

No. 738,788.

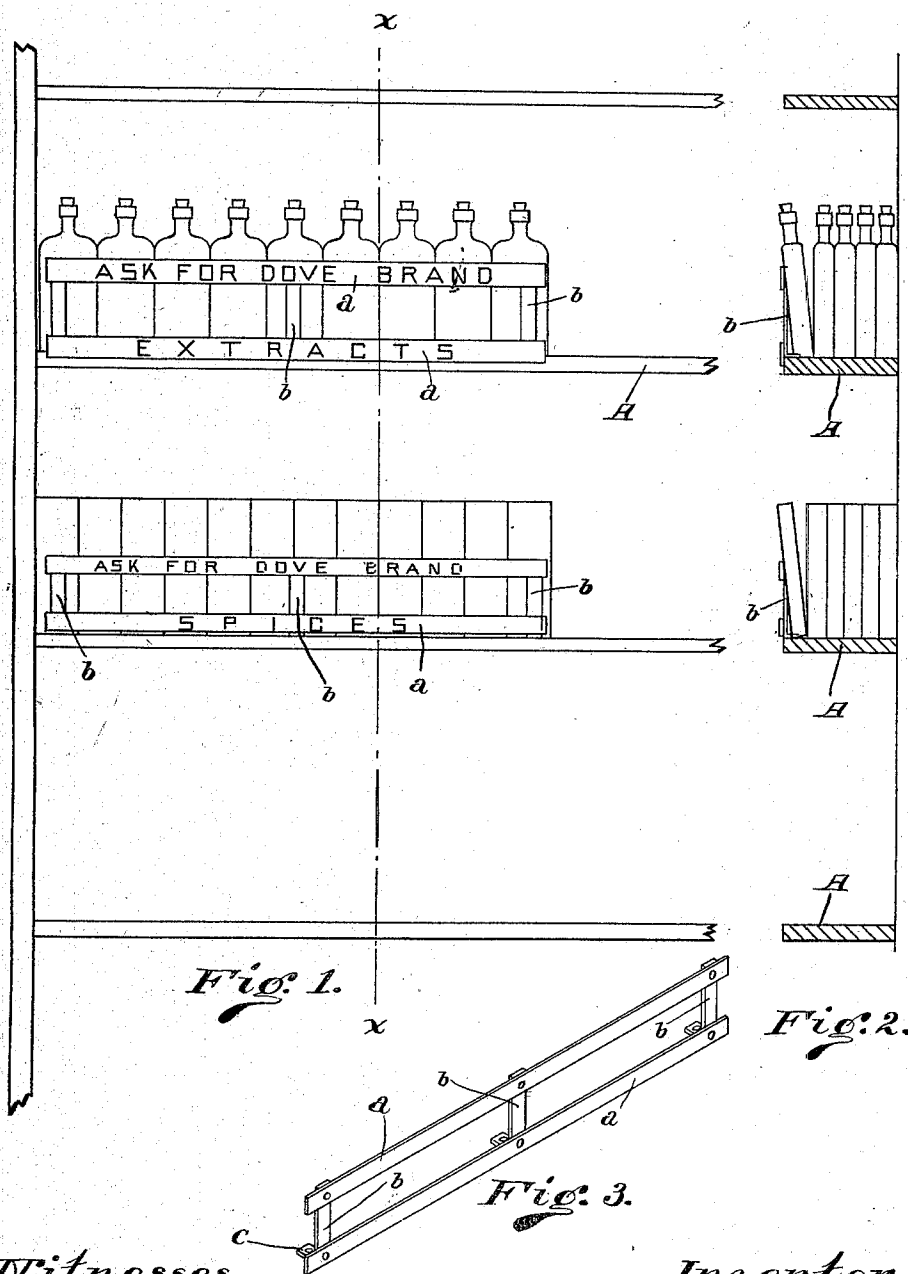
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E. FRANK.

COMBINED SHELF GUARD AND ADVERTISING MEDIUM.

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NO MODEL.



Witnesses
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UNITED STATES PATENT OFFICE.

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COMBINED SHELF-GUARD AND ADVERTISING MEDIUM.

SPECIFICATION forming part of Letters Patent No. 738,788, dated September 15, 1903.

Application filed June 8, 1903. Serial No. 160,625. (No model.)

To all whom it may concern:

Be it known that I, EMIL FRANK, a citizen of the United States, and a resident of Cincinnati, in the county of Hamilton and State of Ohio, have invented a certain new and useful Improvement in a Combined Shelf-Guard and Advertising Medium, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, which form a part of my specification.

The purpose of my invention is to provide a device which is intended for use as a guard for articles or bottles placed on shelves, my intention being to provide such a guard which will not only be very efficient but at the same time be simple in construction and which may be readily applied to any shelving to which it is desired the same shall be affixed. It will be readily understood, of course, that a device of this kind while it is preferable that it should be of light material must also possess the requisite strength to sustain the weight of such articles as are generally placed on shelving of stores at such time when these articles or bottles should for some reason or other be thrown forward and prevent their falling from the shelves.

In addition to the device being used simply as a guard for the packages or bottles placed on the shelving I construct the guard in such a manner that it may also act as an advertising medium, the guard being preferably constructed of thin strips of metal of any width desired. As illustrated in the drawings, the metallic strips are so arranged as to present a surface adapted to receive any desired inscription, the inscription being either placed thereon by stenciling, stamping, or in any of the other well-known methods. It is thus apparent that my improvement serves two purposes, both of which give it considerable value.

In the drawings, Figure 1 is a front elevation of several rows of shelving, portions thereof being broken away, illustrating my improvement secured to several shelves upon which some bottles or packages have been placed. Fig. 2 is a sectional view of the shelving and my improvement, taken on the line $x x$, which view illustrates the effect of my improved guard when bottles or packages to

the front of the shelving may become tilted forward. Fig. 3 is a perspective view of my improved guard and advertising medium.

Like letters of reference indicate identical parts in the various figures.

A A are any ordinary shelving arranged to suit the convenience of the user, secured to which in a suitable manner is my improved guard, which I shall now describe.

My improved guard comprises the horizontal members $a a$, which may be of any desired length, the length being regulated by the needs and desires of the user. By that I mean that the guard may be of the entire length of the different divisions of shelving or not, depending upon the quantity of articles shelved. I have illustrated the guard as provided with two of these horizontal members, the one being in the same plane with the shelving, while the other is at a sufficient height above the shelf to answer the purpose for which it is intended. These horizontal members $a a$ are riveted or otherwise secured to the upright members or standards b , which are preferably provided with right-angular extensions or feet $c c$ and these extensions provided with openings therethrough for the reception of a screw or other means for fastening them to the shelf. I have shown the uprights in Fig. 2 fastened to the upper side of the shelving, having the lower horizontal member a fastened to these uprights or standards in such a manner as to extend a trifle below the feet of the uprights and to come adjacent the edge of the shelving. This is one form of construction that may be employed. It may, however, at times be found desirable to fasten the uprights to the bottom side of the shelving, in which case I secure the lower horizontal member to the uprights at a point so as to bring its bottom edge flush with the lower edge of the uprights, Fig. 3.

As I have stated before, I prefer to construct my improved guard of strips of metal and so secured together as to provide a displayed surface or face, preferably on the horizontal members, upon which may be placed any desired advertising matter, as illustrated in the drawings.

It is of course understood that the uprights or standards $b b$ must possess the requisite

stiffness that should the weight of any article which has been placed on the shelf, such as bottles and packages such as are usually found in groceries and the like, be thrown
5 against the guard the uprights will have sufficient strength to prevent the displacement of the upper horizontal member, and thus hold the bottles or packages on the shelf.

Considerable difficulty has been encountered in places where bottles of the style and shape generally employed for retaining flavoring extracts and the like are used, these bottles of course being packed or placed on the shelving, and quite a lot of damage has occurred by these packages or bottles falling from the shelving at times when the grocer or party was selecting from among the lot of bottles. To overcome the difficulty that I have just spoken of and prevent the damage,
20 grocers have frequently tied strings at a sufficient distance above the shelf or shelving; but this has been found very undesirable, first, by reason of its appearance, and secondly, these strings are constantly tearing
25 and becoming unfastened, and thus in a sense making the condition worse than before in that the grocer or user relied upon this would be safeguard which would fail at the time when it was especially required. With my
30 improved guard this difficulty will be obviated and after being secured in place can constantly be relied upon. In addition to this advantage is the advantage of the facility it provides for suitable inscriptions, which
35 are thus put in a very prominent place and constantly before the eyes of the customers.

I have stated that I preferred to construct

my improved guard of metal, though of course other material may be employed; but

What I wish to claim as my invention and secure by Letters Patent is—

1. A shelf-guard comprising one or more horizontal members, and two or more uprights or standards, the members and uprights being secured together, and the uprights provided with right-angular extensions whereby the guard may be secured to the shelf, substantially in the manner shown and described.

2. A metallic shelf-guard comprising one or more horizontal members, and two or more upright members being secured to the sides of the upright members in such a manner as to present a display surface or face adapted to receive any desired inscription, said upright members having right-angular extensions at their lower ends whereby they may be secured to the shelf, substantially as shown and for the purpose described.

3. A combined metallic shelf-guard and advertising medium comprising one or more horizontal members, and uprights provided with right-angular extensions, said extensions having openings therethrough for the passage of the fastening medium, said horizontal members being so constructed and secured to the uprights in such a manner as to provide a display-face adapted to receive any advertisement, substantially in the manner and for the purpose described.

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Witnesses:

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