

May 31, 1938.

N. J. LEIGH

2,118,848

KNOCK-DOWN DISPLAY DEVICE

Original Filed June 20, 1935

Fig. 1

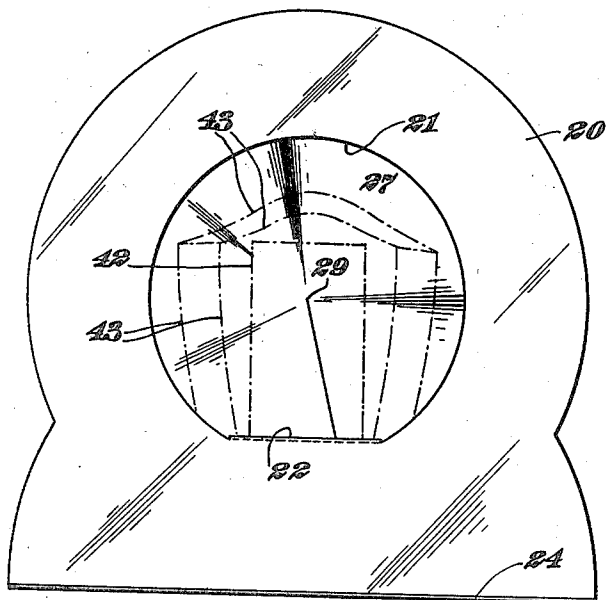


Fig. 2

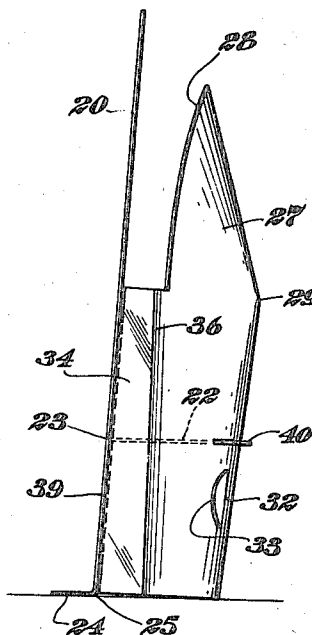


Fig. 3

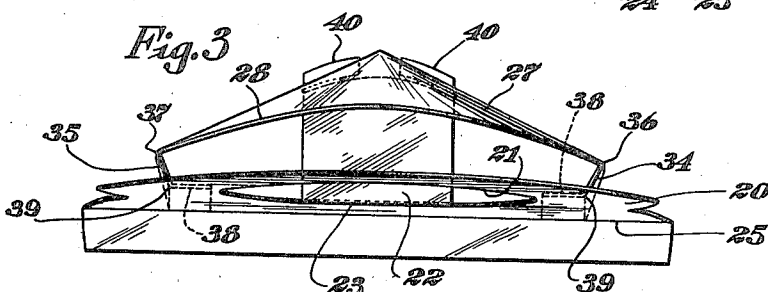


Fig. 4

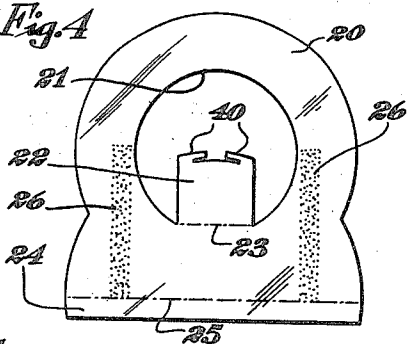


Fig. 5

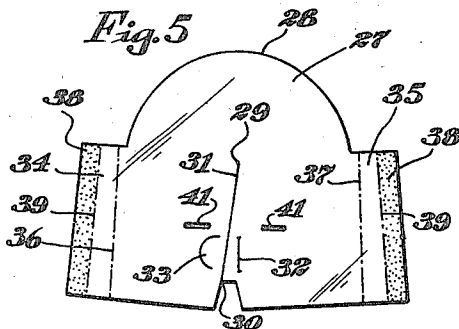
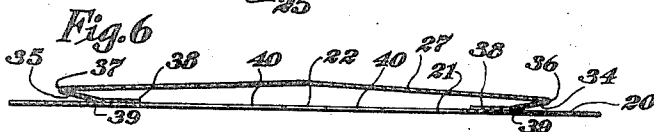


Fig. 6



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# UNITED STATES PATENT OFFICE

2,118,848

## KNOCK-DOWN DISPLAY DEVICE

Nathan Joseph Leigh, Great Neck, N. Y., assignor  
to Einson-Freeman Co., Inc., Long Island City,  
N. Y., a corporation of Delaware

Original application June 20, 1935, Serial No.  
27,496. Divided and this application June 24,  
1936, Serial No. 86,907

2 Claims. (Cl. 248—174)

My present invention relates generally to display devices.

It is a general object of my invention to provide an improved device of the character which is used in store windows, or on counters, for the purpose of attractively displaying and simultaneously advertising a commodity.

One of the features of the invention lies in providing a construction which employs the unique attention-arresting capabilities of a glossy reflecting surface, preferably colored, such as that which is embodied in metallic foil or the like.

More particularly, it is a feature of my invention to provide a device in which a front panel, having at least one opening therein, is uniquely associated with a concave reflector positioned behind the opening, and with a shelf arranged to permit a commodity to be supported in the opening in front of the reflector.

An important object of the invention is to provide an article which is so constructed as to be inexpensive to manufacture, and capable of being collapsed into a substantially flat condition, thereby permitting the same to be expeditiously shipped, stacked in quantities, or stored.

Briefly, my invention contemplates a knock-down display device in which the front panel and the reflector are both composed of sheet material, such as cardboard, and in which the parts are so constructed and arranged that they may be readily assembled and "set up", with great facility, and in a manner which produces a staunch and highly efficient support and frame for the article or commodity which is displayed.

This application is a division of my copending application, Serial Number 27,496, filed June 20, 1935; and in the embodiment herein disclosed and claimed, the reflector is of a unique character, composed of a blank of sheet material, the blank having a glossy reflecting surface and being so constructed that it may be shaped into conformity with the surface of a cone having its axis substantially horizontal.

A characterizing feature of the invention lies in the arrangement and assembly of the reflector in association with the front panel, in a manner which permits the reflector to serve as a prop for the panel when the device is set up.

I achieve the foregoing objects, and such other objects as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawing, wherein—

Figure 1 is a front view of a display device embodying the features of my present invention;

Figure 2 is a side view thereof;

Figure 3 is a top view thereof;

Figure 4 is a rear view of the panel portion in collapsed condition;

Figure 5 is a rear view of the reflector portion in developed condition; and

Figure 6 is a cross-sectional plan view showing the device as a whole in substantially collapsed condition.

The device chosen for illustration consists essentially of the two parts illustrated most clearly in Figures 4 and 5. A blank of sheet material, such as cardboard, is cut out to any desired exterior contour to form a front panel 20. An opening, which is preferably circular, and designated by the reference numeral 21, is provided in this panel; and in forming this opening at least a portion of the material of the blank is left attached to and integral with the panel. I have shown a rectangular portion 22 secured to the panel at the lower edge 23 of the opening 21. When the device is set up, the portion 22 is folded rearwardly and constitutes a shelf.

Preferably, though not necessarily, the panel 20 embodies a bottom flap 24 which is bent forwardly along the line 25 when the device is set up and facilitates the support of the device.

Two areas 26, on opposite sides of the opening 21, are adapted to receive glue or adhesive. These are the areas at which the reflector of Figure 5 is attached when the device is manufactured.

The reflector consists of a blank of sheet material 27 with an upper edge 28, preferably circular in contour. From a midpoint 29 to a point on the edge, for example, the point 30, a slit 31 is provided. The portions on opposite sides of the slit are adapted to be overlapped, thereby conforming the blank to the surface of a cone whose axis is transverse to the plane of the blank and whose apex is at the midpoint 29. A slot 32 on one side of the slit 31, and a tab 33 on the opposite side are adapted to be interengaged when the device is set up, and to hold the blank in the conical configuration.

At its lateral sides, the blank is provided with the collapsible flaps 34 and 35, each of which is adapted to be doubled back upon the blank along the lines 36 and 37, respectively. The outer portions of these flaps, designated by the reference numerals 38, are adapted to be folded along the lines 39 and receive a coating of glue or adhesive. When the device is assembled, the areas 38 are caused to adhere to the areas 26.

When the device is set up, the parts assume the

relationships shown in Figures 1-3. It will be observed that the shelf 22 is provided with rear tabs 40 which are adapted to extend through slots 41 in the reflector so as to form a separable interlocking engagement between the shelf and the reflector. It will also be observed that the bottom edge of the reflector is in substantial alignment with the bottom edge of the front panel, so that when the device is set up the reflector serves as a rear prop for the front panel. This makes the device staunch and self-supporting, despite the fact that it is composed solely of the two normally flat blanks of Figures 4 and 5.

For purposes of shipment or storage, the device is collapsible into the condition indicated in Figure 6. To accomplish this "knock-down", it is merely necessary to disengage the tabs 40 from the slots 41; and to disconnect the tab 33 from the slot 32. The reflector may then be pressed flat against the rear surface of the front panel, the flaps 34 and 35 aligning themselves with the adhesively secured ends 38.

The front surface of the reflector is of high gloss, and preferably colored. A metallic foil is admirably qualified to serve as a reflecting surface. The apex of the conical reflector is substantially aligned with the mid-portion of the panel opening 21, and when an article or commodity is supported upon the shelf 22 a highly unique and attractive display is produced. As an example of the capabilities of the device, the dot-and-dash lines 42 of Figure 1 represent a substantially rectangular box which might be supported upon the shelf. The reflection which the conical reflector produces is indicated by the dot-and-dash lines 43. The reflection is distorted in character, but because of the high gloss and the general nature of the device an unusually attractive effect is produced which catches and holds the eye and which sets off the article 42 in a pleasing and striking manner. With suitable indicia or ornamentation printed on the front panel, and with possibly additional articles displayed in front of the panel, a highly attractive and effective window or counter display results.

Obviously, articles that are not rectangular may be supported and displayed, e. g., bottles, jars, or the like. Also, while a circular opening in the panel is, from certain aspects, preferable in connection with a conical reflector, other shapes of openings may, if desired, be used.

In a sense, the reflector blank of Figure 5 is by

itself a new article of manufacture which may find utility in the art in connection with varying types of front panels or the like.

In general, it will be understood that changes in the details, herein described and illustrated for the purpose of explaining the nature of my invention, may be made by those skilled in the art without departing from the spirit and scope of the invention as expressed in the appended claims. It is, therefore, intended that these details be interpreted as illustrative, and not in a limiting sense.

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

1. In a knock-down display device, a front panel of sheet material having a portion cut out to define an opening, at least a portion of the cut-out material being bent rearwardly from the bottom of the opening to define a shelf, a reflector behind said opening and comprising a blank of sheet material having a portion shaped into conformity with the surface of a cone whose axis is substantially horizontal, means for separably interengaging said shelf and reflector, and collapsible hinged flaps securing the reflector at its sides to the back of the panel alongside of said opening, said reflector having a bottom edge in substantial alignment with the bottom edge of said panel, whereby said reflector serves as a rear prop therefor when the device is set up.

2. In a knock-down display device, a front panel of sheet material having a portion cut out to define a substantially circular opening, at least a portion of the cut-out material being bent rearwardly from the bottom of the opening to define a shelf, a concave reflector behind said opening, said reflector comprising a blank of sheet material slitted from an edge to a midpoint aligned with the center of said panel opening, the portions on opposite sides of the slit being adapted to be overlapped, thereby conforming the blank to the surface of a cone having its apex at said midpoint, collapsible flaps for securing the reflector in collapsible manner to the side portions of the rear of the panel, said reflector having a bottom edge in substantial alignment with the bottom edge of said panel so that it will serve as a prop when set up, and means for separably interengaging said shelf and reflector.

NATHAN JOSEPH LEIGH.