Dec. 13, 1927.

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J. G. POLLOCK

CARDBOARD DISPLAY RACK

Filed July 21, 1926

3 Sheets-Sheet 1

Fig. 1.

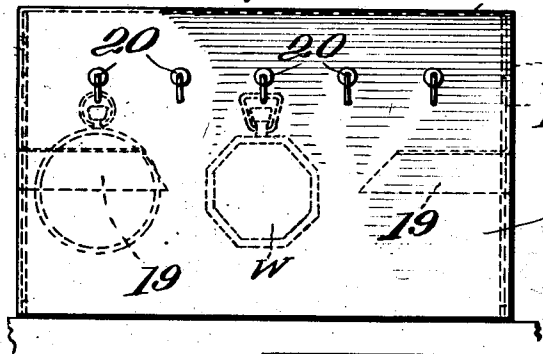


Fig. 2.

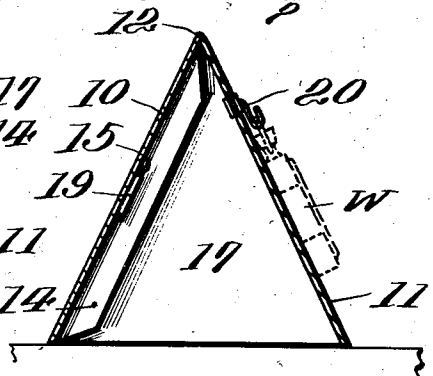


Fig. 3.

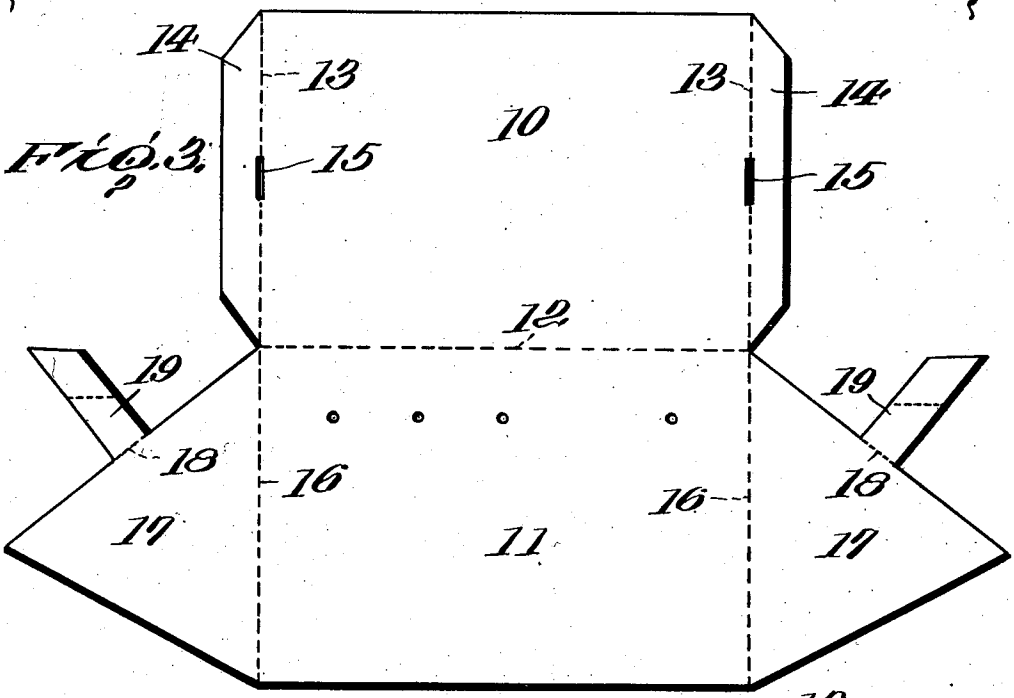
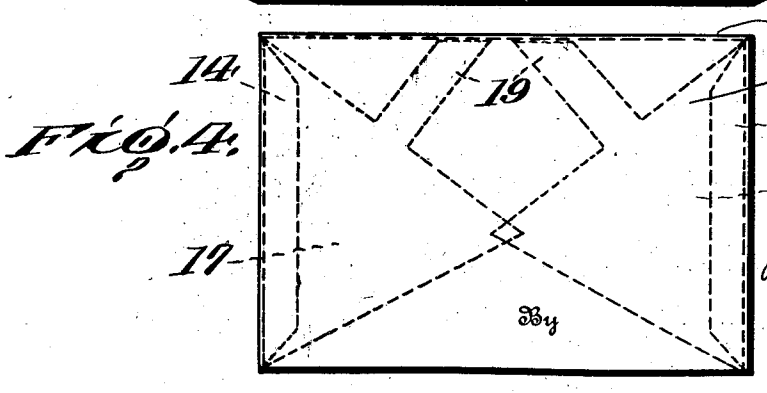


Fig. 4.



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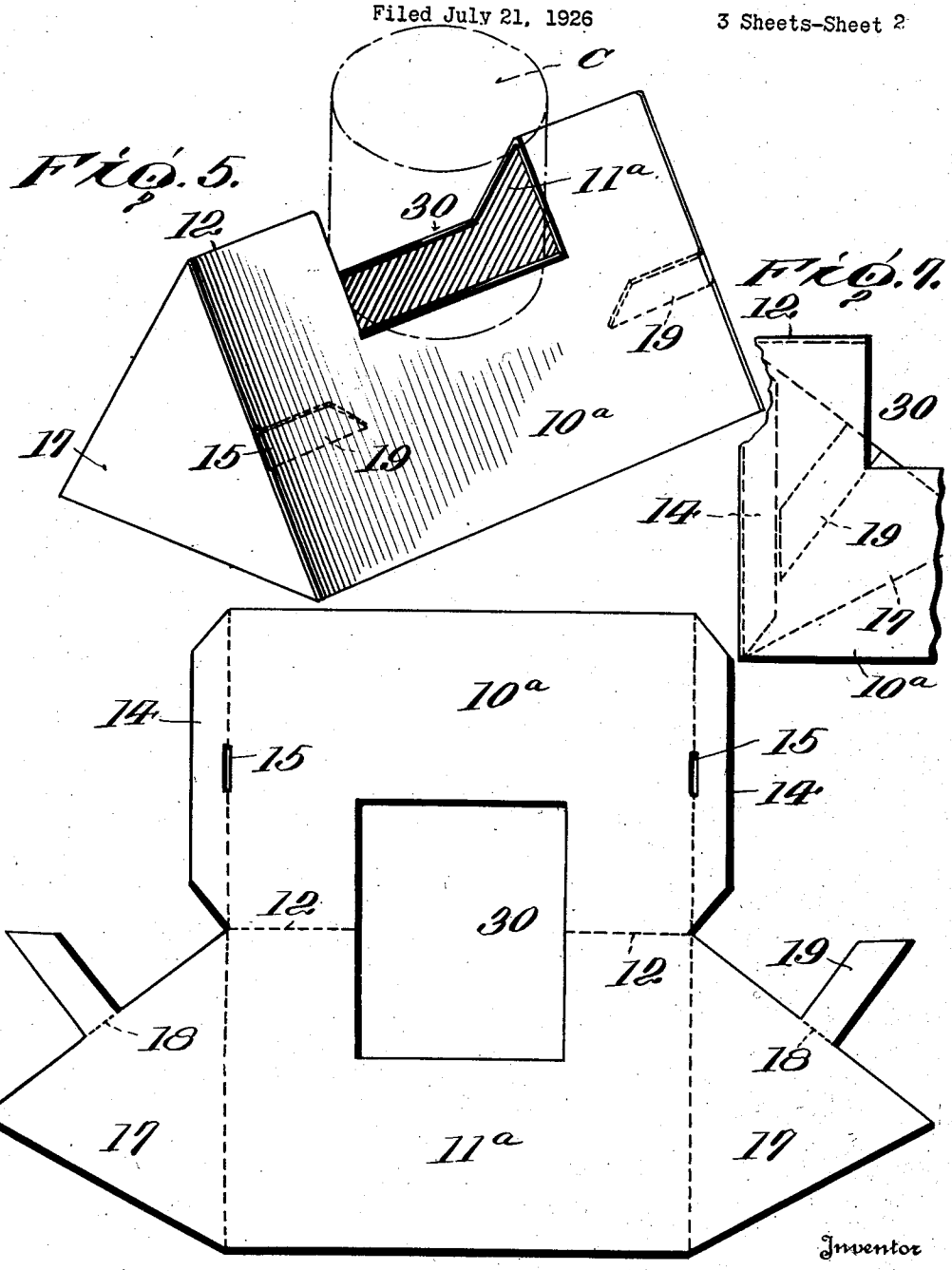
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3 Sheets-Sheet 2



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CARDBOARD DISPLAY RACK

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Fig. 8.

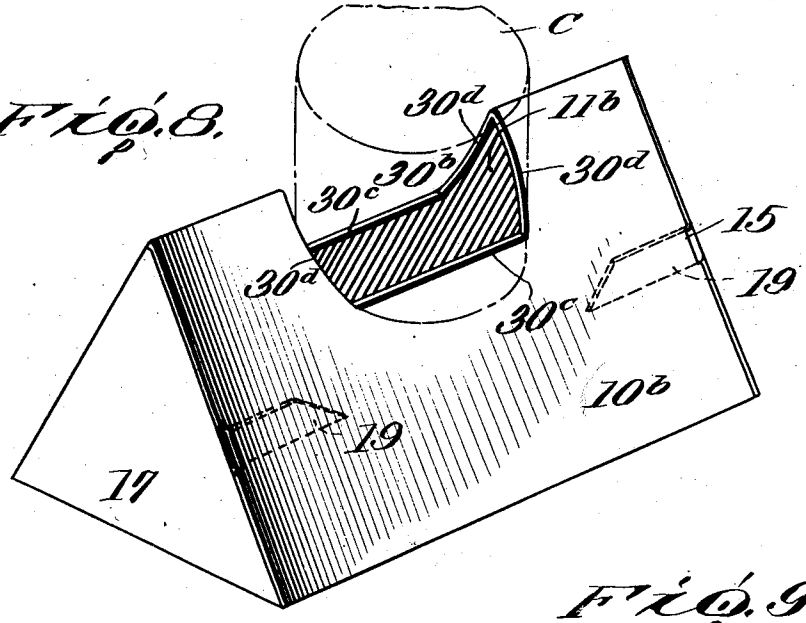
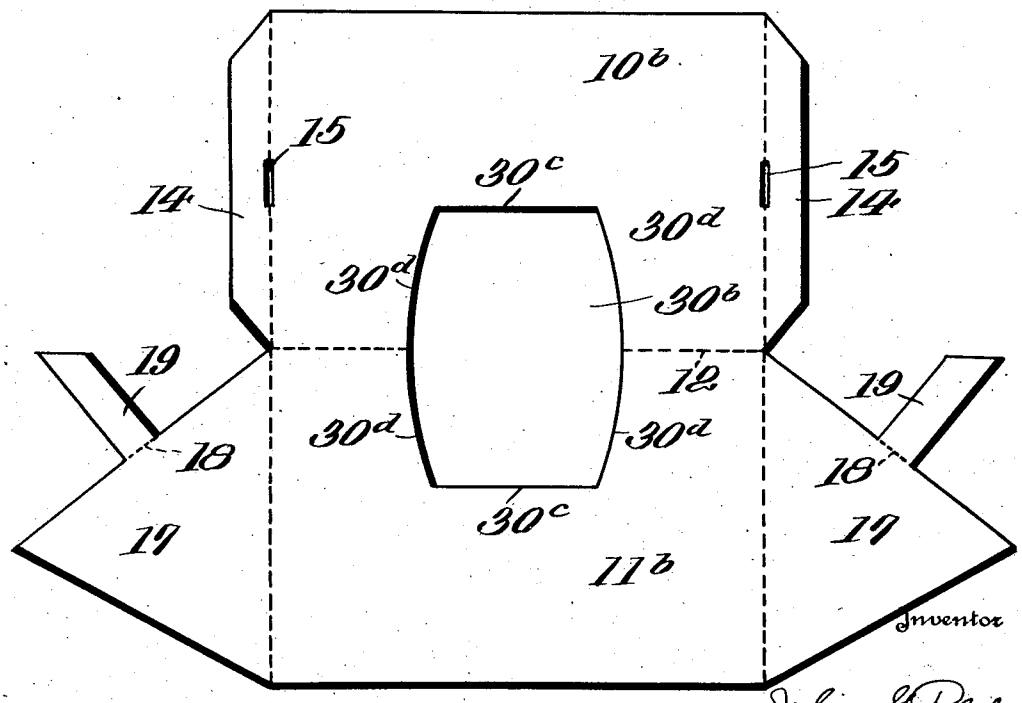


Fig. 9.



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UNITED STATES PATENT OFFICE.

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CARDBOARD DISPLAY RACK.

Application filed July 21, 1926. Serial No. 123,901.

This invention relates to improvements in cardboard display racks, and more particularly to the method of producing and assembling such articles.

It has heretofore been proposed to cut out cardboard or similar paper material in various forms, and then by bending and cementing, to associate the several parts in such manner that a display rack is formed.

In distinction from such devices, the present application concerns a method of cutting and assembling a sheet of cardboard so that the several parts may be folded in the prepared form into a small space, and whereby the more delicate portions are concealed and protected within the stronger side portions. The device so prepared may have suitable advertising matter carried thereon, and may be packed in a limited space along with various articles which are later to be displayed thereon.

Upon receipt at a distributing point such as a retail store, the folded display stand may be opened by the storekeeper, and the various parts brought into final relation, held together by pre-applied cement.

Several forms of the invention are shown on the accompanying drawings, in which:

Fig. 1 is a side elevation of a display rack for suspensible articles.

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

Fig. 3 is a plan view of the punched out blank for making the device shown in Figs. 1 and 2.

Fig. 4 is a view of the blank of Fig. 3 folded for shipping.

Fig. 5 is a perspective view of a modified form of the display rack, with a round container represented thereon.

Fig. 6 is a plan view of a punched out blank for the rack of Fig. 5.

Fig. 7 is a fragmentary view showing the method of folding the rack blank of Fig. 6.

Fig. 8 is a perspective view of a further modification for holding round containers.

Fig. 9 is a plan view of the blank for the display rack of Fig. 8.

In the form disclosed in Figs. 1 to 4 inclusive, a blank is die-cut or punched from sheet cardboard, as shown in Fig. 3, with the two rectangular portions 10 and 11 joined at a scoring line 12. The rectangular portion 10 is joined at the scoring lines 13 with the trapezoidal flaps 14 at either end. These flaps and the member 10 are cut away at the scoring line to form slots 15 for the purpose to be hereinafter described.

The rectangular member 11 is joined at the scoring lines 16 to the triangular flap portions 17 at each end, which are connected at the scoring lines 18 with the respective tabs 19.

In folding the blank so prepared, for shipment in a minimum of space and with the greatest protection to the weak portions, the end flaps 14 are folded in upon the rectangular portion 10, and the triangular flaps 17 with their integral tabs 19 are folded flat upon the rectangular portion 11. The length of the tabs 19 is such that in the folded position they come close to but do not overlap the scoring line 12. The rectangular portion 10 is then folded onto the portion 11 so as to enclose the flaps and tabs 14, 17 and 19 all within the two rectangular faces 10 and 11.

Upon arriving at a distributing point for the articles to be displayed, the folded pack is opened and the flaps 14 and 17 are turned out to approximately right angles to their respective rectangular portions 10 and 11. The tabs 19 are inserted within the slots 15 and are pushed home within these slots, until the triangular flaps 17 are brought flat against the supporting tabs 14. The flaps 14 and 17 in this position serve to support the edges of the rectangular portions 10 and 11. It is preferred to place a glue coating upon the proper face of the tips of the tabs 19 during manufacture, as shown in dotted lines in Fig. 3. After the rack has been assembled, as described above, these tabs may be wetted and pressed firmly down upon the rear or inner face of the rectangular member 10, and the glue allowed to set. This will hold the display rack in set-up position.

As a result of this assembly there is obtained a stiff firm rack of triangular cross-section which will support a considerable weight, and yet which is made with a minimum of material and may be shipped in a minimum of space.

In Figs. 1, 2 and 3, it is shown that the rectangular member 11 is provided with eyelet hooks 20 to hold watches W or like articles. It is of course apparent that other retaining devices may likewise be employed.

In the modified form shown in perspective in Fig. 5, the rack is intended to support a can of any material, of cylindrical form,

For this purpose, the rectangular members 10^a and 11^a of Fig. 6 are cut away to leave the rectangular opening 30, which in the set-up condition of the rack will receive the base of a can C and hold it firmly. It is preferred to form the opening 30 of such dimension along the scoring line 12, with respect to the can to be displayed, that the ridge of the display rack will form a firm contact with the sides of the can, and prevent its being dislodged by accidental shaking.

As will be seen in Fig. 7, in this arrangement, the tabs 19 may be bent down flat upon the triangular flaps 17, so that when the blank is packed, the tabs 19 are not exposed. The other elements are the same as in Figs. 1 to 4 inclusive.

In the modified form according to Figs. 8 and 9, the elements are the same as in Figs. 5 to 8, except that the cut away aperture 30^b in the rectangular members 10^b, 11^b of the blank is barrel shaped: at the scoring line 12, the width of the aperture 30^b is above the diameter of the can to be held, while at the ends 30^c the aperture is of less dimension, so that when the can is inserted into the rack from above, its bottom rests upon the chordally directed edges 30^c of the rack. The sides 30^d of the aperture are so shaped that they snugly fit the sides of the can, and in the instance shown, of a cylindrical can, each of the four sections 30^d is elliptical. It will be seen that they thus serve to prevent a movement of the can, when on the rack, in a horizontal direction at right angles to the ridge scoring and bending line 12: and the rack may in practice even be tilted more than ninety degrees about an axis parallel to the ridge 12 without dislodging the can C.

This form of blank may be folded in substantially the same manner as that of Figs. 5 to 7.

In each form of execution, a cardboard blank is provided which may be compactly folded in self-protective relationship of its parts: which may be easily and quickly assembled into a rigid stand of triangular cross-section which is capable of supporting a considerable weight. In its assembled condition, the tabs 19 are concealed, and the entire outer surface of both rectangles and triangles is available for the placing of descriptive and advertising matter.

While the invention has been described as shipped in a flat and folded condition, it will be understood that this is not essential: and that in the case of shipment it is likewise possible to ship the blank in a flat condition without any folds made, but with the lines for these folds indicated by the scoring.

Other forms of execution may be employed without departing from the scope of the appended claims.

I claim:

1. A cardboard display rack including a single integral cardboard blank having display face members joined at their upper edges at a fold line, one of said members having formed therewith trangular end portions, the side edges of which are of equal length, the other member having formed integral therewith projecting members adapted to be folded so as to extend inwardly, each member having a slot therethrough at the fold line, said triangular end portions having projecting tabs adapted to be extended through said slots and secured to the opposite face member for holding said blank in set-up position.

2. A cardboard display rack including a single integral cardboard blank having display face members joined at their upper edges at a fold line, one of said members having formed therewith triangular end portions, the side edges of which are of equal length, the other member having formed integral therewith projecting members adapted to be folded so as to extend inwardly, each member having a slot therethrough at the fold line, said triangular end portions having projecting tabs adapted to be extended through said slots and secured to the opposite face member for holding said blank in set-up position, the upper portions of the display face members being cut away to form a recess in the rack to receive a container for display purposes, the side edges of the recess being shaped to conform to the body portion of the container with which they contact.

In testimony whereof, I affix my signature.

JULIAN GEORGE POLLOCK.