

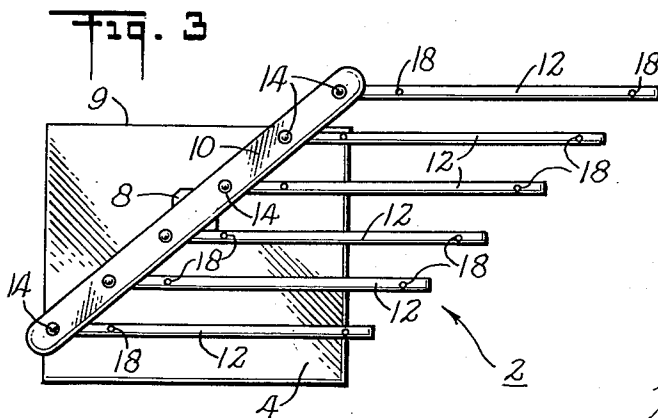
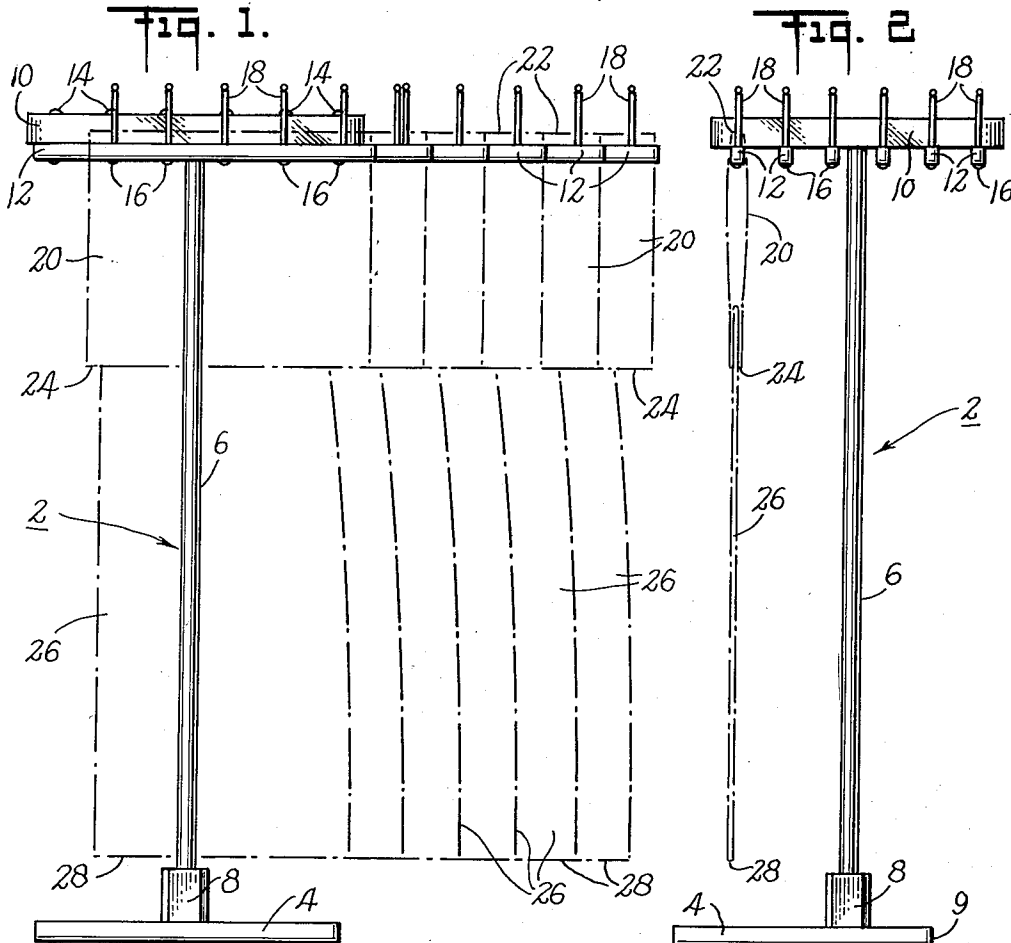
May 23, 1961

G. J. COLOMBO

2,985,314

DISPLAY RACK FOR HOSIERY CHARTS AND THE LIKE

Filed Oct. 13, 1958



INVENTOR  
*Grace Jones Colombo*  
BY  
*Lurtis Morris & Safford*  
ATTORNEYS

1

2,985,314

## DISPLAY RACK FOR HOSIERY CHARTS AND THE LIKE

Grace Jones Colombo, New York, N.Y., assignor to  
Hanes Hosiery, Inc., New York, N.Y., a corporation of  
New York

Filed Oct. 13, 1958, Ser. No. 766,777

1 Claim. (Cl. 211—168)

This invention relates to the displaying of merchandise, and more in particular to the supporting and displaying of ladies' hose so as to present them for comparison and examination in a convenient and an attractive manner.

An object of this invention is to provide for a display of merchandising charts for ladies' hose. A further object is to provide for the display of ladies' hose in an attractive and practical manner. A further object is to provide an improved rack or display stand construction. A further object is to provide a display rack which may be used on the counter in a store or elsewhere to display ladies' hose or charts having ladies' hose attached thereto. A further object is to provide display racks of the above character which are simple and sturdy in construction, versatile in use, and which are superior to similar devices which have been available. These and other objects will be in part obvious, and in part pointed out below.

In the drawing:

Figure 1 is a front elevation of a display rack incorporating the present invention, with display cards or charts shown in broken lines; and,

Figures 2 and 3 are a side elevation and a top plan view, respectively, of the display rack of Figure 1.

In the displaying of ladies' hose, it is important that the entire display of ladies' hose be attractive, and that it be accessible to the prospective purchasers. Frequently, it is desirable to compare the various shades and gauges of the hose, and the prospective purchasers should be permitted to feel the merchandise and to examine it closely. It is also important that the display be movable, but it must remain upright even when subjected to abnormal tipping actions. These objects are often unattainable without creating an unsightly appearance, and without damaging the merchandise. It is an object of the present invention to provide for the displaying of hose while avoiding the difficulties which have been encountered in the past.

Referring to Figures 1 and 2 of the drawing, a display rack 2 has a rectangular base plate 4 and an upright rod or post 6. Post 6 is mounted rigidly in a base block 8 which, in turn, is attached to base plate 4 at a zone which is intermediate the vertical axis of the base plate and its rear edge 9 (see also Figure 3). Base block 8 is held to the base plate by a pair of counter-sunk screws extending upwardly from the bottom of the base plate. Rigidly attached to the top of post 6 is a cross bar 10 to which six swinging arms 12 are attached by bolts 14. Bolts 14 extend downwardly through the cross bar and have nuts 16 at their lower ends. Thus, each of the arms is swingably mounted at the bottom surface of the cross arm 12 by its bolt, and is adapted to swing through

2

a substantial arc limited by the next adjacent arm or arms. Rigidly mounted upon each of the arms 12 is a pair of upwardly-projecting, spaced pins 18 (see also Figure 3). In the illustrative embodiment, the base plate 4, the base block 8, the cross arm 10 and the arms 12 are of Lucite, while the other parts are of polished metal.

Carried by each of the arms is a card 20 which is of double thickness paper having an inverted U-fold 22 at the top, and having its bottom edges 24 glued together. The U-fold 22 has a pair of spaced openings through which the pair of pins 18 project, thus to provide a free support for the card. Glued between the bottom edges 24 of the card is a hose sample in the form of the upper portion 26 of a lady's hose or stocking, the top end 28 of which is thus near the base of the display rack. Each card and its hose sample swings freely from its arm 12; the pins 18 prevent the accidental removal of the card, but the card may be removed by lifting it until its holes are free from the pins.

With six of the cards hanging on the six arms 12, as indicated in Figure 1, the various shades and gauges of the hose samples may be compared, and the overlapping hose samples present an attractive contrast. The prospective purchasers may examine the top of the hose samples, and may feel the texture and compare the various shades by placing the hand behind each of them. Furthermore, each arm 12 may be swung away from the other arms, so as to permit the separate examination of the shade and gauge of each hose sample.

Referring to Figure 3, it should be noted that the cross bar 10 is substantially parallel to a diagonal of the base plate, but is mounted toward the rear from the center of the base plate. Hence, when the arms are positioned substantially parallel to the vertical plane of edge 9 of the base plate, as shown, the cards and the hose samples are supported in an attractive fashion. At the same time, the rack and the supported cards and hose have maximum stability, so that the rack is not tipped over easily. When the arms 12 are positioned as in Figure 3, the center of gravity of the group of cards is well within the vertical limits of the base plate 4, and the center of gravity does not move beyond the edges of the base plate as the arms are swung around their pivot points. Therefore, even if the rack is subjected to bumping or other tipping actions, it stays upright, and the hose samples are maintained in their freely hanging condition.

As many possible embodiments may be made in the above invention and as many changes might be made in the embodiments above set forth, it is to be understood that all matter hereinbefore set forth or shown in the accompanying drawings is to be interpreted as illustrative and not in a limiting sense.

I claim:

1. A movable display for use on the counter of a store or in a show room or the like for displaying items comprising a rectangular base plate, a post fixed to said base plate intermediate one edge and its vertical center and projecting upwardly therefrom, a cross bar fixed to the upper end of said post and extending in a vertical plane extending through the longitudinal axis of said cross bar which plane is substantially parallel to a diagonal of said base plate, a plurality of horizontal arms swingably mounted on said cross bar and adapted to swing between a parallel condition and conditions wherein the arms are individually separated from each other and swingable

between two widely separated positions while the weight of the displayed items remains stably centered over the main portion of the base block, a plurality of upwardly extending pins comprising a pair of spaced pins projecting upwardly from each of said horizontal arms, for holding a plurality of card assemblies positioned respectively upon each of said arms wherein each assembly comprises a card and a hose sample fixed thereto, each of said cards having a pair of holes through which the pins of its arm project and said hose sample hanging freely from said card.

## References Cited in the file of this patent

## UNITED STATES PATENTS

|           |          |                |
|-----------|----------|----------------|
| 258,767   | Kennard  | May 30, 1882   |
| 1,711,587 | Brunhoff | May 7, 1929    |
| 1,729,539 | Davis    | Sept. 24, 1929 |
| 1,870,643 | Peterson | Aug. 9, 1932   |
| 2,254,646 | Eaton    | Sept. 2, 1941  |
| 2,833,399 | Hartman  | May 6, 1958    |

## FOREIGN PATENTS

|         |               |               |
|---------|---------------|---------------|
| 785,472 | Great Britain | Oct. 30, 1957 |
|---------|---------------|---------------|