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E. H. GRIFFITH

1,709,822

DISPLAY RACK

Filed Jan. 14, 1928

Fig. 1.

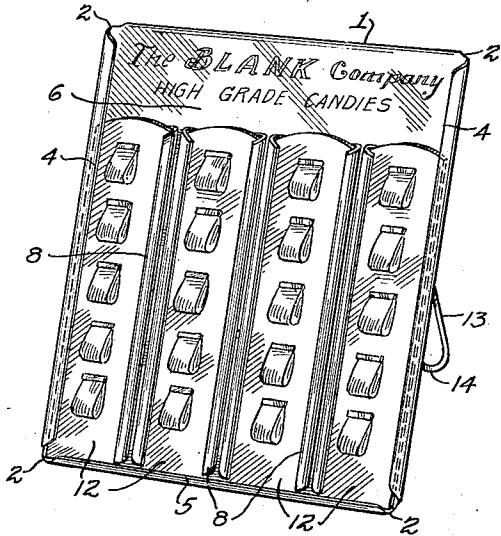


Fig. 2.

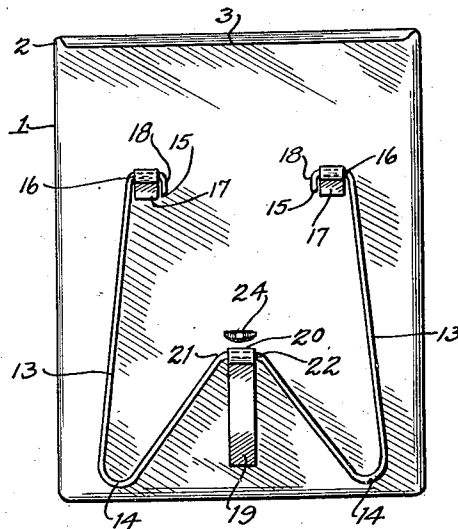


Fig. 3.

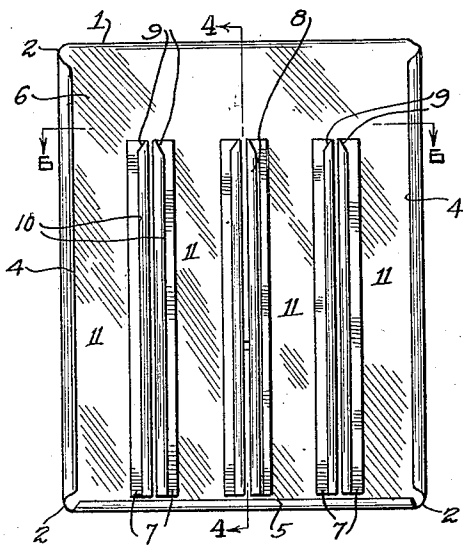


Fig. 4.

Fig. 5.

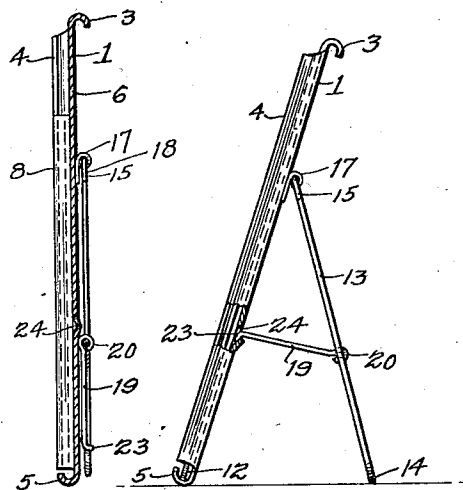
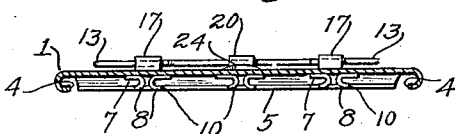


Fig. 6.



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DISPLAY RACK.

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This invention relates to display racks of the collapsible type and particularly to display racks of this type adapted to expose for sale merchandise usually put up for sale in small containers and receptacles.

An object of this invention is to provide a display rack adapted to stand self-supportedly in an inclined position on any horizontal plane and further adapted to receive panels upon which merchandise put up for sale in small containers or receptacles is mounted, in order that such merchandise may be conveniently displayed and exposed for sale.

Another object of this invention is to provide a display rack of the character described with spaced guideways adapted to hold removable display panels in which are mounted merchandise put up for sale in small containers or receptacles, so that when all merchandise of a particular kind on any particular display panel is exhausted, it may be replaced immediately by another display panel to which a replenished supply of such merchandise has been previously attached, thus saving time to both the merchant and the customer.

A further object of the invention is to provide a display rack of the character described which can be folded together into small space when not in use, or when being carried or otherwise transported from one place to another.

A still further object of the invention is to provide a display rack of the character described which is light in weight and durable in quality, and which can be readily and cheaply manufactured.

Other objects of the invention will appear as the detailed description proceeds.

In the drawing:

Figure 1 is a perspective view of the invention unfolded and standing self-supportedly on a horizontal plane as it would appear when exposing for sale merchandise put up in small containers;

Figure 2 is a rear elevation of the invention in folded position;

Figure 3 is a front elevation of the invention in folded position;

Figure 4 is a vertical section taken on the line 4—4 of Figure 3;

Figure 5 is a side elevation of the invention in unfolded position; and,

Figure 6 is a horizontal section taken on the line 6—6 of Figure 3.

As shown in the drawing the device com-

prises a rectangular body portion 1 of sheet metal having the corners 2 sheared to a curved conformation, and having the top edge overturned toward the rear and the side edges 4 and bottom edge 5 overturned towards the front. The space 6 at the top of the face of the body portion 1 may be used for advertising.

Intermediate the overturned side edges 4 and extending longitudinally of the body portion 1 from the bottom overturned edge 5 to the base of the advertising space 6 are suitably spaced sheet metal strips 7 secured to the body portion 1. These metal strips 7 have a free portion 8, the top corners 9 of which are sheared to a curved conformation and the edges 10 of which are overturned toward one side or other, according as it is desired to make a right or left guide in order to form coacting pairs of guides for the guideways 11. The overturned side edges 4 are used as guides along the outer edges.

Panels 12 adapted to slide removably within the guideways 11 until they abut against the trough formed by overturned bottom edge 5 are of the same approximate length as the metal strips 7. The guideways 11 and panels 12 are preferably of a uniform standard width so that any panel will fit into any guideway. To the panels 12 are attached the merchandise to be displayed and exposed for sale. The particular manner of attaching the merchandise to the panel is not a part of this invention, but the merchandise may be attached thereto in any well known manner as by glue or elastic bands; or, if desired, the panels 12 may be provided with miniature shelves or with miniature open shallow baskets or trays suitably attached to the panels 12, or the merchandise may be held by spring clips of any well known description.

The rear of the body portion 1 has a stiff supporting wire 13 shaped in the general form of an inverted printed capital M as shown in Figure 2 having its contact corners 14 suitably rounded so as not to mar the surface on which the display rack rests in unfolded position. The free ends 15 of the supporting wire 13 are pivotally mounted in the horizontal perforations 16 of the lugs 17 which are secured in suitable position to the back of body portion 1; the free ends 15 are clinched as at 18 to prevent dislocation of supporting wire 13 from perforations 16.

A brace 19 of strip metal has its one end turned over the supporting wire 13 at the

central ridge 21 of its inverted M-shape so as to form the pivotal connection 22; the other end 23 of brace 19 is made in the shape of a hook. When the display rack is in unfolded position for use, the brace 19 hooks into a suitably disposed slot 24 made by horizontally slitting the sheet metal body portion 1 and suitably swaging same above and below the place of slitting. In folded position the supporting wire 13 and brace 19 will lie snugly adjacent the body portion 1 as clearly shown in Figure 4; and in unfolded position the supporting wire 13 and brace 19 cooperate to hold the body portion 1 in an inclined position as clearly shown in Figure 5.

The operation of the invention will, in its general working, be clearly understood from the foregoing detailed description. The invention is intended to be used by merchants in displaying and exposing for sale, merchandise put up and sold in small containers and receptacles such as bags, cartons, and tins.

Where merchandise is attached to the panels by glue, it is preferable to have a reserve supply of panels to which merchandise may be attached during times when business is slack, so that if the stock of merchandise on any panel becomes exhausted in a rush period of business, a reserve panel with replenished supply may be immediately substituted without waste of time to either the merchant or his customer.

If elastic bands or spring clips or miniature shelves or miniature open baskets or trays are used it will generally be sufficient to have one panel for each guideway; in this case waste of time as specified can be obviated by having ready for delivery at all times, a reserve supply of packets of all merchandise usually exposed for sale on the display rack so that any exhausted supply can be immediately replenished.

The overturning of the edges eliminates the danger of cutting the hands in handling the display rack or of tearing the clothing in brushing past the same. The overturned top edge may be used to hang the display rack on hooks or on a rod when same is not in use; otherwise the display rack may be packed flat in a manner similar to that in which a collapsible chair is customarily packed away.

What I claim is:

A display rack comprising a rectangular body portion of sheet metal adapted to stand on one end and provided with a centrally disposed slot and having its corners sheared to a curved conformation and having its top edge overturned towards the rear and its side and bottom edges overturned towards the front; sheet metal strips secured longitudinally at spaced intervals to the face of said body portion having free edges overturned to one side or the other to form coacting pairs of guides; the overturned side edges of the body portion forming such guides along the exterior edges; panels for displaying merchandise slidably mounted within said coacting pairs of guides, and abutting against the trough formed by the bottom overturned edge; a wire support of inverted M-shape for the said body portion pivotally secured to the back thereof; and a metallic brace pivotally mounted on said wire support and adapted to hook into said slot in the body portion and then to coact with said wire support to hold said body portion in an inclined position when display rack is in use and further adapted to fold in the same plane with said wire support so that both said support and brace may lie snugly against the said body portion when the display rack is not in use.

In testimony whereof I affix my signature.

EDWIN H. GRIFFITH.