Nov. 2, 1937. R. J. GRUENBERG 2,097,553

DISPLAY RACK

Filed Jan. 2, 1935

FIG. 1.

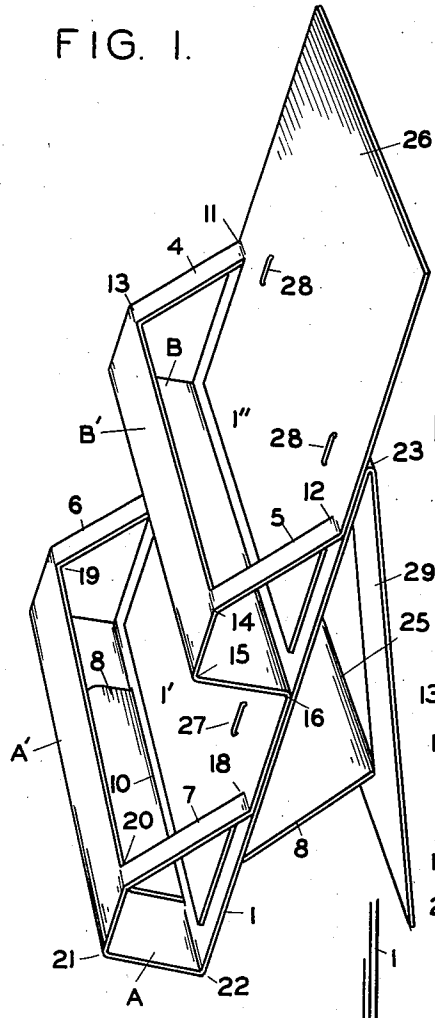


FIG. 2.

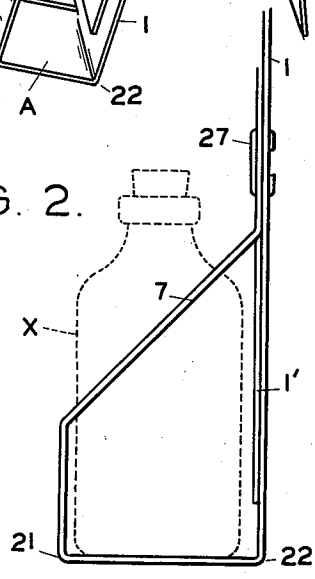


FIG. 3.

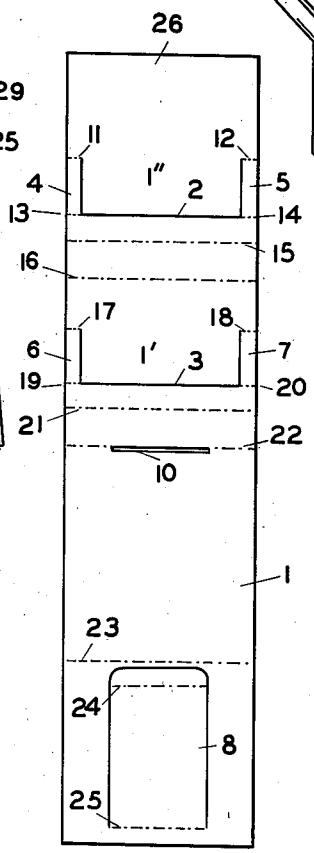
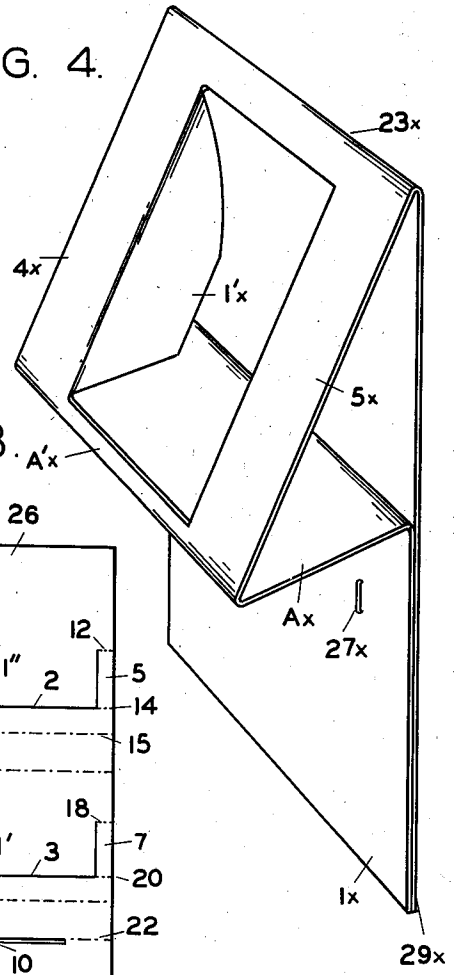


FIG. 4.



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DISPLAY RACK

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1 Claim. (Cl. 248—198)

This invention relates to improvements in display racks and more particularly to merchandise holders formed of cut, scored and folded cardboard.

Among the objects of this invention is to provide a display rack in this class that is attractive in appearance and easily and cheaply fabricated.

Another object is to combine stability with simplicity of structure.

A further object is to provide such a rack adaptable to the display of a wide variety of merchandise by appropriate modifications of design without sacrificing the structural advantages noted.

Other objects and advantages will appear as the description progresses.

In this specification and the accompanying drawing the invention is disclosed in its preferred form. However, it is to be understood that it is not limited to this form because it may be embodied in other forms within the purview of the claims following the description.

In the one sheet of drawings:

Fig. 1 is a perspective view of a cardboard display rack constructed in accordance with this invention.

Fig. 2 is an enlarged fragmentary detail in side elevation of the lower portion of the same.

Fig. 3 is a plane view of a strip of sheet material cut and scored to form a blank.

Fig. 4 is a modification retaining the general structural features of the invention.

In detail the construction illustrated in the drawing, referring first to Fig. 3 comprises a blank of sheet material such as cardboard 1. The U shaped cuts 2 and 3 are pierced through the blank to form the side straps 4, 5, 6, and 7 which remain attached to the blank.

The easel tab 8 is cut within the blank by piercing therethrough leaving the tab hinged at 25 to the blank. The slot 10 is pierced through the blank to receive the free end of the tab in the operative position.

Simultaneously with the cutting and piercing operation, the blank 1 is transversely scored at 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, as indicated by dot-and-dash lines, to facilitate bending the blank into the operative form shown in Fig. 1. The upper end 26 of the blank and the edges 2 and 3 of the shelf compartments can be cut in silhouette for decorative or advertising purposes.

In forming the blank 1 into a display rack as in Fig. 1, the blank is bent outward at the score line 22 and upward at 21; then backward at 19—20 until the overlapping portions 1 and 1' of the blank lie together to form the lower shelf A with the front A' supported by the straps 6 and 7. The same procedure is followed to form the shelf B—B', supported by the straps 4 and 5. The overlying parts 1', 1'' and 1 are then fixed together, as by the staples 27—28.

The blank is then bent downward at 23 to form the support easel 29, out of which the tab 8 is thrust to engage the slot 10 to complete the easel as in Fig. 1 to hold the display rack upright.

The shelves A and B may be duplicated as often as desired within the limitations of their dimensions with respect to the size of the blank 1 and the nature of the merchandise to be displayed. Bottles such as X, Fig. 2, packages of nut meats, cigarettes and the like, can be very attractively displayed and easily vended from such display racks resting upon counters; thus promoting "self serving" sales by store customers.

The modification shown in Fig. 4 embodies the general figure 4 structure, with certain modifications in the relations of parts. The common designating numerals will identify similar parts modified by the addition of x thereto. The shelf Ax is supported by the straps 4x and 5x, forming part of the blank portion 1'x. The part 1x is bent downward from the shelf Ax and is stapled at 27x to the easel portion 29x. The modified portion 1'x is divided vertically and forms two sides of the aperture between the straps 4x and 5x, instead of the back 1', as in Fig. 1.

In the modified form, Fig. 4, the easel portion is a double flat plate instead of a spread or V type easel. This portion 1'x and 29x is adapted to extend downward between two rows of cans in an open carton of cans, or down into any crack or opening adapted to receive it. The aperture between 4x and 5x is adapted to support and display an object as in Fig. 2.

The structure is preferably formed from an integral continuous blank as disclosed. But the easel portion may be separately formed and attached to the body portion 1 by the staples 28 for instance. In Fig. 4 the plates 1x and 29x could be separated in V from below the staples 27x and make the rack self-supporting.

Having thus described this invention, what is claimed and desired to secure by Letters Patent is:

A display rack formed from a continuous blank of sheet material having a U shape shelf-cut and a U shaped tab-cut directed in opposite directions within the margins of the blank adjacent its opposite ends respectively, and a transverse slot intermediate said U shape cuts; said blank being folded back and forth upon itself in triple formation; two of said folded portions being fixed together, whereby a shelf is formed below said shelf-cut and a supporting easel is formed when said tab enters said slot.

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