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2,626,060

DISPLAY RACK

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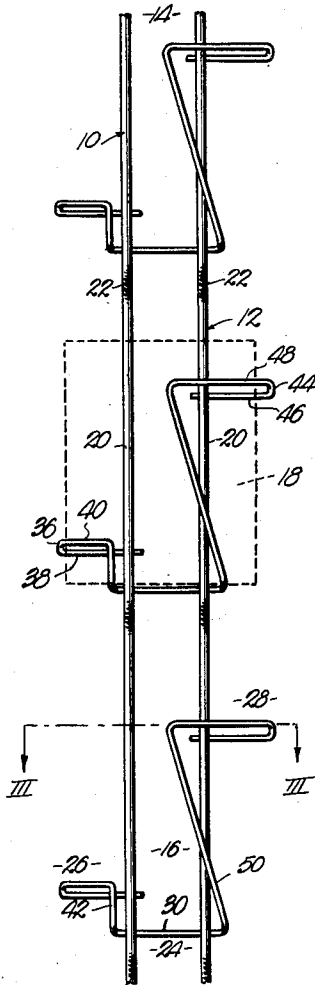


Fig. 1.

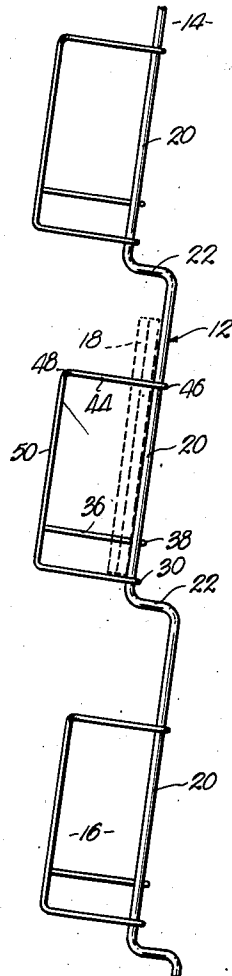


Fig. 2.

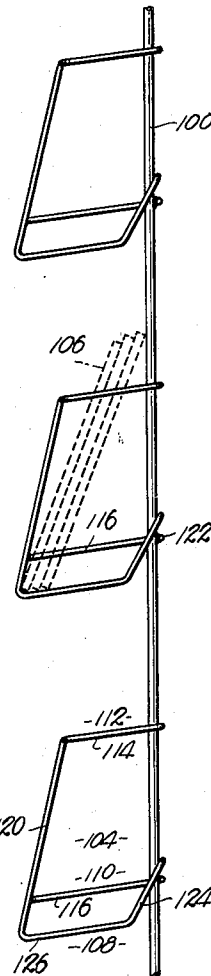


Fig. 4.

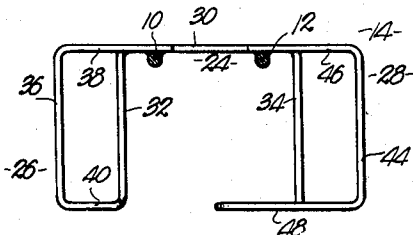


Fig. 3.

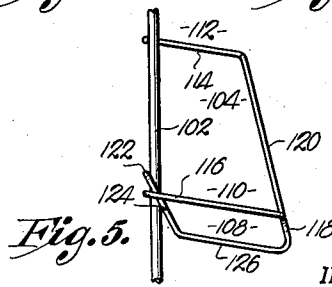


Fig. 5.

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DISPLAY RACK

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5 Claims. (Cl. 211—50)

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This invention relates to structure for supporting and displaying articles of merchandise in convenient locations for accessibility through self-service by potential customers, the primary object being to provide a relatively lightweight, inexpensive rack that is strong and durable and provided with a plurality of article receiving units, each so formed as to permit simple loading thereof with the articles and removal of such articles individually by retail customers.

It is the most important object of the present invention to provide a display fixture having a plurality of separate article-receiving units, all mounted upon a suitable standard and each provided with means underlying the article to be supported and capable of holding the same in an inclined position where the outermost face of the outer article is easily seen by the customer.

Another important object of the present invention is to provide a unit for display racks as above mentioned having embracing means adjacent the lowermost end thereof and at the top of the article, each being so formed as to permit removal of a single article from the unit in a plurality of directions.

Other objects of the present invention relate to the way in which each of the aforesaid units is made from a single length of wire; the way in which the unit rigidly secured to the support at a plurality of points thereon; the way in which one of the article embracing members is disposed adjacent the bottom of the unit whereby to permit removal of the articles from one side of the unit; and many more minor objects including details of construction, all of which will be made clear or become apparent as the following specification progresses.

In the drawing:

Fig. 1 is a front elevational view of one form of display rack made in accordance with the present invention.

Fig. 2 is a side elevational view of the fixture shown in Fig. 1.

Fig. 3 is a transverse, cross-sectional view taken on line III—III of Fig. 1 looking in the direction of the arrows.

Fig. 4 is a side elevational view similar to that shown in Fig. 2 showing a modified form of display fixture; and

Fig. 5 is a fragmentary, elevational view of one side of the fixture opposite to that shown in Fig. 4.

In the form of my invention illustrated in Figs. 1 to 3 inclusive, there is provided a pair of spaced, substantially parallel elongated standards 10 and

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12 forming a support broadly designated by the numeral 14 for a plurality of identical units 16 each adapted to receive and display a number of articles of merchandise 18.

While the nature and shape of articles to be supported by the display fixture hereof may vary considerably, it is contemplated that articles 18 constitute the well-known relatively small "pocket edition" booklets presently on the market.

Each of the standards 10 and 12 includes an elongated stretch 20 for each unit 16 respectively, the stretches 20 all being in parallelism and interconnected integrally by an offset portion 22. Consequently, when the support 14 is hung on a vertical wall through any suitable means (not shown) or supported upon a flat surface, the stretches 20 will all be disposed at an angle with respect to the vertical as illustrated in Fig. 2. By the same token, the interconnecting offset portions 22 will be substantially horizontal, but at a slight incline intersecting the longitudinal axes of the stretches 20.

Each of the units 16 is made from a single length of wire and includes a plurality of U-shaped sections designated broadly by the numerals 24, 26 and 28 respectively. The section 24 is provided with a bight 30 that extends transversely across the support 14 at the back thereof and is welded directly to the standards 10 and 12. The two legs 32 and 34 of section 24 extend forwardly from the support 14, legs 32 and 34 being substantially parallel and at an angle upwardly as the outermost ends thereof are approached as clearly illustrated in Fig. 2 of the drawing.

The U-shaped section 26 is provided with a bight 36 that is substantially parallel with the legs 32 and 34 and disposed outwardly and above the leg 32 of section 24. Section 26 has a pair of parallel legs 38 and 40, the former being longer than leg 40 and connecting at its free end with the standard 10 at the back thereof and directly above the bight 30. Legs 38 and 40 are substantially parallel with bight 30 of section 24 and that end of leg 40 opposite to bight 36 is connected directly with the outermost end of leg 32 remote from support 14 by a relatively short, vertical stretch 42, said stretch 42 being substantially parallel with the corresponding stretch 20 of standard 10.

The U-shaped section 28 of unit 16 is provided with a bight 44, likewise in parallelism with legs 32 and 34 as well as with bight 36. A pair of legs 46 and 48 forming a part of the section 28, are of differing lengths, the shorter

leg 46 being joined at its outermost free end directly with the standard 12 at the back thereof by welding, as illustrated in Fig. 3. Legs 46 and 48 are relatively parallel and also in parallelism with bight 30 and legs 38 and 40. It is noted that the section 28 is disposed a substantial distance above the sections 24 and 26 whereas section 26 is next adjacent the section 24 by virtue of the relatively short stretch 42. Bight 44 of section 28 is in a vertical plane spaced outwardly from the standard 12 a distance substantially the same as bight 36 from standard 10. That end of leg 48 opposite to bight 44 and that end of leg 34 opposite to standard 12, are integrally interconnected by an elongated, angularly disposed relatively long stretch 50.

Thus, the bight 36 of section 26 which is connected to its legs 38 and 40 forms one article-receiving loop and the bight 44 of section 28 which is connected to its legs 46 and 48 forms a second article-receiving loop.

It is seen therefore, that all of the sections 24, 26 and 28 are fastened to the support 14, section 24 having welded connection between its bight 30 and both standards 10 and 12, section 26 joining with standard 10 only through its leg 38, and section 28 joining with standard 12 only through its leg 46. The three sections 24, 26 and 28 are in superimposed, inclined, substantially parallel planes and the distance between vertical planes through bights 36 and 44 defines the width of article 18 that may be accommodated by each of the units 16.

The height of articles 18 that may be accommodated by unit 16 is determined by the distance between legs 32 and 34 and the offset portions 22 of support 14 next above. It is seen that when the articles 18 are in position within the units 16, as illustrated in Figs. 1 and 2, they will take an inclined position with the rearmost article 18 resting upon the proximal stretches 20, exhibiting clearly to the view of potential customers, the front face of the outermost article 18. Articles 18 will be embraced at the uppermost ends thereof by the U-shaped section 28 and adjacent the lowermost ends just above the section 24 by the U-shaped section 26. When a customer desires to remove one of the booklets 18, he merely raises the same upwardly until its lowermost edge clears the bight 36, whereupon by a side movement, the booklet may be removed from the corresponding unit 16. It is desirable that the stretches 20 be of sufficient length to permit such raising of the booklets 18 without striking the overlying, offset portion 22, and while such booklets 18 may be removed from the units 16 in the conventional manner by merely raising the same upwardly and outwardly, it is contemplated hereby that the preferred side movement be made possible through the construction above outlined. The inclined disposition of the legs 32 and 34 forces booklets 18 to assume the position shown in Fig. 2 where the front faces thereof are exposed to view by the customer.

The display rack shown in Figs. 4 and 5 differs from that just above described in one respect through utilization of a pair of straight supporting standards 100 and 102 for receiving a plurality of superimposed units 104 for receiving and displaying articles of merchandise 108. Units 104 each include a lowermost U-shaped section 108, an intermediate U-shaped section 110 and an uppermost U-shaped section 112 comparable to sections 24, 26 and 28 respective-

ly of unit 16 above described. Section 112 is identical with section 28 with the exception that its bight 114 is angled downwardly from standard 100 instead of upwardly as is true of bight 44. Section 110 is likewise identical with section 26 except that its bight 116 angles downwardly from the standard 102. Sections 108 and 110 are interconnected by a short stretch 118 comparable to stretch 42 and sections 110 and 112 are interconnected by an angularly disposed, relatively long stretch 120 similar to the stretch 50 above described.

While stretches 42 and 50 are substantially parallel to their corresponding stretches 20, it is noted in Figs. 4 and 5 that the two stretches 118 and 120 of differing lengths angle inwardly toward the standards 100 and 102 as the uppermost ends thereof are approached.

The U-shaped, lowermost section 108 differs from the lowermost section 24 in that its bight 122 joins with the standards 100 and 102 slightly above the rearmost leg of section 110. An additional difference lies in the fact that section 108 has its legs divided into a pair of parts 124 and 126. Each of the parallel parts 124 angle downwardly and outwardly from the bight 22 and terminate forwardly of standards 100 and 102 below the section 110. The parallel parts 126 of section 108, angle downwardly and forwardly from the lowermost ends of parts 124 and terminate in connecting relationship with the corresponding stretches 118 and 120.

With respect to removal of the articles 106, the above mentioned side movement is the same in the modified form of Figs. 4 and 5 as in the form shown in Figs. 1 to 3 inclusive. In the last described form however, the nature of standards 100 and 102 eliminates any obstruction because of off-set portions 22 and the articles 106 are maintained at an angle as shown in Fig. 4 by virtue of the inclined, underlying parts 126 of the U-shaped section 108.

It is noted in Fig. 4 that the articles 106 are disposed between the bights of sections 110 and 112 and may be raised without interference by the next overlying unit 104 to a position clearing the section 110. The lowermost ends of the articles 106 are spaced from the standards 100 and 102 a greater distance than the uppermost ends thereof, thus displaying the same at the desired angularity.

Units 104, as in the case of units 16, are formed from a single length of initially straight wire, and it is appreciated that in either case, mounting of the units on the standards may be accomplished quickly and easily through a simple spot-welding process.

Each of the forms of display fixture is light, inexpensive to manufacture, attractive and capable of supporting a relatively large number of articles of merchandise not only because of the particular form of the article receiving units, but because of the sturdy nature of the over-all structure. Other forms of the invention that fairly come within the scope of the appended claims, are manifestly contemplated hereby.

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

1. A display rack comprising a support; and a merchandise-receiving unit including a U-shaped element having a bight secured to the support, and a pair of legs extending laterally from said bight and disposed to present a bottom for the unit; a U-shaped element having a bight

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disposed above said legs to present one side for the unit, said element having a pair of legs, one leg of the element being secured to the support; means joining the other leg of the element with one leg of said member; a U-shaped device having a bight disposed above and in opposed relationship to said bight of said second U-shaped element to present a second side for the unit, one leg of the device being secured to the support; and means joining the other leg of said device with the other leg of said member.

2. A display rack comprising a support; and a merchandise-receiving unit including an upper, a lower, and an intermediate U-shaped section, each section being provided with a bight and a pair of spaced legs extending laterally from the bight thereof, the lowermost section having the bight thereof secured to the support and its legs disposed substantially within a horizontal plane, presenting a bottom for the unit, the upper section and the intermediate section each having one leg thereof secured to the support, the other leg of the upper section having a stretch extending downwardly therefrom and joining with one leg of the lower section, the other leg of the intermediate section having a downwardly extending stretch joining with the other leg of the lower section, the upper section and the intermediate section opening in opposite directions, presenting loops for receiving articles of merchandise adjacent the uppermost and lowermost edges thereof as said merchandise rests upon the legs of the lower section.

3. A display rack as set forth in claim 2, wherein said first mentioned stretch extends downwardly and laterally from the uppermost section terminating at the lowermost end thereof below the upper section.

4. A display rack comprising a support including a pair of spaced, upstanding standards; and a merchandise-receiving unit including an up-

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permost U-shaped section, an intermediate U-shaped section, and a lowermost U-shaped section, each section having a bight and a pair of legs extending laterally from the bight thereof, one leg of the upper section being secured to one of the standards, the other leg of the upper section being outwardly spaced from said one standard and having a stretch depending therefrom, the bight of the lower section being secured to both standards and one leg of the lower section being joined with said stretch, the intermediate section having one leg thereof joined to the other standard and the other leg of the intermediate section being outwardly spaced therefrom and provided with a down-turned stretch connected with the other leg of the lowermost section.

5. A display rack as set forth in claim 4 wherein the legs of the lower section each consist of a pair of portions, one portion extending downwardly and laterally from the bight of the lowermost section, the other portion extending substantially horizontally from the one portion and joining with the said stretches of the uppermost and intermediate sections respectively.

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