R. C. BEATTY.

DISPLAY DEVICE.

APPLICATION FILED JAN. 2, 1912.

1,079,096. Patented Nov. 18, 1913.

Fig. 1.

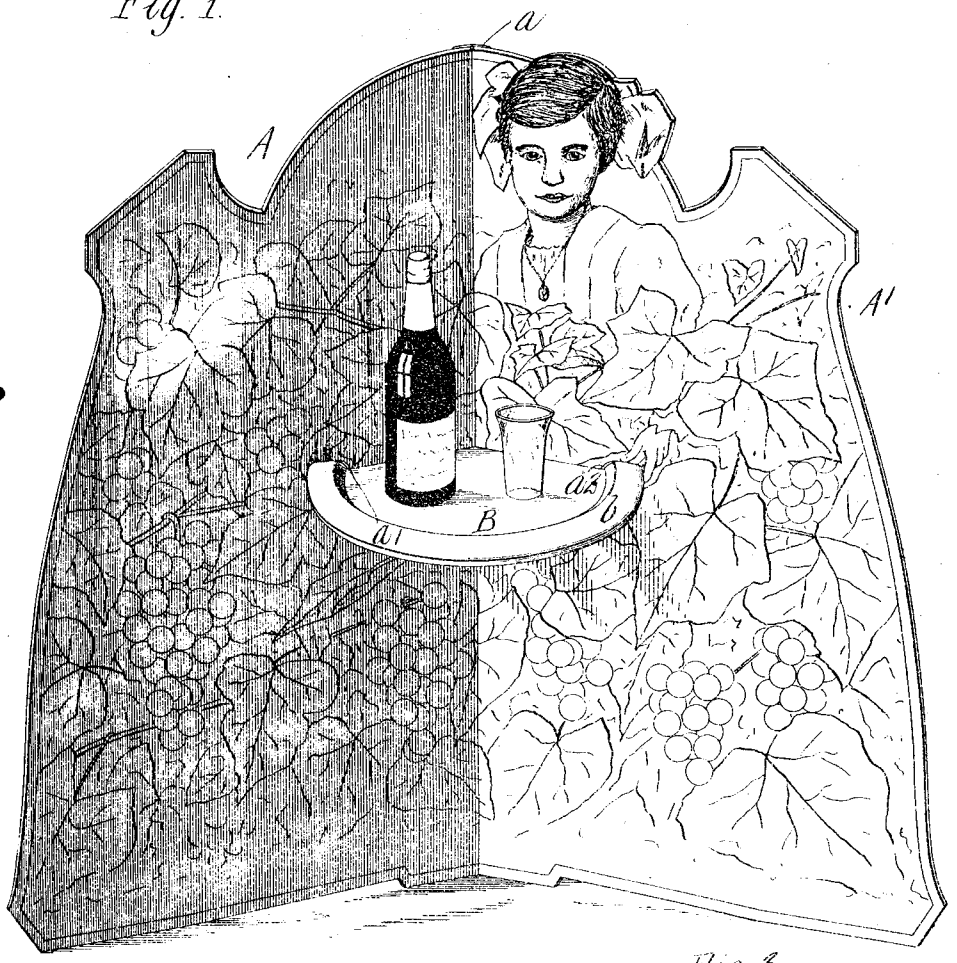


Fig. 2.

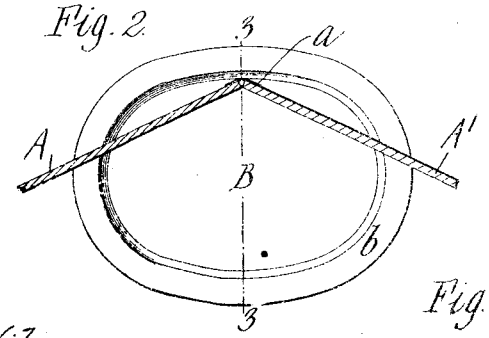


Fig. 3.

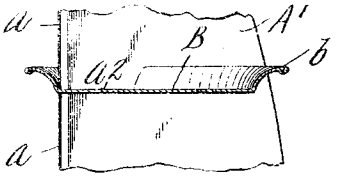
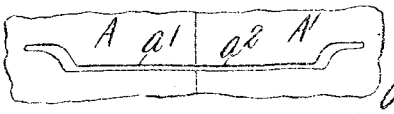


Fig. 4.



Witnesses.
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UNITED STATES PATENT OFFICE.

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DISPLAY DEVICE.

1,079,096. Specification of Letters Patent. Patented Nov. 18, 1913.

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To all whom it may concern:

Be it known that I, RICHARD C. BEATTY, a citizen of the United States, residing at Buffalo, in the county of Erie and State of New York, have invented a new and useful Improvement in Display Devices, of which the following is a specification.

This invention relates to display devices which are intended to be used principally for advertising purposes and which are placed in windows and other conspicuous places to attract attention to articles which are displayed thereon.

The objects of this invention are to provide a display device of this character of simple and inexpensive construction in which the articles to be displayed are supported by the device in such a position thereon that they will attract immediate attention, and which forms a firm and substantial support for the articles; to provide the device with a pictorial representation of an object or figure which is associated with the shelf or other support on which the articles rest, in such a manner as to have the appearance of supporting or holding the same; and to so construct the device that it will normally stand upright in its display position but can be readily collapsed and folded to occupy a relatively small amount of space when not in use.

In the accompanying drawings: Figure 1 is a perspective view of a display device embodying the invention. Fig. 2 is a fragmentary horizontal section thereof above the shelf. Fig. 3 is a fragmentary sectional elevation in line 3—3, Fig 2. Fig. 4 is a fragmentary front elevation of the device with the shelf removed.

Like reference characters refer to like parts in the several figures.

The display device in general terms comprises an upright supporting member having a shelf or holder which projects outwardly at the front of the device and is adapted to support the article to be displayed. The front face of the device is provided with the representation of an object or figure which is associated with the shelf or holder for the articles in such a manner as to give the appearance of holding or supporting the same. The supporting device may consist of a single upright panel but is preferably formed of two connected panels which are arranged at an angle to each other so that they will stand in an upright position without additional supports. To facilitate the shipping and storing of the device when not in use, the panels may, if desired, be hinged together at their adjoining edges and the shelf detachably secured to the panels so that the shelf can be removed and the panels folded upon each other to occupy a relatively small amount of space.

In the particular embodiment of the invention shown, A A′ represent two upright connected panels which are formed of cardboard or other suitable material and are arranged at an angle to each other so as to support each other in their upright position. These panels may be connected together by any suitable means, such as the canvas hinges *a* which permit them to be folded upon each other.

B represents the shelf or support for the articles to be displayed, which, as shown, is in the form of an oval tray having the usual edge flange *b* but may be of any other suitable form and construction as desired. This shelf or tray is supported by the panels in a horizontal position and projects outwardly therefrom at the front side of the device and for this purpose the shelf may be mounted on the panels in any suitable manner. In the construction shown, the tray is detachably arranged in connecting slits a' a^2 which are formed in the panels and are shaped to conform to the shape of the tray. The tray B extends through the slits with its bottom resting upon and supported by the lower edges thereof, while the upper side of the tray is adapted to be engaged by portions of the panels forming the upper edges of the slits so as to prevent the tray from tipping therein. The tray is thus firmly held by the panels in its horizontal display position, and no braces or additional supports therefor are required.

In its display position, the tray or shelf B at the outer edge of its flange preferably engages the opposite ends of the connecting slits a' a^2 of the panels, and the upper face of the tray at its rear side adjacent to the inner edge of its flange is engaged by portions of the panels which form the upper edge of the slits adjacent to the joint between the panels. The panels and tray thus interlock in such a manner as to tend to retain the panels in their angular arrangement against accidental displacement, and to prevent the withdrawal of the tray therefrom

when the panels are in their angular position. To insert the tray into the slits of the panels or withdraw it therefrom, the panels are turned into substantial alinement with each other in which position they will yield sufficiently to permit the tray to be inserted into the slits or withdrawn therefrom in an inclined position.

The face of the panels is provided with a pictorial representation, which, in the construction shown, is the of a girl who has the appearance of holding in her hands the tray on which the articles are placed. Any other representation of an object or figure which has the appearance of holding or supporting the shelf or tray for the articles may be used if desired. The association of the picture with the shelf or tray in this manner tends to at once draw the attention of the observer from the figure or object of the picture to the shelf and the articles displayed thereon. The device thus has the appearance of presenting or holding out in an attractive and conspicuous way to the observer the articles to which it is sought to attract his attention.

While the particular construction shown and above described represents one embodiment of the invention, the invention is not limited thereto but various changes and alterations in the number and arrangement of the panels and the manner in which the shelf is mounted thereon and supported thereby may be made without departing from the scope of this invention.

I claim as my invention:

1. In a display device, the combination of two panels which are arranged at an angle to each other and are provided with slits, and a shelf provided with portions adapted to enter said slits and to engage with the edges of said slits for supporting said shelf on said panels and with portions which are adapted to engage with said panels to retain said panels in their angular arrangement, substantially as set forth.

2. In a display device, the combination of two connected panels which extend at an angle to each other and are provided with connecting slits, and a shelf which is arranged in said slits and is supported therein by the panels, said shelf being adapted to support a article in front of the panels and said panels being provided with the representation of a figure holding said shelf, substantially as s forth.

3. In a display device, the combination of two connected panels which extend at an angle to each other and are provided with connecting slits, and a shelf which is arranged in said slits and is provided with portions which interlock with portions of said panels whereby said shelf is supported by said panels and retains said panels in their angular arrangement, substantially as set forth.

4. In a display device, the combination of two connected panels which extend at an angle to each other and are provided with connecting slits, and a shelf in the form of a tray which is arranged in said slits and has a raised flange which interlocks with portions of said panels whereby said shelf is supported by said panels and retains said panels in their angular arrangement, substantially as set forth.

Witness my hand, this 26th day of December, 1911.

RICHARD C. BEATTY.

Witnesses:

EDWARD C. HARD,

A. L. MCGEE.