

April 22, 1930.

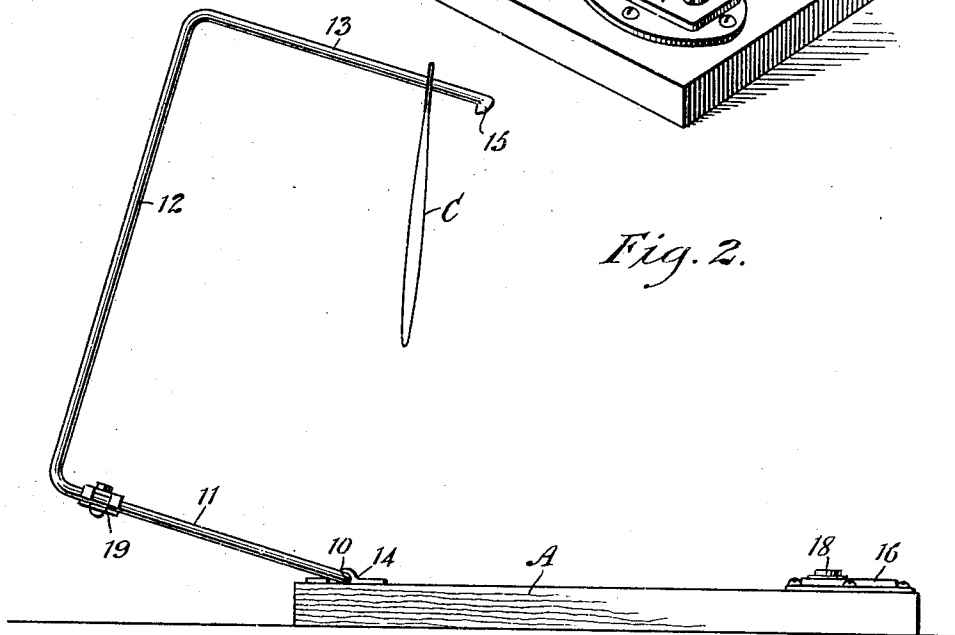
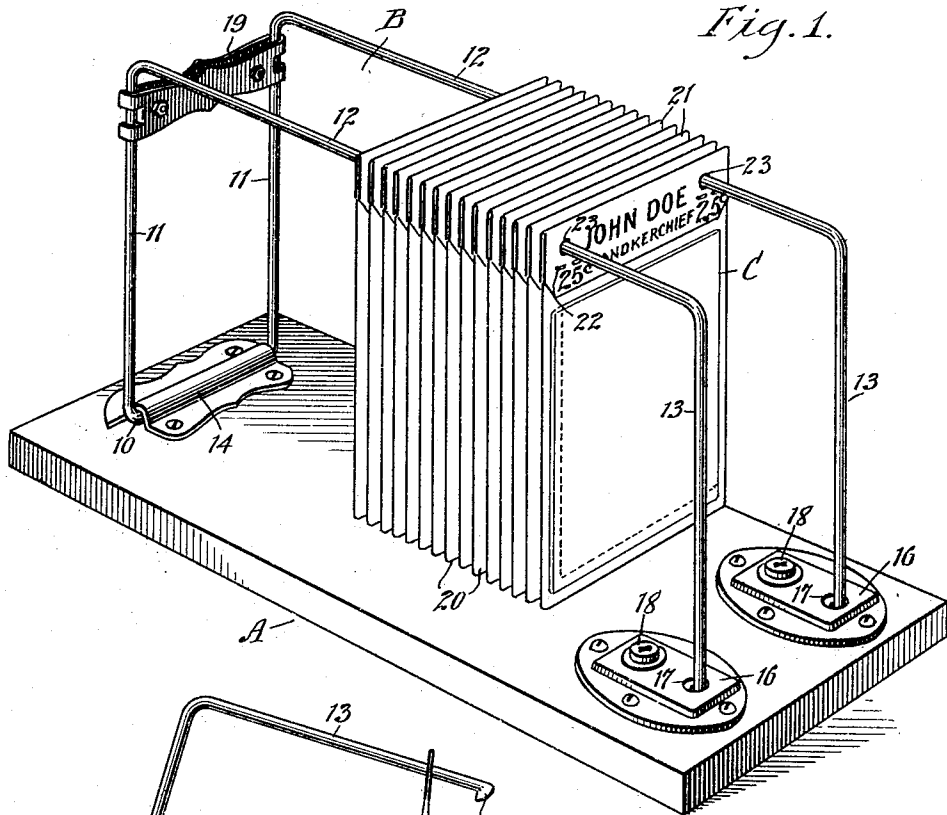
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MERCHANDISE PACKAGE AND DISPLAY RACK THEREFOR

Filed Sept. 7, 1929

2 Sheets-Sheet 1



WITNESSES

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Fig. 3.

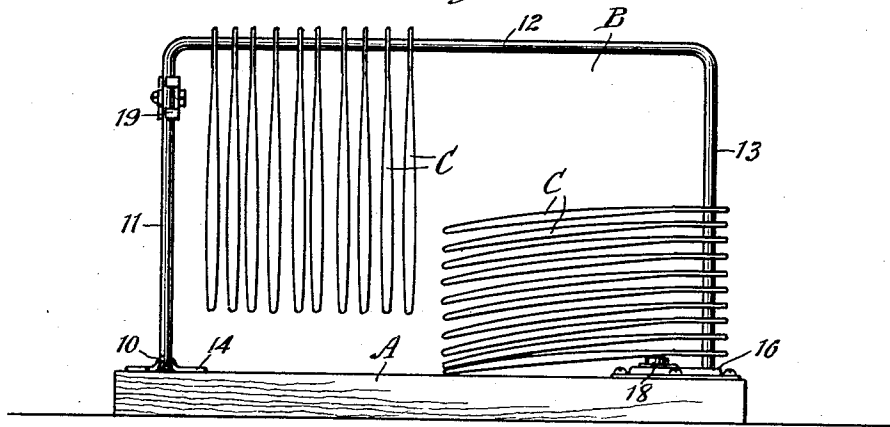
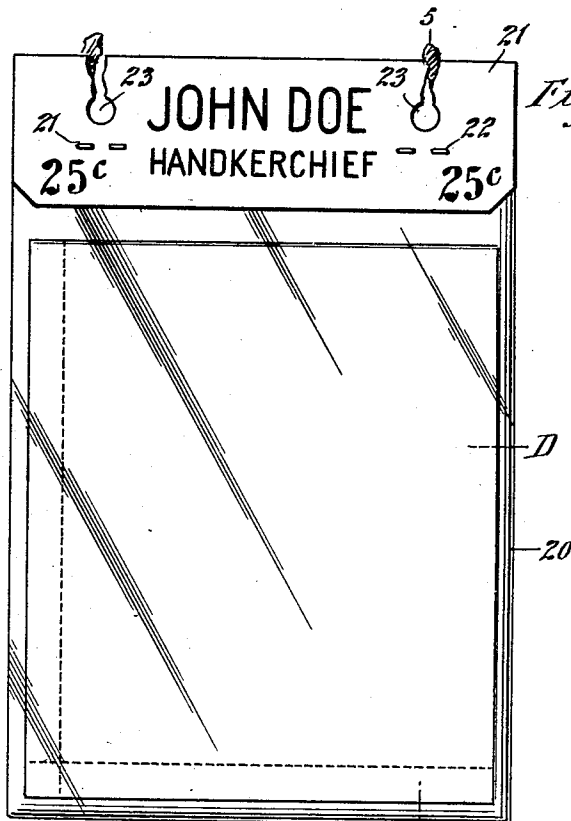
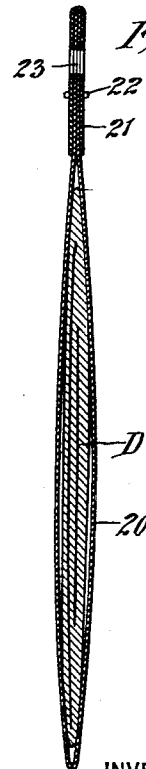


Fig. 4.



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Fig. 5.



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## UNITED STATES PATENT OFFICE

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## MERCHANDISE PACKAGE AND DISPLAY RACK THEREFOR

Application filed September 7, 1929. Serial No. 390,979.

This invention relates to an improved package for merchandise and a rack for supporting and displaying the merchandise thus packaged, the same being particularly designed for handkerchiefs, although not necessarily limited to this field.

Heretofore it has been the common practice to display handkerchiefs either loose or in sealed packages on the counter or show-case of a store, inasmuch as the average clerk is not particularly interested in pushing the sale of items of this character. However, it has been observed that many thefts result from this practice, due to the ease with which the same may be pilfered.

It is, therefore, an outstanding object of the present invention to provide an improved display package and rack for supporting the same, in which a number of said packages are associated with the rack in such a manner as to require the tearing of the package to effect its release from the rack, whereby to thwart pilfering of the same.

The invention furthermore comprehends a merchandise display apparatus for packaged merchandise which may be readily loaded with the packages and by virtue of which the merchandise is effectually and attractively displayed to the prospective customers.

Other features of the invention reside in the simplicity of construction of the package and rack, the economy with which the same may be produced and the general efficiency derived therefrom.

With the above recited and other objects in view, reference is had to the following description and accompanying drawing, in which there is exhibited one example or embodiment of the invention, while the claims define the actual scope of the same.

In the drawings:

Figure 1 is a perspective view of the display rack with the packaged merchandise arranged thereon.

Figure 2 is a side view of the rack with the frame unlocked and opened, to illustrate the manner in which the merchandise packages are loaded onto the frame.

Figure 3 is a side view of the rack with the frame in closed locked condition and

with the merchandise packages arranged thereon.

Figure 4 is an enlarged face view of one of the packages after its removal from the rack.

Figure 5 is a sectional view taken approximately on the line indicated at 5—5 in Figure 4.

Referring to the drawings by characters of reference, the rack consists of a base A by which a rectangular frame designated generally by the reference character B is carried for the purpose of supporting the merchandise packages C to display the same to the prospective customers. The frame B is preferably constructed from a single length of wire which is bent medially to provide a connecting bight 10 for a pair of spaced parallel substantially inverted U-shaped arms 11, the horizontal leads 12 and depending free terminals 13 of which are designed to engage with and associate the merchandise packages C with the rack. The bight 10 is journaled in a bearing 14 adjacent one end of the base A, whereby the frame is hingedly or pivotally carried by the base. The terminals 13 are formed at their free ends with hooked extremities 15 which are designed to be locked in the keepers 16 by bolts 17 slidable in the locking mechanism 18 of any approved type. The arms 11 of the frame B may be suitably braced by one or more brace elements 19 to add to the rigidity of the structure. The merchandise packages C preferably consist of a transparent envelope 20, such as cellophane, in which the handkerchief D or other article of merchandise is contained. The open end of the envelope is sealed by a binding strip 21 which embraces the open end and is secured in any desired manner, such as by staples 22. The binding strip and envelope 20 are perforated as at 23 to receive therethrough the leads 12 and terminals 13 of the frame arms which are swung to the open position illustrated in Figure 2 for the purpose of loading the merchandise packages thereon. After the rack is loaded with the merchandise packages, the frame arms are swung downwardly until the hooked termi-

nals 15 enter the keepers 16 and are engaged by the locking bolts 17. This locks the packaged merchandise on the rack and serves as a deterrent against pilfering of the same, in view of the fact that the packages may be removed only by tearing of the binding strip and envelope. In practice, the packages may be supported by the horizontal leads 12 of the frame arms or, in some instances, if desired, a portion of the packages may be disposed horizontally and engaged with the depending terminals 13, as illustrated in Figure 3.

From the foregoing, it will thus be seen that an improved sealing merchandise package and rack for supporting and displaying the same have been devised, by virtue of which handkerchiefs or other similar articles may be safely displayed and merchandised in a sanitary and convenient manner.

What is claimed is:

1. A theft proof display rack for packaged merchandise comprising a base member, a frame having a substantially horizontal portion for slidably and pendently supporting the packaged merchandise from the upper ends, means pivoted at one end to the base member and connected at its other end with one end of the horizontal portion, the other end of the horizontal portion having a free end extended downwardly engaging the base member and co-operating with the pivoted means for maintaining the horizontal portions in spaced relation with the base member, and means for locking the free end of the frame to the base member.

2. A theft proof display rack for packages of merchandise, the packages having the upper free ends perforated, said rack comprising a base member, a frame including a pair of spaced substantially horizontal bars spaced from the base member for receiving the perforations in the package and for slidably and pendently supporting the packages above the base member, means extending downwardly from one end of each of the bars and pivoted to the base member for swingably mounting the frame, the other ends of the bars being extended downwardly in a vertical plane to the base member, and means for locking the extensions of the bars to the base member.

Signed at New York, in the county of New York and State of New York, this 4 day of Sept., A. D. 1929.

LOUIS N. LEVINSOHN.