Oct. 3, 1939. K. E. BAKER 2,174,715

DISPLAY RACK

Filed July 3, 1936

FIG. 1.

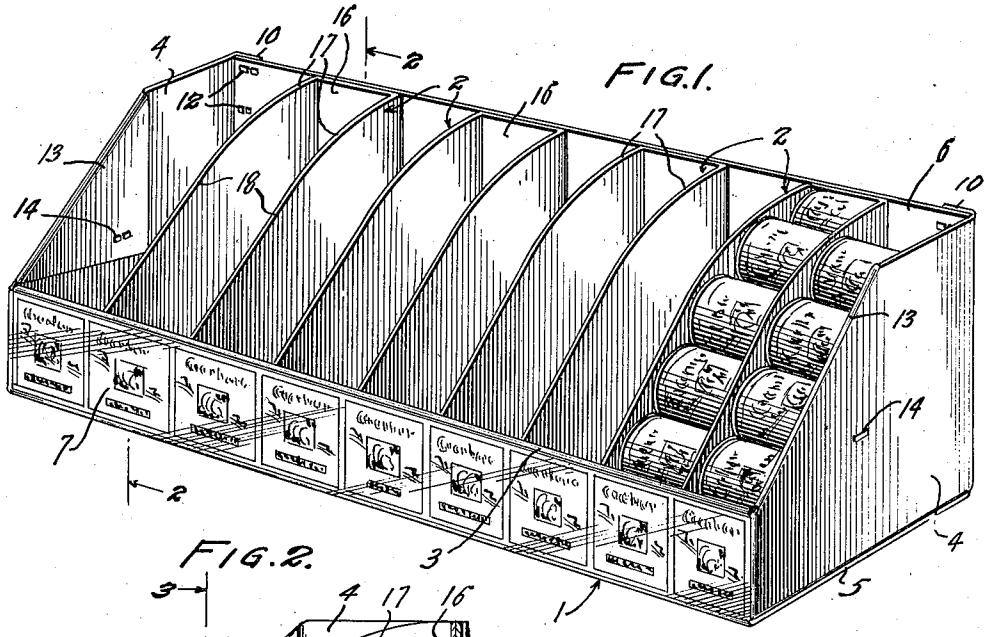


FIG. 2.

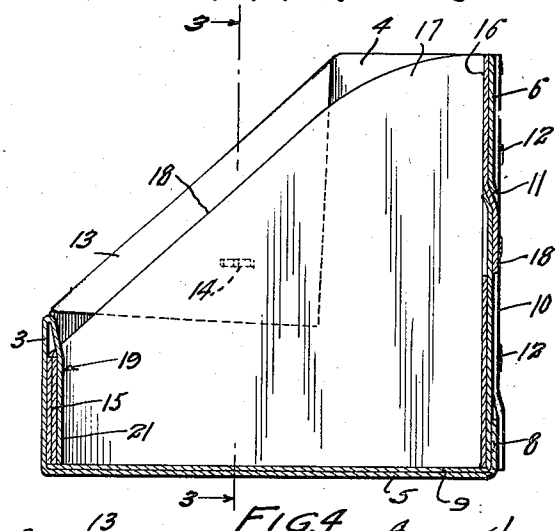


FIG. 3.

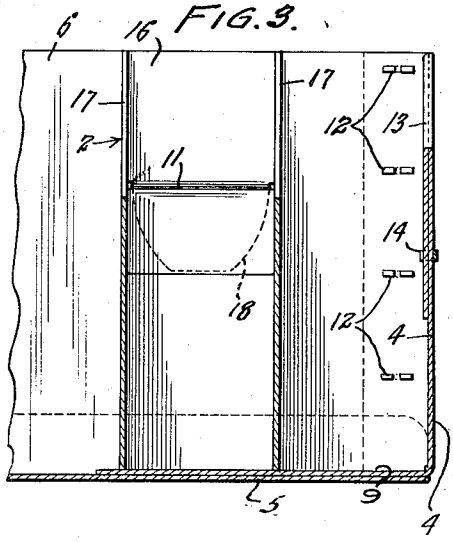
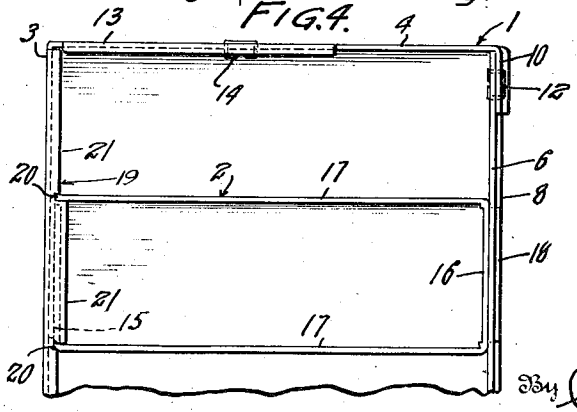


FIG. 4.



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UNITED STATES PATENT OFFICE

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DISPLAY RACK

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6 Claims. (Cl. 211—49)

My invention relates to display racks, and more particularly has reference to racks for the support and display of canned goods or the like.

Heretofore, most canned goods have been displayed either by arranging the goods in stacked rows on the shelves, or by displaying the same in cartons or boxes of the so-called "knock-down" type. Both of these types of displays offer objectionable features. Merchandise, especially different brands of canned goods, when displayed on shelves is often disarranged, and thus proves confusing not only to the prospective purchaser but also to the clerk. Furthermore, the goods occasionally fall from the shelves, thus necessitating unusual care in handling of the same.

This manner of display requires a maximum of shelf space in order to adequately display the numerous brands of merchandise. The display cartons which have usually been used for this purpose are of the folding type. These containers are somewhat costly to manufacture and require a great amount of time for their assembly. Most of these display boxes have been of the type which is utilized for the shipping of the goods and thereafter is opened and set up for displaying the goods. Obviously, such display boxes are not particularly attractive for display purposes, especially if used for shelf display.

Another of the disadvantages of these folding display boxes is that the sections for supporting and displaying the goods have not been sufficiently secured to the boxes.

One of the objects of my invention is to overcome the difficulties now encountered in display racks.

Another object of my invention is the provision of a display box which can be easily and cheaply manufactured.

Yet another object of my invention is the provision of a display rack in which the sections for supporting and displaying the goods are sufficiently secured to the rack to prevent any movement of the same.

Still another object of my invention is to provide a display rack in which the merchandise is readily apparent to prospective purchasers.

A further object of my invention is the provision of a display rack which may be readily assembled and which forms a compact and attractive container for merchandise.

A still further object of my invention is the provision of a display rack which will occupy a minimum of shelf space.

With these and other objects in view, which may be incident to my improvements, the invention consists in the parts and combinations to be hereinafter set forth and claimed, with the understanding that the several necessary elements comprising my invention may be varied in construction, proportions and arrangements, without departing from the spirit and scope of the appended claims.

In order to make my invention more clearly understood, I have shown in the accompanying drawing means for carrying the same into practical effect without limiting the improvements in their useful applications to the particular constructions which, for the purpose of explanation, have been made the subject of illustration.

In the drawing:

Figure 1 is a perspective view of my rack.

Figure 2 is a fragmentary view taken along the line 2—2 of Figure 1.

Figure 3 is a fragmentary view taken along the line 3—3 of Figure 2.

Figure 4 is a top plan view of one of the ends of my display rack.

My display rack is composed of a substantially rectangular outer casing 1 and a plurality of removable sections 2 arranged in parallel relationship within the outer casing. The sections 2 divide the interior of the casing into a series of compartments which serve for the support and display of the merchandise. While I have shown the use of four sections, it is to be understood that I do not restrict myself to the exact number of sections which may be used. The rack may be constructed of cardboard, sheet metal, or any other material possessing similar characteristics to those above enumerated.

The outer casing 1 is formed of front, side, bottom and rear walls, 3, 4, 5 and 6 respectively. In the preferred embodiment of my display rack, the front, side and bottom walls are formed from a single piece which is then shaped into the necessary configuration.

I have found that it greatly improves the ease with which the goods may be selected if the front wall 3 of the outer casing is provided with suitable indicia 7 for identifying the particular brand disposed within the compartments. In order to accomplish this, I have provided on the front wall, advertising matter which will indicate the particular brand of goods disposed within its associated compartment. That is, when one of the compartments contains, for example, peas, that portion of the front wall immedately in front of such compartment will be provided with matter indicating that it contains peas. However, it is to be understood that I do not limit myself to

this particular arrangement, as any method of suitably indicating the merchandise displayed may be employed.

Each of the side walls 4 is provided with extensions or the like 9 which are adapted to be folded inwardly and extend substantially the entire length of the bottom of the casing, as shown in Figure 3. Such an arrangement affords a bottom wall having a double thickness. This construction is of great importance, due to the fact that the double bottom greatly increases the resistance of the bottom wall to the weight of the goods displayed.

In addition, the side walls 4 are provided with vertical flaps 10 which are of the same height as the rear wall 6 and extends at substantialy right angles to the side walls 4.

The rear wall 6 is of rectangular shape and is provided with a series of spaced longitudinal openings 11. The purpose of these openings will be later described in more detail. The rear wall 6 is adapted to be secured to the casing 1 by placing the same within the side flaps 10 and the upwardly projecting member 8. Brads or other securing means 12 are fixed through the flaps 10 into the wall 6 in order that the rear wall will be rigidly secured to the front, side and bottom walls of the outer casing.

The rear wall 6 is of greater height than the front wall 3. This arrangement not only provides an attractive display rack but renders the contents of the rack more readily apparent to prospective purchasers.

In order that the side walls 4 may conform to the general configuration of the rack, they are folded inwardly, forming a substantially right triangled portion 13. Suitable fastening means, such as brads 14, hold the portion 13 in proper position. Furthermore, the portion 13 serves to strengthen the side walls.

From the foregoing description it will be readily apparent that I have provided a simple but durable outer container which is composed of few parts and which can be readily assembled in a minimum of time.

The sections 2 which are positioned within the casing 1 for forming a plurality of compartments are made of a single piece which is shaped into front, back and parallel side walls 15, 16 and 17, respectively. From Figure 2 it can be seen that the free ends of the blank are folded over and secured in any suitable manner, thereby affording a front wall 15 of two thicknesses.

The back wall 16 is of the same height as the back wall 6 of the casing 1, and the front wall 15 is of slightly less height than the wall 3. The side walls 17 slope downwardly from the back wall 16 to the wall 15, as shown at 18. From this it can be seen that the sections 2 conform substantially to the general configuration of the container and do not detract from the appearance of the display rack. Furthermore, I have found that a display rack with sloping dimensions from back to front affords the easy display and selection of articles therefrom.

The back wall 16 is provided with a downwardly extending tongue or the like 18. The tongue 18 is adapted to be inserted within the openings 11 in the back wall 6 and is of such a size that it will not work loose from the openings. The tongue 18 cooperates with the portion 19 provided on the front wall 3 for holding the sections 2 in position within the casing.

Referring to Figures 2 and 4, it can be seen that the front wall 3 is formed with a member 19 which extends longitudinally of the wall and is adapted to be folded inwardly and fit snugly against the front wall 15 of the section 2. The member 19 is provided with vertical slots 20 extending substantially the entire height of the member 19. These vertical slots are provided at each point where the member 19 engages the side walls 17 of the sections 2 and in effect divide the member 19 into a series of segments 21.

In order to remove the sections 2, the member 19 is swung upwardly until the front wall 15 is cleared. The tongues 18 are then removed from the openings in the wall 6 and the sections removed from the casing.

It is apparent from the foregoing that the member 19, together with the tongue 18 provided on the sections 2, when inserted in the openings 11 in the rear wall 6, hold the sections in rigid parallel alignment and prevent any movement of the same.

It will be appreciated that the provision of a front wall of double thickness on the removable sections, together with the inwardly folding member on the front wall of the container which is adapted to be folded over the front wall of the sections affords a strong front member which will prevent any collapsing of the same due to the weight of the articles displayed. Furthermore, the extensions provided on each of the side walls for folding inwardly form a double bottom which greatly increases the strength of the bottom member of the container. The advantages of the present invention are believed to be readily apparent from the foregoing. The facility with which my display rack may be readily assembled or disassembled constitutes a decided advance over the racks heretofore used.

While I have shown and described the preferred embodiment of my invention, I wish it to be understood that I do not confine myself to the precise details of construction herein set forth by way of illustration, as it is apparent that many changes and variations may be made therein, by those skilled in the art, without departing from the spirit of the invention, or exceeding the scope of the appended claims.

I claim:

1. A display rack comprising in combination a container having front, rear, side and bottom members, a plurality of sections having front members horizontally disposed within the container, said front member of the container having an inwardly folding portion adapted to fit over the front wall of each section, and means provided on the sections and rear member for securing the sections in the container.

2. A display rack comprising in combination a container having front, rear, side and bottom members, a plurality of sections having front members horizontally disposed within the container, the front member of the container having an inwardly folding portion adapted to fit over the front of the sections, the side members having extensions folding inwardly for forming a double bottom, and means provided on the sections and rear member for securing the sections in the container.

3. A display rack comprising in combination a container having front, rear, side and bottom members, a plurality of sections having front, side and rear members horizontally disposed within the container, the front member of the container having a portion adapted to be folded over the front member of the sections, and means provided on the rear member of the container

and sections for securing the sections in the container.

4. In a display rack comprising in combination a container having front, rear, side, and bottom walls, a plurality of sections having front, side, and rear members disposed within the container, the rear member of each section being cut through between points approximately adjacent the side members and at substantially the same heights, a portion of the back member above said cut forming a depending tongue, the rear wall of the container having a plurality of substantially horizontally disposed slots adapted to receive said depending tongues.

5. In a display rack comprising in combination a container having front, rear, side, and bottom walls, a plurality of sections having front, side, and rear members disposed within the container, the rear member of each section being cut through between points approximately adjacent the side members and at substantially the same heights, a portion of the back member above said cut forming a depending tongue, the rear wall of the container having a plurality of substantially horizontally disposed slots adapted to receive said depending tongues, and a plurality of flaps on the front wall adapted to fold over the front members of the sections.

6. A display rack comprising in combination a container having front, rear, side, and bottom members, a plurality of sections horizontally disposed within the container, each of said sections formed with two front sheets overlapping to form a front side for the section, said front member of the container having a folding portion adapted to fit over the said front sheets of the sections, whereby said front sheets of each section are held in place to form the front side.

KENNETH E. BAKER.