March 1, 1938. H. EINBINDER 2,109,586

DISPLAY STAND

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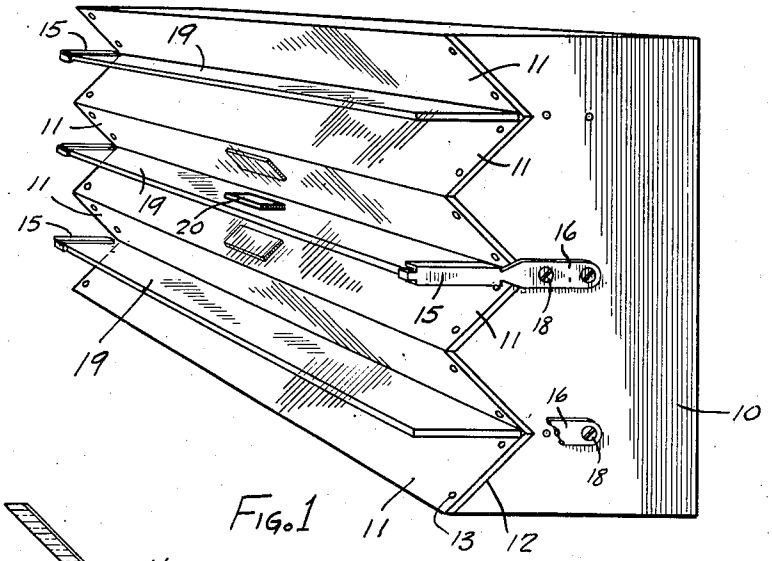



FIG. 1

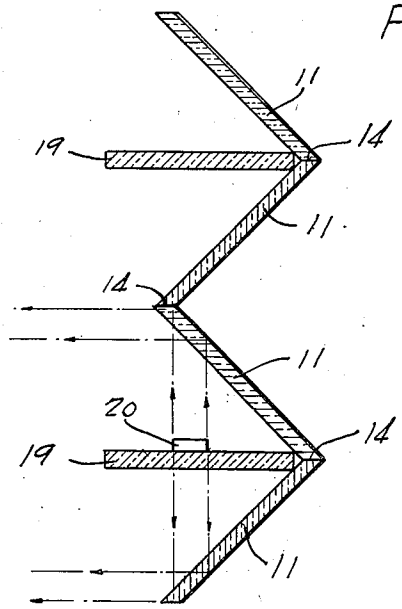



FIG. 2

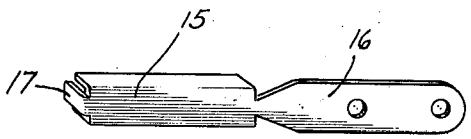



FIG. 3

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## DISPLAY STAND

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3 Claims. (Cl. 88—85)

This invention has to do with display devices and show cases which are commonly employed for the purpose of presenting articles of merchandise in an advantageous position in which they may be viewed by prospective purchasers.

At the present time store windows, and similar places, are dressed or arranged so as to make an attractive display of articles of merchandise which are to be sold. However, certain types of articles are not susceptible of being nicely presented, due to the nature of the article itself, and very often on account of the need of positioning the article at an appreciable distance from the persons who view the same. For example, when an article, such as a lady's compact, is to be displayed and is positioned some distance from the store window, it is not a practical proposition for the person viewing the same to get a comprehensive idea of the appearance of the article from all sides.

With these conditions in mind, this invention has in view, as its foremost objective, the provision of a display or show case which is designed to present articles of merchandise in display position, and at the same time afford adequate top and bottom views of the article itself, which are provided in addition to the normal front view.

In carrying out this idea in a practical embodiment, this invention contemplates the use of a transparent shelf or supporting member, such as a glass plate, with which are associated a pair of mirrors, one being disposed on each side of the supporting shelf and at proper angular position with respect thereto to reflect the top and bottom views respectively, of the article, so that a person viewing the display case from the front will see these top and bottom views in addition to the front edge view.

Another object of the present invention is the provision of a show case of the character described, which includes a plurality of transparent supporting shelves, in accordance with the precepts above noted, all of which are arranged together to provide an efficient and attractive show case.

Other more detailed objects and advantages of the invention are associated with the particular manner of supporting the mirrors and supporting shelves in accordance with the above noted thoughts. These will in part become apparent, and in part be hereinafter stated, as the description of the invention proceeds.

The invention, therefore, comprises a display case, which includes a plurality of transparent supporting shelves, and with each shelf of which is associated a pair of reflecting members which are properly disposed in angular relationship to the supporting shelf, to afford top and bottom plan views of an article positioned on the shelf to a person viewing the same from the front.

For a full and more complete understanding of the invention, reference may be had to the following description and accompanying drawing wherein,

Figure 1 is a perspective view of a display case made in accordance with the precepts of this invention. In this view certain brackets have been omitted and broken away, to more clearly bring out the structural arrangement of these parts.

Figure 2 is a diagrammatic view from the side, taken as a section through certain of the supporting shelves and reflecting members associated therewith. In this view the main body structure of the show case is omitted, and

Figure 3 is an enlarged detailed showing in perspective of one of the brackets which hold the supporting shelves in position.

Referring now to the drawing, wherein like reference characters denote corresponding parts, a show case is shown in Figure 1 as comprising a main body structure, which includes side pieces **10**. The structure of the display case, such as the top, bottom and rear walls, which incorporate the side pieces **10** to the structure, do not particularly enter into the present invention, and any structure which is capable of maintaining these side pieces **10** in proper position may be utilized.

As shown in Figure 1, the front edge of each of the side pieces **10** is defined by a toothed structure, the walls of each tooth being disposed substantially at an angle of 90° with respect to each other, while each of the walls is at an angle of substantially 45° to the bottom and top edges of the side piece **10**.

Reflecting elements in the form of mirrors **11** are positioned so as to extend between the side pieces **10**, and these mirrors **11** are anchored at each end in steps, referred to as **12**, which define the toothed front edge structure of the side pieces **10**. Any suitable fastening means may be employed to hold these reflecting elements in position, such as the fastening members indicated at **13**.

As shown in Figures 1 and 2 the top and bottom edges of the mirrors **11** are mitred to provide for a neat joint, and at the same time insure of these mirrors presenting a full reflecting surface. These mitred edges are shown at **14**.

Referring now more particularly to Figure 3,

a supporting bracket is shown as comprising a channel bar construction at 15, and an attaching portion at 16. It is notable that one end of the channel bar 15 is partially closed by the retaining element, designated 17.

As shown in Figure 1 a plurality of these channel supporting members are attached to the respective side pieces 10, with the portions 16 being secured to the side pieces 10 as by the screw fastening members shown at 18, while the channel portions 15 extend outwardly between the steps 12.

The channel bars 15, at each side of the display case, receive the end edges of transparent supporting shelves which are shown in the form of glass plates 19. It is notable that these glass plates 19 substantially bisect the angle defined by adjacent mirrors 11, so that the plates 19 are at an angle of substantially 45° to the mirrors 11.

The glass plates 19 are intended to receive any articles of merchandise which are to be displayed to prospective purchasers. Such an article may be a lady's compact, which is shown somewhat diagrammatically at 20 in Figures 1 and 2 of the drawing.

Referring more particularly to Figure 2, it is noted that the upper mirror 11 will reflect an image of the article 20, so that a top plan view thereof is presented to a person viewing the display case from the front.

At the same time the lower mirror 11 presents a bottom plan view to a person in the same position. The edge of the article may be viewed without availing of any optical instrumentalities.

While a preferred specific embodiment is hereinbefore set forth, it is to be understood that I am not to be limited to the exact construction illustrated and described, because various modifications of these details may be provided in putting the invention into practice within the purview of the appended claims.

I claim:

1. A display case of the character described comprising spaced side pieces formed on their front edges with notches, the sides of which meet at apices and are in substantially a right angular relationship, mirrors connecting the sides of the notches on one side piece with the corresponding sides of the notches on the other side piece, whereby said mirrors are disposed in an angular relationship with the reflecting faces of said mirrors facing each other; transparent supporting elements positioned between the reflecting faces of adjacent mirrors, said transparent supporting elements being adapted to support articles that are to be displayed, and means for supporting said transparent elements in position.

2. A display case of the character described comprising spaced side pieces having notched front edges, each of said notches being defined by walls which are in right-angular relationship with respect to each other, and which meet at the apex of the notch, reflecting elements extending from the walls of the notches on one side piece to the corresponding walls of the notches on the other side piece, channel bars connected to the side pieces at the apex of each notch and disposed substantially intermediate the walls of each notch, and transparent supporting elements held in position between the effective faces of the reflecting elements by the channel bars, there being a reflecting element disposed on each side of each transparent supporting element with each of said reflecting elements being disposed to its respective transparent supporting element at an angle of substantially 45°.

3. A display case of the character described comprising supporting means in the form of spaced side pieces, a plurality of transparent supporting shelves carried by the side pieces in spaced parallel relationship, and a pair of reflecting elements associated with each of said transparent supporting shelves and carried by the side pieces, the reflecting elements of each pair being disposed to each other at an angle of substantially 90° with the respective supporting shelf of each pair being disposed in a plane that substantially bisects said 90° angle, the reflecting faces of the reflecting elements being disposed toward said supporting shelves.

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