

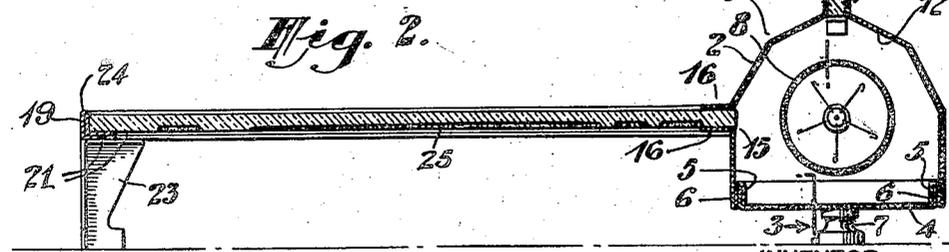
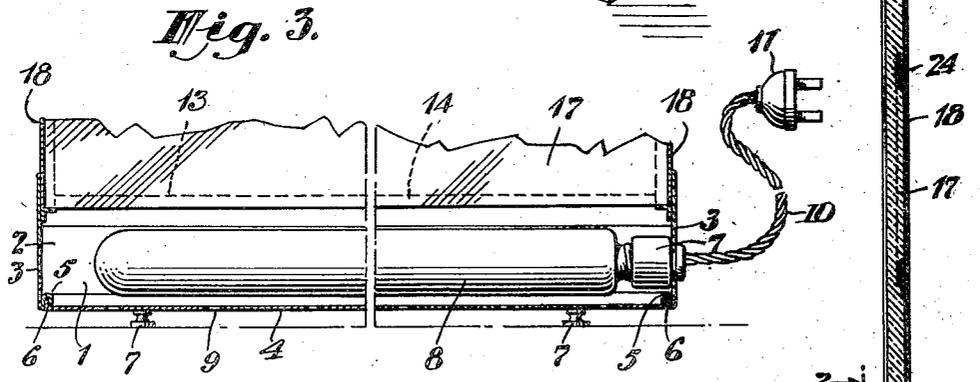
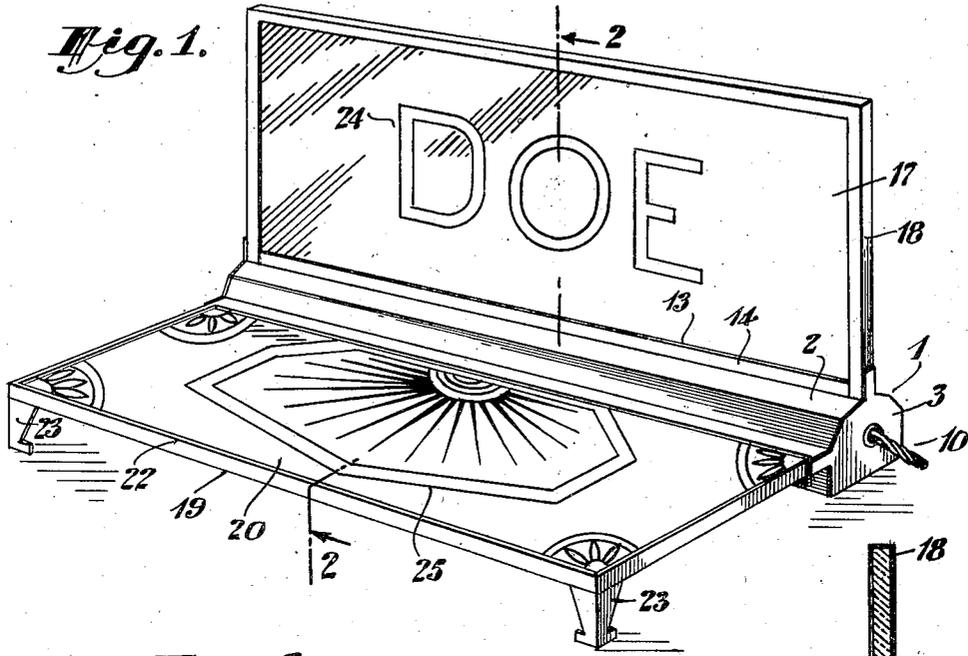
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DISPLAY DEVICE

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# UNITED STATES PATENT OFFICE

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## DISPLAY DEVICE

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An important object of the present invention is to provide a novel and useful display device for supporting, displaying and advertising articles of merchandise in an attractive manner upon a counter or within a show window.

Other objects of the invention will appear hereinafter.

In the drawings, Fig. 1 is a perspective view of the display device;

Fig. 2 a vertical section taken on the line 2—2 of Fig. 1; and

Fig. 3 a vertical longitudinal section taken on the line 3—3 of Fig. 2.

The display device is a compact, portable unit providing a luminous table-like support for displayed articles, and a luminous advertising sign disposed back of the supported articles. The structure of the device includes an elongated lamp casing 1 comprising a body section 2 forming the front, rear and top of the casing, end sections 3 secured to section 1, and a flat removable bottom section 4. These parts are, in the present instance, formed of sheet metal. Along their lower edges the sections 2 and 3 are bent inward and downward to form downwardly opening hook-like flanges 5. The bottom section 4 has its margins bent upward to form upstanding flanges 6 for frictionally fitting in the flanges 5 and yieldably holding the bottom section in place. Knob-like feet 7 are secured to the bottom section near the opposite ends thereof and serve for supporting the casing slightly elevated upon a support, and also for pulling the bottom section from the body section of the casing. Mounted upon one of the end sections 3 and concealed within the casing is an electric lamp socket 7 into which is screwed an elongated electric lamp 8. The latter extends throughout most of the length of the lamp casing, and apertures 9 are formed along the bottom section for ventilating the casing. Conductor cords 10 lead from the lamp socket and are provided with a plug 11 for connection with a source of electric current. The inner walls of the casing are covered with a white coating 12.

Along its upper side, directly over the lamp 8, the casing is formed with a longitudinal

slot 13 extending substantially the length of the casing and defined by upwardly turned flanges 14. A similar longitudinal slot 15 is formed in the casing directly in front of the lamp and is defined by forwardly turned flanges 16. An upright transparent glass panel 17 has its lower edge margin fitted in the slot 13, snugly between the flanges 14, and its side margins and upper edge margins snugly fitted in a supporting frame 18. This frame is formed of sheet metal and it is secured at its lower end to the casing and supported thereby. Extending forward horizontally from the slot 15 is a frame 19 which supports a transparent glass panel 20. This frame is also formed of sheet metal and is rigidly secured to the casing 1 at its rear end. Each side thereof is substantially L-shaped in cross section to provide a ledge 21 supporting the plate 20 along its front and side edges, and an upstanding flange 22 surrounding said edges. The rear edge margin of the panel 20 fits into the slot 15 between the flanges 16. Thereby the plate is removably supported. It may, however, be permanently secured in place. Feet 23, made of sheet metal, are secured to the forward edge of the frame 19 and support it in horizontal position so that the panel 20 may serve as a support for articles to be displayed. While the lamp casing, frames and other parts described are, in the present instance, made of sheet metal, they may be made of cast metal, wood or other suitable materials.

The upright panel 17 bears a design 24 in the form of an advertisement, such as the name or trade mark of the articles displayed. Another design 25 is borne by the horizontal panel 20. This design is preferably of an ornamental character. Both designs are defined by light-diffusing surfaces formed upon one surface of the panels. In the present instance these surfaces are formed, upon the rear surface of panel 17 and upon the under surface of panel 20, by sand-blasting the panels to a material depth so that the surfaces of the designs are indented and roughened. The light-diffusing surfaces may be otherwise formed, however, and they may be located upon the obverse faces of the

panels. Each panel has its faces flat, smooth and parallel and the field surrounding its design is clear and transparent. The inner edges of both panels are exposed within the casing 1 to the light source represented by the lamp 8, and the latter extends along the line of intersection of the planes of the panels. Light rays will, therefore, enter the panels through said exposed edges, and be subjected to reflection back and forth therein between the smooth parallel faces without escaping therefrom. The light-diffusing surfaces defining the designs will, however, so reflect some of the rays as to permit them to escape through the obverse faces of the panels and thereby render the designs luminous.

In the use of the device it may be placed upon a counter, stand, or other support, or within a show window, and articles to be displayed will be placed upon the panel 20. When an article of merchandise is properly placed with reference to the ornamental design 25 the latter, together with the upright back panel with its luminous design, will attractively set off the article. The device makes a particularly good display stand for ornamental toilet articles such as bottles of perfume. A bottle suitably placed upon the luminous design will have the light diffused through it and will become luminous also. In fact, practically any small article may be displayed very attractively. The device is extremely simple in construction. It is also a compact and readily portable unit which may be conveniently placed in an advantageous position and plugged into service. When it is desirable to change the design 25 to suit different articles to be displayed, the panel 20 may be readily removed and replaced by a panel bearing a suitable design. The device can be used to good advantage in stores, display rooms, exhibition halls and many other public places.

What I claim is:

1. A unitary, portable, self-supporting display device formed for standing upon a showcase, counter or the like, comprising a substantially horizontal table-forming panel; an upright panel extending upward from a point adjacent the rear edge of said table panel, both panels being formed of light-pervious material; a light source disposed at the intersection of the planes of said panels and exposed to the adjacent edges of the latter for transmission of light rays through the panels; a casing enclosing the light source and said panel edges and supporting the upright panel and the rear edge of the horizontal panel, the latter serving as a support for articles; a design upon a face of the table panel; and an advertising design upon a face of the upright panel, the panels being formed with light-diffusing surface areas defining said designs and permitting escape of rays

transmitted through the panels from said source.

2. A unitary, portable, self supporting display device formed for standing upon a showcase, counter or the like comprising a substantially horizontal table-forming panel; an upright panel extending upward from a point adjacent the rear edge of said table-forming panel, both panels being formed of light-pervious material; a light source disposed at the intersection of the planes of said panels and exposed to the adjacent edges of the latter for transmission of light rays through the panels; a casing enclosing the light source and said panel edges and supporting the upright panel and the rear edge of the table-forming panel; supporting means for the forward edge of the table-forming panel, whereby the latter serves as a table for supporting and displaying articles; a design upon a face of the table-forming panel; and a design upon a face of the upright panel, the panels being formed with light-diffusing surface areas defining said designs and permitting escape of rays transmitted through the panels from said source.

3. A unitary, portable, self-supporting display device formed for standing upon a showcase, counter or the like comprising a substantially horizontal table-forming panel formed of light-pervious material; a light source extending along and exposed to one edge of said panel for transmission of light rays through the panel; a casing enclosing the light source and said panel edge; a design upon a face of the table-forming panel, the panel being formed with light-diffusing surface areas defining said design and permitting escape of rays transmitted through the panels from said source; an advertising sign extending upward from said edge of the panel; and means supporting the panel substantially horizontal and the sign upright, whereby the panel serves as a table for supporting and displaying articles and the sign is disposed back of the supported articles.

4. A unitary, portable, self-supporting display device formed for standing upon a showcase, counter or the like comprising a substantially horizontal table-forming panel; an upright panel extending upward from a point adjacent one edge of said table-forming panel; means supporting said panels in said relation, the horizontal panel serving as a support for displayed articles; a design upon a face of the table-forming panel; a design upon a face of the upright panel; illuminating means to illuminate areas of said panels and render the designs conspicuous; and means concealing said illuminating means.

5. A unitary, portable, self-supporting, display device formed for standing upon a showcase, counter, or the like, comprising a substantially horizontal table-forming panel;

- an upright panel extending upward from a point adjacent the rear edge of said table-forming panel, both panels being of light-pervious material; a light source disposed at the intersection of the planes of said panels and exposed to the adjacent edges of the latter for transmission of rays through the panels; a casing enclosing the light source and said panel edges and supporting the back panel, said casing having a downwardly removable section giving access to the interior of the casing and provided with knob-like feet for withdrawing said section and for supporting the casing; a supporting frame for the table-forming panel supported at its rear edge by the casing; feet supporting said frame at points spaced forward from the casing, the feet and casing supporting the frame elevated, with the space beneath it and the table-forming panel exposed; a design upon a face of the back panel; and a design upon a face of the table-forming panel, the panels being formed with light-diffusing face areas defining said designs and permitting escape of light rays transmitted through the panels from said source.
- 5 the intersection of the planes of said panels and exposed to the adjacent edges of the latter for transmission of rays through the panels; a casing enclosing the light source and said panel edges and supporting the back panel; a supporting frame for the table-forming panel supported at its rear edge by said casing; feet supporting said frame at points spaced forward from the casing, the feet and casing supporting the frame elevated with the space beneath it and the table-forming panel exposed, the latter panel serving for supporting and displaying articles; a design upon a face of the upright panel; and a design upon a face of the table-forming panel, the panels being formed with light-diffusing face areas defining said designs and permitting escape of rays transmitted through the panels from said light source.
- 10 panel; a supporting frame for the table-forming panel supported at its rear edge by said casing; feet supporting said frame at points spaced forward from the casing, the feet and casing supporting the frame elevated with the space beneath it and the table-forming panel exposed, the latter panel serving for supporting and displaying articles; a design upon a face of the upright panel; and a design upon a face of the table-forming panel, the panels being formed with light-diffusing face areas defining said designs and permitting escape of light rays transmitted through the panels from said source.
- 15 the space beneath it and the table-forming panel exposed, the latter panel serving for supporting and displaying articles; a design upon a face of the upright panel; and a design upon a face of the table-forming panel, the panels being formed with light-diffusing face areas defining said designs and permitting escape of light rays transmitted through the panels from said source.
- 20 the panels being formed with light-diffusing face areas defining said designs and permitting escape of rays transmitted through the panels from said light source.
6. A unitary, portable, self-supporting display device formed for standing upon a showcase, counter or the like, comprising a substantially horizontal table-forming panel for supporting displayed articles; a back panel extending upward from a point adjacent the rear edge of said table-forming panel, both panels being of light-pervious material; a light source disposed at the intersection of the planes of said panels and exposed to the adjacent edges of the latter for transmission of rays through the panels; a casing enclosing the light source and said panel edges and detachably supporting the back panel; a supporting frame for the table-forming panel supported at its rear edge by said casing; feet supporting the frame at points spaced forward from the casing, the feet and casing supporting the frame elevated with the space beneath it and the table-forming panel exposed and the frame having an L-shaped cross-section supporting the table-forming panel for free removal by lifting its forward edge and pulling the panel forward free of the casing; a design upon a face of the back panel; and a design upon a face of the table-forming panel, the panels being formed with light-diffusing face areas defining said designs and permitting escape of light from said source.
7. A unitary, portable, self-supporting display device formed for standing upon a showcase, counter or the like, comprising a substantially horizontal table-forming panel for supporting displayed articles; a back panel extending upward from a point adjacent the rear edge of the table-forming panel, both panels being of light-pervious material; a light source disposed at the intersection of the planes of the panels and exposed to the adjacent edges of the latter for transmission of rays through the panels; a casing enclosing the light source and said panel edges and supporting the back panel, said casing having a downwardly removable section giving access to the interior of the casing and provided with knob-like feet for withdrawing said section and for supporting the casing; a supporting frame for the table-forming panel supported at its rear edge by the casing; feet supporting said frame at points spaced forward from the casing, the feet and casing supporting the frame elevated, with the space beneath it and the table-forming panel exposed; a design upon a face of the back panel; and a design upon a face of the table-forming panel, the panels being formed with light-diffusing face areas defining said designs and permitting escape of light rays transmitted through the panels from said source.
- In testimony whereof I hereunto affix my signature.
- ALBERT L. WOLFSON.