Dec. 25, 1956 C. C. HARRIS 2,775,424

ADJUSTABLE DISPLAY EASEL

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Fig. 1

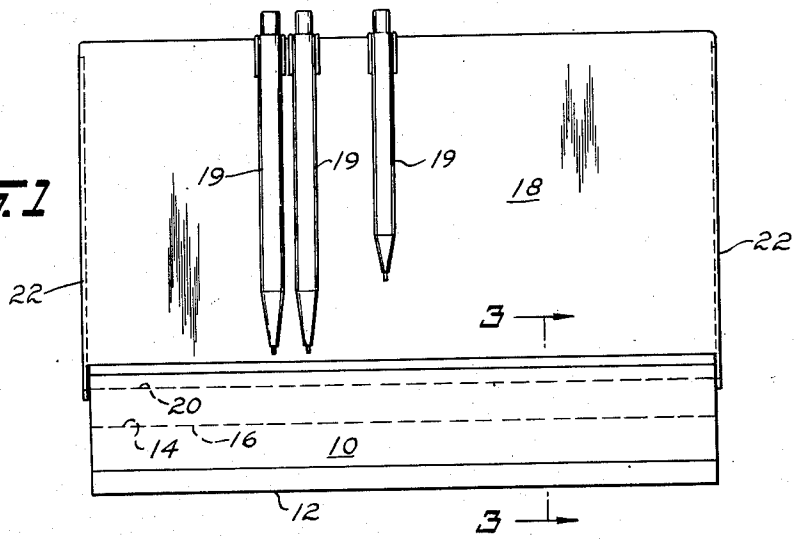


Fig. 3

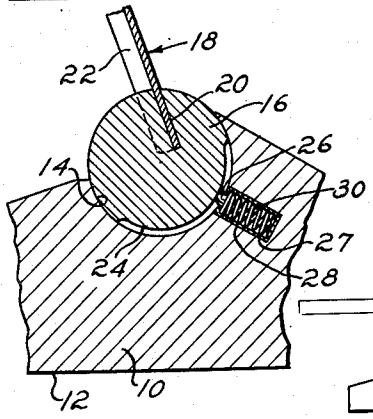
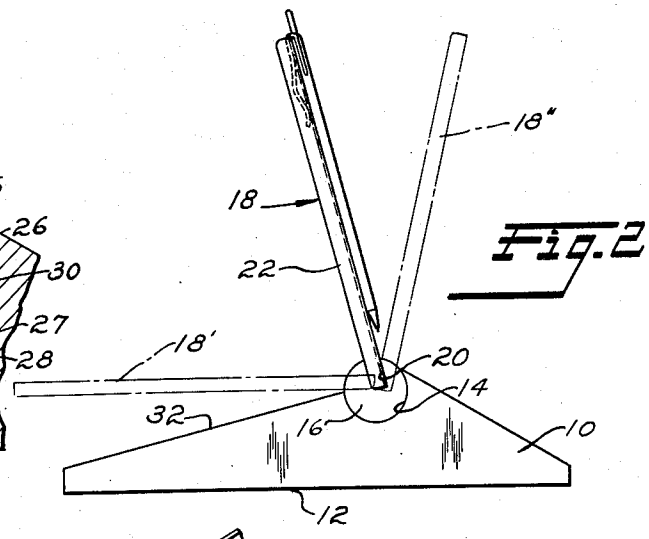


Fig. 2



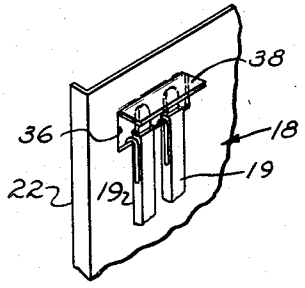


Fig. 4

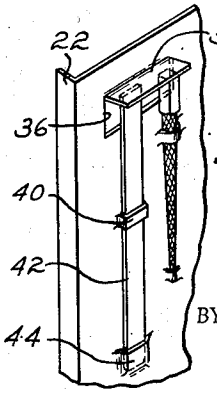


Fig. 5

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ADJUSTABLE DISPLAY EASEL

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7 Claims. (Cl. 248—195)

The present invention relates to display devices and more particularly to cards or easels for displaying small articles such as pencils, pens, flash lights and the like.

In the merchandising of small articles such as pencils, pens, minature flash lights and the like it is common to mount one or more of the articles on a card or easel and place one or more of the cards or easels in a show window or in or on a show case. The cards or easels will be at various levels relative to the eye level of an observer and, for most effective display, the easel or card should be substantially normal to the line of sight of the observer, that is, it should be substantially vertical when located at eye level and substantially horizontal when on the floor of a show case.

Cards or easels having articles attached thereto are frequently placed on top of store counters where they are freely accessible. As a result, many such articles are stolen and it is important that the articles be protected in some way against unauthorized removal from the display. It is equally important however, that the articles be readily removable for sale and readily replaceable when it is necessary to replenish or change the articles on the card or easel.

One of the primary objects of the present invention is to provide an improved display device for articles which can be adjusted to a plurality of positions for proper display of the articles regardless of the relation of the level at which the display device is mounted to the level of the eyes of prospective customers and which can be stored in a drawer in the manner of a display tray or boxed for shipment.

Another object is to provide a display card or easel for articles which may be attached to the display card edge in such a way that the articles may be readily removed or replaced but are protected against unauthorized removal.

More specifically it is an object of the present invention to provide an improved device for displaying articles which is simple in construction, economical to manufacture, which can be adjusted to any of a plurality of display positions in accordance with the relation of the eye level of the prospective customer to that at which the display is mounted and is effective to prevent unauthorized removal of the clip bearing article from the display.

The foregoing and other objects of this invention will become more fully apparent by reference to the appended claims and as the following detailed description proceeds in reference to the accompanying drawings wherein:

Figure 1 is a front elevation view of one embodiment of the display device of the present invention;

Figure 2 is an end view of the display device of Figure 1;

Figure 3 is a fragmentary sectional view of the display device of Figure 1 showing in detail the detent means for retaining the display card in its adjusted position relative to the base upon which it is pivotally mounted, being a section taken substantially along the line 3—3 of Figure 1;

Figure 4 is fragmentary perspective view of a modified display device constituting a second embodiment of the present invention and which is of such improved construction that loss of displayed clip bearing articles due to thievery is materially reduced; and

Figure 5 is a fragmentary sectional view of a display device of the type shown in Figure 4 modified for the display of non-clip-bearing articles.

Referring now in detail to the drawings and particularly in reference to Figures 1 and 2, the display device of my present invention includes base **10** formed with a flat bottom face **12** adapted to rest upon a shelf or display counter in a store and formed with a groove **14** which is of segmental circular cross-section greater than a semi-circle and which extends longitudinally of the base **10**. The bottom **12** may be formed either by spaced feet on the base **10** or as in the disclosed embodiment, by a continuous flat surface. A cylindrical rod or shaft **16** which may be of wood, metal, plastic or the like, is rotatably received within the recess **14** and, due to the fact that the recess **14** is of greater than semi-circular cross-sectional configuration, is effectively retained therein against all but rotary and axial movement.

A display card or easel **18**, upon which the articles **19** are mounted for display purposes, is rigidly mounted upon rod or shaft **16** for pivotal movement therewith to various positions in which the articles **19** will be most clearly displayed to prospective customers. The card or easel **18** is generally a flat sheet of paper, plastic, metal or the like and its lower edge is fixed in a slot **20** formed longitudinally along shaft **16** parallel to the axis thereof. The side edges of card **18** are bent rearwardly from the front of the display to form integral side braces or flanges **22** which stiffen the card **18** and the lower ends of these flanges may be secured to the ends of shaft **16**.

As is best shown in Figure 3, detent means are provided for retaining the shaft **16** and the display card **18** in their adjusted positions relative to the base **10**. One simple form of detent consists of a member **26** which is slidably mounted in a bore **27** in the base **10** and is urged outward toward the rod **16** by a spring **30**. The member **26** and spring **30** may, if desired, be mounted in a cup or sleeve **28** which is inserted into the bore **27** as a unit. The member **26** bears against the rod **16** and holds the rod **16** in adjusted position. If desired, the rod **16** may be provided with an annular groove **24** for receiving the end of the member **26**. The member **26** will hold the rod **16** in adjusted position whether or not there is a groove **24** but the groove **24** does hold the rod **16** against axial displacement. While ordinarily one detent unit is sufficient, several may be employed if desired.

It is, of course, apparent that the relative positions of the groove **24** and the spring biased detent member **26** may be reversed if desired. This detent **26** provides a continuous adjustment of shaft **16** relative to base **10** while the groove serves to prevent removal of the rod or shaft **16**.

As will be noted by reference once again to Figure 2, the top surface **32** of the base **10** to the rear of the axis of shaft **16** is sufficiently low to permit the display card to be pivoted to a position substantially parallel to the flat bottom face **12** while the front face is sufficiently high to engage the display card **18** when it is shifted to a position slightly forward of the vertical position. These extreme positions of the display card **18** are illustrated in phantom lines and designated respectively **18'** and **18''**. The card **18** is adjusted to position **18''** when the display is located above the eye level of prospective customers and is adjusted toward position **18'** when the display is located below customers' eye level, for storing, as in a drawer, or for shipment.

It should be noted that the axis of shaft **16** is off-set from the center of the base **10** toward the front of the base **10** so that a vertical line through the center of gravity of the display assembly as a whole, even when fully loaded with articles, will pass through the bottom face **12** for all

adjusted positions of the display card **18** relative to the base **10** so long as base **10** is mounted on a horizontal or nearly horizontal surface in the customary manner. There is, therefore, no danger that the display will tip over.

The display easel as thus far described is suitable for the display of any articles, regardless of the manner in which the articles are secured to the card **18**. The articles may be secured to the card by clips, staples, glue, or tabs or holes formed in the card **18** and the card adjusted to the most advantageous viewing angle.

One of the principal uses of my easel is for the display of articles such as pencils, pens, pocket flash lights, and the like which bear a permanent or removable pocket engaging clip such as the clip **33** on pencil **19** in Figure 4.

As will be noted from Figures 1 and 2, in the first embodiment of the invention, clip bearing articles may be attached to the easel by placing the clip over the top edge of the display card **18**. It has been found that while that embodiment of my improved display device is entirely satisfactory for display in show cases which are enclosed, this manner of securing the articles to the display card **18** permits relatively easy removal of the articles by thieves when the display is placed on top of a counter. In order to overcome this disadvantage, I have provided a second embodiment which is shown in Figures 4 and 5 and which, with the exceptions that will be noted, is identical with the display device of Figures 1 through 3.

Referring now to Figure 4, it is seen that an aperture **36** of generally rectangular configuration has been formed through the display card **18**, the lower edge of this rectangular aperture **36** being the edge upon which the clip bearing articles **19** are to be attached for display purposes rather than over the top edge as in the first embodiment. This aperture **36** may be formed by making three cuts through the display card **18** forming the side edges and lower edge of the aperture and bending the portion of the sheet material of card **18** which is thus released along a line extending between the tops of the side cuts parallel to the lower edge to provide a projection **38** extending forwardly over the tops of the clip bearing articles **19** when in their displayed position, as shown, to prevent removal of the articles from the display device. In this embodiment of my invention the bent out projection **38** has been cut off slightly so that the width of the projection **38** is not exactly equal to the width of the rectangular aperture **36**. This has been done to prevent the projection **38** from extending further from the plane of display card **18** than necessary to prevent removal of the articles **19**.

The articles, which as illustrated are flat pencils, are mounted on the edge of the aperture **36** with their clips extending over the edge to the rear of the card and the pencil on the front of the card **18**. The height of the opening **36** is such that the top of the pencil engages the projection **38** before the lower end of the clip clears the edge of the aperture **36** so that the pencil cannot be readily removed from the card.

When it is desired to remove one or more of the articles from the display card **18**, pressure is applied by hand in the vicinity of the lower edge of the rectangular aperture **36** to the face of the display card **18** from which the projection **38** extends to deflect the lower edge of the rectangular aperture **36** to a position rearwardly of the normal plane of the display card **18** and thus permit removal of the articles through the aperture **36** to the rear of the display card **18** and the projection **38**. Articles are placed upon the display device in the same manner. The display card **18**, being formed of flexible material such as paper, plastic, metal or the like is readily deflectable in this manner.

While aperture **36** may extend over most of the length of the card **18**, it has been found preferable to provide a plurality of independent spaced apertures **36** each of such

size as to hold three or four of the articles **19**. By this preferred construction, a more rigid display is provided.

The prevention of the unauthorized removal is applicable to non-clip-bearing as well as clip bearing articles as illustrated in Figure 5 which shows this feature of my invention with non-clip-bearing articles such as a ruler or scale and a nail punch.

In the embodiment illustrated in Figure 5, which is generally similar to the device of Figure 4, the face of the card **18** is provided with a loop or sleeve **40** through which the article such as the scale **42** is freely slidable. If the article **42** is of sufficient length and the loop or sleeve **40** is properly located, the base **10** will prevent removal of the article by downward movement while if the article **42** is relatively short, a pocket **44** may be secured to the face of the card **18** to receive the lower end of the article and prevent removal by downward movement.

The loop or sleeve **40** may be formed in a variety of ways. For example, a portion of the card **18** may be bent outward to form the sleeve **40** or the sleeve may be a separate piece such as a staple or loop of material secured to the face of the card. If a pocket **44** is used, this may also be formed as a part of the card **18** or as a separate piece secured to the face of the card.

The invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. The present embodiments are therefore to be considered in all respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims rather than by the foregoing description, and all changes which come within the meaning and range of equivalency of the claims are therefore intended to be embraced therein.

What is claimed and desired to be secured by United States Letters Patent is:

1. A device adapted to display clip-bearing articles with a minimum danger of loss due to thievery in any of a plurality of adjusted angular positions, said device comprising a base having a flat face adapted to rest upon a counter or shelf, a shaft rotatably mounted upon said base about an axis parallel to the plane of said support face, a generally flat relatively flexible display card fixed to said shaft in a plane parallel to the axis of rotation thereof, means coacting between said shaft and said base for retaining said shaft in its adjusted position relative to said base, said display card being formed with a rectangular aperture upon the lower edge of which clip bearing articles may be clipped for display purposes on said display card, an imperforate projection extending completely along the top edge of said aperture and projecting from one side of the display card so as to overlie said clip bearing articles attached upon said lower edge to prevent direct upward removal of said articles, said display card being formed of a deflectable material whereby, when pressure is manually applied adjacent said lower edge from said one side of said card, said lower edge will be deflected away from said one side sufficiently to permit removal of said articles through said aperture.

2. In a device adapted to display articles which are provided with means thereon for attachment to a display card edge with minimum danger of loss due to thievery, a generally planar relatively flexible display card having a rectangular aperture formed through said card upon the lower edge of which such articles may be attached by such means and an imperforate projection extending from one side of said card completely along the top edge of said aperture over the articles attached upon said lower edge to prevent direct upward removal of said articles, said card being formed of a deflectable material whereby said lower edge can, by manually applying pressure adjacent said lower edge at said one side of said card be deflected to a position out of alignment with said top edge of said aperture to permit removal or attachment of the articles through the aperture.

3. The combination defined in claim 2 wherein said projection is formed integral with said card and constitutes a portion of said card partially cut out and turned up out of the plane of said card to simultaneously form said aperture and said projection.

4. In a device adapted to display articles with minimum danger of loss due to thievery, a generally planar relatively flexible display card having a rectangular aperture formed therethrough, an imperforate projection extending from one side of said card completely along the top edge of said aperture and projecting from one side of the display card so as to overlie articles mounted on said card, and means on said one side of said card below said aperture for supporting said articles to dispose the upper ends thereof adjacent and below said projection to prevent direct upward removal of said articles, said card being formed of a deflectable material whereby the portion of said card adjoining said articles can be manually deflected to a position out of alignment with said projection, to permit removal or attachment of the articles through said aperture.

5. The combination defined in claim 4 wherein said projection is formed integrally with said card.

6. The combination defined in claim 4 wherein said means for supporting the lower portions of said articles comprises at least one pocket extending outwardly from said one side of said card.

7. The combination defined in claim 4 wherein said means for supporting the lower portions of said articles comprises a loop on one side of said card through which the articles may freely slide for removal or attachment.

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