

Oct. 31, 1933.

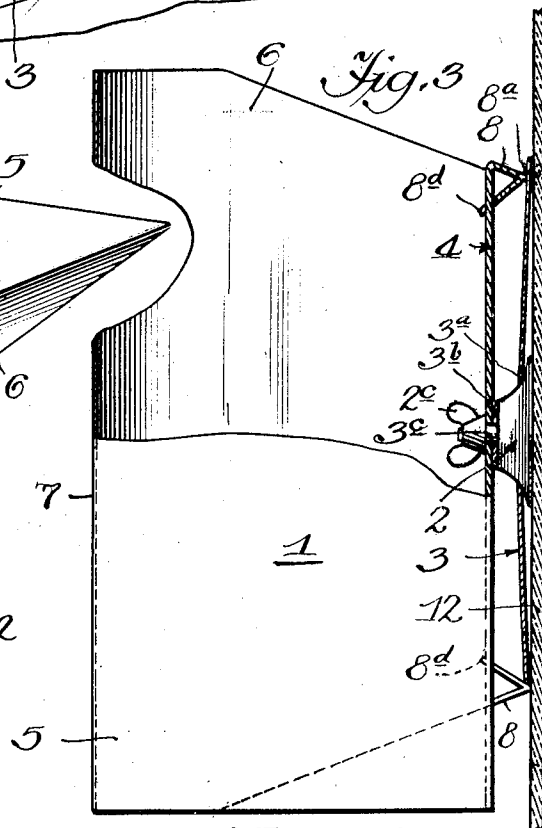
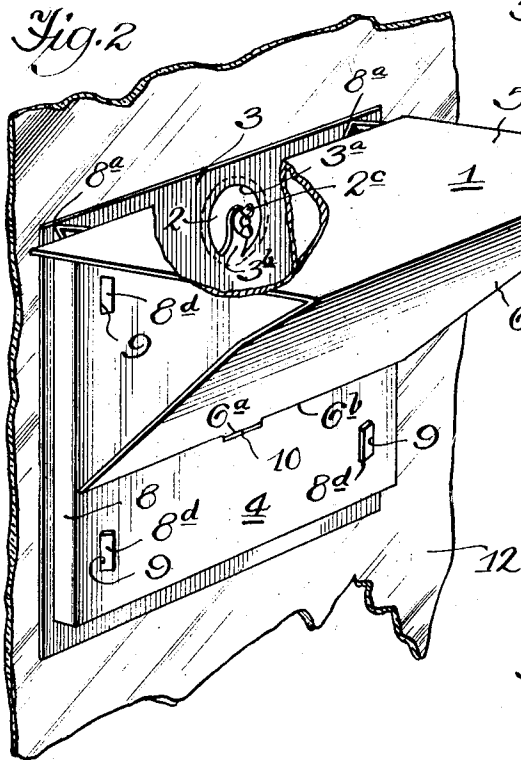
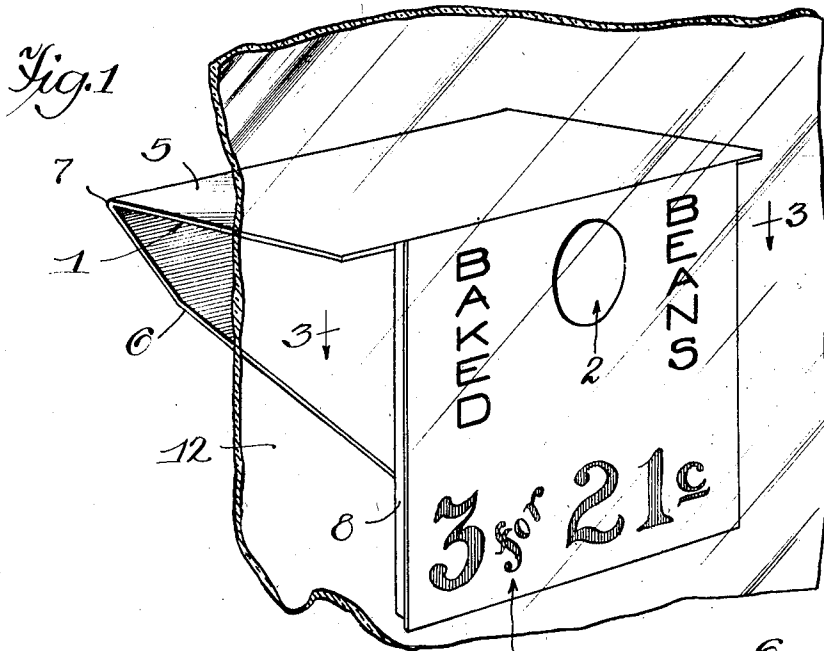
J. M. HAGGARD

1,933,374

WINDOW DISPLAY SHELF

Filed March 14, 1932

2 Sheets-Sheet 1



Witness:
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Inventor:
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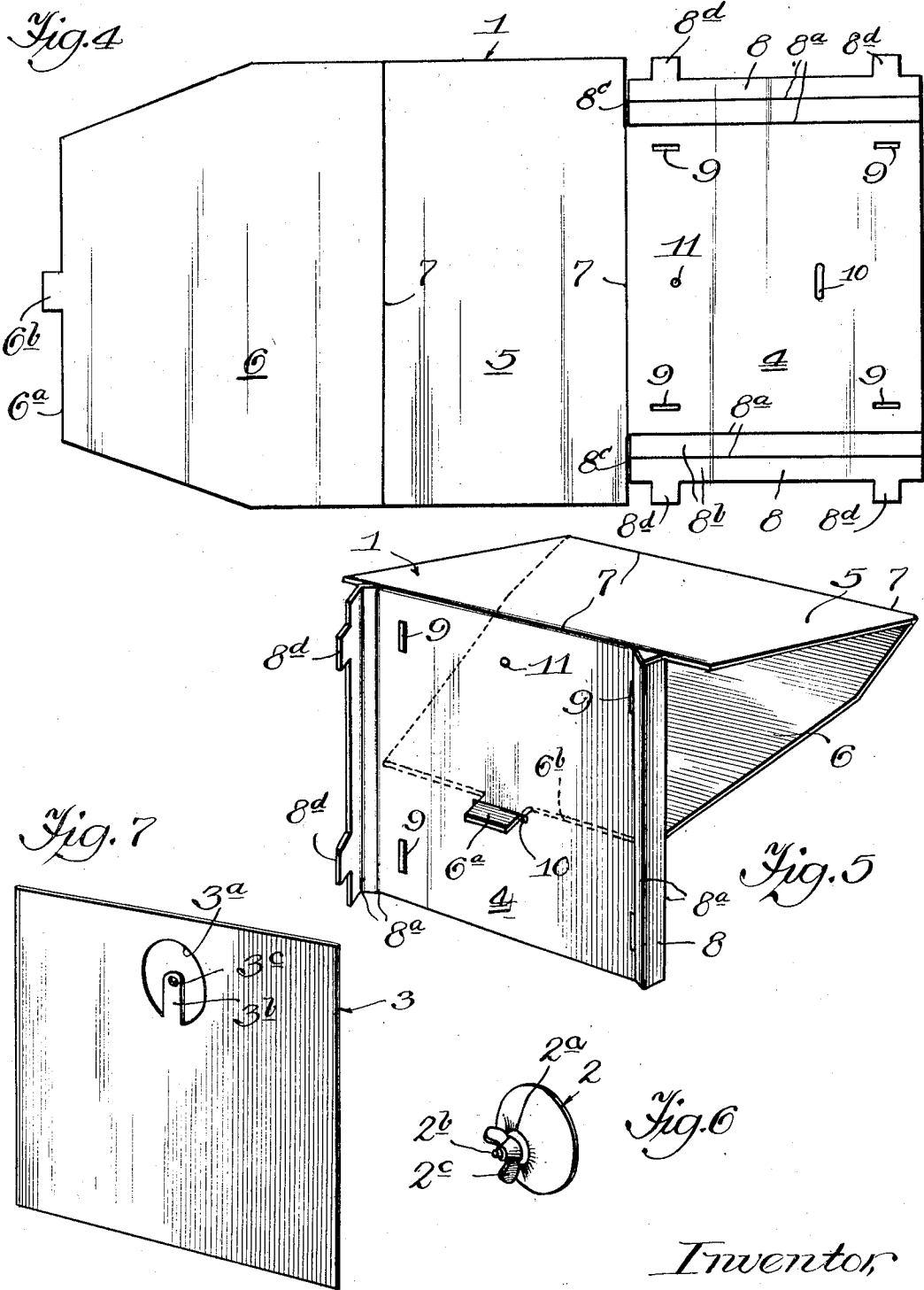
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WINDOW DISPLAY SHELF

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2 Sheets-Sheet 2



Witness:
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UNITED STATES PATENT OFFICE

1,933,374

WINDOW DISPLAY SHELF

John M. Haggard, Chicago, Ill.

Application March 14, 1932. Serial No. 598,672

4 Claims. (Cl. 211—90)

This invention relates to improvements in window display shelves, and more particularly to shelves designed to be mounted on and fastened directly to the inside surface of store and shop windows for the purpose of displaying articles of merchandise.

The object of the invention is to provide a shelf embodying certain improved features including a light and inexpensive construction calculated to extend and vary the usage of window mounted shelves.

A further object of the invention is to provide a collapsible type of shelf capable of being shipped or otherwise distributed in "knock-down" form, readily assembled and applied to a window and capable of supporting the merchandise displayed in an attractive and intelligent manner.

The novel features of the invention are fully disclosed in the accompanying drawings, in which Figure 1 is a perspective view of a shelf attached to a window as it would appear from the exterior;

Figure 2 is another perspective view of the shelf as it appears from the interior;

Figure 3 is an enlarged detail view of the shelf as taken on line 3—3 of Figure 1;

Figure 4 is a view in elevation of the shelf in blank form as cut from the material;

Figure 5 is a perspective view of the blank partially folded;

Figure 6 is a perspective view of the suction pad supporting member; and

Figure 7 is a perspective view of the display or price card.

The completely assembled display device consists of three essential parts, namely, the shelf proper 1, the suction pad supporting member 2, and a price card 3, also supported by the suction pad and held flat against the window. These parts are separable, that is to say, they can be disconnected in removing the shelf from a window, and vice versa are assembled in attaching to the window, the suction member being first applied to the window and the card and shelf assembled on the suction member. As will be presently seen, the card is not an integral part of the assembly and hence may be omitted, but nevertheless it is a very desirable part of the combination as an advertising display.

The suction pad 2 used as a support for the shelf, is one similar to those which have long been used for like purposes, being a tapered disc of soft rubber having the usual concave applying surface, and a centrally located threaded stem 2^b projecting from its rear face. A wing-nut 2^c is

mounted on the stem and serves to secure the shelf proper to the pad as will presently be seen.

The shelf 1 which provides the supporting surface for the articles displayed, is preferably constructed of a stiff cardboard of a suitable grade and thickness and made in one piece by a die cutting operation. There are several sections or portions of the complete shelf and these are joined or hinged together along certain fold lines defined by scoring or partially cutting through the cardboard, particularly where the stock used is too stiff or otherwise.

Thus in its blank form, the shelf comprises three main integral sections which may be designated as the upright window engaging panel or section 4, the horizontal supporting panel 5 and tapered panel 6 forming an angular brace member. As clearly shown in Figure 4, the blank is somewhat elongated and is made up of the three sections connected edge to edge along two parallel transverse fold or bending lines 7, 7.

The window engaging section 4 is a substantially square panel having a pair of parallel rails 8, 8 along its two opposite side edges. These rails are formed in the blank by scoring the marginal rail forming portions along the parallel lines 8^a, 8^a to form a pair of relatively narrow strips 8^b, 8^b on the opposite sides of the main or body of the section, and then cutting slits 8^c inwardly along the adjacent fold line 7 to the depth of the two strips. Moreover along the outer edge of the outermost strips 8^a are formed pairs of tongues 8^d, 8^d located near each end. And finally, inwardly from the innermost score lines 8^a, 8^a a distance substantially equal to the width of the strips are cut in the body of the section pairs of slots 9, 9 located opposite and adapted to be engaged by the tongues 8^d, 8^d, when the strips are bent to form the rails. As shown in Figure 5, the strips are bent or folded inwardly and over upon the section so that the two pairs of strips 8^a, 8^a assume a V-shaped relation, thus forming the rails 8, 8 of a triangular sectional contour, with the strips converging to an edge spaced some distance outwardly from the body of the section and in a direction to bear edgewise against the window or actually the price card 3 between the window and the rails. The rails are held in shape by the interlocking of the tongues 8^d in their respective slots 9 as clearly shown in Figures 2 and 5.

The shelf proper 5 is merely a rectangular section of the material cut to the desired dimensions and hinged along its front edge to the vertical section 4. This shelf panel 5 obviously may be

of different dimensions, although herein shown as slightly longer than the width of the vertical section.

And lastly, the panel 6 forming the brace for the shelf panel is hinged to the rear edge of the latter and is readily identified by the tapering side edges which serve to reduce the width of its intermediate free edge 6^a to that of the vertical section 4. It is apparent that in folding the blank, the shelf proper assumes a horizontal position and the brace 6 an inclined position at approximately 45° to the horizontal beneath the shelf proper. The forward edge 6 of the brace member abuts against the back of the vertical section 4 some distance above its lower edge and is held in position by a locking tongue 6^b formed centrally of the abutting edge 6^a and inserted through a slot 10 cut in the center panel of said vertical section 4.

Figure 5 clearly shows the manner in which the several parts or sections of the die cut and scored blank is folded and the several sets of locking tongues inserted in their respective slots. This figure also shows a small hole 11 just below the upper edge of the vertical section and midway between the side rails 8. It is through this hole that the stem 2^a of the suction pad member 2 is inserted in mounting the device after the former has been fixed to the window. As shown in Figure 6, the pad 2 has a small flat circular shoulder 2^a of reduced diameter surrounding the base of the stem 2^b so that after the same has been inserted through the hole 11 and the wing-nut 2^c screwed down tightly, the shelf is held securely against turning relative to the pad.

The price or display card 3 as already stated is placed between the surface of the window and rails 8, 8 along the edges of the vertical section 4, and is of sufficient area to conceal those parts of the device below the shelf proper, but preferably without covering up the goods displayed. There is nothing unusual about the card other than the manner of mounting it. Instead of a hole for the stem 2^b of the pad 2 to pass through, the card is provided with a large circular opening 3^a cut out near its upper edge, this opening having a diameter slightly less than that of the suction pad 2. The opening, however, is not a complete circle, there being a radial tongue 3^b projecting from the lower edge of the circular opening and itself having a small opening 3^c at the geometric center of the circular cut-out, and it is through this hole that the stem of the pad is inserted in mounting the card in place.

The following method of mounting the complete device on a window is recommended for maximum security of attachment: The suction pad 2 is first adhered to the glass window panel 12 independently of the other parts, the contact surface of the pad being preferably moistened or coated with a suitable viscous preparation to insure a secure and lasting adhesion. The price card 3 is then hung on the stem of the pad by inserting the same through the hole 3^c in the end of the radial tongue 3^b. And finally, the set-up shelf is hung on the stem by inserting the same through the small hole 11 in the upper central portion of the vertical section 4, whereupon the wing-nut 2^c is applied and tightened after the card and shelf have been leveled. It is quite permissible to allow the brace section to remain loose until the assembly has been completed in order to permit greater freedom in

manipulating the wing-nut. Once attached, however, and the shelf braced by inserting the tongue 6^b into the slot 10, the merchandise can then be arranged on the shelf in close proximity to the outside of the window and just above the display or price card with its appropriate advertising matter.

There are several important features to be observed in connection with the design of the shelf which play an important part in providing a firm support for the articles placed on the shelf. In the first place, the complete assembly being suspended as it were upon the stem of the suction pad member 2, might appear to offer a rather unstable support unless care were taken to balance the weight of the merchandise displayed. This, however, is prevented by the rails 8, 8 which bear against the window on either side of the single point of suspension. Thus by referring to Figure 3 it can be seen that if the distance of the edges of these rails from the face of the vertical panel 4 is slightly greater than the thickness of the pad 2 when applied to the window, that upon tightening the wing-nut 2^c the panel 4 will be drawn toward the window at its central portion, thus introducing an appreciable tension in the panel to effect the forcing of the rails against the window (or card 3) with sufficient pressure to hold the shelf against tilting or displacement under ordinary circumstances. It may be observed, however, that for exceptionally large shelves, provision can readily be made for the addition of another suction pad at the lower edge of the vertical section 4, although for shelves for ordinary use, one pad is sufficient.

Another feature to be noted is the fact that the price card 3 lies flat against the glass of the window, being held firmly by the rails 8, 8 bearing edgewise along its side edges. Moreover, the ability of the price card to assume this practically flat contact with the window and in spite of the presence of the suction pad is due to the circular opening 3^a and radial tongue 3^b, which allows the card to seat around the periphery of the pad, while the radial tongue is free to bend to the contour of the pad, thus permitting the card to lie close to the window, as clearly shown in Figures 2 and 3.

Having set forth a preferred embodiment of my invention,

I claim:

1. A window display device adapted for attachment directly to the surface of a window, and comprising a horizontal shelf section and a supporting section adapted to extend vertically and in parallel spaced relation to the surface of the window, said window engaging section having its vertical marginal portions folded back upon itself and secured to form spacing rails adapted to bear edgewise against the window and a suction pad attached to said supporting panel.

2. A window display device adapted for attachment to a window and comprising a horizontal shelf and supporting panel attached to one edge of the shelf and extending parallel with the window, said panel having its opposed marginal portions folded back upon itself along parallel fold lines and anchored in the body of the panel to form V-shaped rails adapted to bear edgewise against the window, and a suction member adapted to be fixed to said window and having supporting connection with said panel intermediate the rails thereof.

3. A window display device adapted for at-

5 attachment to the surface of a window and comprising a blank of relatively stiff material adapted to be folded to form right-angularly disposed panels and a brace therebetween, one of said
10 panels adapted to be positioned parallel to the surface of the window and having its side marginal portions folded over upon the forward face of the panel along parallel fold lines and secured thereto to form rails of triangular section adapted to bear against the window at the apex edges, thereby spacing the panel a predetermined distance from the window and a suction attaching member removably connected with said last mentioned panel adjacent its upper edge and substantially midway between said rails.

15 4. A window display device for attachment to the surface of a window and comprising a blank of

stiff sheet material cut, scored and folded to provide right-angularly disposed panels, and an inclined brace member extending from the free edge of one of said panels and having detachable connection at its end with the other section, one of said panels being adapted to extend parallel with the window and having its side marginal portions folded inwardly along parallel score lines and secured by means of tongues along the edges of the folded portions engaging slots in the body of the panel, said rails having edge contact with the window to thereby space the panel a predetermined distance from the window, and a suction cup attached to said last mentioned panel adjacent its upper edge and substantially midway between said rails.

JOHN M. HAGGARD.

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65	140
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75	150