag fashion and secured to said frame, and supporting means for said frame, said supporting means supporting said frame flatwise at an angle to the horizontal.

2. As an article of manufacture, a display rack comprising an open rectangular frame formed of rigid wire, garment engaging projections extending laterally outwardly from opposite sides of said frame, said projections at each side of the frame being formed of a single length of wire bent zigzag fashion and secured to said frame, supporting means for said frame, and a stretcher bar extending centrally and longitudinally of the frame at a spaced distance below the same and in fixed relation thereto.

3. As an article of manufacture, a display rack comprising an open rectangular frame formed of rigid wire, said frame having complementary garment engaging projections extending laterally outwardly from opposite sides thereof, the projections at each side of said frame being formed of a single length of wire bent zigzag fashion to form V-shaped projections secured at their bases to said frame, a front frame connected with one end of said rectangular frame, a rear frame connected with said rectangular frame, said front and rear frames supporting said rectangular frame in flatwise fashion at an angle to the horizontal, a stretcher bar extending longitudinally and centrally of the rectangular frame at a spaced distance below the same and relatively rigid with respect to said rectangular frame.

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