Sept. 26, 1939. W. A. RYAN 2,173,917

DISPLAY RACK

Filed July 11, 1938

Fig 1

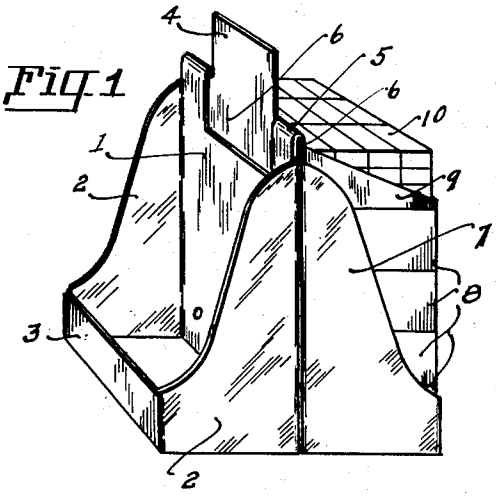


Fig 3

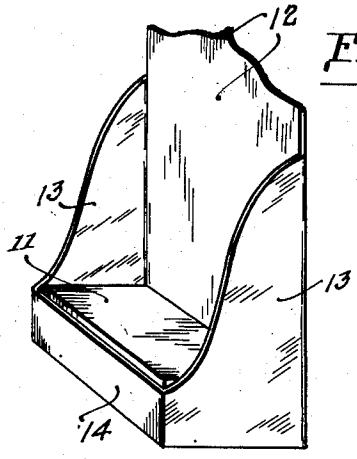


Fig 5

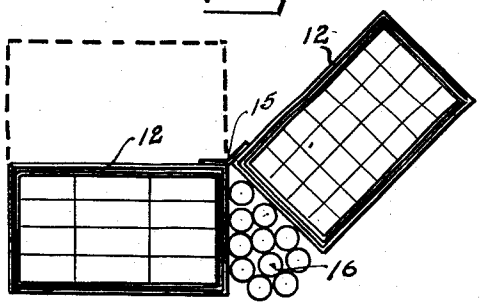
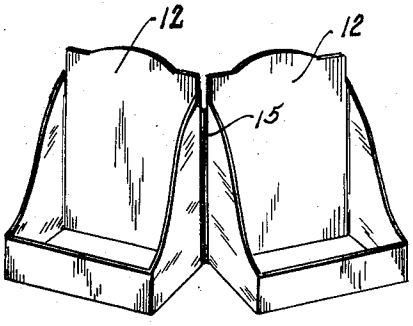


Fig 4



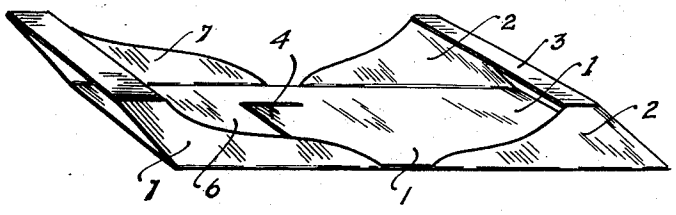


Fig 2

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Patented Sept. 26, 1939

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UNITED STATES PATENT OFFICE

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DISPLAY RACK

Will A. Ryan, Medford, Oreg.

Application July 11, 1938, Serial No. 218,693

2 Claims. (Cl. 211—73)

This invention relates to display racks and is particularly adapted to be used in combination with cartons holding merchandise.

The primary object of the invention is to provide a rack for holding cartons, one above the other in the displaying of merchandise for sale.

A further object of my invention is to provide a display rack that can be made from but one piece of material and folded.

A still further object of my invention is to provide a rack that can be arranged with similar racks in different positions or designs of display.

And a still further object of my invention is to design a rack in such a way as to incorporate sign work and advertising as part of the rack.

These and other incidental objects will be apparent in the drawing, specification and claims to follow.

Referring to the drawing:

Figure 1 is a perspective view of a one piece double rack, having merchandise cartons stacked therein on one side and having no cartons in the opposite side, for convenience of illustration.

Figure 2 shows the rack in a semi-folded or knocked down position.

Figure 3 shows the same rack having one carton in position for holding the rack in display position.

Figure 4 is the type of rack shown in Figure 3, secured to another similar rack for convenience of special display.

Figure 5 shows a plan view of the type of rack shown in Figure 4 with the cartons of merchandise in place and other merchandise stacked therebetween.

In the drawing:

1 is the main body of the display rack having end pieces 2 formed integral therewith and a front portion 3 binding the end portions together. A sign 4 is cut from the main body 1 of the rack and may be of any shape or design.

Referring to Figure 1, the body 1 is folded or reversed at 5 forming an opposite wall 6 for providing a second rack having end pieces 7 formed therewith. In order to complete my display rack the cartons 8 must be in place, as shown in Figure 1, this gives the rack rigidity and stability. The lower cartons may be empty or dummies for the purpose of completing a display with a small amount of merchandise. This is a feature that is highly important, as this type of rack combination will permit a small merchant to display the merchandise properly without having a large stock involved. The upper cartons 9 may be cut away, as shown, displaying the goods 10. One of the advantages of this type of display is that the cartons themselves form the display and part of the rack, but the body portion of the rack will maintain the display in a fixed position relative to the display room, even though the merchandise becomes low, as the nature of the rack provides a full display regardless of the amount of merchandise in stock just so long as the upper cartons can be maintained with the merchandise as shown at 10.

Referring to Figure 2, the skeleton of the rack, when not being used in combination with the cartons, may be folded in a flat package requiring but little storage space.

Single carton displays can be maintained as shown in Figure 3. One carton 11 is shown in place within the rack 12. It will be noticed that the cartons hold the end walls 13 and the front wall 14 in a display position. Single cartons, as shown, may be tied together with a hinged portion 15 and displayed as shown in Figure 5, providing a space for stacking merchandise 16 therebetween, in other words the display racks may be positioned at an angle to one another for convenience of display, or they may be maintained end to end, if so desired in this design or completely hinged back, as shown by the dotted position in Figure 5, giving display similar as that shown in Figure 1.

I do not wish to be limited to this particular mechanical construction, as other forms of construction may be used, still coming within the scope of the claims to follow, wherein the cartons holding the merchandise are combined with the skeleton rack, completing a display that can be maintained at a desired location.

What is claimed to be new is:

1. A display rack comprising a backing, side walls at the respective side edges of the backing, and extending from the respective ends to a position short of the transverse median line of the backing, and a narrow strip connecting the lower portions of the opposed side walls at each end of the backing, the space between the side walls, strip and backing at the ends of the side walls being fully open.

2. A construction as defined in claim 1, wherein the backing is foldable along the transverse median line to provide opposite integrally connected display racks.

WILL A. RYAN.