

Sept. 22, 1959

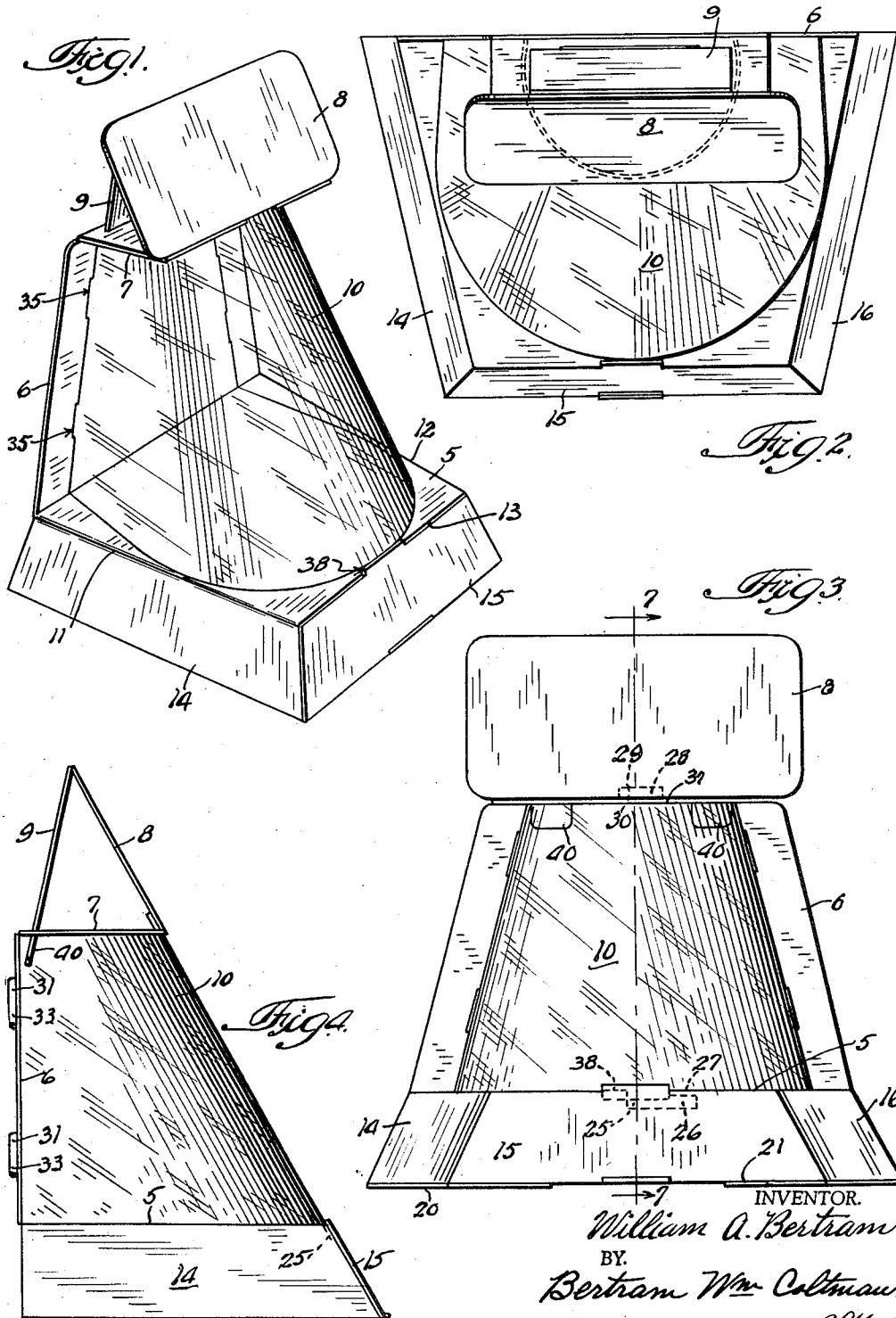
W. A. BERTRAM

2,905,314

DISPLAY

Filed May 15, 1957

2 Sheets-Sheet 1



Sept. 22, 1959

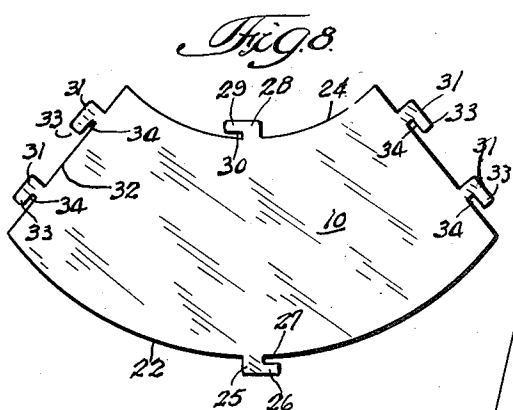
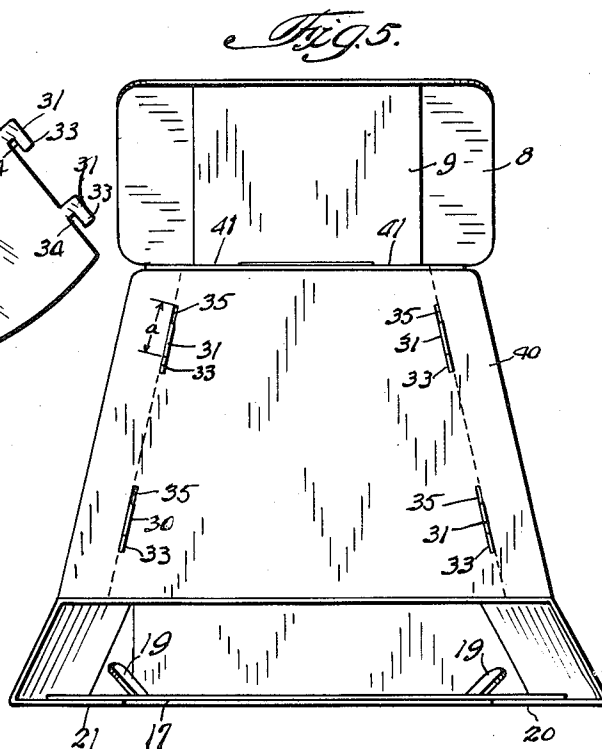
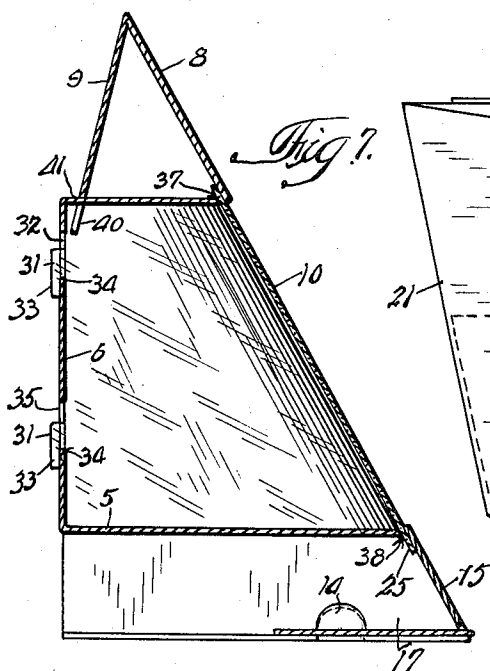
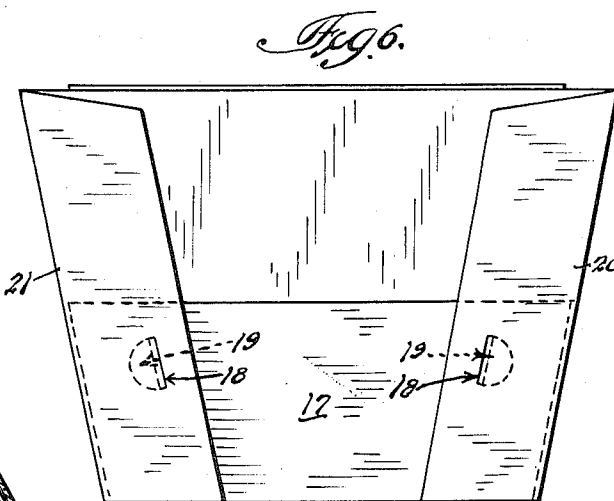
W. A. BERTRAM

2,905,314

DISPLAY

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2 Sheets-Sheet 2



INVENTOR.
William A. Bertram
 BY.
Bertram Wm. Colman.
Att'y.

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2,905,314

DISPLAY

William A. Bertram, Chicago, Ill.; Lillian D. Bertram, administratrix of said William A. Bertram, deceased, assignor, by court decree, to Lillian D. Bertram, individually

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4 Claims. (Cl. 206—45.31)

This invention relates to a merchandise display and more particularly to a display of this type that may be used on a counter or the like to exhibit the actual product.

It is essential that a display of this type be simple and inexpensive to construct. It should be of such size with respect to the size of the article to be displayed that it occupies minimum space. Also, it should be of a structure that will display a product and prevent pilferage so that products of some value may be displayed on the counter without the possibility of ready theft. And finally, it should be of a construction that will admit of a "break-down" package for shipping and an easy assembly by the merchant when received for use on the counter.

The present invention is an improvement upon the structure shown in an application for Letters Patent filed by me of even date herewith. In that application, the display structure comprises two walls, a display platform extending between the two walls and forwardly from the front wall, a windowed opening in the front wall and a transparent window that acts as an enclosure for a portion of the area of the platform extending forwardly and for the windowed opening in the front wall. While the structure prevents pilferage of the product being displayed, it is not completely theftproof in that the area enclosed between the two walls is open at the top. Likewise, for this reason, the structure is not dustproof, nor does it afford full vision of the product being displayed.

An object of the present invention is to provide an improved display structure that is theftproof, dustproof, gives full vision and can be formed from a single sheet except for the transparent enclosure carried upon the platform.

A still further object of the invention is to provide an improved display structure that is exceptionally simple to construct and to assemble, yet provide a very unique arrangement that has exceptional value from the display point of view.

A still further object of the invention is to provide an improved display structure that presents an attractive and pleasing appearance and provides panels for advertising copy that greatly adds to the unique appearance of the structure and its value as a display structure.

Although made of a single sheet of material, the device is strong and substantially constructed, and can be used to great advantage as a counter display.

Other objects and advantages of the invention will be apparent from the following detailed description when taken in connection with the accompanying drawings which form a part hereof.

In the drawings:

Figure 1 is a perspective view of a display embodying the invention;

Fig. 2 is a top view of the same;

Fig. 3 is a front elevational view of the display;

Fig. 4 is a side elevational view of the same;

Fig. 5 is a rear view of the display;

Fig. 6 is a bottom view of the same;

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Fig. 7 is a transverse sectional view taken along line 7—7 of Fig. 3; and

Fig. 8 is an elevational view, at substantially reduced size, of the transparent enclosure as it is cut from flat sheet stock and before it is formed into its position upon the platform.

As illustrated in the drawings, a display embodying the invention comprises a platform 5, a back wall 6, a top wall 7, and a hinged panel 8 supported in slightly tilted position by a back member 9, all of which may be integrally formed from a single sheet of material. A transparent enclosure 10 is adapted to be disposed upon platform 5 and attached to back wall 6 with top wall 7 resting upon and closing off the upper open end of transparent enclosure 10.

Platform 5 is preferably rectangular in shape although it may taper slightly toward the front. The three open side edges 11, 12 and 13 are provided with downwardly extending panels 14, 15 and 16, respectively, to act as vertical supporting walls for raised platform 5 and to provide, if so desired, advantageously exposed surfaces to carry advertising copy or media. Front panel 15 may have a hinged flat member 17 adapted to be provided with slots 18 for receiving tabs 19 punched out of flat folds 20 and 21 integrally formed along side panels 14 and 16 (Fig. 6). The arrangement of the parts 17, 20 and 21 provides a very simple but strong supporting structure for raised platform 5 that is capable of carrying the weight of the product or products to be displayed within the transparent enclosure on platform 5.

As illustrated in Fig. 8, transparent enclosure 10 is preferably cut or formed out of flat flexible transparent sheet material. Its outline will depend upon the shape intended for the flexible enclosure portion of the display. Due to the fact that, in the specific embodiment of the invention disclosed herein, it is designed to give practically full vision of the product to be displayed and assume a circular formation at the front, the sheet stock is cut with a long outer convex edge 22 and a shorter concave edge 24. Convex edge 22 is provided with a locking lug 25 having a tongue 26 extending to the right as shown in Fig. 8 to provide a slot 27 between it and the convex edge 22. Concave edge 24 is provided with a similar locking lug 28 having a tongue 29 and a similar slot 30 but extending in the opposite direction with respect to tongue 26 of locking lug 25. Similarly formed locking lugs 31 are provided in pairs along the short edges 32, each locking lug 31 having a downwardly extending tongue 33 to form a slot 34 opening at the bottom between it and the edge 32. It will be noted that slots 27 and 30 open in opposite directions.

As illustrated in the drawings, back wall 6 is provided with four openings 35 of a length equal to the distance "a" (Fig. 5) which is substantially the length of the lugs 31. The height of transparent enclosure 10 is such with respect to the location of slots 35 that when lugs 31 are inserted therein, they will be permitted to drop in slots 35 to the extent of the depth of their respective tongues 33 or the depth of the slots 34. This provides a locking arrangement for transparent enclosure 10 requiring the latter to be raised a slight distance from platform 5 in order to remove lugs 31 from slots 35 and thus detach transparent enclosure 10 from back wall 6.

As previously pointed out, top wall 7 is adapted to rest against the open upper end of transparent enclosure 10. At the hinged portion between top wall 7 and panel 8 is a slot 37 shown clearly in Figs. 3 and 7. Slot 37 is also provided of a length equal to the length of lug 28. Another slot 38 is provided at the hinged portion or along the front edge 13 between platform 5 and front panel 15 (see Fig. 7). This slot is also of the length of locking lug 25. However, slot 37 is so arranged with respect to

slot 38 that one is off-center with respect to the other (Fig. 3) and requires preferably an insertion of the lower locking lug 25 and its movement to the right slightly before locking lug 28 may be inserted in slot 37. This effects a slight shifting which can be obtained due to the flexibility of the transparent enclosure before the final locking of the latter can be effected. When the front panel 8 is then supported in tilted position, as shown in Fig. 1, with member 9 likewise held in position by virtue of its tabs 40 entering slots 41 in top wall 7, the transparent enclosure is securely locked in position to prevent its ready removal without the disassembly of panel 8 and top wall 7. This provides the structure sufficiently theft-proof to prevent pilferage because immediate access to the interior of the transparent enclosure cannot be obtained without causing a noticeable disturbance.

Any attempt to pilfer the product on display on platform 5 would require first freeing back member 9 by withdrawing tabs 40 from slots 41 in top wall 7. Immediately front panel 8 would tend to drop backwardly from its supported position as shown in Fig. 1. The weight of this panel would then press against top locking lug 28 of transparent enclosure 10. To remove locking lugs 25 and 28, however, from their respective slots 37 and 38, both hands should be used to effect a reverse shifting action from right to left with respect to these two lugs 25 and 28 and their respective slots 37 and 38. Then the top wall 7 should be lifted upwardly in order to permit lifting of the transparent enclosure to lift side lugs 31 out of slots 35. The entire disassembly operation is of a character and kind that does not tend to invite unauthorized attempts to obtain access to the interior of the transparent enclosure 10. The produce being displayed is in effect securely locked within this transparent enclosure which, due to the manner in which it seats upon platform 5 and is secured to back wall 6, affords substantially full vision of this product on display.

The theftproof nature of the display disclosed herein permits exhibiting articles of substantial value without fear of pilferage. The display is simple and may be formed from a single sheet except for the transparent enclosure 10. This improved display structure presents an attractive and pleasing appearance and provides channel areas such as 3, 14, 15 and 16 for advertising copy that greatly adds to the unique appearance of the structure and its value as a display structure.

Without further elaboration, the foregoing will so fully explain the character of my invention that others may, by applying current knowledge, readily adapt the same for use under varying conditions of service, without eliminating certain features, which may properly be said to constitute the essential items of novelty involved,

which items are intended to be defined and secured to me by the following claims.

I claim:

1. In a counter display, a vertical wall, a platform extending forwardly from said vertical wall, a top wall also extending forwardly from said rear wall and spaced from said platform, a transparent enclosure seated upon said platform, said walls and platform having slots therein, and offset tabs on said transparent enclosure for engaging in said slots and detachably locking said transparent enclosure to said vertical wall when said transparent enclosure is seated upon said platform.

2. In a counter display, a vertical wall, a platform extending forwardly from said vertical wall, a top wall also extending forwardly from said rear wall, a transparent enclosure seated upon said platform, said transparent enclosure comprising side wall portions and a curved front wall portion, the said side portions extending forwardly from said vertical wall, said vertical wall having slots therein, said side portions having offset tabs for said slots whereby said transparent enclosure is detachably locked to said vertical wall when it is seated upon said platform.

3. In a counter display, a vertical wall, a platform extending forwardly from said vertical wall, a top wall also extending forwardly from said rear wall, a transparent enclosure seated upon said platform, said transparent enclosure comprising side wall portions and a curved front wall portion, the said side portions extending forwardly from said vertical wall and being attached to said vertical wall, said vertical wall having slots therein, said side portions having offset tabs for said slots whereby said transparent enclosure is detachably locked to said vertical wall when it is seated upon said platform.

4. In a counter display, a vertical wall, a platform extending forwardly from said vertical wall, a top wall also extending forwardly from said rear wall, a transparent enclosure seated upon said platform, said transparent enclosure comprising side wall portions and a curved front wall portion, the said side portions extending forwardly from said vertical wall and being attached to said vertical wall, the said curved front portion being attached to said platform and said top wall.

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