Feb. 18, 1930. W. J. NEITZKE 1,747,642

DISPLAY RACK

Filed Oct. 18, 1929

FIG. 1.

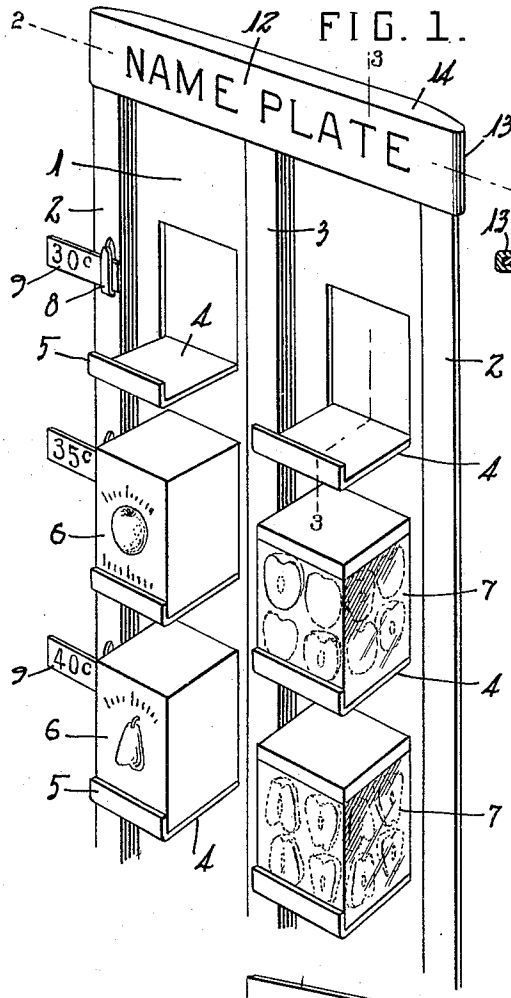


FIG. 2.

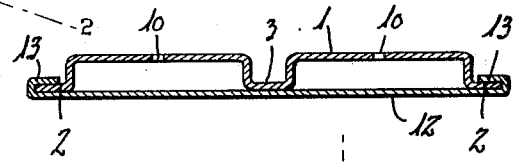


FIG. 3.

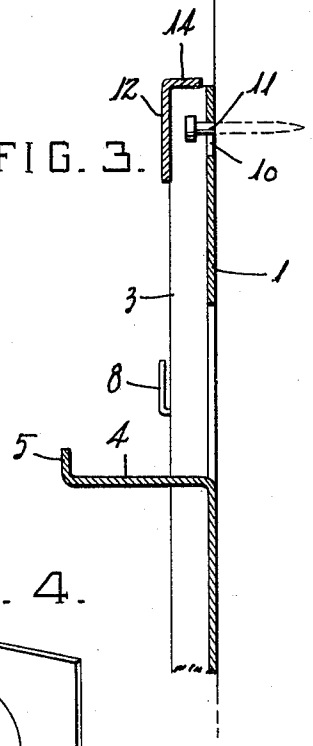
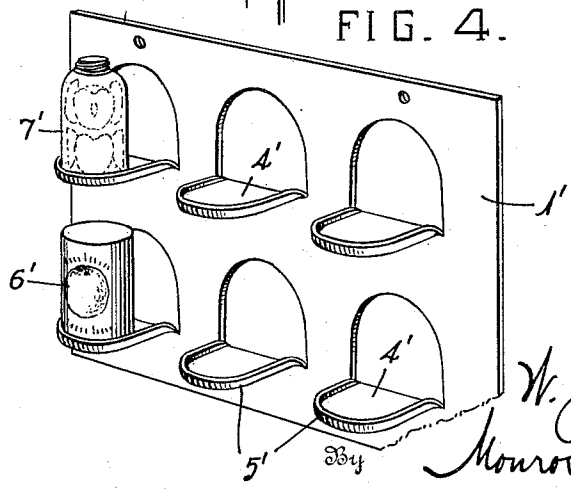


FIG. 4.



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UNITED STATES PATENT OFFICE

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DISPLAY RACK

Application filed October 18, 1929. Serial No. 400,610.

The present invention relates to display racks, and aims to provide a novel and improved means for displaying canned goods.

The primary object of the invention is the provision of a display rack which may be conveniently fastened to or suspended from a wall or other support for supporting, for convenient and effective display, a variety of canned goods such as are usually sold in tin cans, and adjacent to each can a glass or other transparent jar or receptacle containing the same goods. By this arrangement the actual cans are displayed and have associated therewith the jars exhibiting the contents to view, so that a prospective purchaser may observe the can as well as the same contents in the adjacent jar. A group of cans and accompanying display jars may thus be conveniently displayed to attract attention and promote sales, and various grades of the same goods, or various goods may be displayed in the same rack, together with price tags.

Another object of the invention to to provide a display rack of the kind indicated constructed from a single plate of sheet metal.

A further object is the provision of a sheet metal display rack having novel features of construction.

With the foregoing and other objects in view, which will be apparent as the description proceeds, the invention resides in the construction and arrangement of parts, as hereinafter described and claimed, it being understood that changes can be made within the scope of what is claimed, without departing from the spirit of the invention.

The invention is illustrated in the accompanying drawing, wherein—

Figure 1 is a perspective view of the improved display rack.

Fig. 2 is a horizontal section on the line 2—2 of Fig. 1.

Fig. 3 is an enlarged vertical section on the line 3—3 of Fig. 1.

Fig. 4 is a perspective view of a modified construction.

The display rack shown in Figs. 1, 2 and 3 comprises a back plate 1 of suitable sheet metal having the forwardly offset vertical edge portions 2 and an intermediate vertical offset 3, providing a pair of vertical panels from which vertically spaced shelves 4 are struck. Said shelves have upturned flanges 5 at their forward edges for holding the articles on said shelves.

The shelves 4 of one panel are used for supporting cans 6 in which foodstuffs are sold and having labels thereon which are displayed, while the shelves of the other panel support jars or receptacles 7 of glass or other transparent material. The cans and jars are disposed side by side, and the jar accompanying each can contains the same goods as the can, so that a prospective purchaser may observe the can and its label and also the goods.

The rack may hold a variety of canned goods or different grades of the same goods.

One of the offset edge portions 2 has outstruck upstanding tongues 8 for receiving and holding price tags 9, in order that the prices of the different canned goods may also be noted.

The rack affords a convenient and attractive means for displaying a group of canned goods, to attract attention and promote sales.

The rack may be conveniently supported from a wall or other suitable support, the panels of the plate 1 having apertures 10 near their upper ends to receive nails 11 or other supporting elements.

A plate 12, which may be used as a name plate or label, extends across the offset portions 2 and 3 at the upper end of the back plate, and has bent back ends 13 slipped down over the edge portions 2, as seen in Fig. 2, thereby holding the plate 12 in place. Said plate 12 has a rearwardly extending flange 14 at its upper edge to seat on the portions 2 and 3 and provides a neat finish for the upper end of the rack. The name plate may be readily applied and removed, permitting different name plates to be used interchangeably, and said name plate also conceals the nails or other supporting elements 11.

As shown the rack is intended for square or rectangular cans, but may be constructed for cans of other shapes. The offset portions 2 and 3 will prevent the cans and jars from tilting sidewise off the shelves or from

slipping sidewise therefrom, and said offset portions also stiffen the plate.

Fig. 4 illustrates a modified construction wherein the back plate 1′ has upper and lower horizontal rows of shelves 4′ struck therefrom and provided with upturned flanges 5′. The cans 6′ may be placed on one row of shelves, and the glass jars 7′ are placed on the other row of shelves. As shown, the jars 7′ are arranged above the companion cans 6′. The shelves 4′ and flanges 5′ are intended for cans and jars of circular outline.

Having thus described the invention, what is claimed as new is:

1. A display rack comprising a back plate having three vertical parallel offset portions and rows of shelves struck outwardly from between said portions, with the shelves of the rows arranged in pairs, said offset portions being arranged to prevent objects on said shelves from sliding or falling sidewise therefrom.

2. A display rack comprising a back plate having vertical forwardly offset edge portions and a vertical forwardly offset between said edge portions, said back plate having shelves struck forwardly therefrom between the first and second named portions, said edge portions and offset being arranged close to said shelves to prevent objects on the shelves from sliding or falling sidewise from said shelves.

3. A display rack comprising a back plate having vertical forwardly offset edge portions and shelves struck forwardly between said edge portions, and a plate having bent back ends to slip on said edge portions and having an upper rearwardly extending flange to seat on the upper ends of said edge portions.

4. A display rack comprising a back plate having vertical forwardly offset portions and forwardly struck shelves between said portions and spaced vertically, said offset portions being arranged to prevent objects on the shelves from sliding or falling sidewise therefrom.

In testimony whereof I hereunto affix my signature.

WALTER J. NEITZKE.