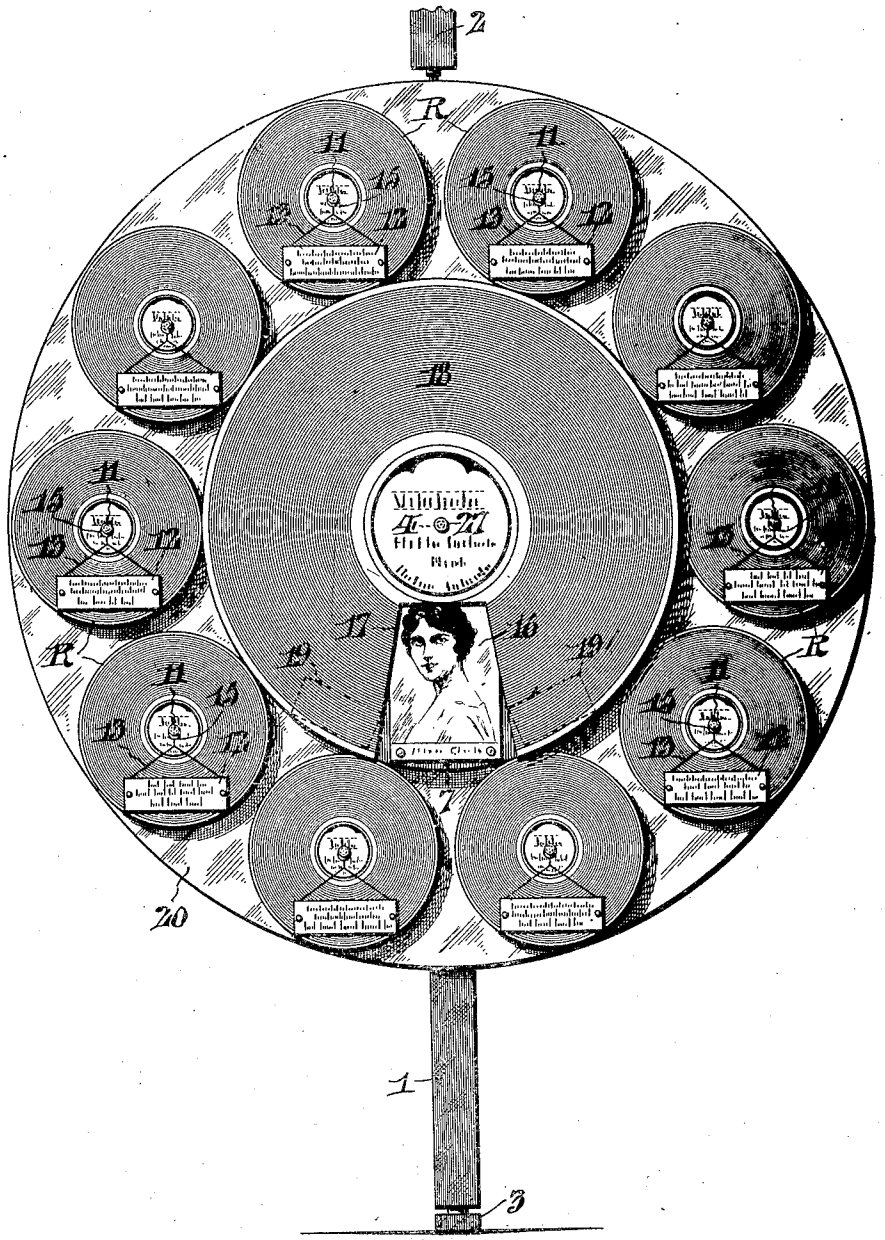
Aug. 31, 1926. 1,598,277

F. J. HEPPE

DISPLAY DEVICE

Filed May 29, 1924 3 Sheets-Sheet 1

FIG. I.



WITNESSES:

John C. Bergner

Thomas W. Kerr, Jr.

INVENTOR:

Florence J. Heppe,

BY Fraley & Paul

ATTORNEYS.

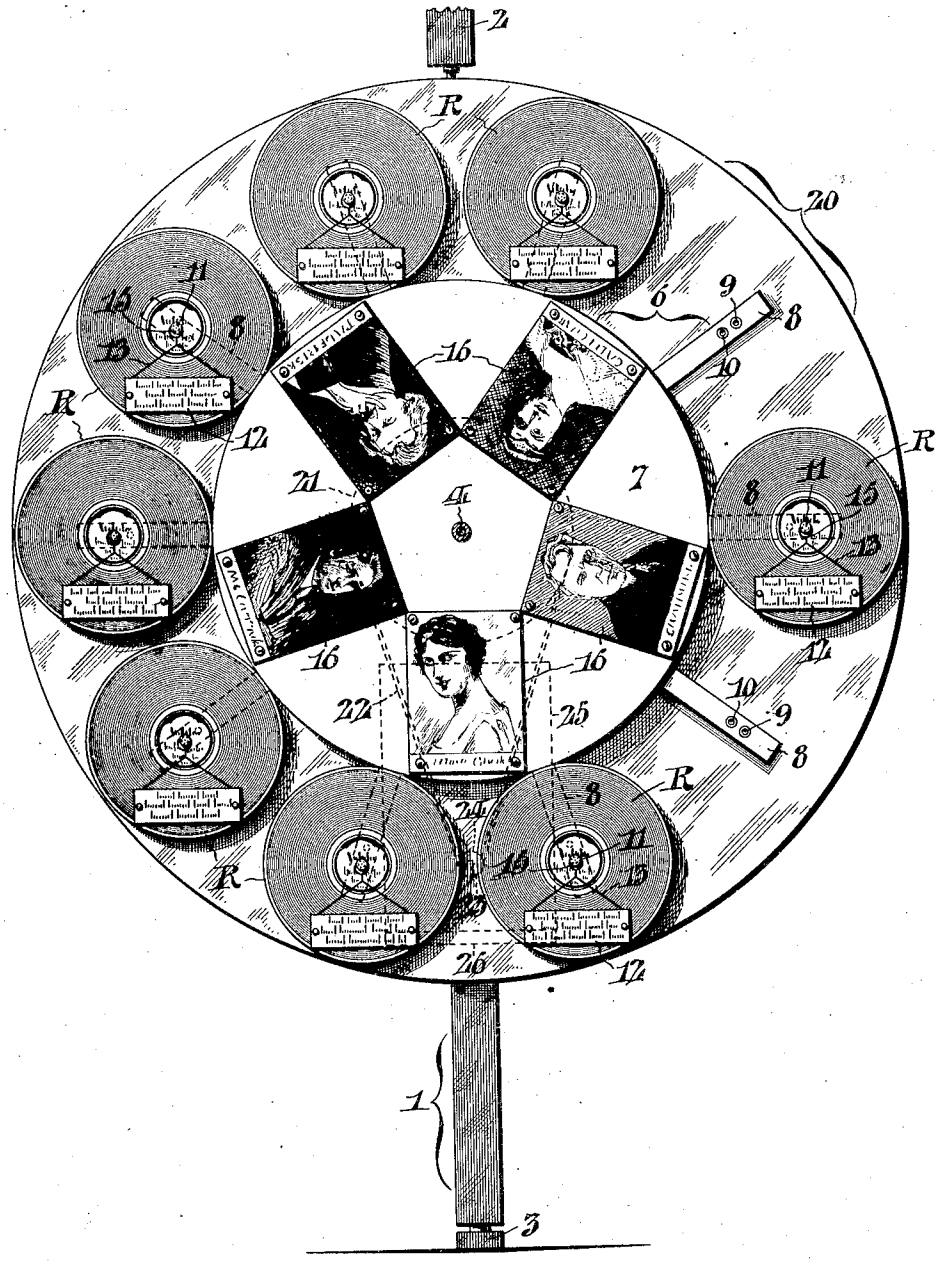
Aug. 31, 1926. 1,598,277

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DISPLAY DEVICE

Filed May 29, 1924 3 Sheets-Sheet 2

FIG. II.



WITNESSES:
John C. Bergen
Thomas W. Kerr Jr.

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Aug. 31, 1926. 1,598,277

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DISPLAY DEVICE

Filed May 29, 1924 3 Sheets-Sheet 3

FIG. IV.

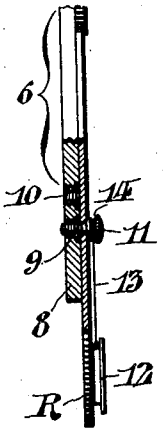


FIG. III.

WITNESSES:

John C. Bergner.

Thomas W. Kerr, Jr.

INVENTOR:

Florence J. Heppe.

BY Fraley & Paul

ATTORNEYS.

Patented Aug. 31, 1926. 1,598,277

UNITED STATES PATENT OFFICE.

FLORENCE J. HEPPE, OF PHILADELPHIA, PENNSYLVANIA.

DISPLAY DEVICE.

Application filed May 29, 1924. Serial No. 716,595.

This invention relates to display devices for advertising articles of merchandise such as disk phonograph records, and the like. My object is to stimulate the sale of such articles; and the invention is accordingly directed to the provision of an attractive device whereby a multiplicity of the aforesaid articles are kept continuously in motion, and it embodies means whereby attention is especially attracted successively to the articles either singly or in groups, by coordination, for example in the case of records, with the pictures of the producing artists, as well as means individually associated with the several records on display, giving further information as to the title, composer, character, etc., of the selections represented.

The several advantages resulting from my invention will become readily apparent from the detailed description which follows of a typical embodiment thereof, the appended claims serving to define the features which I believe to be novel and therefore patentable.

In the illustrations, Fig. I is a front elevation of a display device conveniently showing my invention.

Fig. II is in general, a similar view to Fig. I but with certain parts removed to expose important underlying details.

Fig. III is a side elevation of the device on a larger scale than the preceding figures, a part of the top of the structure having been broken out in this illustration to admit of the larger scaling; and

Fig. IV is a fragmentary detail in section showing the means employed in attaching the articles for display on the moving carrier.

With reference to the drawings, 1 indicates a columnar support that is pivotally engaged top and bottom with fixtures herein shown as blocks 2, 3 attachable respectively to the ceiling and floor of the space which is to accommodate the display device. A shaft or arbor 4 is journaled for rotation in a bearing sleeve 5 extending horizontally through the support 1, and has affixed to it a carrier 6 comprising a solid circular center portion 7, beyond which extend a multiplicity of radial arms 8 preferably to an even number. At equal distances from the center of the rotation of the carrier 6, the arms 8 are each pierced at 9, see Fig. II, and again somewhat inward of these apertures at 10. Through use of screw stud bolts 11 in the apertures 9 as in Fig. IV, large sized phonographic disk records or the like R may be conveniently mounted individually on the radial arms 8 with their edges in close tangential proximity to the solid center portion 7 of the carrier 6. By transfer of the stud bolts 11 to the apertures 10, records R of smaller size may obviously be mounted in the same tangential relation to the central portion 7 of the carrier 6. The number of apertures 9, 10 in the radial arms 8 of the carrier 6 may, of course, be increased depending upon the variety in size of the articles to be displayed; and any other well known expedients may be employed in lieu of the means here shown for permitting positional adjustment of the articles along the radial arms 8.

Placards 12 bearing data relating to the records R individually, are hung by means of wire straps 13 from the stud screws 11, as shown in Fig. I, the heads of said screws being circumferentially grooved as at 14, Fig. IV, for retentive engagement with the loop eyes 15 centrally of the straps 13. As shown in Fig. I, the loop eyes 15 are amply proportioned to slip easily over the screw heads in attaching and removing, and also to permit the placards 3 to swing free during rotation of the carrier 6.

To the front of the circular center 7 of the carrier are removably attached, preferably by the use of thumb tacks or the like, photographic prints or portraits 16 of the artist associated with the records on display. In the present instance the records R are for convenience, grouped in pairs, with the portrait of the artist common to the two records in each group, centered on a radial line between them, see Fig. II. Thus as the carrier 6 is rotated, and as each of the record groups R successively pass the vertical below the axis of rotation, the picture of the coordinated artist is at the same time exposed to view at the opening 17 in a disk 18 that serves as a center field about which the records move planetary-wise. This disk 18 is mounted free on the shaft or arbor 4 as shown in Figs I and III and is counterweighted with blocks 19 so as to remain still during rotation of the carrier 6. This disk 18 furthermore is of the same diameter as the circular portion 7 of the carrier 6 which it shields, and may be employed to simulate a record on an enlarged scale as shown.

Attached to the columnar support 1 at the rear of the carrier 6, is a large concentric disk 20 of cardboard or sheet metal appropriately colored so as to contrast sharply with the records R, thereby advantageously setting them off and adding considerably to the attractiveness of the display.

Any appropriate means may be used to impart slow rotary movement to the carrier 6, as for example, a pulley wheel 21 on the rear end of the shaft or arbor 4, said pulley wheel being coordinated by a belt 22, with a sheave 23 on the protruding end of the shaft 24 of a motor (not shown) protected within an enclosure or housing 25 supported by a shelf bracket 26 at the back of the columnar support 1, the driving machinery, it will be noted, being entirely concealed from observation by the background disk 20. Removal of the disk 18 to permit access to the central portion 7 of the carrier for interchange of the portraits 16, as may be desired or required from time to time, is facilitated through the use of a removable retaining nut 27 screwed on the outer end of the shaft or arbor 4 as best shown in Fig. III.

In operation of the device the records R appear to roll about the enlarged replica depicted on the part 18, and, as each pair or group of said records pass adjacent the opening 17, the portrait 16 of the corresponding artist is concurrently exposed to view. The free mounting of the placards 12 will, as will be readily seen, be maintained in the upright readable position, irrespective of the positional changes of the records R with which they are associated. The vertical pivotal mounting of the device as a whole upon the blocks 2, 3 permits swinging for view from different angles of approach, this feature being very desirable when the device is used for display within a shop window to attract the attention of the passerby.

Having thus described my invention, I claim:

1. A display device for discous records comprising a relatively stationary center field having an exposure opening, and a rotating carrier for progressing a multiplicity of stationary discous records planetary-wise about and in tangential relation to said field, with concurrent display of the author's portrait as the records pass by the exposure opening.

2. A display device for discous records comprising a relatively stationary circular center field having an exposure opening, a concentrically rotating carrier for moving a multiplicity of discous records planetary-wise and in tangential relation about said center field, said rotating carrier bearing photographic images of the record authors for co-ordinated presentation at the exposure opening as the records pass a predetermined point.

3. A display device for discous records comprising a relatively stationary circular center field having a radial opening, a concentrically rotating carrier for moving a multiplicity of fixed records planetary-wise and in tangential relation about the center field, said center field bearing photographic images intervening juxtapositioned records for co-ordinated exposure through the opening aforesaid, a stationary back ground attached at the rear of the carrier, and means permitting bodily rotation of the device upon a vertical axis.

4. A display device for phonographic records comprising a relatively stationary circular center field having a radial opening, a concentrically rotating carrier having radial arms projecting beyond the center field with apertures at intervals therein to permit positional change of the attaching means whereby different diameters of records may be individually and stationarily mounted with their edges in tangential relation to the center field, said rotating carrier bearing images of the artists responsible for juxtapositioned records for exposure co-incident with the position of the associated records below the axis of rotation of the carrier.

5. A display device comprising a columnar support rotatable about a vertical axis, a shaft journaled laterally through the support; a carrier secured to the shaft whereon a multiplicity of phonographic records are mounted in consecutive circular series, a motor sustained by a shelf bracket at the rear of the columnar support and adapted to continuously rotate the aforesaid shaft, a back-ground secured to the support to set off the phonographic records while concealing the motor, a disk shield free on the shaft at the front of the carrier and weighted so as to remain at rest, and displays on the shielded portion of the carrier co-ordinated with different groups of the records and adapted to be respectively presented at the opening in the disk shield when the corresponding record groups pass adjacent said opening.

In testimony whereof, I have hereunto signed my name at Philadelphia, Pennsylvania, this 27th day of May, 1924.

FLORENCE J. HEPPE.