

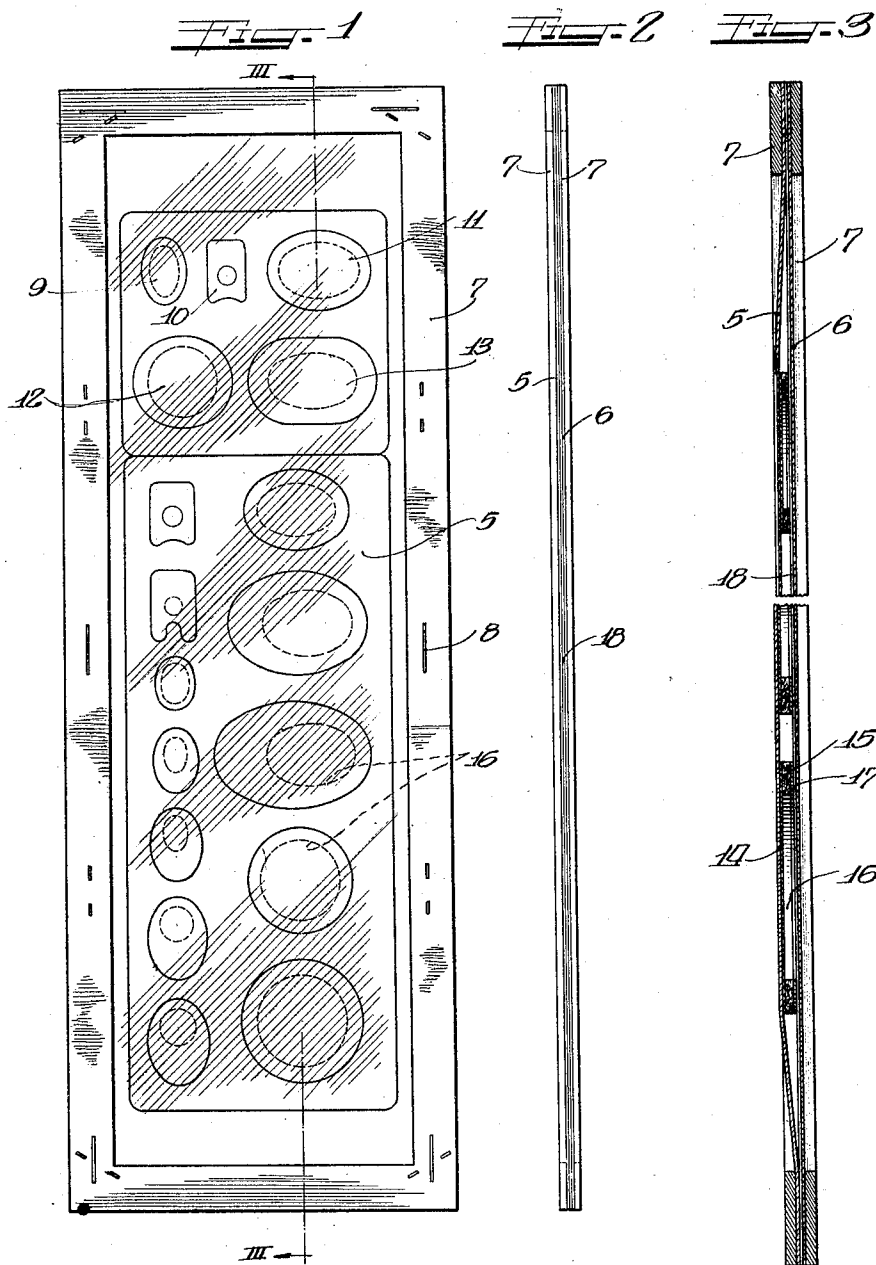
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W. M. SCHOLL

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DISPLAY DEVICE

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Inventor:
William M. Scholl.

By: Charles M. Mills Att.

UNITED STATES PATENT OFFICE

WILLIAM M. SCHOLL, OF CHICAGO, ILLINOIS, ASSIGNOR TO THE SCHOLL MFG. CO. INC.,
OF CHICAGO, ILLINOIS, A CORPORATION OF NEW YORK

DISPLAY DEVICE

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This invention relates to improvements in display devices or cards, and more particularly to devices of this character having the characteristic of being permeable to light rays, the invention being highly desirable for displaying translucent articles, although the invention will have many and various uses as will be apparent to one skilled in the art.

In the past, difficulty has been experienced in properly displaying to prospective customers or buyers devices of the character of adhesive pads, plasters, and the like, such, for example, as a corn or bunion plaster. Most of the plasters of this character are made with a central cushioning or thickening element having an aperture or recess therein which immediately surrounds the afflicted part, and not infrequently the aperture or recess in the cushioning part of the plaster is offset from the center of the plaster. Obviously, the location and size of the recess or aperture must be known before it can be determined what number or size of a particular plaster is desirable or suitable for a particular affliction. It is always desirable in making sales to have the customer or purchaser occupy as little as possible of the sales person's time, and difficulty has been experienced heretofore in demonstrating or displaying articles of this character in a manner that will permit the purchaser to alone and very expeditiously become aware of the exact size and character of the particular article he most needs.

With the above, as well as other objections to previously known display devices in mind, it is an object of the present invention to provide a display device for plasters, adhesive pads, and articles of similar character which, immediately and at a glance discloses to a prospective purchaser any desired number and variations in style, size and shape of the article as well as the peculiarity of each of the articles so displayed, whereby a glance at the display device is sufficient to enable the pur-

chaser, remembering the character of his own particular affliction, to immediately order the size and style of article most suited to his needs.

It is also an important object of this invention to provide a display device for translucent or partially translucent articles of any character which not only discloses but emphasizes the individual characteristics of the articles displayed.

Another object of this invention is the provision of a transparent display device arranged to support translucent articles in position for light to pass through the device from the rear to the front thereof and thusly disclose the constructional features of the translucent or partially translucent articles displayed.

Still a further object of this invention is the provision of a display device capable of exhibiting articles in relief.

A still further object of the invention is the provision of a new and novel method of displaying translucent or partially translucent articles.

While some of the more salient features, characteristics and advantages of the present invention have been above pointed out, others will become apparent from the following disclosures.

The invention includes these and other features of construction and combinations of parts hereinafter described, and shown in a preferred form in the drawings, as more particularly indicated by the claims.

On the drawings:

Figure 1 is a front view of a display device embodying principles of this invention;

Figure 2 is a side view of the structure shown in Fig. 1.

Figure 3 is a vertical sectional view of the structure shown in Figure 1, taken substantially as indicated by the line III—III of Figure 1.

As shown on the drawings:

In the illustrated embodiment of the present invention, there is seen a display device including a transparent front panel 5 of any desirable material, celluloid being very suitable for the purpose, and a transparent rear panel 6, preferably of cellophane, but which also may be of any desired material.

The two panels 5 and 6 are held in confronting relationship, in this instance, by means of a two-piece marginal binder 7 parts of which overlie the margins of the panels and are firmly secured thereto by means of staples 8 or any equivalent means, the staples passing through the both parts of the binder 7 and through both panels. The binding of the panels at their margins brings them close together, and in most instances, one or the other or both of them will automatically be bulged outwardly by the articles to be displayed which are disposed between the panels, and consequently, the compression of the panels aids in holding the articles to be displayed in proper position.

In the present instance, the device is shown properly fitted for the display of plasters or pads for the treating of foot ailments. For example, the pads 9, 10, 11, 12, and 13 shown in the upper portion of Figure 1, are, respectively, for the treatment of corns, soft corns, small bunions, callouses, and bunions. In the lower portion of the display device as seen in Figure 1, a plurality of pads are mounted which may be exactly the same or different from those in the upper part of the device, but exemplifies various sizes and thicknesses of pads or plasters. The lines apparently dividing the device into an upper and lower paneled portion are not actually divisions, but merely markings upon the surface of the front panel 5, this panel having the same dimensions substantially as the outer edge of the border 7.

Nearly all of the pads or plasters comprise a front sheet 14 (Figure 3) of gauze or very fine canvas or any suitable material, to which is secured a cushioning layer 15 of felt, cotton padding, or the equivalent, provided with an aperture 16 therein which embraces the afflicted portion. Secured to the underface of the cushioning layer 15 and likewise apertured, is a sheet 17 of gauze or tape having an exterior adhesive surface by which the device is attached to a user's body.

In the present instance, the pads are all secured in any desired order by their adhesive surfaces to a sheet of gauze 18 which of course, is substantially transparent. This sheet of gauze is held in proper position between the panels 5 and 6 by means of the binding 7 and staples 8.

In using the present invention, the device is initially assembled with the articles to be displayed therein, and then the device is mounted in front of a window or any source

of illumination. The light coming from the source of illumination will pass readily through both panels 5 and 6 and the sheet of gauze 18, but the light will have difficulty in passing through the various plasters. However, the plasters are translucent not so much in the region of the cushioning layer as in the region of the aperture in the cushioning layer, since in the latter region the light has only the front sheet 14 to pass through. Consequently, the sizes of the aperture in the cushioning layer and the location of the aperture with respect to the center of the plasters, are sharply and clearly defined. Therefore, it is simply necessary for a prospective purchaser to glance at the display device and immediately ascertain the pad having the desired size of aperture or recess in the desired location and ask for this particular pad by number or other designation which will customarily be printed upon the front of the display device adjacent the proper pad, and thus obviate the necessity of examining a plurality of pads within the sales house.

It will be noted that the present invention also embodies a new and novel method of displaying one or a series or sets of translucent articles by placing the articles in a display device that is permeable to light and positioning the device in front of a source of illumination so that the light may pass there-through and due to the translucency of the articles on display, their features will be clearly outlined in relief to even a most casual observer.

From the foregoing, it will be apparent that I have provided a display device which, although illustrated and described as adaptable for the display of pads or plasters desirable for the treatment of foot ailments, nevertheless is highly desirable for the display of various types of translucent articles. Furthermore, the device is easily and readily handled, requires no attention or repairs, and is simple and economical to manufacture.

I am aware that many changes may be made and numerous details of construction may be varied through a wide range without departing from the principles of this invention, and it is, therefore, not the purpose to limit the patent granted hereon, otherwise than is necessitated by the scope of the appended claims.

I claim as my invention:

1. In a display device, front and rear panels of transparent material, and a substantially transparent fabric between said panels for carrying articles to be displayed.

2. In a display device, a pair of transparent panels, substantially transparent means between said panels for supporting articles to be displayed, and means for holding said panels in confronting relationship with said transparent means therebetween.

3. In combination, a pair of transparent

panels, substantially transparent means between said panels, and translucent articles to be displayed mounted on said means to permit light from the rear to shine through said panels and means and emphasize features of said articles.

4. In a device of the character described, a pair of transparent panels, a sheet of substantially transparent gauze between said panels, translucent articles adhesively mounted on said gauze, and means for holding said panels in confronting relationship with said gauze and articles therebetween.

In testimony whereof I have hereunto subscribed my name at Chicago, Cook County, Illinois.

WILLIAM M. SCHOLL.

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