Feb. 17, 1942. J. W. VETTER 2,273,604

DISPLAY APPARATUS

Filed Sept. 5, 1939

Fig. 1.

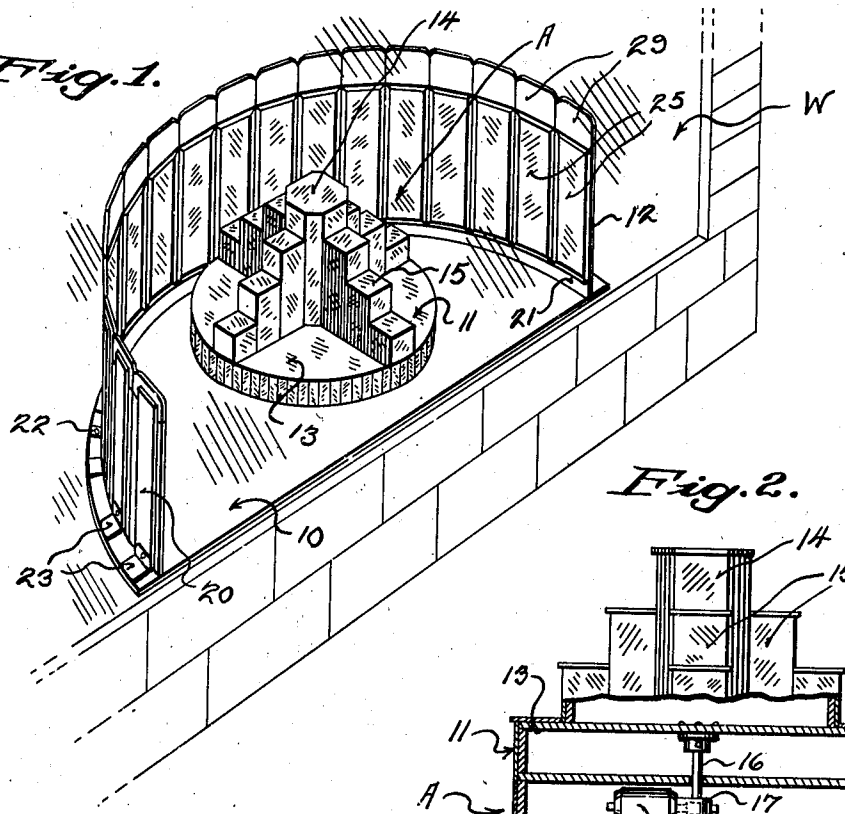


Fig. 2.

Fig. 3.

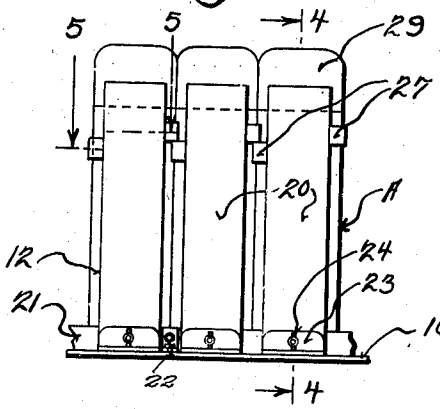


Fig. 4.

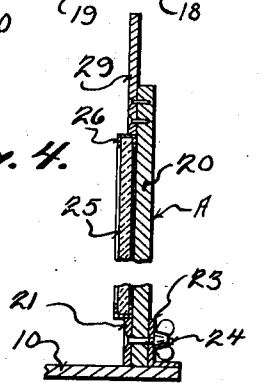
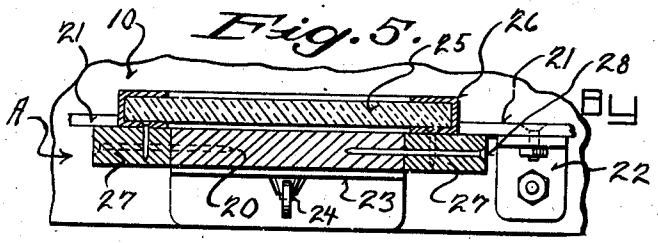


Fig. 5.



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UNITED STATES PATENT OFFICE

2,273,604

DISPLAY APPARATUS

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Application September 5, 1939, Serial No. 293,456

2 Claims. (Cl. 40—33)

This invention appertains to display apparatus for stores, and more particularly to a novel means for attractively displaying merchandise in windows or at other appropriate points in stores.

One of the primary objects of my invention is to provide a display apparatus for store windows and the like, which will create a new and novel appearance and thereby effectively attract the attention of a passerby.

Another salient object of my invention is to provide a display apparatus embodying a rotatable platform for the goods to be displayed, having reflecting surfaces and a stationary arcuate wall partially surrounding the platform having reflecting surfaces, whereby a multiplicity of reflections of the goods will be had, and whereby upon rotation of the platform an animated changing appearance will be created.

A further object of my invention is the provision of a semicircular wall or background for the rotatable platform provided with a plurality of closely arranged mirrors theeron, the mirrors having flat reflecting surfaces whereby distortion of the goods on display will be prevented.

With these and other objects in view, the invention consists in the novel construction, arrangement, and formation of parts, as will be hereinafter more specifically described, claimed, and illustrated in the accompanying drawing, in which drawing:

Figure 1 is a perspective view of my novel display apparatus, showing the same arranged in a store window.

Figure 2 is a fragmentary, side, elevational view, partly in section, illustrating the rotatable platform and the motor for continuously turning the same.

Figure 3 is a fragmentary, detail, elevational view illustrating the inner face of the arcuate wall or background.

Figure 4 is a detail, vertical, sectional view taken on the line 4—4 of Figure 3, looking in the direction of the arrows.

Figure 5 is an enlarged, fragmentary, detail, horizontal, sectional view taken on the line 5—5 of Figure 3, looking in the direction of the arrows.

Referring to the drawing in detail, wherein similar reference characters designate corresponding parts throughout the several views, the letter A generally indicates my novel display apparatus, and W a window in which the same can be positioned for attracting the attention of persons passing by. While I have shown the apparatus in a window, it is to be understood that the same can be placed at any other advantageous point for attracting the attention of possible purchasers.

The novel apparatus A embodies a flat base plate 10, which can be formed from any appropriate material, such as wood or metal. The base plate, as shown, is of a substantially semicircular shape, and its straight edge is disposed outermost. This base plate 10 rotatably supports the platform 11 and an arcuate semicylindrical wall or background 12. The platform 11 embodies a circular stand 13 on which is rigidly placed a centrally disposed pedestal 14. The stand 13 has also rigidly secured thereto a plurality of stepped shelves 15, which lead to and are connected with the pedestal 14. There may be as many sets of the stepped shelves 15 as desired, and in the present instance I have shown the sets of stepped shelves arranged at quarters. All of the outer surfaces of the stand 13, the pedestal 14, and the sets of stepped shelves 15 are covered with mirrors or polished reflecting faces.

Any appropriate means can be provided for slowly turning the platform 11, and, as shown in Figure 2, the platform is rigidly secured to an axially disposed shaft 16 extending through a bearing carried by a gear casing 17. The lower end of the shaft 16 is rotatably mounted in a thrust bearing 18 carried by the base 10. Rigidly bolted to the base 10 is an electric motor 19 of the desired rating, and the casing of this motor supports the casing 17 for the gearing, which operatively connects the armature shaft of the motor with the supporting platform shaft 16.

Referring to the semicylindrical wall or background 12, it is to be noted that the same includes a plurality of spaced upright boards 20, which are fitted against a semicircular rim or band 21 disposed on top of the base 10 adjacent the curved edge thereof. This band 21 is firmly secured to the base 10 by angle brackets 22. Against the rear faces of the boards 20 are positioned reinforcing angle brackets 23, and bolts 24 extend through the band 21, the boards 20, and the reinforcing angle brackets 23.

Arranged on the outer surface of the supporting boards 20 are flat mirrors 25 or other polished reflecting members, and the mirrors 25 are preferably arranged in reinforcing metal frames 26. Prior to the placing of the frames 26 on the mirrors 25, the frames have attached thereto blocks 27, and after the mirrors are placed in

the frames, the blocks **27** are secured to the boards **20** by fastening elements **28**. As is clearly shown in Figure 1, the flat mirrors have their side edges disposed in abutting relation.

If preferred, the flat boards **20** can have secured to their upper ends display sign boards **29**, which can carry any appropriate advertising matter.

In my novel display apparatus, articles are placed on the sets of stepped shelves and on the top of the pedestal **14**, and as all of the exposed surfaces of the platform carry mirrors, and as the arcuate wall partially surrounds the platform, a multiplicity of reflections of the articles on the platform will be had. This in itself creates a novel and attractive appearance.

However, as the platform is slowly rotated, the reflections change, and a highly animated appearance is created. These animated reflections will attract the eye of the passerby, and, thus, the attention of possible purchasers will be called to the articles on display.

Changes in details may be made without departing from the spirit or the scope of the invention, but what I claim as new is:

1. In a display apparatus having a base plate and a rotatable platform for receiving goods to be exhibited; an arcuate attaching band on said base plate extending partially about the platform, upstanding supporting boards arranged in equidistantly spaced relation fitted against the base plate and the rear face of the band, supporting angle-shaped brackets on said base plate engaging the rear faces of the boards, means connecting the brackets, the boards, and the band together, and a mirror attached to each board and extending beyond the vertical edges of the boards in abutting relation to adjacent mirrors.

2. In a display apparatus having a base plate and a rotatable platform for receiving goods to be exhibited; an arcuate attaching band on said base plate extending partially about the platform, upstanding supporting boards arranged in equidistantly spaced relation fitted against the base plate and the rear face of the band, supporting angle-shaped brackets on said base plate engaging the rear face of the boards, means connecting the brackets, the boards, and the band together, a mirror attached to each board and extending beyond the vertical edges of the boards in abutting relation, said boards extending above the mirrors, and display panels for advertising matter secured to the boards directly above said mirrors.

JULIUS W. VETTER.