Jan. 29, 1935. L. L. BERKOWITZ 1,989,540

DISPLAY DEVICE

Filed Dec. 6, 1933

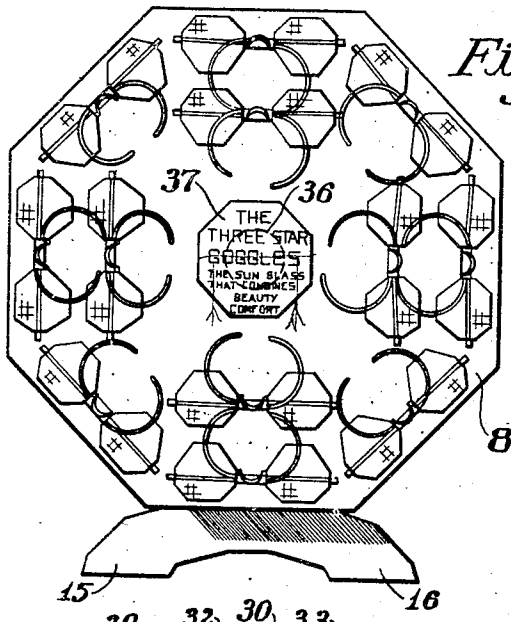


Fig. 1

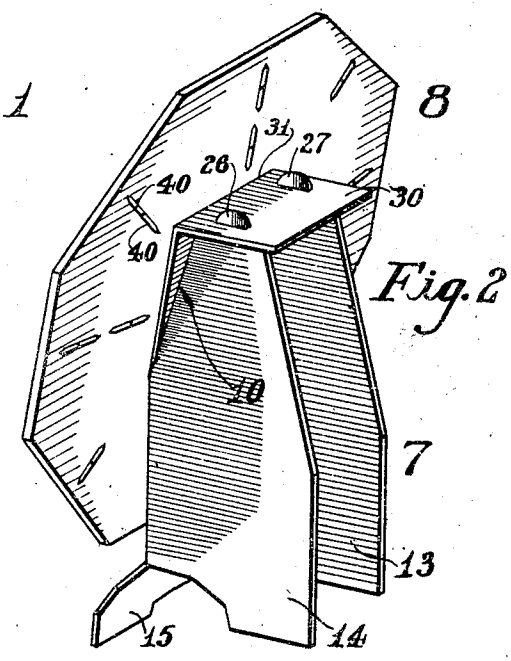


Fig. 2

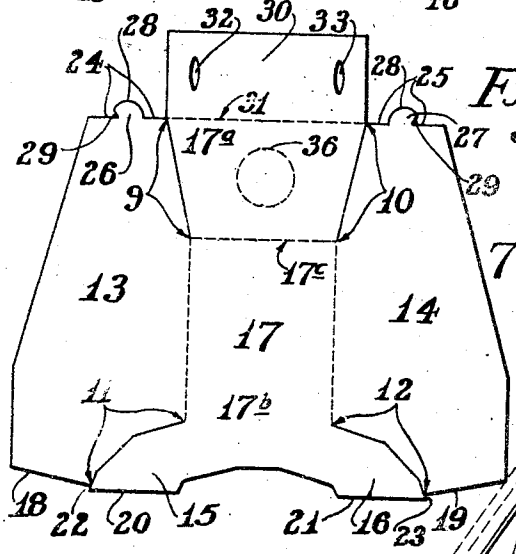


Fig. 4

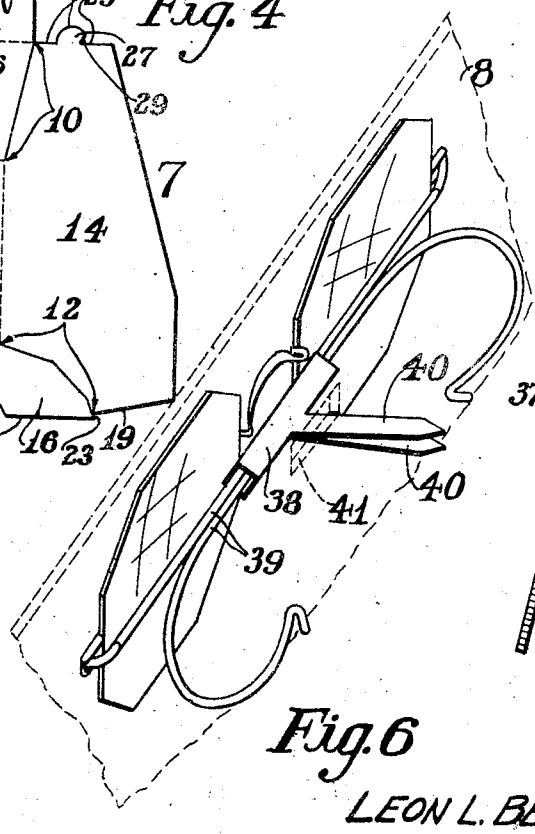


Fig. 6

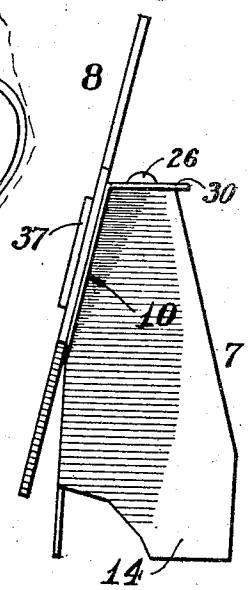


Fig. 3

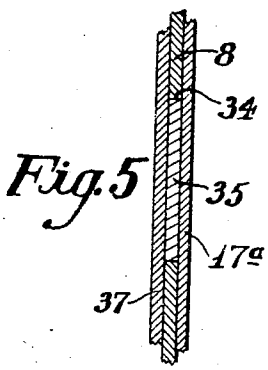


Fig. 5

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DISPLAY DEVICE

Leon L. Berkowitz, Philadelphia, Pa.

Application December 6, 1933, Serial No. 701,180

8 Claims. (Cl. 211—156)

My invention relates to a new and useful display device particularly for counter or window display, to be formed of any suitable, inexpensive sheet material such as cardboard or the like. The objects and essential features of my invention will appear more fully from the following detailed description and from the drawing.

For the purpose of illustrating my invention, I have shown in the accompanying drawing, one form thereof which is at present preferred by me, since the same has been found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which my invention consists can be variously arranged and organized and that my invention is not limited to the precise arrangement and organization of the instrumentalities as herein shown and described.

Referring to the drawing in which like reference characters indicate like parts:

Figure 1 represents a front elevational view of a display device embodying my invention.

Figure 2 represents a perspective view of the same shown particularly from the side and rear.

Figure 3 represents a side elevational view of the same.

Figure 4 represents a plan view of the supporting member shown in a flat condition prior to folding.

Figure 5 represents a fragmentary section on line 5—5 of Figure 1 through the pivot.

Figure 6 represents a perspective view of a pair of spectacles attached to the display panel portion of the device with the display panel and the opening therethrough shown in dotted lines.

The display device of my present invention is formed principally of a supporting or easel member designated generally by the numeral 7 and a display panel 8 and an advertising plate 37 carried thereby. The supporter or easel member 7 is formed in a flat condition preferably of a single sheet of suitable material such as cardboard or the like, generally symmetrical about its vertical median line (see Figure 4) and having cuts 9 and 10 formed at the top thereof at slightly divergent angles and having the more or less continuous or broken-line cuts 11 and 12 at the lower part thereof. The relative distance between the inner ends of the cuts 9 and 10 and the inner ends of the cuts 11 and 12 determines the relative spacing of the two rear brace members 13 and 14 when in an assembled condition as shown in Figure 2.

The cuts 11 and 12 extend generally outwardly so as to form laterally extending front leg portions 15 and 16 at the base of the central easel portion 17;—thereby increasing the effective lateral base of the easel as a whole, as shown particularly in Figures 1 and 2. The lowermost edges 18 and 19 of the rear brace portions or panels 13 and 14 are preferably inclined at slight angle with respect to the lower horizontal edges 20 and 21 of the base members 15 and 16, so that the central panel 17 will incline rearwardly at a suitable angle. This rearward inclination is further assured by the slight upward spacing of the edges 18 and 19 as indicated at 22 and 23.

The brace panels 13 and 14 terminate in upper edges 24 and 25 from which suitable interlock tabs 26 and 27 are extended, having rounded front edges 28 and preferably slight undercut rear locking edges 29.

Above the central panel 17 of the easel, an upper lock panel 30 is provided;—separated from the lower panel 17 by the score-line of folding-line 31. The lock panel 30 is provided with slots 32 and 33 which are adapted to receive the interlock tabs 26 and 27 in the assembled condition of the device, as indicated in Figure 2.

Owing to the slight inclination of the cuts 9 and 10, the upper portion of the panel 17, designated by the numeral 17—*a*, may be folded rearwardly at a slight angle with respect to the lower portion 17—*b*;—the slight fold taking place along the line 17—*c*. This is best illustrated in Figures 2 and 3. Thus the upper panel portion 17—*a* rests against the cut edges 9 and 10 of the rear brace panels 13 and 14 in the assembled condition.

The display panel, designated generally by the numeral 8, is provided with a central circular opening 34, which is preferably formed by stamping the circular pivot disc 35 from the center of the panel 8. The circular disc 35 is fastened to the upper panel portion 17—*a* of the easel by any suitable means, as for instance by gluing, wire-stitching or otherwise securing the same at a place generally indicated by the circle 35 (Figure 4). The panel 8 is then mounted upon the circular disk 35 so that the disc 35 then acts as a pivot for the display panel 8. An outer stationary advertising plate and retaining flange 37 is secured (adhesively, by wire-stitching or otherwise) to the outer surface of the circular pivot disc 35 so as to lock the display panel 8 upon said pivot and upon the easel in a rotatable manner;—the plate 37 being of suitably larger diameter than the circular pivot disc 35. If desired the same wire stitch or stitches may be extended through members 17—*a*, 35 and 37.

In this manner the display panel 8 is pivotally

mounted upon the easel. By using adhesive for the fastening means between the circular pivot disc 35 and the upper panel portion 17—*a* and again between the outer surface of the circular pivot disc 35 and the retaining disc 37, the outer or visible portions of the display device will not reveal any fastening means and will produce a more desirable appearance.

By my invention, a display of merchandise or similar material is effected upon a movable or rotatable display panel, while the advertising material, such as is found on the smaller advertising and retainer panel or plate 37, may be mounted stationarily, and hence, readable at all times by the observer. This gives the advantage of being able simultaneously to move the merchandise around and to read the advertising matter regardless of the position of the merchandise panel.

Any suitable merchandise may then be detachably fastened to the slightly rearwardly inclined and rotatable panel 8. In the particular illustration shown in the drawing, the spectacles and sun-glasses have been shown fastened to the panel 8 by suitable sheet metal clips 38 which are bent around the two bows 39 of the spectacles or sunglasses with the prongs 40 extended through suitable elongated openings or slots 41 in the display panel 8 and then bent outwardly as indicated in Figure 2. The merchandise may then be readily removed from the display panel as it is sold and the display panel may again be refilled.

I am aware that my invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof, and I therefore desire the present embodiment to be considered in all respects as illustrative and not restrictive, reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

Having thus described my invention, what I hereby claim as new and desire to secure by Letters Patent, is:

1. A display device comprising an easel member, a display panel rotatably mounted thereon in a generally upright position and adapted to carry merchandise display material, and a panel stationarily carried by said easel member in front of and generally centrally of said rotary display panel; said display panel being so arranged and disposed with respect to said easel that the pivotal center of the display panel, and hence the center of gravity thereof, will be inside of the effective base of the easel member.

2. A display device comprising an easel formed of a sheet of cardboard or the like, including a front panel and a rearwardly extending brace panel, means for retaining said panels in assembled relation to each other, a pivot disc fastened to said front panel of the easel member, a display panel rotatably mounted upon said pivot disc, and a stationary panel fastened to said pivot disc adapted to hold said display panel in assembled relation to the easel.

3. A display device comprising an easel member including a front panel, a portion of which at least is rearwardly inclined, and including also a rearwardly extending brace member and means for retaining said front panel and brace member in assembled relation, a generally upright display panel rotatably mounted upon said inclined front panel portion in assembled relation thereto and adapted detachably to carry merchandise display, and a stationary panel carried by said front easel panel and disposed in front of said display panel, and adapted to hold said rotary merchandise display panel in assembled relation to the easel.

4. A display device comprising an easel member including a front panel having a portion thereof inclined rearwardly, a rotary merchandise display panel pivotally mounted upon said rearwardly inclined portion of the front panel at a suitable inclination, but in a generally upright position, with the periphery of the display panel spaced from the basal portion of the front panel of the easel member, so as to give substantial clearance between the display panel and the front of the easel member.

5. A display device including an easel member, a generally upright merchandise display panel rotatably mounted on the front of the easel member, adapted to carry merchandise display, and a plate stationarily carried by said easel member in front of the display panel and being adapted to retain said display panel in assembled relation to said easel.

6. A display device comprising an easel, a generally circular pivot disc secured to said easel, a merchandise panel having a pivot opening of dimensions corresponding to the dimensions of said pivot disc;—said merchandise panel being pivotally related to said pivot disc, with the disc received within said pivot opening, and a retaining member in front of said merchandise panel and juxtaposed to said pivot disc and having a radial dimension greater than the pivot opening in said merchandise panel, and serving to confine the rotatable merchandise panel upon the pivot disc.

7. A display device comprising an easel, a pivot secured to the easel, a merchandise panel rotatably carried by the pivot and a retaining panel stationarily carried by the pivot in front of the merchandise panel and adapted to confine the merchandise panel on said pivot.

8. A display device comprising a knock-down easel including a front panel and a rear brace and means for retaining the same in operative relation to each other, a pivot disc carried by the front panel, a merchandise panel pivotally mounted upon said pivot disc, and a stationary disc carried by said pivot disc in front of said merchandise panel and adapted to retain the same in assembled relation to the easel.

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