Dec. 31, 1929. A. W. ENGEL 1,741,560

ADVERTISING DISPLAY BOARD

Filed June 4, 1928

Fig. 1.

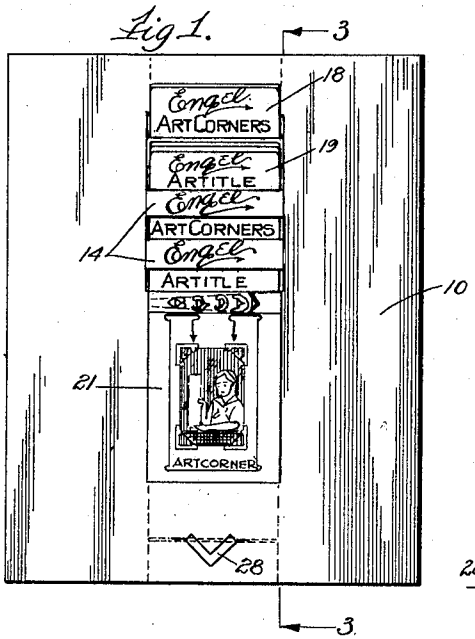


Fig. 2.

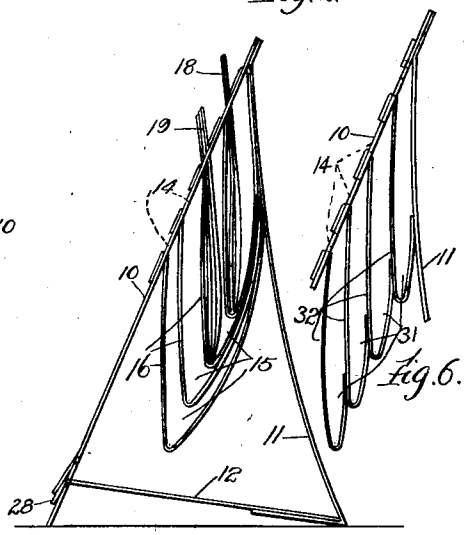


Fig. 6.

Fig. 3.

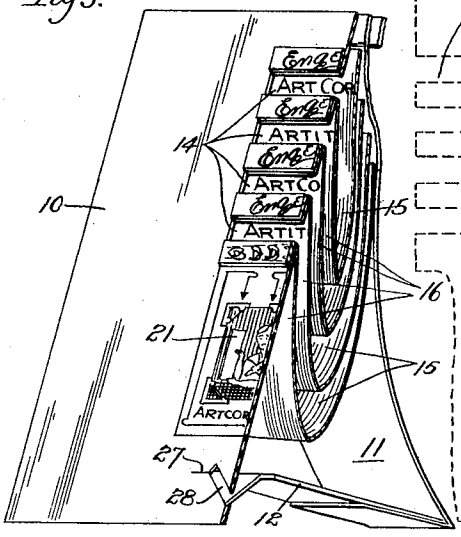


Fig. 7.

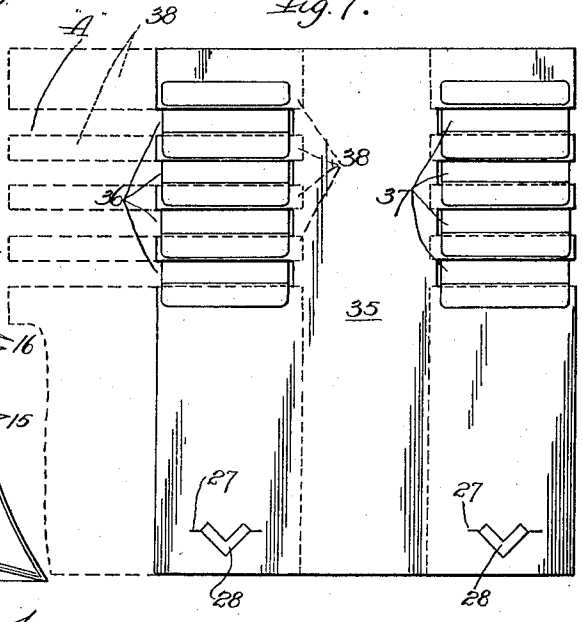


Fig. 5.

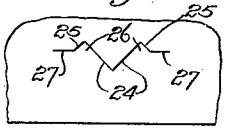
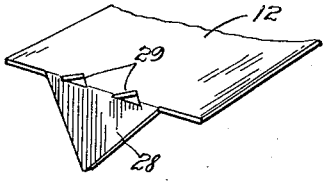


Fig. 4.



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UNITED STATES PATENT OFFICE

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ADVERTISING DISPLAY BOARD

Application filed June 4, 1928. Serial No. 282,548.

This invention relates to advertising display devices for use on store counters or in show windows, and has for its object to provide a device of improved construction adapted to serve as a container or dispenser for the merchandise. Another object is to provide means for displaying several styles of a certain kind of merchandise. It consists in certain features and elements of construction as herein shown and described and indicated by the claims.

In the drawings:

Figure 1 is a face view of the display device embodying the invention.

Figure 2 is a view of the device in side elevation showing the two upper pockets filled with packaged merchandise.

Figure 3 is a perspective view in part section taken at the line 3—3 on Figure 1, but with the merchandise removed from the pockets.

Figure 4 is a perspective view of the tongue on the brace.

Figure 5 is a fragmentary view of the slit for the tongue in the lower portion of the panel.

Figure 6 is a fragmentary view showing a modified pocket construction.

Figure 7 is a face view of a display device of a further modification.

The advertising display device as illustrated in the drawings, comprises a card or panel, 10, of sheet material, a foot-piece, 11, adjustably connected, as by hinging, at one end to said panel, and extending downwardly, the opposite end being hinged to a forwardly inclined brace member 12, the forward end of which is detachably secured to the panel, 10, adjacent its lower edge. The panel is provided with a plurality of vertically spaced, elongated slots, 14, each of which serves as a mouth for a merchandise container or pocket, 15. These pockets are formed of flat pliable pieces of sheet material, 16, the forward end of each piece being attached to said panel in alignment with the lower edge of the corresponding slot,—the opposite end being secured to the foot-piece, 11. It will be noted that this arrangement permits the pockets to be positioned telescopically one within another. It may be understood that the sheet material forming these pockets may be secured to the upper rear side of the panel if preferred, instead of to the foot-piece, 11.

These pockets, 16, are especially adaptable for containing merchandise that is relatively flat, such as goods packaged in envelopes, or the like, or which in itself is already flat, and relatively thin. In Figures 1 and 2, I have illustrated merchandise packaged in envelopes indicated at 18 and 19, in the two upper pockets.

Usually the package or envelope is provided on its face with certain information indicating color, style, etc. of the merchandise, and to this end, the pockets are dimensioned so that a portion of the package protrudes through the corresponding slot so as to be visible from the face side of the panel. The pockets are formed to hold only a small quantity of the merchandise and of course must be replenished occasionally as it is used. However, there may be instances when the replenishing of the merchandise in the pockets has been neglected, and to keep prospective purchasers informed as to the merchandise available, I cover the portion of the panel above the slot, which is normally overlapped by the envelope when in the pocket, and also the portion of the sheet, 16, of the adjacent pocket which is visible through the slot when the pocket is empty, with lettering, coloring, decorations, etc. exactly duplicating the appearance of that portion of the envelope which protrudes from the slot, as illustrated in Figures 1 and 3. In Figure 1 it will be noted that the envelope, 18, projects out of the top slot to such extent as to exhibit the wording "Engel art corners" Figure 3, in which the pockets are empty, it will be seen that a portion of this wording, herein shown as the word "Engel" appears above the (top) slot, and the other part of the wording "Art corners" appears on the portion of the adjacent sheet, 16, which is visible through the slot. This lettering, etc. may be made up in the form of separate labels for securing to the panel and pockets in registration with the slots, or the sheet material, 16, of the pockets may be provided with this mat-

ter printed or engraved thereon; and as shown in Figure 3, the end of this sheet may be lapped back on the face of the panel with this lapped portion provided with printed matter corresponding to the merchandise in the pocket below, and at the same time serving as means for securing the front end of the sheet, 16, to the panel.

The portion of the panel below the lower slot, as indicated at 21, may be provided with coloring, lettering, etc. to represent the article of merchandise contained in this bottom pocket, and when the pocket is empty, the matter above said slot and on the next pocket visible through this slot, taken with the matter indicated at 21, on the panel, will also resemble in appearance a complete article of merchandise, which is usually contained in this pocket.

It is desirable that the brace and foot piece be so formed as to permit folding against the panel to facilitate shipping. The detachable connection of the brace to the panel consists of a slit in the panel including a pair of upwardly diverging slit portions, 24, continuing in oppositely extending transverse slit portions, 25, forming upright triangular lugs or projections, 26, said slit portions, 25, terminating in oppositely extending horizontal slit portions, 27. The forward end of the brace is provided with a downwardly depending tapered tongue, 28, of substantially the same angle as that formed between the slit portions, 24. A pair of apertures, 29, are provided in the forward end of said brace, adjacent the tongue, adapted to be engaged with the projections, 26, when said tongue is extended through the slit to center the tongue in the slit and prevent lateral movement of said brace. This tongue when in position in the slot, lies against the face side of the panel with the panel portion defined by the slit portions, 24, overlapping said tongue.

In the modification shown in Figure 6, pockets, 31, are formed of flat strips of pliable sheet metal, 32, of Z-shaped formation. The upper legs or ends of the strips are lapped over the lower edges of the slots, 14, and secured against the front side of the panel, 10, and the lower legs or ends of the Z-shaped strips, 32, which extend in reverse direction, are secured to the front side of the strip forming the next adjacent pocket; the lower leg of the rear pocket strip being secured to the foot piece, 11. This construction may be preferred, in that it requires only one size of strip material, and also because all the pockets are of uniform size.

Figure 7 illustrates a display board of further modification and includes two series of pockets or containers for packaged merchandise. These series of pockets are preferably arranged at the opposite edges of the face panel, 35, having slots, 36, for the corresponding pockets, with one end of the slots opening at the adjacent edge of the panel. The pockets are formed of pliable sheet material, 37, and may be constructed either as shown in Figures 3 or 6, with the forward end of the sheets, 37, lapped over the lower edge of the corresponding slot and secured to the face side of the panel. The open end slots in the panel afford access to the corresponding pockets from the side and facilitates insertion and removal of the merchandise from the pockets. To insure sufficient support and rigidity of the panel portions intermediate the slots, the panel is initially formed with reinforced portions, 38, which are folded back and secured to the rear side of the panel; the reinforced portions being shown in dotted lines at A, in extended position. Although not essential, the panel, 35, is supported by two sets of braces and foot pieces, one aligned with each of the series of pockets.

I claim:

1. An advertising display device consisting of a panel of sheet material provided with a plurality of spaced apertures, and pockets disposed at the rear side of said panel in registration with said apertures respectively, to serve as containers for merchandise, said pockets being telescoped one within another.

2. In an advertising display device comprising a panel of sheet material, a foot piece adjustably connected to said panel and extending angularly therefrom, a brace extending from the foot piece toward the rear side of the panel, and a detachable connection consisting of an angular slit including upwardly and outwardly diverging slits, each terminating in a horizontal slit in said panel and a downwardly tapering tongue on the forward end of said brace adapted to be projected through said slits overlying the face of the panel, said tongue being partially overlapped by the angular panel portion defined by said diverging slits.

3. In the combination defined in claim 2, means for maintaining the tongue in alignment with said angular panel portion.

4. In an advertising display device comprising a panel of sheet material, a foot piece adjustably connected to said panel and extending angularly therefrom, a brace extending from said foot piece toward said panel, and a detachable connection including a slit in the panel consisting of a pair of upwardly diverging slit portions terminating in transverse slit portions forming upwardly extending projections, with laterally adjacent horizontal slit portions; and a downwardly tapering tongue on the forward end of the brace, said brace adjacent the tongue being provided with a pair of openings adapted to be engaged with said projections when the tongue is extended through said slits

and lapped against the face of the panel whereby to lock said brace in position.

5. In the combination defined in claim 4, the taper of the tongue being substantially equal to the angle defined by said diverging slit portions.

6. An advertising display device consisting of a panel of sheet material provided with a plurality of vertically spaced slots opening at one edge thereof, and pockets disposed on the rear side of the panel in registration with said slots.

7. An advertising display device consisting of a panel of sheet material provided with a series of vertically spaced slots adjacent each edge with the ends of said slots at the edges of the panel being open, and a series of pockets disposed on the rear side of the panel in registration with the respective slots.

8. An advertising display device including a panel of sheet material and a brace for supporting said panel in upright position, said panel being provided with a plurality of vertically spaced slots, and a co-operating pocket for each slot arranged in nested relation on the rear side of the panel and adapted to serve as containers for merchandise, said pockets being formed of flexible sheet material having one end secured to the panel adjacent the lower edge of its co-operating slot and the other end being secured to said brace.

9. An advertising display device consisting of a panel of sheet material provided with a series of vertically spaced slots opening at one edge thereof, and a series of pockets disposed on the rear side of the panel in registration with the respective slots, said pockets being arranged in nested relation.

ALBERT W. ENGEL.