Dec. 31, 1940. S. L. PIDOT 2,227,152

DISPLAY RACK

Filed June 8, 1939

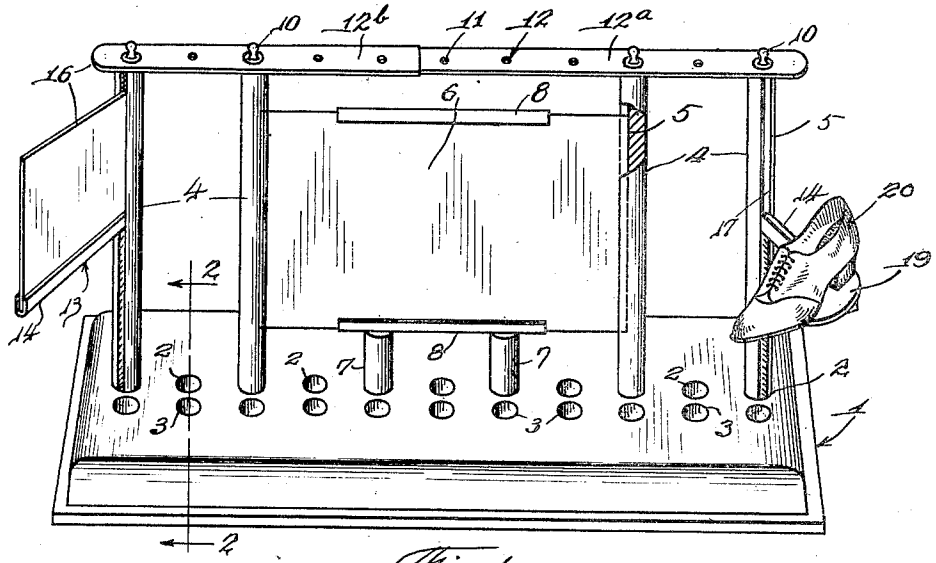


Fig. 1.

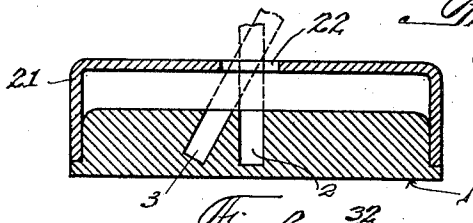


Fig. 2.

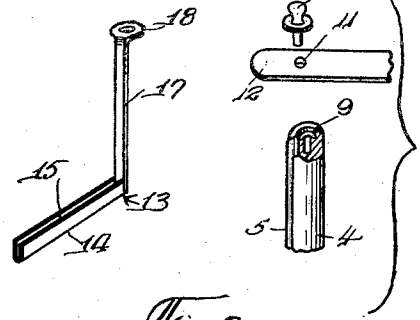


Fig. 3.

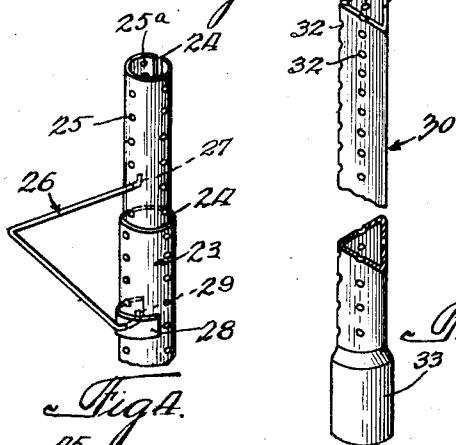


Fig. 4.

Fig. 5.

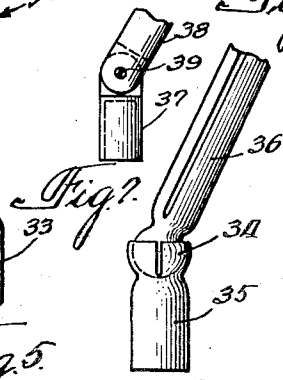


Fig. 7.

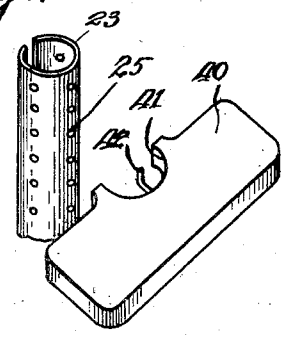


Fig. 10.

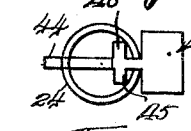


Fig. 8.

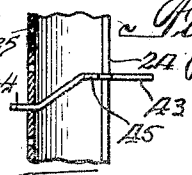


Fig. 9.

Fig 6

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UNITED STATES PATENT OFFICE

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DISPLAY RACK

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7 Claims. (Cl. 40—125)

This invention relates to display racks and more particularly to display racks for store windows and the like. These racks are provided for the interchangeable support of various display cards and signs, or merchandise may be supported thereon, or both merchandise and display signs may be supported on the same rack by means of interchangeable parts which are adaptable for use in various combinations.

It is an object of the present invention to provide a display rack in which substantially all of the elements may be interchangeable in various relationships and may be positioned in various predetermined arrangements to support and display signs and merchandise in combinations conforming to display requirements.

A further object is the provision of a display rack of the character described which will support cards or merchandise of various sizes in various positions.

A further object is the provision of a display rack of the character described which will be cheap to manufacture, easily assembled, and in which the structure may be of any suitable size and the assembly varied by the user to meet various display requirements.

Further objects will be apparent from the specification and the appended claims.

In the drawing:

Fig. 1 is a perspective view of a rack assembly illustrating one embodiment of the invention with the cover member shown in Fig. 2 removed.

Fig. 2 is a transverse section through the base of the embodiment shown in Fig. 1 and is taken on a line substantially corresponding to line 2—2 of Fig. 1.

Fig. 3 is an exploded detail view of a portion of the embodiment shown in Fig. 1 and illustrates an auxiliary bracket-like support and the means for securing it in position.

Fig. 4 is a fragmentary perspective view of one of the telescoping tubular posts and bracket associated therewith.

Fig. 5 is a perspective view partially broken away illustrating a polygonal post or supporting member.

Fig. 6 is a fragmentary view of an angularly adjustable post.

Fig. 7 is a side elevation of an adjustable post support.

Fig. 8 is a top plan view of a slightly different type of shelf or card supporting bracket mounted in one of the posts.

Fig. 9 is a side elevation of the bracket embodiment shown in Fig. 8 with the post in vertical section.

Fig. 10 is a perspective view of a shelf supporting bracket and one of the posts on which the bracket may be mounted.

Referring to the drawing in detail, the embodiment illustrated comprises an elongated base 1 which may be formed of wood or other suitable material in any desired contour and which is provided with a plurality of vertical holes 2 preferably longitudinally aligned in the base, as shown, and a similar aligned row of angular holes 3. These holes are for the purpose of supporting upwardly extending posts or rods 4 which may be removably inserted in either the vertical or angular holes, as shown. Any desired number of the vertical posts 4 may be provided in accordance with the display requirements.

It will be understood that the holes or sockets may be grouped or distributed in any desired manner, preferably in alignment with the contour of the base or generally conforming therewith and the base may be of any suitable shape.

The posts 4 are provided with one or more longitudinal slots 5 adapted to receive various display devices, such as a card or advertising sign 6, which, in the present embodiment, is illustrated supported in the two central elongated posts 4 of the embodiment shown in Fig. 1, the edges of the card being engaged in the slots 5, as shown, and resting upon short removable uprights or pegs 7, a plurality of which may be provided of different lengths so that the card may be supported in any desired position or the clips shown in Figs. 9 and 10 may be used for this purpose and will be described later. Any suitable number of the uprights or posts 4 may be positioned in either the vertical holes 2 or the angular holes 3 if desired and the articles or signs displayed may be disposed accordingly.

Sheet metal clips 8, preferably U-shaped in cross section, may be placed over the upper or lower edges of the cards, and are arranged to clip a cover glass and card together so that both may be inserted in the slots at the same time and held in fixed relation.

The upper ends of the posts 4 are provided with an opening as shown at 9 (Fig. 3), and suitable ornamental studs or plugs 10 pass through spaced holes 11 in a bar 12, which latter extends over the tops of the uprights. The studs 10 are removably inserted in the tops of the posts and the bar 12 is thereby secured to all of the uprights to assist in providing rigidity to the entire

structure. The bar 12 may be made of sheet metal and comprises two telescoping or otherwise relatively adjustable members 12a and 12b.

A bracket 13 is provided and may comprise an elongated sheet metal member 14 having a slot 15 therein for supporting a card 16 or any suitable display as shown in Fig. 1. The member 13 is secured to an upwardly extending rod 17 having its upper end formed at 18 to provide a loop extending over the top of any one of the posts 4, as shown in Fig. 3. The loop is retained in position by means of the ornamental stud 10, which latter extends through the loop into the opening 9. It will be understood that these brackets 13 are interchangeable and may be positioned on any of the uprights 4 and may be made in various sizes so that they may be positioned at any point desired on the uprights, or the ends 18 may be bent downwardly and hooked over the top of one of the tubular posts shown or the brackets may be constructed to hook into the perforations in tubular posts in the manner shown in Fig. 4.

The uprights 4 may be rotated in the sockets in the base so that the slots may be positioned to support the brackets in any angular position desired. Also the slots may be positioned to support cards between any of the uprights and these uprights may be positioned as desired along the base so that cards of any desired size may be supported between any two of the uprights and cards may also be supported in the brackets 13.

The brackets 13 may be made to support any suitable type of merchandise, if desired, for instance, in Fig. 1, the bracket is provided with a shelf 19 adapted to support a shoe 20.

The base 1 may be provided with a cover 21 as shown in Fig. 2, and this cover may have openings 22 therein, corresponding to the sockets in the base and through which either vertical or angular posts may extend.

Fig. 4 is a fragmentary view of a slightly different type of post or upright. In this embodiment a tubular telescoping post 23 is provided which may be formed of metal sections in any suitable manner with aligned longitudinal slots 24 therein. Diametrically opposite the slot is provided a vertical row of small perforations 25. Other rows 25a of perforations may be provided, if desired. The slots 24 may function to hold display cards in the same manner as the slots 5 previously described, and the perforations enable the use of suitable brackets such as the bracket 26, which may be triangularly formed of wire, the upper end having an upturned portion 27 adapted to enter one of the perforations and the lower end being provided with a clip 28 corresponding in contour to the post with the lower end 29 of the wire bracket extending through the clip 26 so that it may enter one of the perforations in the post 23 and provide further support for the bracket. These brackets may be mounted on any of the posts and vertically positioned thereon as desired.

Fig. 5 illustrates another embodiment of tubular post. In this embodiment the post 30 is made triangular or polygonal and provided with a longitudinal slot 31 on one side and rows of perforations 32. The bottom of the post is preferably round as at 33 in order to fit the holes or sockets 2 and 3 in the base in the same manner as the uprights previously described. In the polygonal embodiment shown in Fig. 5, the slot 31 may function in the same manner as the slots previously described and the perforations may support brackets similar to that shown in Fig. 4 in the same manner as the bracket therein is supported, the brackets of course being provided with a suitable clip conforming to the shape of the triangular post.

Fig. 6 illustrates another embodiment of the post in which the post is provided with a ball and socket joint 34 between a base 35 and the main or body portion 36 of the post. This post may also be of sheet metal in tubular form. By the use of the universal joint, the angular holes 3 may be dispensed with and any of the posts may be tilted into any angular position desired or may be rotated to bring the slots therein to the desired position. It will be understood, of course, that this universal joint may be provided in connection with any of the posts previously described. When any of the tubular posts are used, they may be mounted on pegs similar to the pegs 7 or may be inserted in holes if desired.

Fig. 7 illustrates a post support similar to that shown in Fig. 6, except that an ordinary hinge joint is provided. This embodiment comprises a peg which may be tubular and having a short cylindrical fitting 38 pivoted thereto by means of a screw or pintle 39. The peg 37 may be inserted in one of the sockets or may be slipped over one of the pegs 7. In either case it may be rotated to support the post at any desired angle. The posts are telescoped over the fitting 38 and supported thereby.

Fig. 10 illustrates a bracket for use with any of the posts having perforations therein. This comprises a transverse shelf supporting member 40 which may be of any suitable dimensions and provided with an arcuate portion 41 having a wire hook 42 mounted therein, as shown. It will be obvious that, by tilting the member 40, the hook may be inserted in any of the perforations in the post and the arcuate portion 41 will rest against the post and support the member 40 in horizontal position. Two of these brackets 40 may be placed on oppositely disposed posts and a shelf supported thereon.

Figs. 8 and 9 illustrate a slightly different type of bracket for use in tubular posts such as shown in Figs. 4 and 5. This comprises a sheet metal bracket 43 which may be inserted in the slot 24 and is provided with an elongated downwardly and rearwardly extending tongue 44, the end of which is adapted to extend through one of the perforations 25. The bracket is also provided with laterally extending lugs 45 which, when the bracket is inserted in the tube with the tongue extending through one of the perforations, engage the opposite side of the post whereby the bracket is rigidly supported in the slot, as shown. This bracket may be used, if desired, to support a suitable shelf or it may be of very small dimensions and adapted to support display cards such as the card 6 shown in Fig. 1 and the short pegs or supports 7 may be dispensed with.

It will be apparent that the bracket 43 may be used on other types of posts such, for instance, as that shown in Fig. 5.

Modifications may be made without departing from the spirit of the invention, and it is therefore desired that the invention be limited only by the scope of the appended claims.

Having thus described this invention, what is claimed and desired to be secured by Letters Patent is:

1. A display rack comprising an elongated base having a plurality of spaced sockets therein, a series of elongated rods for interchangeable

mounting in said sockets, said rods being rotatable in said sockets and having longitudinal slots therein adapted to support display devices between adjacent rods, a connector adapted to be positioned adjacent the top of said rods, individual means to secure said connector to each rod irrespective of the arrangement of said rods in said sockets, brackets adapted to be interchangeably supported on said rods and rotatably positionable therewith, each bracket comprising a horizontal elongated support having a slot therein to receive a display card or the like whereby a card or cards may be supported between a pair of rods or cards may radially be positioned by rotation of said rods, and a vertical member secured to one end of said support and adapted to be interchangeably supported in any of the slots in said rods, the upper end of said member being removably secured adjacent the top of the respective rod.

2. A display rack comprising an elongated base having a series of spaced sockets therein, a plurality of elongated rods for interchangeable mounting and rotary positioning in said sockets, said rods having longitudinal slots therein to receive the edges of one or more display cards positioned between one or more selected pairs of rods, said rods comprising tubular members having a longitudinal row of perforations therein, and interchangeable card supporting brackets for said rods, each having hook means associated therewith, said hook means being adapted to be inserted in any of said perforations horizontally to support said bracket.

3. In a display rack of the character described, the combination with tubular posts having a longitudinal slot and a diametrically opposed longitudinal row of perforations, of a bracket adapted to be inserted in said slot and having means bearing against the inner surface of said post adjacent said slot, and elongated means on said bracket and extending through one of said perforations below the plane of said bracket.

4. A display rack comprising an elongated base having a plurality of spaced sockets therein, a series of rods for interchangeable mounting in said sockets, said rods being rotatable in said sockets and having longitudinal slots adapted to removably support display devices between any adjacent pairs of rods, a connector comprising telescoping members adapted to be positioned adjacent the top of said rods and having a plurality of holes therethrough whereby the connector may telescopically be adjusted in length in accordance with the number of rods used so that the holes correspond in position to complementary openings in the tops of said rods, and removable pegs adapted to be inserted through the openings in said connector and into the holes in said rods.

5. A display rack comprising an elongated base having a series of spaced sockets therein, a plurality of elongated rods for interchangeable mounting and rotary positioning in said sockets, said rods having longitudinal slots therein to receive the edges of one or more display cards positioned between one or more selected pairs of rods, and display supporting pegs interchangeably insertable in any socket or sockets between any pair of rods spaced sufficiently to provide one or more sockets therebetween.

6. A display rack comprising an elongated base having a series of spaced sockets therein, a plurality of elongated rods for interchangeable mounting and rotary positioning in said sockets, said rods having longitudinal slots therein to receive the edges of one or more display cards positioned between one or more selected pairs of rods, and a collapsible connector adjustable in length to the number of interchangeable rods used in a selected arrangement, and means for securing said connector to the top of each rod.

7. A display rack comprising an elongated base having a row of spaced vertical sockets therein and an angular socket closely associated with each vertical socket in transverse alignment, a plurality of elongated slotted rods for interchangeable mounting and rotary positioning in any of said sockets, brackets for interchangeable support on any of said rods and rotatably positionable therewith, each bracket having means to engage the bottom of a card for support thereof between a pair of adjacent rods with the vertical edges of said card engaged in the slots in said pair of rods or to support said card in any radial position by rotary adjustment of the bracket supporting rod.

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