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J. E. BALES

2,012,983

DISPLAY RACK

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FIG. 1.

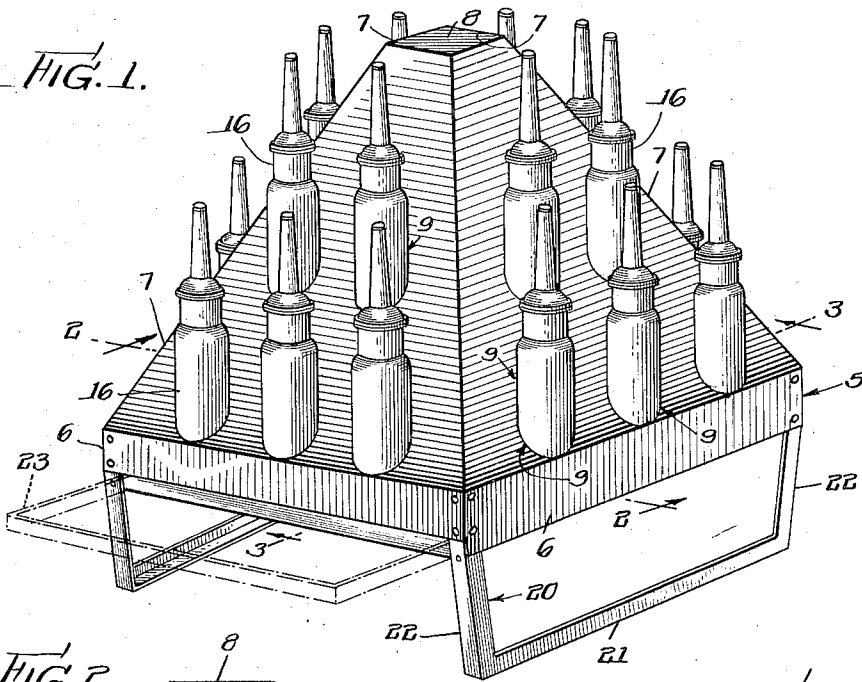


FIG. 2.

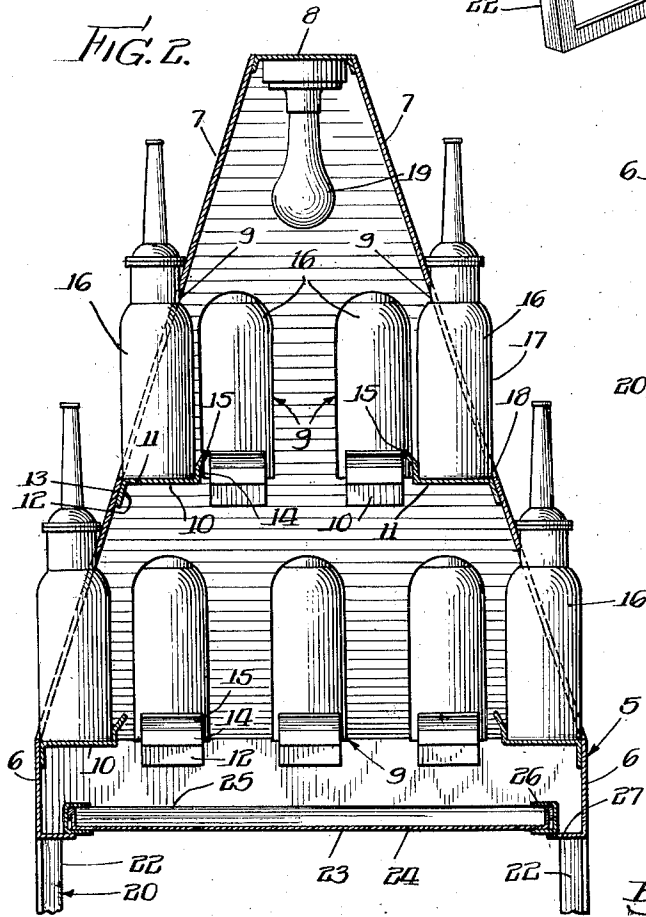
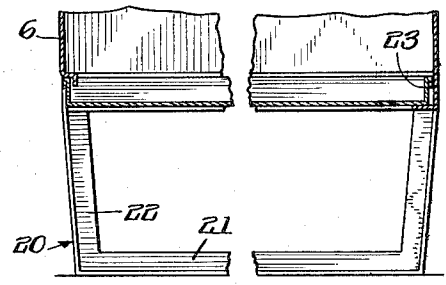


FIG. 3.



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UNITED STATES PATENT OFFICE

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DISPLAY RACK

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3 Claims. (Cl. 211-74)

This invention relates to a display rack, and particularly to a rack for displaying bottled goods.

The primary object of the invention is to provide an ornamental and attractive display rack for displaying bottles of oil at filling stations, garages and other similar places whereby the attractive manner in which the bottled oil is displayed will immediately suggest to the motorist the necessity or desirability of using the particular oil displayed, the interior of the display rack being illuminated at night and the bottles showing a light glow when illuminated.

A further object of the invention is to provide an ornamental and attractive bottled oil display rack by providing a solid inclined panel having vertical openings formed therein of exactly the same size as the diameter of the bottles whereby the bottles nest in offset relationship along the inclined surface.

A still further object is to provide an ornamental but rigidly constructed rack for displaying bottled oil, the rack being provided with a suitable base and having a removable drip pan arranged therebeneath, said stand or rack also being provided with rigid clips arranged at the bottom of the vertical openings provided in the various faces of the stand to support vertically the bottles of oil.

Numerous other objects and advantages will be apparent throughout the progress of the following specification.

The accompanying drawing illustrates a selected embodiment of the invention and the views therein are as follows:

Fig. 1 is a detail perspective view of one form of an improved oil rack or display stand.

Fig. 2 is a vertical sectional view on the line 2-2 of Fig. 1.

Fig. 3 is a detail sectional view on the line 3-3 of Fig. 1.

The particular ornamental display stand or rack comprises a base 5 having vertical side walls 6, 6 from which sides, inclined side walls 7, 7 extend upwardly in the form of a pyramid and terminate in a flat crown 8. Openings 9 are arranged in each of the inclined side walls 7 and these openings are arranged in straight rows, one row being arranged above the other row as clearly shown in Figs. 1 and 2. In the present illustration two rows of holes 9 are shown, the bottom row comprising three openings while the upper row comprises two. It is to be understood, however, that the number of holes in each row and the number of rows are determinable according to the width and height of the structure as well the the size of the articles to be inserted in the holes. An orna-

mental clip 10, Fig. 2, is arranged at each of the openings 9 and each clip has a supporting surface 11 from which there extends a turned down flange 12 which is fixed, such as by welding or otherwise, to the inside surface of the side of each side wall 7 as indicated at 13. The inner free end of each clip is provided with an upturned flange 14 and a turned lip 15. Bottles of oil 16 are arranged in each of the openings 9 and rest upon the surface 11 of the clips 10. The upturned flange 14 provides a bearing or guide for the bottle and the turned lip 15 assists in properly centering each bottle on its respective clip 10.

The openings 9 in the side walls 7 are cut vertically through the sides so that a greater part of the height of the bottles 16 will be in plain view and have the appearance that they are merely resting upon the inclined surface. However, the front edge 17 of each bottle 16 is positioned in respect to the side walls so that it will be substantially flush at the bottom of the opening as indicated at 18, Fig. 2.

A suitable illuminating element, such as an electric light globe 19, is arranged inside of the rack. In the present embodiment shown the electric light globe 19 is suspended downwardly from the underside of the crown 8 and illuminates the entire inside of the stand or rack. Thus, when the globe is lit or illuminated, the light cast by the globe will be reflected through the various bottles of oil and each bottle will throw off a light glow.

The stand is preferably supported on a support 20 which may be made of angle irons bent to the proper configuration to provide a resting surface 21 and supporting legs 22. Immediately above the legs 22 and arranged within the vertical side walls 6 there is a removable drip pan 23. This drip pan is preferably made of sheet metal and has a bottom 24 and enclosing side walls 25. The drip pan is slidable in channel-shaped members 26 which slidably receive the pan. These channel members 26 rest upon and are supported by inturned flanges 27 turned from the vertical side walls 6.

The invention provides an ornamental and attractive illuminated display stand particularly for displaying bottles of oil. When the electric globe within the interior of the rack or stand is illuminated, each bottle will throw off a light glow. This is particularly true at night. A display rack of the type disclosed enhances the manner of displaying oil as well as the general appearance about the filling station. It also attracts the eye of the motorist and reminds him of the necessity of having his oil checked as well

as bringing before the mind of the prospective purchaser the particular type of oil so displayed.

Changes may be made in the form, construction, and arrangement of the parts without departing from the spirit of the invention or sacrificing any of its advantages, and the right is hereby reserved to make all such changes as fairly fall within the scope of the following claims.

The invention is hereby claimed as follows:

- 10 1. A display rack for displaying bottles adapted to contain commodities to be displayed, said rack having an upstanding display wall provided with an elongated opening adapted to receive the major portion of a bottle including substantially all of the bottle portion adapted to contain contents for display, and means for supporting the bottle in position substantially wholly within said wall so that a substantial portion of the length of the bottle projects outside of the wall, the edge portions of the opening being adapted to fit snugly about the bottle whereby a source of light behind said wall will glow through the bottle and will be obscured by the remainder of the wall portion.
- 25 2. A display rack for displaying bottles adapted to contain commodities for display, said rack comprising a display wall inclined rearwardly and upwardly and provided with an elongated opening adapted to receive the major portion

of a bottle including all of the bottle portion adapted to contain contents for display, and means for supporting a bottle in the rack in position extending in said opening with a substantial portion of the bottle projecting forwardly of the wall, the edge portions of the opening being adapted to snugly fit about the bottle whereby a source of light behind said wall may glow through the bottle and will be obstructed by the remainder of the wall.

3. A display rack for displaying bottles adapted to contain commodities for display, said rack comprising side walls inclined inwardly and upwardly to form a pyramidal rack, a plurality of said inclined walls being provided each with an elongated opening adapted to receive the major portions of the bottle including substantially all of the portion of the bottle adapted to contain contents for display, and means for supporting a bottle in position at each opening substantially wholly within one of said walls whereby a substantial portion of a bottle so supported may project outside of the wall, the edge portion of the openings being adapted to fit snugly about the bottles whereby a source of light within said walls may glow through the supported bottles and will be obstructed by the remainder of the wall portion.

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