

June 27, 1933.

E. W. ROST

1,915,762

WINDOW DISPLAY UNIT

Filed Dec. 6, 1932

3 Sheets-Sheet 1

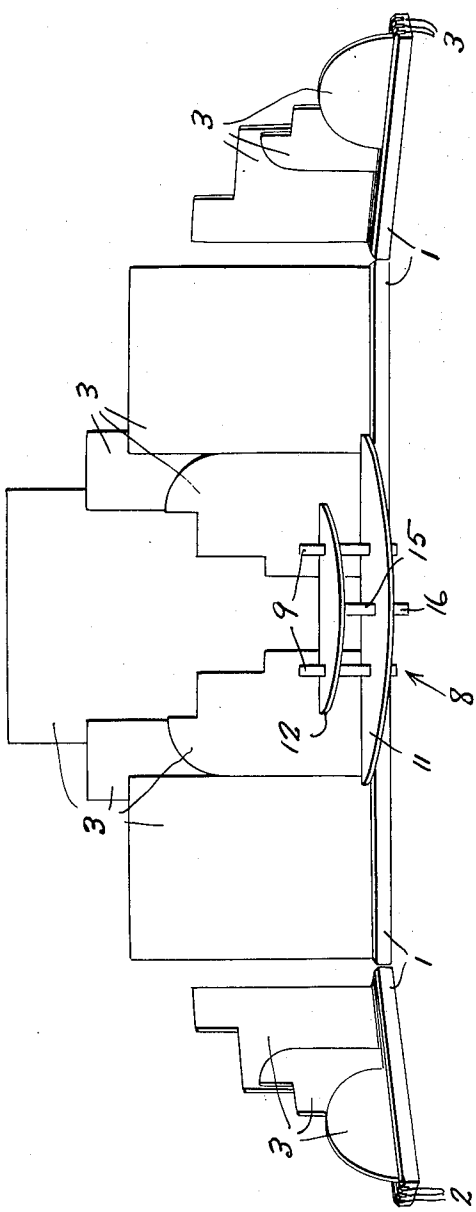


Fig. 1.

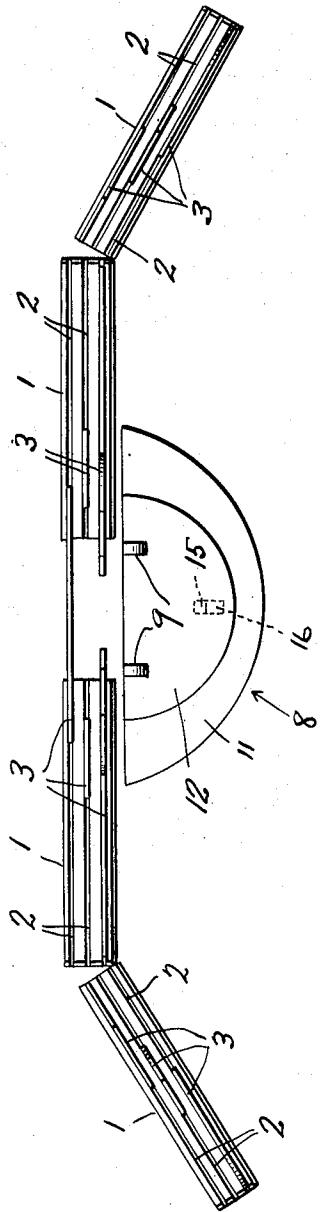


Fig. 2

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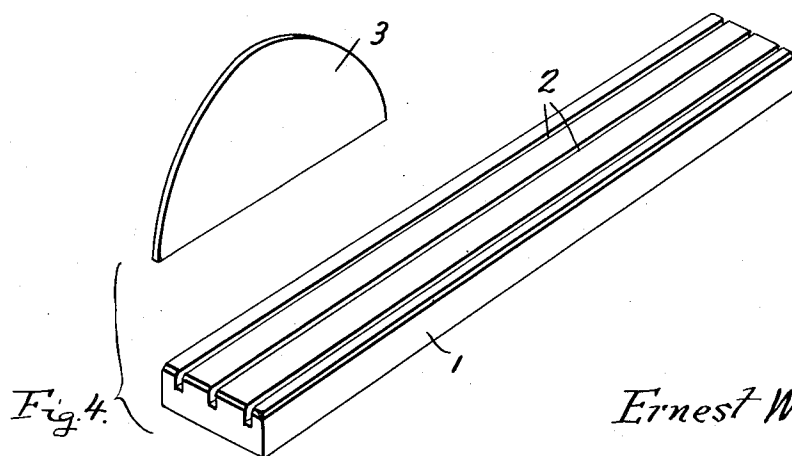
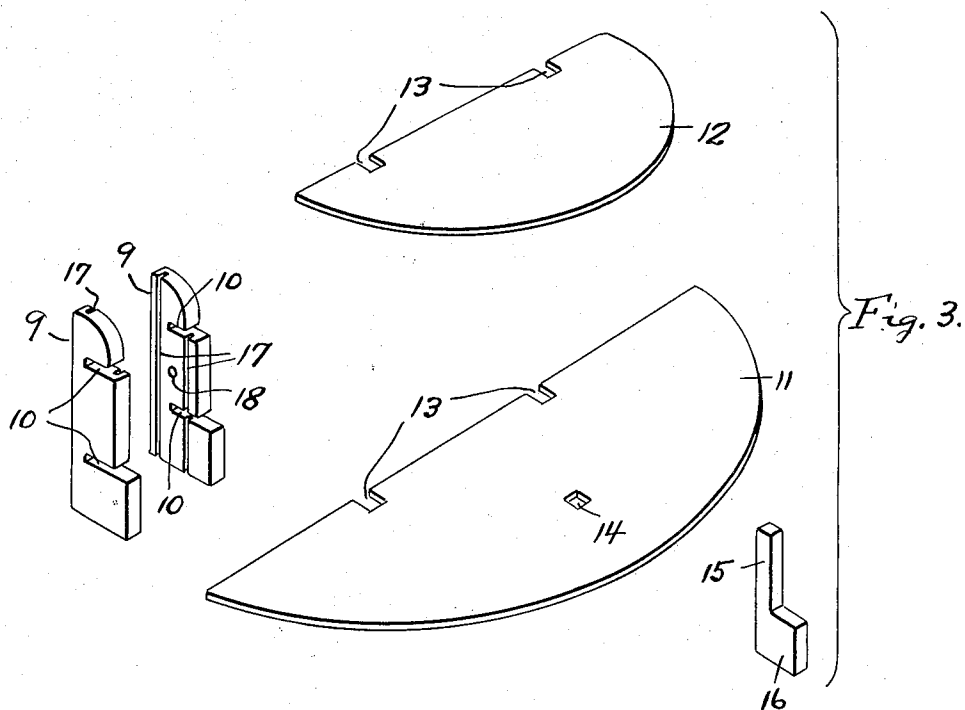
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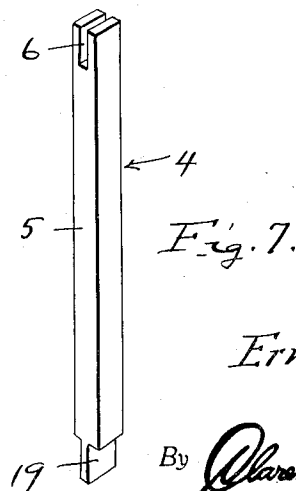
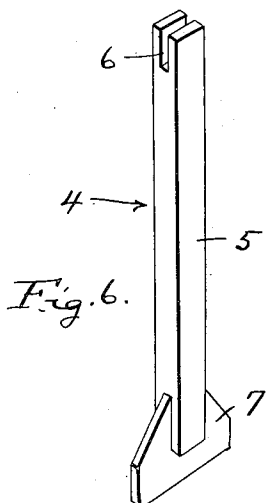
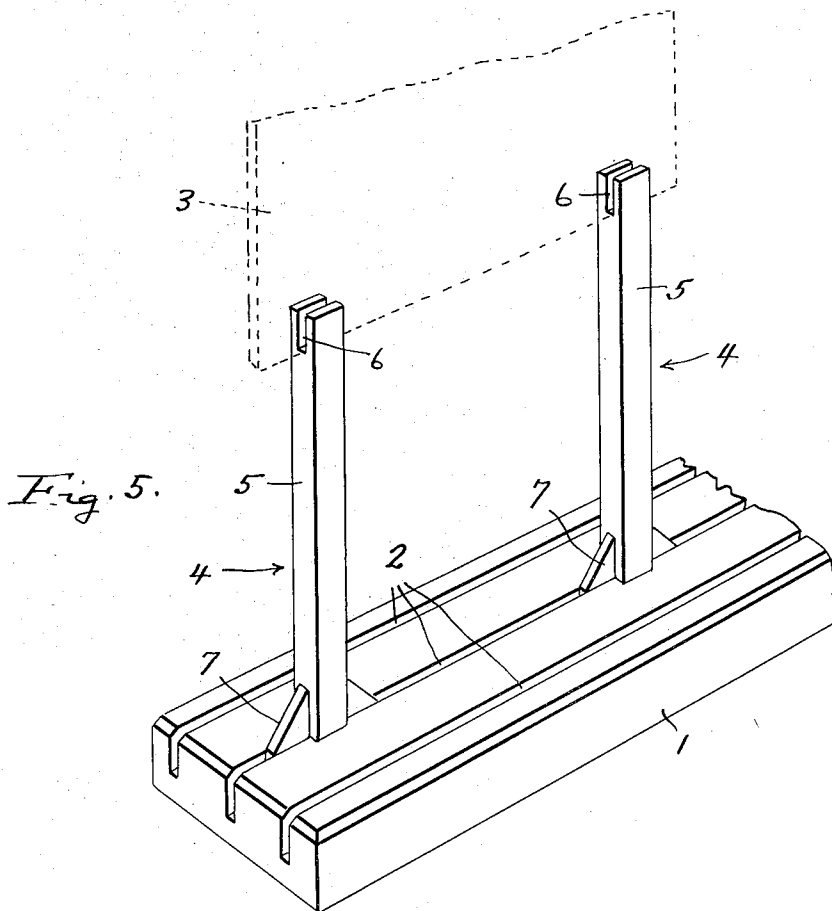
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3 Sheets-Sheet 3



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UNITED STATES PATENT OFFICE

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WINDOW DISPLAY UNIT

Application filed December 6, 1932. Serial No. 646,015.

The present invention relates to a window display unit which is particularly intended for use in stores and has for its primary object to provide, in a manner as hereinafter set forth, a display unit embodying a novel construction, combination and arrangement of parts through the medium of which a large number of highly attractive displays may be attained without the exercise of any particular skill.

Another important object of the invention is to provide an apparatus of the aforementioned character which includes a novel construction of stand for displaying merchandise in an attractive manner.

Other objects of the invention are to provide a window display unit which will be simple in construction, strong, durable, compact, light in weight and which may be manufactured at low cost.

All of the foregoing and still further objects and advantages of the invention will become apparent from a study of the following specification, taken in connection with the accompanying drawings wherein like characters of reference designate corresponding parts throughout the several views, and wherein:—

Figure 1 is a perspective view of one embodiment of a window display unit constructed in accordance with the present invention.

Figure 2 is a view in top plan thereof.

Figure 3 is a group perspective view, showing the elements comprised in the display stand.

Figure 4 is a perspective view of one of the bases and background panels, showing the same separated.

Figure 5 is a perspective view, showing a means for elevating the background panels.

Figure 6 is a detail view in perspective of one of the panel elevators.

Figure 7 is a detail view in perspective of a slightly modified form of panel elevator.

Referring now to the drawings in detail, it will be seen that the embodiment of the invention which has been illustrated comprises a plurality of bases 1 which may be of any

suitable size, shape and material, said bases having any desired number of spaced, parallel grooves 2 in the tops thereof. Any suitable number of the bases 1 may be used in a display and arranged as desired as, for example, is seen in Figure 2 of the drawings.

The grooves 2 in the bases 1 are for the reception of removable, slidably adjustable background panels 3 of any suitable size, shape and material. The background panels 3 possess sufficient rigidity or stiffness to maintain themselves in an upright position when mounted in the grooves 2 or in the elevating members to be presently described. Further, the background panels 3 are to be suitably ornamented on both sides for permitting said panels to be reversed.

Should it be desired to elevate the background panels 3 to heighten the display, this may be accomplished through the medium of supports which are designated generally by the reference numeral 4. Two or more of the supports 4 are preferably used for elevating each panel as illustrated to advantage in Figure 5 of the drawings. The supports 4 are preferably of wood but the same may, of course, be of any suitable material. Each support 4 comprises a post 5 having a slot 6 in its upper end portion for the reception of the panel to be elevated. On the lower end of the post 5 is a substantially flat, comparatively wide foot 7 which is slidably engageable in the grooves 2 of the bases 1. It will thus be seen that the supports 4 may be expeditiously mounted on the bases 1 and adjusted as desired.

The reference numeral 8 designates generally a knock-down display stand to be mounted forwardly of the base or bases 1. The elements constituting the display stand 8 may be of any suitable material and dimensions.

The display stand 8 includes a pair of stepped supporting members 9 having slots 10 extending thereinto from the stepped edges thereof. The lower walls of the slots 10 are flush with the steps and, in fact, constitute continuations thereof. The slots 10 are for the reception of comparatively large

and small segmental shelves 11 and 12, respectively, having slots 13 extending thereinto from their inner or straight edges for the reception of the supporting members 9. As will be apparent, the shelves 11 and 12, rest on the steps of the supporting members 9. The comparatively large lower shelf 11 has formed therein an opening 14 for the passage of a vertical extension 15 which rises from a support 16 upon which said shelf 11 rests. The extension 15 is engaged beneath the upper shelf 12 for supporting the outer portion thereof.

The opposed inner sides of the supporting members 9 have formed therein vertical grooves 17 for the reception of suitably colored glasses or reflectors (not shown). One of the supporting members 9 is further provided with an opening 18 for the passage of a conductor cord in order that an electric lamp may be mounted between said supporting members and the colored glasses or reflectors for illuminating and thereby enhancing the attractiveness of the display. Of course, the merchandise to be displayed on the stand 8 is mounted on the shelves 11 and 12.

It will thus be seen that a display unit has been provided which may be rapidly erected in various windows without the exercise of unusual skill. Various colors and combinations of colors may be used on the background panels 3 and said panels may, of course, be arranged as desired. Further, the background panels 3 may be used to bridge or connect the adjacent bases 1, as best seen in Figure 2 of the drawings.

In Figure 7 of the drawings, there is illustrated a slightly modified form of panel elevating support wherein the post is provided with a reduced lower end portion or tongue 19 which is slidably engageable in the grooves 2 of the bases 1. In other respects, the sup-

port illustrated in Figure 7 is similar to that shown in Figure 6 of the drawings. It may be well to here mention that the post portions of both forms of panel elevating supports which have been illustrated engage or rest on the bases 1 at their lower ends, the grooves 2 being sufficiently deep to prevent the feet 7 or the tongues or extensions 19 from touching the bottoms of said grooves.

It is believed that the many advantages of a window display unit constructed in accordance with the present invention will be readily understood, and although the preferred embodiments are as illustrated and described, it is to be understood that further changes in the details of construction and in the combination and arrangement of parts may be resorted to which will fall within the scope of the invention as claimed.

What is claimed is:—

1. A window display unit comprising a base having a groove therein, vertical supports slidably mounted in the groove, and a background panel mounted on the supports, each support including a post resting on the base and having a slot in its upper end portion for the reception of the panel, and a comparatively wide, flat foot on the lower end portion of the post engageable in the groove.

2. A window display unit comprising a base having a groove therein, a vertical support slidably mounted in the groove, and background panels removably mounted on the support, said support including a post having a slot in its upper end portion for the reception of the background panel and a reduced extension on its lower end slidably engageable in the groove.

In testimony whereof I affix my signature.

ERNEST W. ROST.