April 11, 1939. L. K. THORMAN 2,153,976

DISPLAY DEVICE

Filed Feb. 3, 1938

Fig. 1.

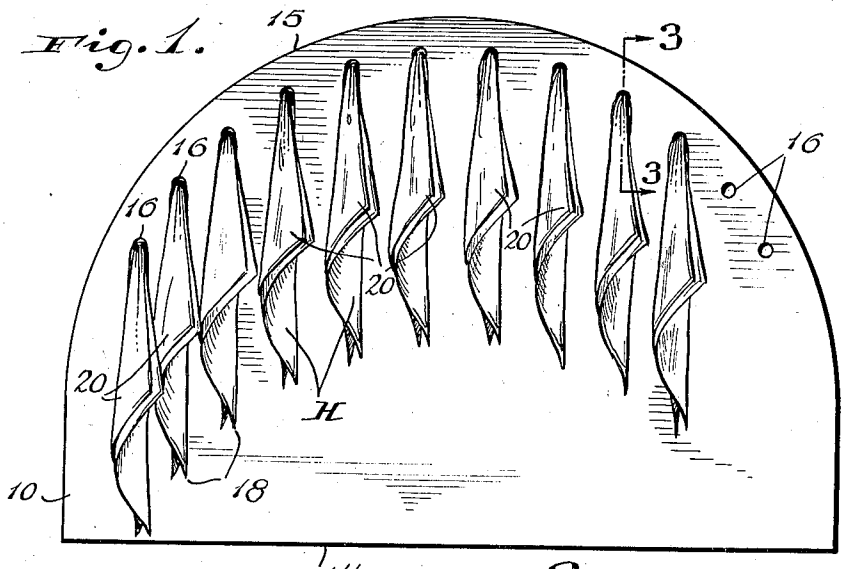


Fig. 3.

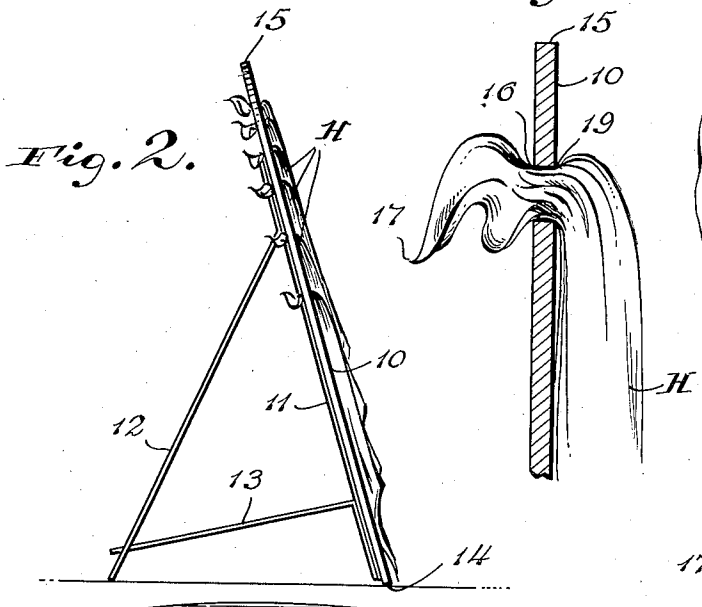


Fig. 4.

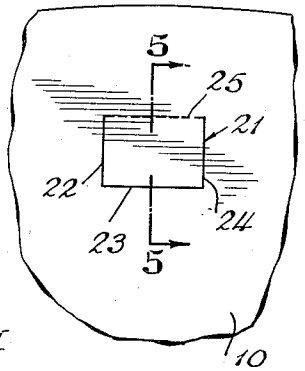
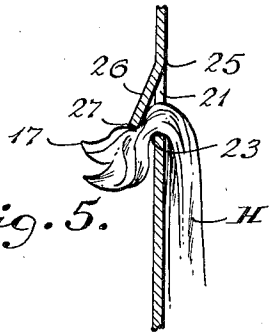


Fig. 5.



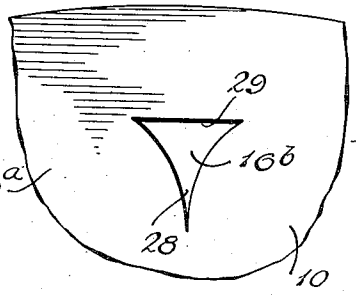


Fig. 6.

INVENTOR.
LESTER K. THORMAN
BY
J. Bassecches
ATTORNEY.

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DISPLAY DEVICE

Lester K. Thorman, Woodmere, N. Y., assignor to Benjamin Wolf Co. Inc., New York, N. Y., a corporation of New York

Application February 3, 1938, Serial No. 188,417

3 Claims. (Cl. 206—79)

This invention relates to a display device; more particularly to a display device of the easel type for merchandising scarfs, more particularly handkerchief scarfs or colored handkerchiefs, to present the merchandise in a highly attractive display and for facilitating the merchandising service of such articles.

It is contemplated by my invention to provide a display stand wherein a wide variety of handkerchiefs, more particularly colored handkerchiefs or scarfs, may be presented to view for ready choice from a wide variety of colors, avoiding detrimental stacking of such articles of merchandise, yet conveniently mounting the same so that the items may be readily inspected and a choice of the merchandise made by the prospective purchaser.

It is further contemplated by my invention to provide a simple and inexpensive display stand upon which articles of merchandise, such as handkerchiefs or scarfs, may be displayed with maximum merchandising advantage, and held in such position for ready inspection and removal by a prospective purchaser. It is further contemplated by my invention to provide a display stand for handkerchiefs, more particularly colored handkerchiefs, in which a wide color range may be attractively displayed to enhance the merchandising display not only of the article itself but of the associated variety of these articles.

My invention contemplates so folding articles of merchandise, such as handkerchiefs, particularly light weight silks or crepes, as to conveniently connect the same to a simple and inexpensive display stand, while still displaying substantially the entire article in a manner to be readily inspected and associating a wide range of colors, to provide for the entire display a highly ornamental and attractive assembly.

I have found that by folding an article of the character described, such as handkerchiefs, scarfs or the like, rectangularly and passing one corner thereof through a small orifice so that the bulk of the fabric tapers or widens from such corner, the tapering of the fabric from such corner offers sufficient frictional contact with small perforations or orifices formed in a display easel to securely hold the handkerchief or scarf in position, while so draping the same to give the maximum display and, where associated with a large number of other items of this character, the entire assembly provides a highly attractive display.

I have further found that by drawing the handkerchief fabric from one corner through a small perforation or orifice, with the bulk of the fabric tapering or widening from a corner or a portion of the fabric, leaving the major portion of the handkerchief to spread out, not only am I enabled to obtain adequate suspension upon an easel face but the article is draped in a manner to give a highly attractive display when a large number of differently colored handkerchiefs are so mounted upon an easel face. Further by arcuately arranging a large number of orifices upon an easel face or displacing the points of suspension, the bulkier portions of the handkerchiefs may be so arranged as not to interfere with the display, in addition to mounting the articles for ready inspection, while permitting facile removal for a prospective purchaser.

To attain these objects and such further objects as appear herein or may be hereinafter pointed out, I make reference to the accompanying drawing, forming a part hereof, in which—

Figure 1 shows a plan view of my display stand;

Figure 2 is a side elevation thereof;

Figure 3 is a section taken on the line 3—3 of Figure 1;

Figure 4 is a fragmentary plan view of a detail showing another embodiment of a fastening means;

Figure 5 is a section taken on the line 5—5 of Figure 4;

Figure 6 is a fragmentary plan view of another embodiment of a fastening means.

Making reference to the drawing, I have illustrated an easel face 10 which has attached to the rear face thereof 11, a leg 12 and locking means 13, of well known construction.

The face 10 has a bearing portion 14 and a capital or crown 15, which is generally arcuate and substantially semi-circular.

In substantial parallelism to the crown or capital 15, I provide a series of orifices 16. The depth of the easel face 10 is calculated to provide between the orifices 16 and the base 14 sufficient depth to support a substantial length of handkerchief or scarf which has been folded. In folding the handkerchief or scarf H, a rectangular section of the fabric is preferably folded twice, providing four superimposed layers. The medial corner 17 is then grasped, suspending the hem 18. When so suspended, the corner 17 is then drawn through an orifice 16. As the fabric from the corner formed at the center thereof tapers or widens outwardly, the handkerchief may be partially threaded through the orifice 16, making frictional engagement at the corner 19 and the

walls of the orifice 16. This frictional engagement is sufficient to suspend the handkerchief, while not deforming or creasing the portion of the fabric which has been drawn through the orifice 16.

By arcuately arranging the orifices 16, the flared portions 20 of the handkerchiefs do not all fall at the same point or in a straight line, thus permitting the flared folds to lie in a non-aligned position, offering sufficient area for the handkerchiefs to be displayed. A sufficient length of the handkerchiefs or scarfs is suspended to permit examination and the relative positions of the handkerchiefs to one another permit a wide range of colors to be displayed, to give the entire assembly a very attractive appearance.

While I have described and found it convenient to fold the handkerchief by a double fold into four superimposed layers, using the center as a corner to draw through the orifices 16, it will be understood that a simple and convenient manner for accomplishing this may be merely to grasp the exact center of the flat fabric, leaving the fabric to drape away from the portion grasped, and threading this through the orifice 16.

In Figures 4 and 5 I have shown another embodiment of my invention in respect of a detail for suspending the articles hereinbefore described.

I have illustrated merely a single handkerchief suspending or handkerchief connecting element. Here the element 10 is provided with a series of suspending means 21, by cutting along the lines 22, 23 and 24, leaving a connecting portion 25, thereby providing a tab 26. These suspending means 21 may be arranged in number and position corresponding to the orifices 16. For use, in providing the display heretofore described, the tab 26 is pushed backwards to hinge the same along the score line 25. In this position, the handkerchief H may then be suspended by threading the corner 17 through the orifice until a portion thereof passes the lower corner 27 of the tab 26. A slight retraction will serve to latch the handkerchief in position against the corner 27 of the tab, effectively holding it against displacement.

In other respects, the display as heretofore described is effected by the coordinating arrangement of a variety of the handkerchiefs.

In Figure 6 I have shown a still further embodiment of my invention in which the easel 10 may be provided with a cutout 16*a* instead of the circular orifices heretofore described in conjunction with Figures 1 to 3. The orifice 16*a* has a base 28 of dart-like or wedge-shaped contour.

In use, a corner of the handkerchief may be threaded through the orifice 16*a*, adjacent the wider portion thereof 29. After threading a sufficient portion of the corner, the handkerchief may then be wedged downwardly to the portion 28. This wedging action frictionally engages the fabric and suspends the same effectively.

In all other respects, orifices such as 16*a* may be arranged in position and number heretofore described in conjunction with Figures 1 to 3, to obtain the attractive display already mentioned.

It will thus be observed that I have provided a highly efficient and attractive merchandising display for articles of the character enumerated, not only providing by the simple and inexpensive expedients, a quick, facile mounting means for the same but a coordinated and attractive merchandising card or display stand, due to the relative position and arrangement of merchandise of the character mentioned.

Having thus described my invention and illustrated its use, what I claim as new and desire to secure by Letters Patent is—

1. In combination a display card having a series of perforations disposed across the card, and a plurality of handkerchiefs suspended from said perforations and displayed on said card, said handkerchiefs being folded twice rectangularly to provide median corners joining the quarter sections of the handkerchiefs, said median corners extending rearwardly through said perforations to substantially the same extent, the handkerchiefs being thus suspended from the perforations by frictional engagement, the remainder of the handkerchiefs being displayed on the card and each having a downwardly directed corner and an intermediate flaring and bulky portion protruding from the card, each of said perforations being suitably placed laterally and displaced vertically relative its adjacent perforations so that the handkerchiefs are each distinctly separated from each other adjacent their perforations to permit the handkerchiefs to be individually grasped for removal from the card, and the intermediate flaring and bulky portions tend to overlap but are distinctly displayed by reason of the non-aligned relation of such portions.

2. The combination set forth in claim 1 wherein the perforations are wedge-shaped, to wedge a corner of the handkerchief threaded therethrough.

3. The combination set forth in claim 1 wherein the perforations cooperate with a hingeable tab to engage a corner of the handkerchief threaded therethrough.

LESTER K. THORMAN.