

April 15, 1924.

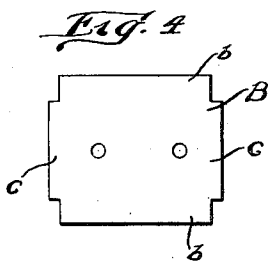
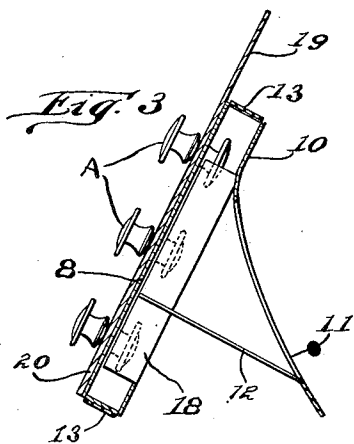
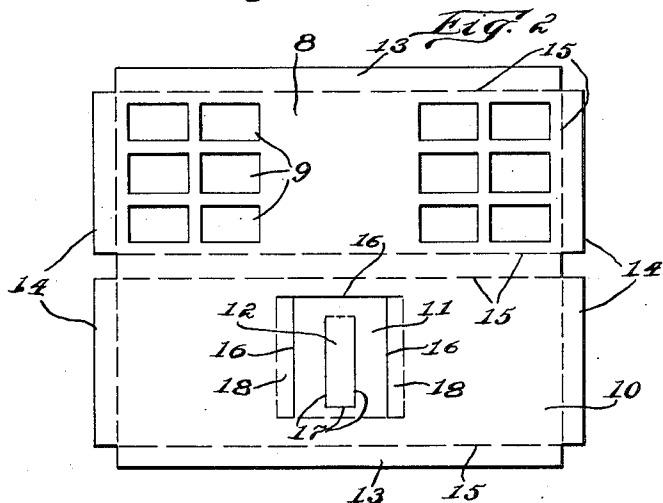
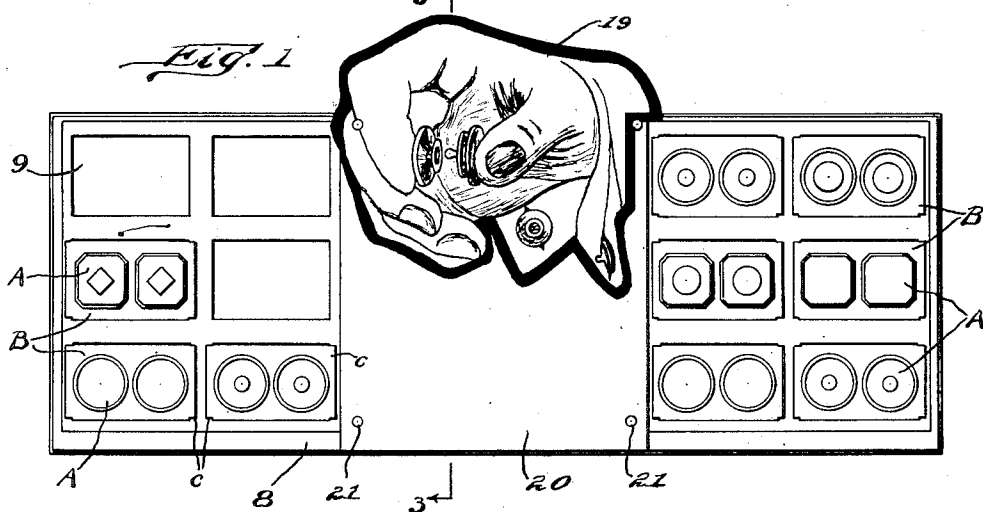
1,490,723

L. E. BAER

DISPLAY DEVICE

Filed July 26, 1922

2 Sheets-Sheet 1



Inventor:
Lawrence E. Baer,
by Roberts, Roberts & Cushman
Attys.

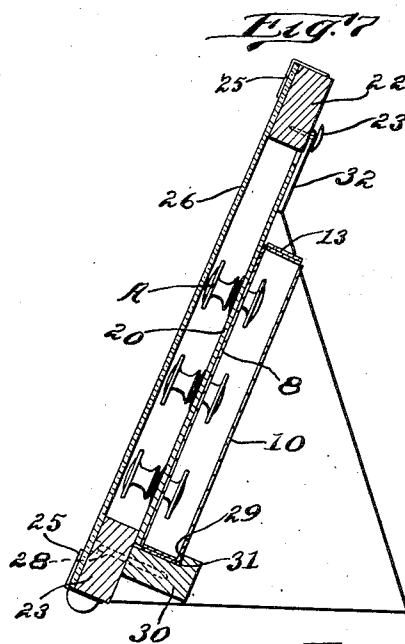
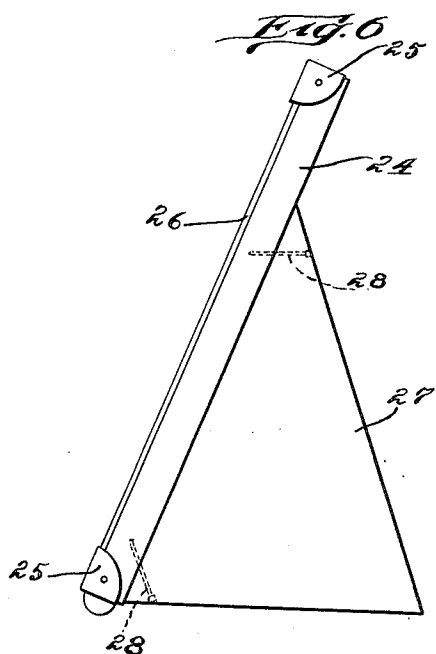
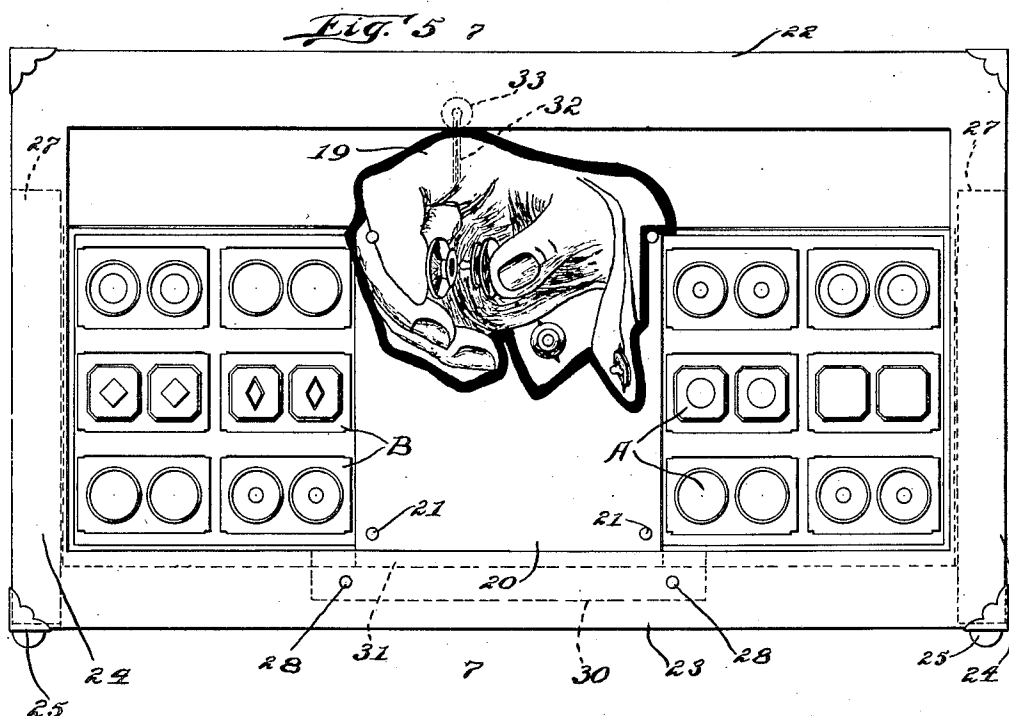
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2 Sheets-Sheet 2



Inventor:
Lawrence E. Baer,
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Attys.

Patented Apr. 15, 1924.

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UNITED STATES PATENT OFFICE.

LAWRENCE E. BAER, OF ATTLEBORO, MASSACHUSETTS, ASSIGNOR TO THE BAER & WILDE COMPANY, OF ATTLEBORO, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS.

DISPLAY DEVICE.

Application filed July 26, 1922. Serial No. 577,588.

To all whom it may concern:

Be it known that I, LAWRENCE E. BAER, a citizen of the United States of America, and resident of Attleboro, in the county of Bristol and State of Massachusetts, have invented new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to display devices, particularly adapted for displaying for sale or otherwise small articles such as jewelry. Objects of the invention are to display articles in an attractive manner, to permit ready removal and replacement of the articles displayed, to provide space for advertising matter adjacent the articles displayed, and in general to improve display devices to the end that they may be more convenient and attractive and an effective aid in advertising and selling, but it will be evident from the disclosure that the invention is not confined to such use nor to any particular kind or size of articles.

The invention comprises a holder of cardboard, fibre board or any other suitable material, box-like in construction, having in one face openings in which the articles are removably mounted, and slotted on another side to form an easel. The easel has means which may take the form of an integral tongue, for holding it in extended or operative position. The holder is preferably blanked from sheet material of the character described and then folded into shape along scored or otherwise marked lines to produce holders of uniform size. The front has an upstanding portion, which may be integral with the holder or consist of a strip or panel attached to the front of the holder and extending thereabove for advertising matter. A frame is provided in which the holder is removably supported preferably by means engaging the bottom and the upstanding front thereof, such as a groove in which the bottom seats and a pivoted retainer engaging the upstanding part. Suitable means are provided for supporting the frame in upright position which may serve as end stops between which the holder fits.

For the purpose of illustrating the invention one concrete embodiment thereof is shown in the accompanying drawings, in which:—

Fig. 1 is a front elevation of a holder according to the invention;

Fig. 2 is a plan view of a blank from which the holder may be constructed;

Fig. 3 is a section on line 3—3 of Fig. 1;

Fig. 4 is a plan view of the card for holding the article;

Fig. 5 is a front elevational view showing the holder mounted in a frame;

Fig. 6 is a right end elevational view of Fig. 5; and

Fig. 7 is a section on the line 7—7 of Fig. 5.

The embodiment of the invention shown for the purpose of illustration comprises a device adapted for displaying jewelry, specifically separable cuff buttons.

As shown in Figs. 1 and 3 the holder for the buttons A is substantially rectangular in form and of box construction. The front face 8 thereof is provided with a plurality of openings 9 in which the articles to be displayed are supported. One way of supporting such articles is to mount them upon a piece of cardboard B, Fig. 4, slightly longer than the openings 9 and provided with lateral extensions or flanges b. On inserting the card B the latter is flexed transversely and the flanges b slipped through the openings 9 with the longitudinally projecting portions C engaging the front face 8 of the holder. To retain the holder in upright or slightly inclined position the rear side 10 of the holder is provided with a suitable leg 11 for supporting the holder in upright or slightly inclined position and means are provided such as a tongue 12 on the leg to retain the latter in extended position, the tongue in this instance being fast on the leg and adapted to contact the front side 8 of the holder as indicated in Fig. 3.

A preferred way of making the holder is to blank the same from suitable sheet material such as cardboard or fibre board, a completed blank being shown in plan in Fig. 2. The blank as shown has side flanges or flaps 13 and end flanges or flaps 14. The blank is marked or preferably scored along the folding lines 15 and when the blank is folded along these lines, produces the holder shown in Figs. 1 and 3, flaps 13 forming a double top therefor and flaps 14 double ends. The portion of the blank forming the front side 8 is perforated at 9 to form the openings for the article prior to the folding of the blank and the rear side 10 is likewise cut along lines 16 to form the

leg 11 and along lines 17 to form the tongue 12 which acts as the retainer for the leg when in extended position. Portions 18 of the back 10 adjacent leg 11 may be folded inwardly along the broken lines as indicated to give a finished appearance to the back of the holder and to exclude the light from entering the box shaped holder from the rear and showing through the openings 9 in the front face when some of the cards B have been removed.

In order to improve the appearance of the holder and to provide space for advertising matter such as that indicated in Fig. 1 a portion of the front face of the holder is not provided with openings 9 but has an upstanding part or front 19. In the form shown the space left free of openings 9 is centrally disposed upon the holder. The upstanding front 19 may be integral with the holder but for the purpose of economy in the construction of the holder this upstanding portion is preferably provided on a strip or panel 20 attached to the front of the holder in any suitable manner as by glueing or by rivets 21.

While the holder as disclosed makes an attractive appearance and by reason of its supporting leg can be conveniently mounted upon any suitable support, it is preferably mounted in a frame with a glass face to protect the articles thereon from dust and from handling by unauthorized persons. - In Figs. 5 and 7 the holder is disclosed mounted in such a frame. This frame comprises top and bottom members 22 and 23 and end members 24. Corner members 25 are provided on the frame for retaining thereon a glass face 26 extending entirely across the front of the frame. To support the frame in upright position end members 27, which may be triangular in shape as shown or of any other desired form, are fastened to the end pieces 24 of the frame by a suitable attaching means such as small nails or brads 28. The holder for the articles is inserted between the end members 27 which act as stops therefor and the bottom of the holder is received in a recess or groove 29 adjacent the base of the frame. This recess or groove is preferably formed in a member 30 fast to a bottom member 23 of the frame by suitable nails or brads 28 and the shoulder 31 thereon engages the rear side 10 of the holder as indicated in Fig. 7. The upstanding portion 19 of the frame is of such dimensions as to pass within the opening between the sides of the frame and is engaged by a retainer 32 pivoted to the top member 22 for swinging movement in a plane parallel thereto. Retainer 32 may be in the form of a piece of wire looped over the shank of a tack 33 for free swinging movement about the same as an axis but prevented from movement in other directions

by the head of the tack and by the top 22 of the frame.

When the device is in use as upon the counter or elsewhere in a store the articles supported by cards B in the openings 9 of the holder are attractively displayed through the glass front 26 of the frame. When a customer desires to inspect the articles, the clerk moves the retainer 32 to one side releasing the top of the holder and lifts the latter out of the frame. After inspection the holder may be readily returned to its place by holding retainer 32 up and inserting the holder within the frame with the bottom thereof in groove 29 and then permitting the retainer 32 to fall into place as soon as the upstanding portion 19 of the holder is within the frame.

I claim:

1. A jewelry display device comprising a box having a front provided with openings arranged in rows extending both longitudinally and transversely of the front, the openings being generally rectangular in outline and having edges adapted to interlock with jewelry cards, and a back spaced from the front to provide space therebetween for cuff-buttons or other articles of jewelry projecting rearwardly from the cards, the back having a struck-up leg for supporting the device.

2. A jewelry display device comprising a box having a front provided at each end with a group of openings generally rectangular in outline and having free edges adapted to interlock with jewelry cards and provided intermediate said groups with space for advertising matter, and a back spaced from the front to provide space therebetween for cuff-buttons or other articles of jewelry projecting rearwardly from cards interlocked with said openings.

3. A jewelry display device comprising a box having a front provided at each end with a group of openings generally rectangular in outline and having free edges adapted to interlock with jewelry cards and provided intermediate said groups with space for advertising matter, and a back spaced from the front to provide space therebetween for cuff-buttons or other articles of jewelry projecting rearwardly from cards interlocked with said openings, the back having a struck-up leg for supporting the device, the leg being opposite the advertising space so that the opening in the back formed by striking up the leg is out of line with the card openings.

4. A jewelry display device comprising a box having a front provided with openings adapted to interlock with jewelry cards, a back spaced from the front to provide space therebetween for cuff-buttons or other articles of jewelry projecting rearwardly from the cards, a frame having a transparent

front, and means for mounting said box on said frame behind said transparent front with space for said buttons or the like projecting forwardly from said cards, whereby the jewelry is supported on said box front and enclosed by the said back and transparent front.

5 the jewelry is supported on said box front and enclosed by the said back and transparent front.

5. A jewelry display device comprising a card holder provided with openings generally rectangular in outline and having edges adapted to interlock with jewelry cards, a frame having a transparent front, and means for mounting said holder on said frame behind said front with space for

cuff-buttons or other articles of jewelry projecting forwardly from said cards. 15

6. A jewelry display device comprising a box having a front provided with openings shaped to interlock with jewelry cards, a back spaced from the front, and jewelry 20 cards interlocked in said openings, the cards carrying articles of jewelry which project rearwardly into the space between said front and back.

Signed by me at Attleboro, Massachu- 25
setts, this 21st day of July, 1922.

LAWRENCE E. BAER.