Aug. 3, 1926. 1,594,754

A. REINES

DISPLAY RACK

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Fig. 1,

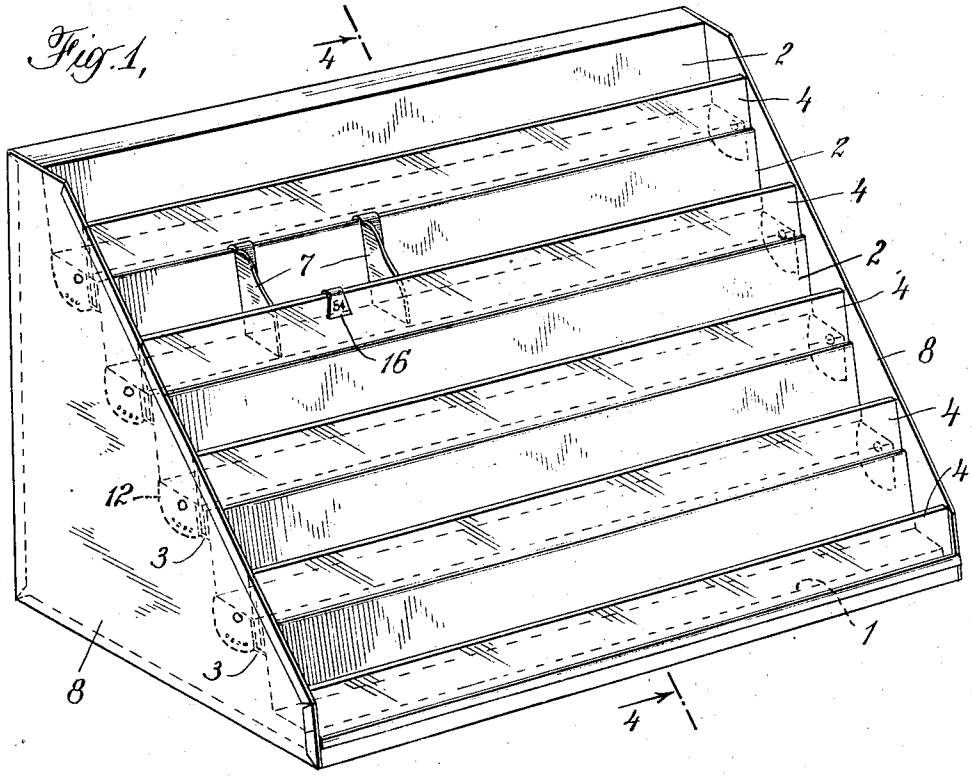
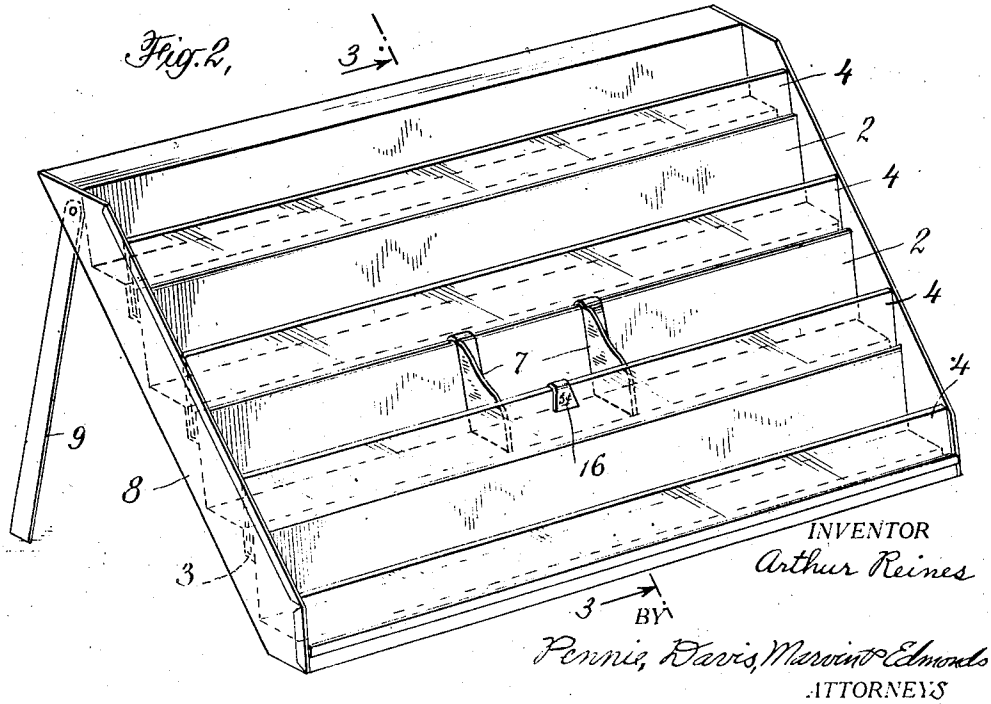



Fig. 2,

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Aug. 3, 1926. **1,594,754**

A. REINES

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Fig. 3,

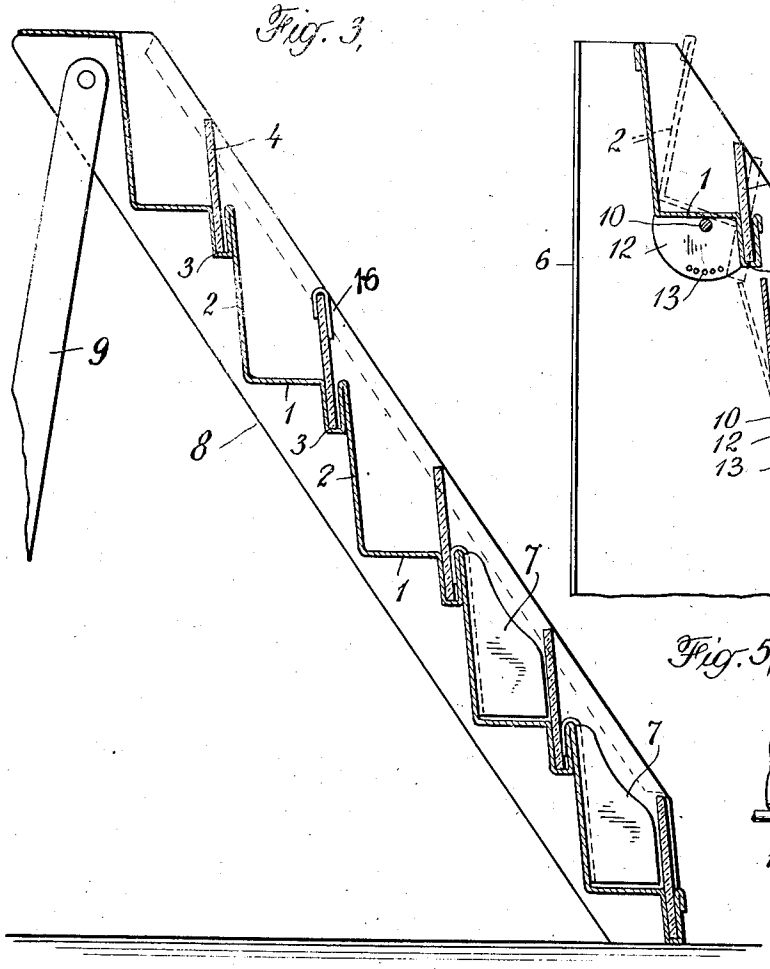



Fig. 4,

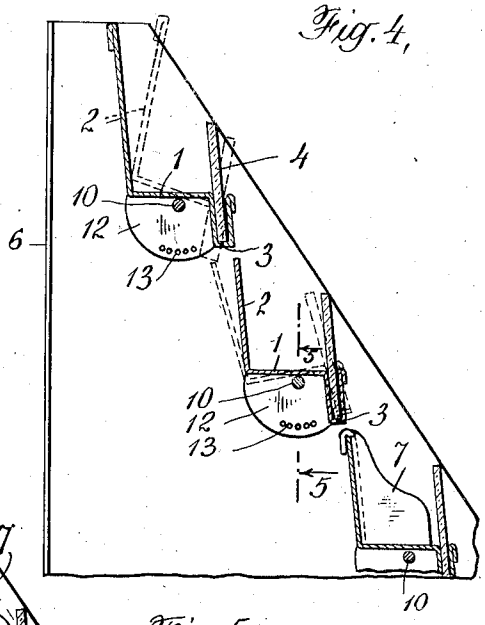



Fig. 5,

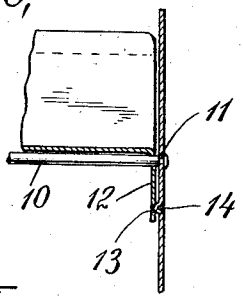



Fig. 6,

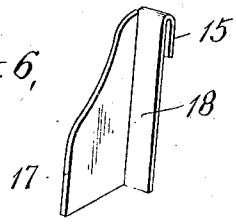
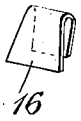



Fig. 7,

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Patented Aug. 3, 1926. 1,594,754

# UNITED STATES PATENT OFFICE.

ARTHUR REINES, OF ASBURY PARK, NEW JERSEY.

## DISPLAY RACK.

Application filed August 4, 1923. Serial No. 655,580.

This invention relates to display racks, and pertains especially to those adapted to exhibit postcards, artcards, photographs, printed matter and the like, and has for its objects the provision of an unusually simple construction which makes for cheapness, compactness and sturdiness; the provision of means for retaining the articles to be displayed without obscuring any portion thereof; the provision of means for readily adjusting the size of the rack to fit various sized cards; and the provision of means for the individual adjustment of the angle of elevation of each tray of the rack.

Display racks of the types herein set forth are primarily intended to be supported on a wall or on a counter in a conspicuous place, where customers may inspect and select the articles of their choice. It is obviously of importance, therefore, that the contents be entirely in view to eliminate unnecessary handling and soiling and at the same time to have the rack designed to hold a sufficient stock in the most compact manner.

In accordance with the preferred embodiment of this invention a rack is provided which is made of the fewest possible number of separate parts and which may be easily assembled at small cost. Such an embodiment consists in a back member and two end pieces made of suitable material such as sheet metal, the end pieces supporting a series of rods upon which are pivoted the display trays, which may be of the same material as the back and end pieces, and arranged in step-like formation. Each tray may thus be independently tilted forward or backward on its individual axle or pivoted rod, and set at any desired angle of elevation, in order that the contents of the rack may be displayed in the most advantageous manner. Each tray is further provided with a wing bent at 90° to the bottom of the tray at each end. These wings carry indentations formed in the arc of a circle and are arranged so as to engage frictionally with corresponding protrusions on the end pieces of the rack, allowing the angular adjustment of the tray to be fixed as desired. The front of each tray, instead of being of metal or other opaque material, as previous types have disclosed, is of glass or other transparent material, which may be readily supported in a trough in the front edge of the tray bottom, into which the transparent front may be slipped and easily removed again for cleaning or replacement. The value of this transparent front is obvious, since it may be high enough to eliminate the possibility of the contained matter falling out and yet not obscure the matter in any way. It is desirable that cards or other matter of various sizes may be held with a minimum of waste space, and to this end there have been provided movable partitions which may be of any suitable material but which are preferably formed from a single piece of sheet metal. These partitions, being of a very simple construction, as later described in detail, have been found to be particularly suited for use with the rack disclosed herein.

A more complete understanding of the invention may be had from the following description of preferred embodiments as illustrated in the accompanying drawings, in which—

Fig. 1 is a perspective view of one form of a complete display rack;

Fig. 2 is a perspective view of a modification of the rack shown in Fig. 1;

Fig. 3 is a vertical section taken along line 3—3 of Fig. 2, and shows in detail the one-piece construction of the trays, means for supporting the transparent front pieces, and means for supporting the adjustable partitions;

Fig. 4 is a vertical section through line 4—4 of Fig. 1, and shows in detail the construction of a type of rack having individually adjustable trays together with the transparent front pieces and adjustable partitions;

Fig. 5 is a section taken along line 5—5 of Fig. 4 showing one method of mounting the individually adjustable trays and means for maintaining the angular adjustment of the trays;

Fig. 6 is a perspective view of an adjustable partition showing its simplified one-piece construction;

Fig. 7 is a perspective view of a movable price mark clip suitable for use with the rack described.

Referring now to Figs. 1, 4 and 5, there is shown a form of rack which has been found to be exceedingly adaptable for many varieties of display purposes. The frame of the rack, composed of a back piece and two side pieces 8, is preferably formed from a single piece of sheet metal. In the end

pieces are located apertures 11, in which are supported the rods 10. These rods serve as axles upon which the individual trays are pivoted thus allowing each tray to be independently swung forward or backward. The trays are arranged in step-like formation sometimes referred to as in echelon. Each of these trays is also preferably formed from a single piece of sheet metal, and in this embodiment each tray comprises a back wall member 2, a bottom 1, and a supporting trough 3, into which may be slipped the transparent front member 4 and the wing portion 12. Stamped into this wing portion is a series of indentations 13 arranged in the arc of a circle concentric with the rod 10. The wing portion is substantially at 90° to the tray bottom 1, and is so positioned as to press against end piece 8 of the frame. A series of protrusions 14 in the end piece, also concentric with rod 10, is located so as to engage frictionally with the corresponding series of indentations 13, thus functioning as a means for maintaining any desired angular adjustment of the trays.

The perspective view of a suitable movable partition element shown in Fig. 6 illustrates a preferred embodiment of that element as being formed from a single piece of sheet metal so bent as to include a partition portion 14, a back or strengthening portion 18 bent at 90° to the portion 17, and a hook portion 15 adapted to be hung over the top of the back wall member 2 of the tray, as shown at 7 in Figs. 1 and 4. The hook portion is adapted to be forced between the glass 4 and front edge of the supporting trough 3, thus maintaining the partition in a fixed position and at the same time insuring firm support for the transparent front in its supporting trough. Obviously a number of these partitions may be placed at various intervals so at to accommodate cards or other matter of different sizes.

The price mark clip 16 illustrated in Fig. 7 is shown clipped over a transparent front 4 in Fig. 3. This simple form of removable clip has been found to be particularly suitable for use with the rack disclosed herein.

Figs. 2 and 3 illustrate a modified form of the rack shown in Figs. 1 and 4. This modification is somewhat simpler than the form first described, and may be made of three pieces of suitable material, preferably sheet metal, one sheet of which is so stamped and bent as to form the bottoms 1 and backs 2 of the longitudinal trays as well as the troughs 3 holding and supporting the transparent fronts 4, which may be of glass or other suitable transparent material. It will be observed that in this modification the sides 8 are cut away so as not to be self-supporting, the legs 9 serving to support the rear of the rack and also serving to allow a variation in angular adjustment of the rack as a whole. The trays are arranged in steps or echelon, the bottoms being at different levels and each bottom substantially horizontal. In this embodiment, as well as in the one first described, the backs 2 (Fig. 3) are preferably not at 90° to the bottoms as has been the past practice, but are at a greater angle sufficient to cause the cards or other matter to lean backwards away from the transparent fronts.

It is to be understood that the foregoing description of preferred embodiments is not at all to limit the spirit or scope of this invention, as many modifications will at once be apparent to those skilled in the art.

I claim:—

1. A display rack including a tray formed of a single sheet of malleable material and having a back and a shelf extending substantially at right angles to each other, a portion depending from said shelf doubled back upon itself to define a trough, and a transparent front supported in said trough in substantially parallel relation to said back and extending substantially above and below the plane of said shelf whereby said front is solely supported.

2. In a display rack comprising a series of trays arranged in echeleon, a tray formed of a single sheet of malleable material and having a back and a shelf extending substantially at right angles to each other, a portion depending from said shelf doubled back upon itself to define a trough, a transparent front supported solely by said trough in substantially parallel relation to said back and extending substantially above and below the plane of said shelf, and a partition element frictionally engaging the upper portion of said back and extending at right angles to said back and shelf.

3. In combination, a display rack comprising a series of trays arranged in echelon and enclosed by end pieces having protrusions thereon, each of said trays being formed from a single sheet of metal and independently rotatable upon a horizontal axis supported in said end pieces, each tray including a trough formed integral with and at the front edge of the bottom thereof, a front of transparent material in each of said troughs, wings on each end of said trays disposed substantially at 90° to the bottoms of said trays parallel to said end pieces and having identations which cooperate with said corresponding protrusions on said end pieces for maintaining a given angular adjustment of said trays with respect to said rack, and a one-piece partition element adjustable lengthwise along at least one of said trays and suspended by means of an integral hook portion from the front wall of one of said troughs.

In testimony whereof I affix my signature.

ARTHUR REINES.