July 29, 1952 O. PEARSON 2,604,997

MERCHANDISE DISPLAY RACK

Filed March 18, 1949

FIG. 1

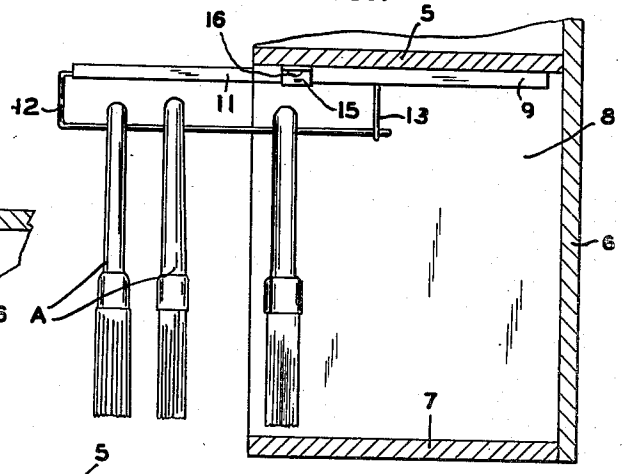


FIG. 4

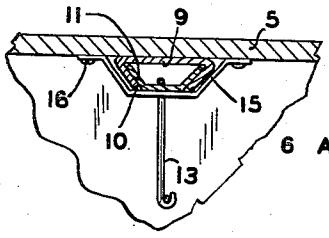


FIG. 3

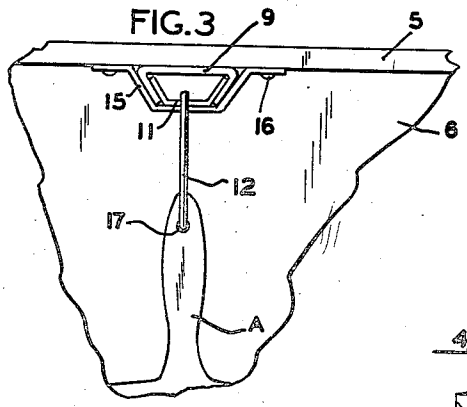
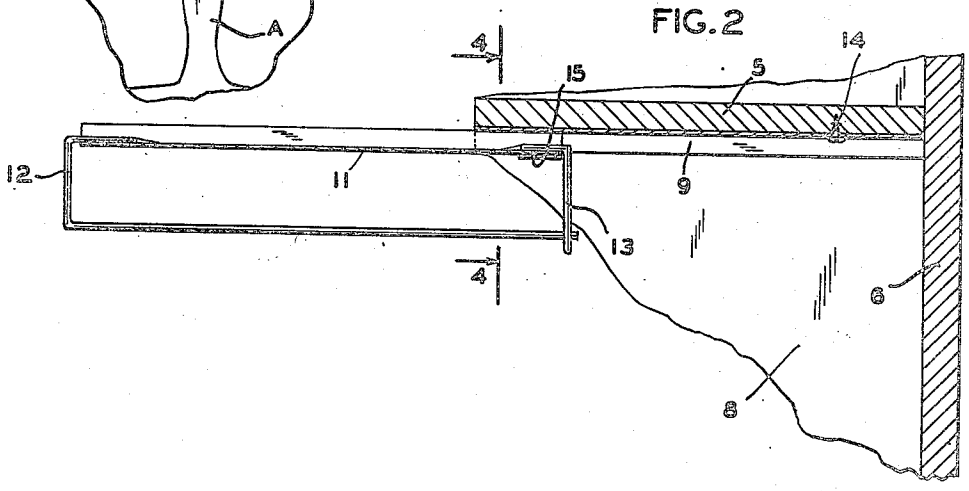


FIG. 2



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Patented July 29, 1952

2,604,997

UNITED STATES PATENT OFFICE

2,604,997

MERCHANDISE DISPLAY RACK

Oscar Pearson, Minneapolis, Minn.

Application March 18, 1949, Serial No. 82,167

1 Claim. (Cl. 211—66)

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This invention relates to merchandise display racks.

In the displaying of certain types of merchandise for sale, particularly such articles as paint brushes as in hardware stores, lumber yards and the like, it is desirable that a display rack be provided on which a number of articles such as brushes can be displayed and it is also desirable that the rack be so constructed that the brushes or other articles cannot be readily removed surreptitiously. Considerable loss by pilfering of paint brushes is experienced by hardware stores and lumber yards when the brushes are merely placed out in the open and in detached condition where they may be handled by the customers.

It is the object of this invention, therefore, to provide a simple and inexpensive but effective rack which can be employed for displaying such articles as brushes to permit the examination of the brushes by the customer, the rack being so constructed, however, that it is difficult for the customer to surreptitiously remove a brush from the rack without detection.

More specifically, it is the object of the invention to provide a paint brush display rack including a support, a carrier slidably mounted on the support for extension therefrom and a rod and cooperating hook mounted on the support, the rod being so located that it can be readily threaded into openings provided in the brushes and thereafter engaged with the hook, the hook being at the rear of the carrier so that it is not readily convenient to permit surreptitious disengagement of the rod from the hook for the removal of a brush.

The objects and advantages of the invention will more fully appear from the following description made in connection with the accompanying drawing wherein like reference characters refer to the same or similar parts throughout the different views, and in which

Fig. 1 is a view in side elevation showing a brush carrying rack embodying the invention mounted on a display casing, the casing being shown in vertical section and the carrier of the rack being partially extended;

Fig. 2 is a similar view in larger scale but showing the rack in vertical longitudinal section;

Fig. 3 is a view in front elevation of the rack; and

Fig. 4 is a vertical section taken on the line 4—4 of Fig. 2 as indicated by the arrows.

There is shown an open faced display casing which includes a horizontal top panel 5, a vertical back panel 6, a horizontal bottom panel 7, and

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vertical side panels, one of which is illustrated, designated by the numeral 8. This display casing may consist of ordinary shelving if desired.

The rack of the invention includes a guide 9 having a horizontal web and two spaced side flanges which converge downwardly to leave between them an opening or slot 10. A carrier 11 is provided having a lower horizontal web and two upwardly extending side flanges which are spaced from each other in diverging relation. The carrier 11 is adapted to slidably fit within the guide 9 with the diverging side flanges of the carrier working against the converging side flanges of the guide. Secured to the forward portion of the carrier 11 is a rod 12 formed of a material having some resiliency and this rod first projects downwardly a short distance from the forward portion of the carrier 11 and then it projects in a horizontal direction rearwardly. Secured to the rear portion of the carrier 11 is a downwardly extending hook 13 with which the extreme rear portion of the rod 12 is adapted to be engaged under spring tension.

The horizontal web of the guide 9 may be attached as to the top panel 5 of the display casing by a single screw 14 located at the rear portion of the guide and by a channel shaped cross strap 15 which embraces the guide below the carrier 11 and which has side wings which may be secured as by screws 16 which may be attached to the top panel 5 adjacent the forward portion thereof. This strap is accordingly located between the hook 13 and the downwardly extending forward portion of the rod 12 and thus the strap acts as a stop in cooperation with the hook 13 to limit the forward extension of the carrier 11 from the guide 9.

In using the device as for displaying paint brushes, the various paint brushes A to be displayed are provided with small openings 17 in their handles. To mount a number of the brushes A on the rack, the carrier 11 is first extended forwardly and the rear portion of the rod 12 is then disengaged from the hook 13 whereupon a number of the brushes A are threaded on to the horizontal portion of the rod 12, the rod passing through the various openings 17 in the brush handles. The rear portion of the rod is then re-engaged with the hook 13, whereupon the carrier 11 may be slid inwardly within the confines of the display casing. A large number of brushes may, of course, be mounted on a single display rack of the invention.

When a prospective customer desires to examine the different brushes on the rack, the

carrier 11 may be extended forwardly to allow him to handle the brushes, but it is not readily convenient for him to surreptitiously disengage the rear portion of the rod 12 from the hook 13 and remove one of the brushes surreptitiously. However, when a brush is sold it is possible for the attendant of the store or lumber yard or other place where the brushes are being displayed to readily disengage the rod 12 from the hook 13 and make delivery of the selected brush to the customer.

While the rack is designed particularly for use in displaying paint brushes, it will be readily appreciated that it is also capable of use in displaying many other types of articles. It will, of course, be appreciated that a number of the display racks may be mounted alongside each other in the display casing so that a full line of brushes or other articles may be displayed within a confined space.

It will, of course, be understood that various changes may be made in the form, details, arrangement, and proportions of the various parts without departure from the scope of the present invention, which, generally stated, consists in the matter shown, and described, and set forth in the appended claim.

What is claimed is:

In an extensible display rack for retaining articles having threadable openings therethrough, the combination of a horizontal supporting surface, an elongated guide mounted on the underside of said supporting surface and transversely of the supporting surface, a carrier mounted on said guide for limited slidable extension outwardly thereon, a substantially slender one-piece rod connected to the forward portion of said carrier and projecting first downwardly therefrom

and then rearwardly at an angle to the downwardly extending portion and parallel to the carrier, a hook secured to the rear portion of said carrier depending downwardly therefrom and engaging the other end of said rod, one of said rod and said hook being resilient with respect to the other so that the engagement and disengagement of the two are facilitated, and a bracket underlying said support and attached to the guide at a forward position thereon for limiting the forward extension of said hook together with said carrier to a point underlying said support and rearwardly of the forward portion of said guide and of said bracket, whereby the inconvenient orientation of the hook and rod with respect to the front visible portion of the display rack will discourage the pilfering of articles therefrom while maintaining attractive presentation of such articles.

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