Jan. 1, 1929. 1,696,977

E. SCHWARTZ

WINDOW DISPLAY

Filed March 15, 1928 2 Sheets-Sheet 1

Fig. 1.

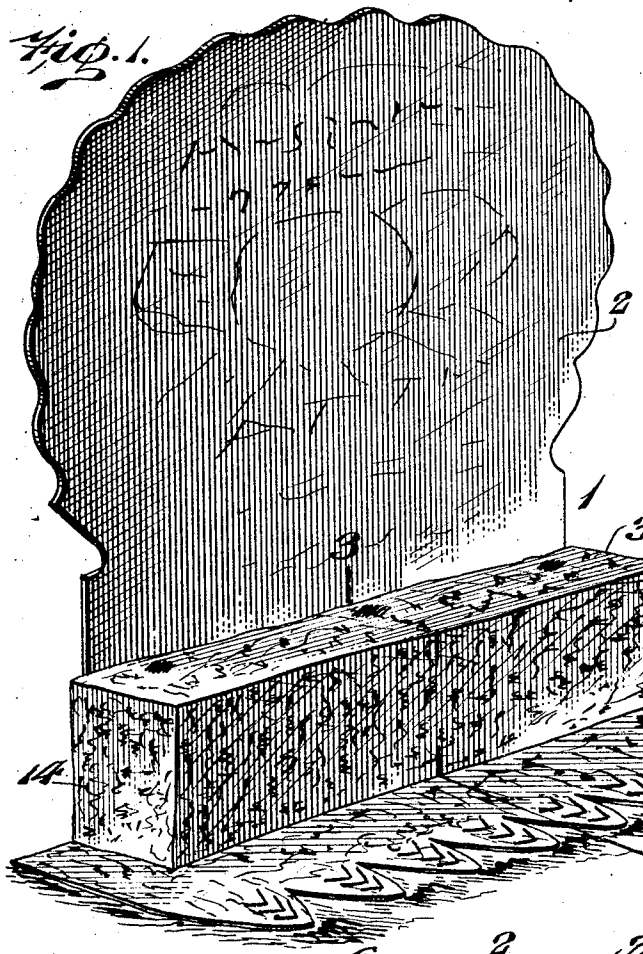


Fig. 3.

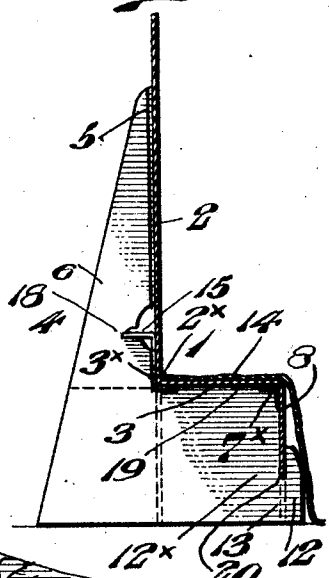


Fig. 2.

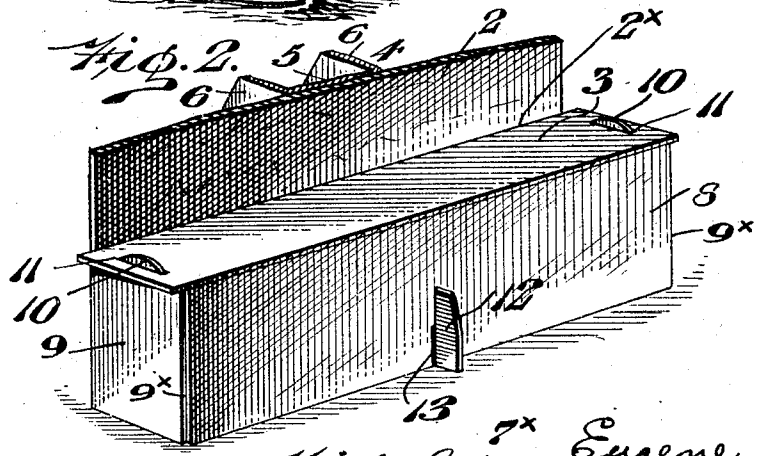


Fig. 4.



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Filed March 15, 1928 2 Sheets-Sheet 2

Fig. 5.

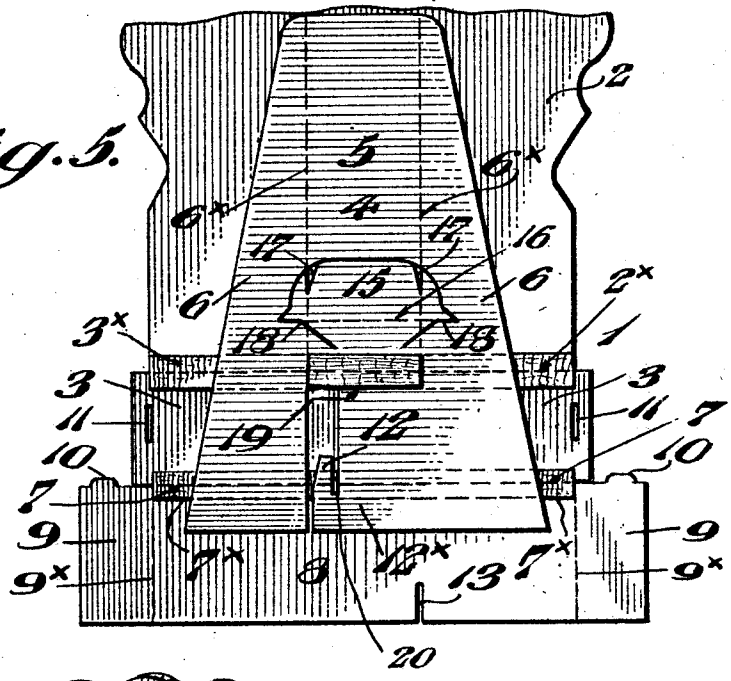
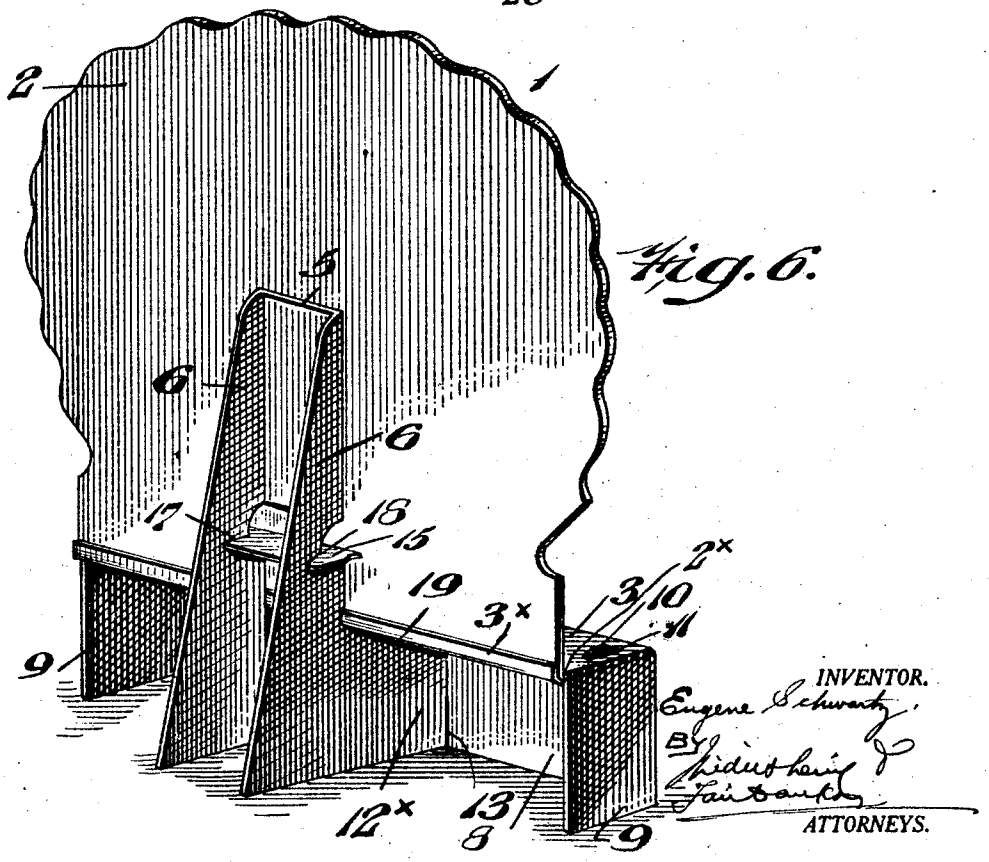


Fig. 6.



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UNITED STATES PATENT OFFICE.

EUGENE SCHWARTZ, OF PHILADELPHIA, PENNSYLVANIA, ASSIGNOR TO KETTERLINUS LITHOGRAPHIC MANUFACTURING CO., OF PHILADELPHIA, PENNSYLVANIA, A CORPORATION OF PENNSYLVANIA.

WINDOW DISPLAY.

Application filed March 15, 1923. Serial No. 261,720.

This invention, stated in its broadest terms, relates to a display device or easel, and has more especial relation to a knock-down display easel for use in shop windows. It is common practice in decorating shop windows, where knock-down easels are exhibited, to build up a window base by means of loose boxes or cartons or the like, as may be stored in the cellar of the store, then mount the easel upon the built-up base, and thereafter employ crepe paper, silk, satin, velvet, or other covering material to conceal from view the crude built-up base.

The leading object of the present invention is to overcome the above described disadvantageous features and form integral with the easel a box-like base having attached thereto, as by adhesive material, a suitable covering as crepe paper, satin, silk, or velvet.

A further object of the present invention is to provide an article of the character stated which is of knock-down structure and so arranged that the crepe paper, silk, satin, velvet, or equivalent material may be folded within and protected by the knock-down portions of the easel.

A further object of the present invention is to provide a device of the character stated in which the integral base part forms a forwardly projected shelf for the display of wares, as indicated by the advertisement upon the knock-down easel.

A still further object of the present invention is to provide a display device, an easel of knock-down character provided with an attachment for efficiently interlocking the box-like base part with respect to the major portion of the display device.

A still further object of the present invention is to provide an arrangement, construction and connection of parts for attaining the results sought by the foregoing objects.

Other and further objects not at this time appearing will be hereinafter set forth.

The invention consists of the novel construction hereinafter described and finally claimed.

The nature, characteristic features and scope of the invention will be more fully understood from the following description taken in connection with the accompanying drawings forming part hereof, and in which:

Figure 1, is a view in perspective of a display device or easel embodying the invention, and showing crepe paper, silk, satin, or velvet adhesively secured to the device.

Figure 2, is a view in perspective and fragmentary in character with the crepe paper or other covering removed in order to illustrate the box-like base as formed integral with the device in question.

Figure 3 is a view in vertical section on line 3—3 of Figure 1, illustrating a detail of construction hereinafter referred to.

Figure 4, shows the knock-down position of the device or easel embodying the invention.

Figure 5, represents a rear plan view of the blanks from which my novel knock down window display is formed.

Figure 6, represents a perspective view similar to that shown in Figure 1, viewed from the rear and with the crepe removed.

Referring to the drawings in which like reference characters indicate like parts, 1 designates the main blank best seen in Figure 5, from which my novel window display is formed, consisting of the main body portion 2 and the front lower base 3, which is separated from the body portion 2 by the crease or scoring 2^{x}. The base 3 is provided with the lower vertical front wall 8 separated therefrom by the crease 7. The front wall 8 is provided with the vertical end flaps 9 which are exterior to the scores or creases 9^{x} all as will be understood from Figure 5. The base portion 3 is provided with the end slots 11, which are adapted to engage the tongues 10 on the upper edges of the flaps 9 when the base 3 is folded along the crease 7 to rest on the front wall 8, in the position shown in Figures 1, 2, 3 and 6. A strip of flexible, tough material 3^{x}, is adhesively secured to the lower end of the body 2 and the upper edge of the base 3, over the scoring 2^{x}, to reinforce the construction and prevent the tearing of the body 2 from the base portion 3 along the weakened line produced by the score or crease 2^{x}. For the same purpose, and secured in the same manner, is provided the reinforcing strip 7^{x} for securing the lower edge of the base 3 to the upper edge of the

front wall 8, as will be understood from Figures 3 and 5.

In order to maintain the assembled or folded blank 1 in position, that is, to prevent the backward tilting thereof, I provide the rear easel member best shown in Figures 5 and 6 which is formed of an auxiliary blank comprising the body portion 5 provided with the side flaps 6 separated therefrom by the scores 6^x and extending downwardly to form rear supports for the body 2, to which the body portion 5 of said auxiliary blank is secured, as will be understood from Figure 6. One of the side flaps 6 (or both if so desired) is provided with the extension 12^x, which terminates in the tongue 12 having the slot 20, which tongue is adapted to engage the slot 13 in the front wall 8 when the device is erected into the position shown in Figures 1, 2, 3 and 6. In order further to reinforce and stabilize my novel construction, I cut the tongue 15 from the body 5, and the side flaps 6, said tongue 15 being connected to the blank 5 along the crease 16 and being provided with the peripheral slits 17 which engage the inner edge of the side flaps 6 at the points 18 when the device is erected as shown in Figure 6. The extension 12^x of the side flap 6, in addition to having the tongue 12 which engages the slot 13 in the front wall 8, also forms a top seat 19 for the base 3, so that the latter rests on the upper edges of the side flaps 9 and the upper edge of the front extension 12^x, as will be understood from Figure 6.

A skirt of crepe paper, satin, silk, velvet or any other suitable covering material 14 is secured to the upper surface of the base 3 and extends around and beyond the side flaps or walls 9 and the front wall 8, as shown in Figure 1.

On the front surface of the body portion 2 is depicted any desired advertising material, while the articles so advertised are displayed on the top of the base 3, thus embodying in a single, unitary structure the advantages of advertising the articles, as well as physically displaying the same. It has heretofore been necessary to provide a box shelf or similar support, suitably draped, on which the articles advertised may be displayed and then to support on, or in proximity to said shelf or box, a sign on which information relative to said articles may be depicted. By my novel construction an attractive support for the articles displayed, and adequate advertising space therefor are provided. When the device is not in use, or when it is desired to transport the same from place to place, it is merely necessary to knock down the device and fold it into the position shown in Figure 4, in which position my novel window display is extremely compact and wieldy and occupies a very small compass as will be apparent. To assemble, or erect my novel window display, it is merely necessary to engage the tongues 10 with the slots 11, the tongue 12 with the slot 13, and the slits 17 of the tongue 15 with the inner edges of the side flaps 6 in the manner hereinabove described.

It will thus be apparent that I have devised a novel window display which is durable and inexpensive to produce and one which is easy to erect or knock down as occasion demands. To these various advantages is added a very neat and attractive appearance, which is an essential requirement in advertising and display devices of this character.

It will be understood that the easel structure or the construction of the rear supporting members seen in Figures 5 and 6 can be modified according to requirements, since it is apparent that but a single rear wall or support 6 may be employed having the forwardly extending projection 12^x, or any other suitable easel or rear supporting device may be employed.

It will further be apparent that my invention in its broad aspects comprises the combination of the rear vertical picture element as 2 projecting upwardly from a basal cardboard supporting structure, which is afterwards covered with crepe paper, silk or the like as heretofore explained, which conceals the front and ends.

I am aware that the 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 claim as new and desire to secure by Letters Patent, is:—

1. In a device of the character stated, a blank comprising upper, lower and intermediate portions, said intermediate portion being shorter than said lower portion, horizontal creasings between said upper and intermediate portions and between said intermediate and lower portions, whereby said intermediate portion may be formed into a front horizontal shelf intermediate said upper and lower portions, end flaps integral with said lower portion, there being vertical creases between said end flaps and said lower portion whereby the former may be folded backwardly at right angles to the latter, tongues on the tops of said flaps adapted to engage slots in the ends of said intermediate portion when said flaps are folded backwardly and said intermediate portion is folded to stand horizontally to form a front shelf, a rear support secured to the back of

said upper portion and comprising two legs adapted to be deflected at right angles to said upper portion, means for interlocking the lower front edge of one of said legs with said lower portion when the latter is folded at right angles to said horizontal shelf, and a drapery for concealing said shelf.

2. In a device of the character stated, a blank comprising upper, lower and intermediate portions, said intermediate portion being shorter than said lower portion, horizontal creasings between said upper and intermediate portion and between said intermediate and lower portion whereby said blank may be folded, end flaps integral with said lower portions whereby the former may be folded backwardly at right angles to the latter, tongues on the tops of said flaps adapted to engage slots in the ends of said intermediate portion when the latter is folded to stand horizontally to form a shelf and when said end flaps are folded backwardly, and an auxiliary blank having vertical creases therein and side flaps exterior of said creases, forming rear supports the body portion of said auxiliary blank being secured to the rear of said upper portion, and said side flaps being adapted to be folded at right angles thereto, means for interlocking said side flaps in their folded position, and a front extension on the lower end of one of said side flaps having a tongue adapted to interlock with a slot in the bottom edge of said lower portion when the latter is folded at right angles to said intermediate portion.

3. In a device of the character stated, a main front blank having an upper portion, an intermediate portion and a lower portion, there being transverse, horizontal creases at the junction of said portions whereby said intermediate portion may be folded to form a horizontal shelf intermediate the lower edge of said upper portion, and the upper edge of said lower portion said latter portion forming a lower vertical front wall extending downwardly at right angles to said shelf, end flaps on the ends of said lower wall, adapted to be folded backwardly at right angles to said front wall and below the ends of said shelf, tongues on the upper ends of said side walls adapted to engage corresponding slots in the ends of said horizontal shelf, a rear auxiliary blank secured to the rear of said upper vertical portion of said main blank and having downwardly extending legs, means for retaining said legs in position at right angles to said upper vertical portion, and a lower front extension for one of said legs having a tongue for engaging a slot in the bottom edge of said lower front wall.

4. In a device of the character stated, a main front blank having upper and lower integral portions, the upper of said portions being adapted to receive advertising matter, and the lower of said portions being adapted to be folded to form a horizontal shelf, extending forwardly from the lower edge of said upper portion, and adapted to support articles displayed, said lower portion also forming a support for said shelf, a drapery secured to the upper surface of said shelf, to conceal the latter and said support, and a rear, auxiliary blank secured to the back of said main, front blank and provided with legs, one of said legs having a forwardly extending tongue adapted to interlock with the front wall of said support.

5. In a window display device of the character stated, a vertical upper portion, an intermediate horizontal shelf and a lower vertical front wall having end flaps, said front wall and end flaps forming a support for said shelf, rear legs secured to the rear of said vertical portion, means for interlocking said legs, a forward extension on one of said legs adapted to interlock with a slot in the bottom edge of said lower front wall, and a drapery concealing said shelf and said support.

EUGENE SCHWARTZ.