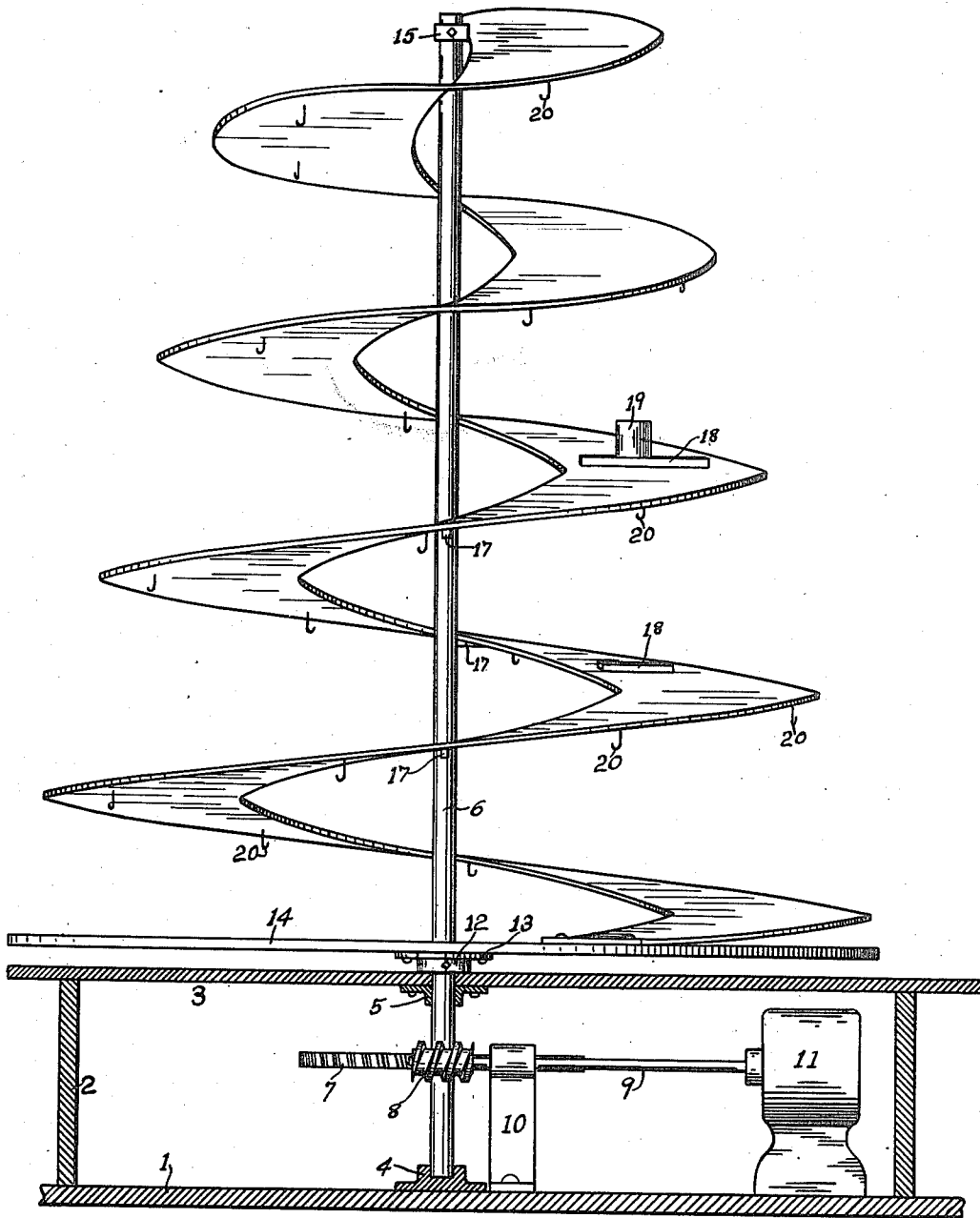


A. HOILAND.
 DISPLAY RACK.
 APPLICATION FILED JUNE 13, 1917.

1,268,245.

Patented June 4, 1918.



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ALBERT HOILAND, OF FARGO, NORTH DAKOTA.

DISPLAY-RACK.

1,268,245.

Specification of Letters Patent.

Patented June 4, 1918.

Application filed June 13, 1917. Serial No. 174,637.

To all whom it may concern:

Be it known that I, ALBERT HOILAND, a citizen of the United States, residing at Fargo, in the county of Cass and State of North Dakota, have invented a new and useful Display-Rack, of which the following is a specification.

My invention relates to display racks used in stores, store windows and other places for displaying merchandise, and the object is to provide such a device of such an improved character that it will be specially attractive by displaying goods carried by a spiral-shaped continuous shelf.

This and other objects I attain by the novel construction and arrangement of parts illustrated in the accompanying drawing, which is;—a side elevation of my display rack and the means operating it, and a vertical section of the base in which the motor and driving gear is housed.

Referring to the drawing by reference numerals, 1, 2, and 3 designate a hollow base or housing which may be either portable or fixed near the inner side of a store window where merchandise is to be displayed. Journaled in bearings 4, 5 in the bottom and top of the housing is a rotary mast 6, on whose lower end, concealed within the housing, is fixed a worm gear 7, which is rotated by a worm-screw 8 fixed on a horizontal shaft 9. The latter is an extension of the rotary shaft of a motor 11, which may be a spring motor or power motor but preferably an electric motor where electric current is available.

Near above the housing is secured on the mast a collar 12 having a flange 13, to which is secured a circular platform 14, and near the top of the mast is secured a collar 15. Secured with one end to said collar 15 and the other end to the platform is a spiral-shaped shelf, which is winding about the mast and may at intervals be secured to it by arms 17 radiating from the mast.

Upon the shelf may be fixed cleats 18, by which to insure the preferably upright position of certain articles displayed, as for instance goods in cans, as indicated by a can 19. The cleats will also prevent possible slipping or displacement of the displayed goods, although the incline of the shelf is so slight that there is not much tendency of downward sliding of the goods.

The underside of the shelf is provided with a series of hooks 20 on which to suspend and thus display goods like neck-ties, gloves, stockings, shoes and many other articles which can be displayed in that manner to the best advantage.

In operation, when the goods have been arranged upon the spiral shelf and its hooks and upon the platform or table 14, the motor 11 is started and the mast, table and shelf rotated at such moderate speed as will attract attention and give the spectators a fair chance to see the goods and read the price tags displayed on same.

The fact that the spiral is reduced in diameter toward its top will aid in attracting attention. The device may be rotated alternately in opposite directions and will attract attention by giving the displayed goods the appearance of either ascending or descending and more goods following constantly after.

What I claim is:—

1. A display rack consisting of a rotatable mast, a spiral-shaped shelf arranged about and secured to the mast, and means for rotating the mast.

2. A display rack consisting of a rotatable mast, a spiral-shaped shelf arranged about and secured to the mast, and means for rotating the mast, said spiral shelf having its upper side provided with radial cleats.

In testimony whereof I affix my signature.

ALBERT HOILAND.