May 7, 1929. E. BRUNHOFF 1,711,586

ADVERTISING AND DISPLAY APPARATUS

Filed July 3, 1925

Fig. 1.

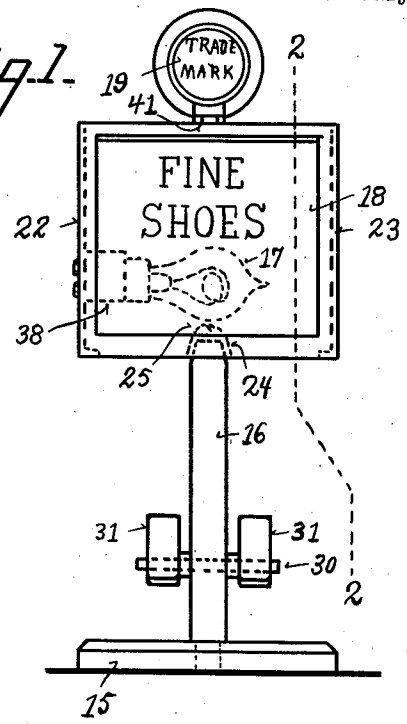


Fig. 2.

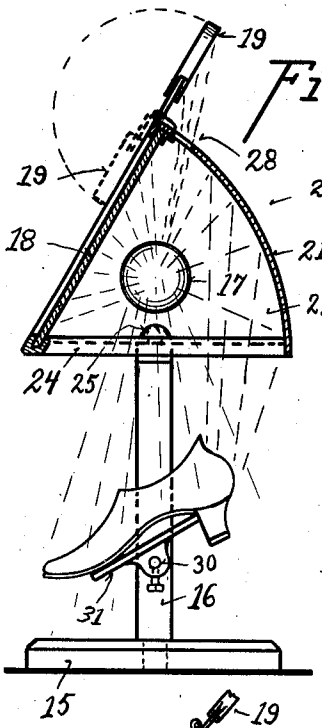


Fig. 3.

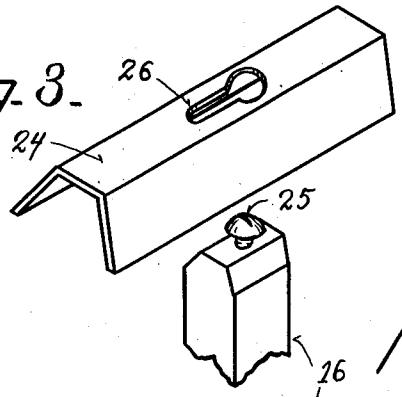


Fig. 4.

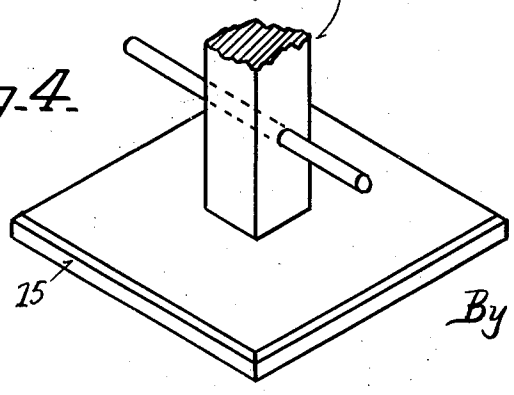
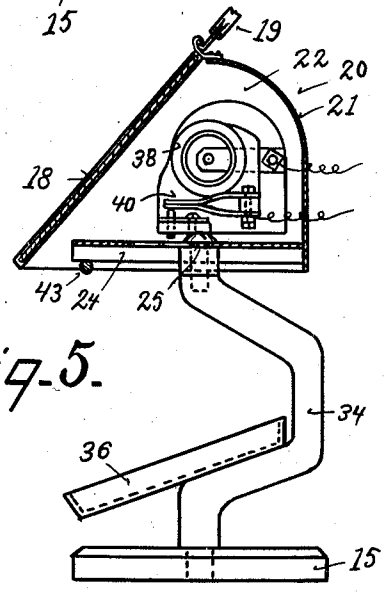


Fig. 5.



Inventor,
Edward Brunhoff,
By C. W. Miles,
Attorney.

Patented May 7, 1929. 1,711,586

UNITED STATES PATENT OFFICE.

EDWARD BRUNHOFF, OF CINCINNATI, OHIO, ASSIGNOR TO THE BRUNHOFF MANUFACTURING COMPANY, OF CINCINNATI, OHIO, A CORPORATION OF OHIO.

ADVERTISING AND DISPLAY APPARATUS.

Application filed July 3, 1925. Serial No. 41,384.

My invention relates to improvements in display and advertising apparatus. One of its objects is to provide improved apparatus by means of which merchandise may be displayed and illuminated and at the same time advertised. Another object is to provide improved apparatus designed to illuminate and display merchandise and to attract attention to the goods and the special merits of the goods. Another object is to provide improved apparatus to display, illuminate the goods, and at the same time illuminate the sign and the trade-mark, and associate the trade-mark with the goods on display. Another object is to provide improved simple and efficient and inexpensive means to display and illuminate merchandise. Another object is to provide such means which is adapted to be shipped knock-down in compact form, and to be set up for use upon arriving at its destination. My invention also comprises certain details of form, and combination of components, all of which will be fully set forth in the description of the accompanying drawings, in which:

Fig. 1 is a front elevation of a display and advertising apparatus embodying my invention.

Fig. 2 is a side elevation of the apparatus of Fig. 1, partly in vertical section along the line 2—2 of Fig. 1.

Fig. 3 is a perspective view of the channeled sheet-metal cross-bar by means of which the illuminating and advertising member is detachably mounted upon the vertical standard.

Fig. 4 is a perspective view of the base and vertical standard detached.

Fig. 5 is a side elevation illustrating a modification of Figs. 1 and 2.

The accompanying drawings illustrate the preferred embodiments of my invention, in which 15 represents a base member from which a standard 16 projects upwardly, and is preferably detachably connected to the base 15 so as to be compactly packed for shipment. Detachably mounted upon the upper end of the standard 16 is a sheet-metal structure which serves as a housing for an incandescent electric light bulb 17, and also as a support for a transparent or translucent advertising plate 18, and preferably for a transparent or translucent plate 19 above the housing member, which is designed to carry the trade-mark to be associated with the goods on display.

The housing member 20 comprises a plane or curved plate 21 at its upper rear side, end plates 22 and 23, and a frame in front to hold the advertising plates 18 and 19. A channeled cross-bar 24 extends from front to rear of the housing member 20 intermediate of the end plates 22 and 23, and serves as a means for detachably and firmly supporting the housing 20 upon the upper end of the standard 16. This is preferably attained by beveling the upper end of the standard to fit into the channel of the cross-bar 24 and providing a screw 25 threaded into the upper end of the standard 16, with the head of the screw a slight distance above the upper end of the standard. The cross-bar 24 is provided with a slot 26 to engage the shank of the screw and beneath the screw head, and an enlargement at one end of said slot 26 through which the head of the screw may be passed. Thus by passing the head of the screw through the enlarged end of the slot 26, and then slipping the upper beveled end of the standard along the channel of the cross-bar, the narrow section of the slot 26 engaged opposite sides of the shank of the screw and beneath the screw head to firmly mount the housing 20 upon the upper end of the standard 16. The inner face of the plate 21 of the housing 20, and also the inner faces of the end plates 22 and 23 preferably serve as reflectors to reflect the light rays and direct them downwardly upon the goods to be displayed and vended, and to thereby concentrate the light upon the goods, and to direct attention to the highly illuminated goods to be vended. A portion of the light is transmitted through the advertising plate 18, while a portion of the light is reflected from the rear face of the plate 18 and assists in illuminating the goods to be vended. A perforation through the upper portion of plate 21 at 28 enables a beam of light rays to pass through the plate 21 and strike upon the rear face of the advertising plate 19, and a portion of this light is directed forwardly through the transparent or translucent portions of the plate 19 to display the advertising matter or trade-mark thereon from in front of the plate 19. The plate 19 is preferably hinged at 41 to the plate 18 so as to be folded over upon the

face plate 18 as indicated in dotted line Fig. 2, during shipment.

The goods to be displayed and illuminated may be variously supported upon the base 15 for standard 16, depending upon the nature of the goods. As illustrated in Figs. 1 and 2 a cross-bar 30 carried by the standard 16 supports two small plates or brackets 31 upon which shoes or similar articles are adapted to be mounted in pairs for display and to be illuminated from above.

In Fig. 5 I have illustrated a modification having a curved standard 34 corresponding to the standard 16 of Fig. 1, upon which is mounted a tray or container 36 adapted to receive any tools or other goods which it may be desired to display. Also in Fig. 5 the forward end of the channel 24 terminates short of plate 18 and is attached to a cross-rod 43, which in turn is attached at opposite ends to the end section 22 and 23.

A light socket 38 is attached to the inner face of one of the end sections 22 or 23, to which the light bulb 17 is detachably secured. I contemplate using a continuously illuminated light bulb for a portion of the articles to be displayed, but I preferably provide a socket and light bulb in which the illumination is automatically and intermittently regulated or interrupted by thermostatic or other similar means or member 40, see Fig. 5, to thereby utilize the variations in intensity of illumination to attract attention to the display of goods.

The apparatus herein shown and described is capable of considerable modification within the scope of the claims without departing from the spirit of my invention.

What I claim is.

1. A display apparatus comprising a base, a standard mounted upon and extending upwardly from said base, a housing mounted upon the upper end of said standard and provided with an advertising plate forming the front wall of said housing and through which light rays are adapted to pass and with the end wall of said housing substantially opaque, an illuminating member housed within said housing and serving to direct light rays downwardly toward said base and upwardly and forwardly through said advertising plate, and substantially horizontal supporting means carried by and above said base adapted to interchangeably support goods to be displayed in a position to be illuminated by the downwardly directed rays from said illuminating member.

2. A display apparatus comprising a base, a standard mounted upon and extending upwardly from said base, a housing mounted upon the upper end of said standard and provided with an advertising plate forming the front wall of said housing and through which light rays are adapted to pass and with substantially opaque rear and end housing walls serving to concentrate and reflect a beam of light rays downwardly from said housing, an illuminating member housed within said housing and serving to direct light rays through said sign and directly and by reflection to direct light rays downwardly from said housing, and a substantially horizontal tray carried by said standard above said base adapted to interchangeably support the goods to be displayed in position to be illuminated by the downwardly directed light rays from said illuminating member and housing.

3. A display apparatus comprising a base, a standard mounted upon and extending upwardly from said base, a housing mounted upon the upper end of said standard and provided with an advertising plate forming a front wall of said housing and a light window in the top wall of said housing and an advertising plate located above and supported by said housing, and through both of which advertising plates light rays are adapted to pass, substantially opaque rear and end housing walls, said rear housing wall being provided with a perforation through which light rays may pass to the rear face of the upper advertising plate and thence forward through said upper advertising plate, an illuminating member housed within said housing and serving to distribute light rays downwardly from said housing and upwardly through said respective advertising plates and supporting means carried by said base to support the goods to be displayed in position to be illuminated by the downwardly directed light rays from said housing.

In testimony whereof I have hereunto affixed my signature.

EDWARD BRUNHOFF.