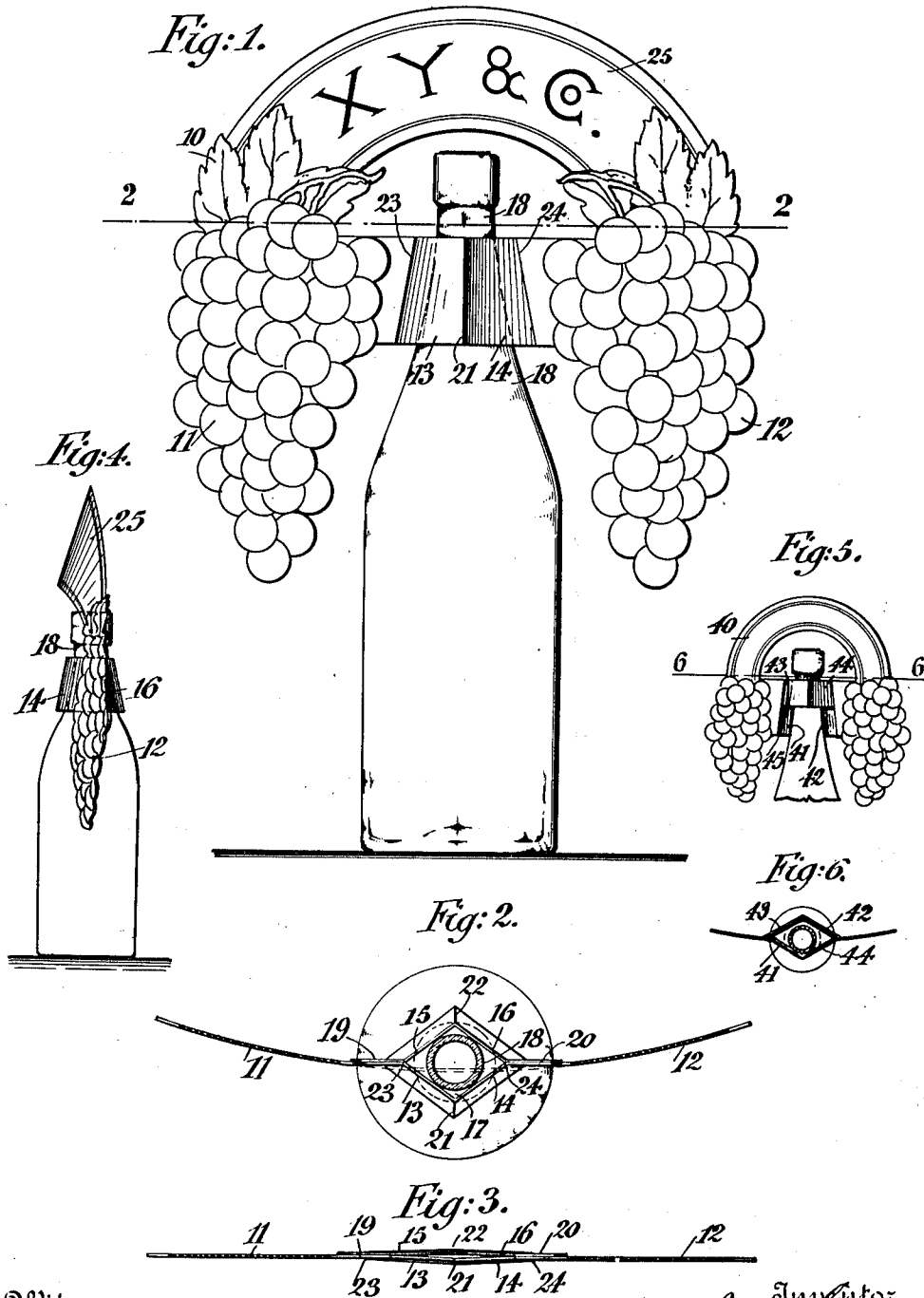


J. STRANDERS.
 DISPLAY DEVICE.
 APPLICATION FILED OCT. 5, 1912.

1,054,252.

Patented Feb. 25, 1913.



Witnesses:
 John Murtagh
 Grace Lane

Inventor
 Julien Stranders
 By his Attorneys
 Daniel G. Gann

UNITED STATES PATENT OFFICE.

JULIEN STRANDERS, OF NEW YORK, N. Y., ASSIGNOR TO HARRY B. KRUGER, OF NEW YORK, N. Y.

DISPLAY DEVICE.

1,054,252.

Specification of Letters Patent.

Patented Feb. 25, 1913.

Application filed October 5, 1912: Serial No. 724,138.

To all whom it may concern:

Be it known that I, JULIEN STRANDERS, a subject of the King of Great Britain, and a resident of New York, borough of Brooklyn, county of Kings, in the State of New York, have invented certain new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to devices for advertising and displaying goods for sale, and more particularly to devices which are intended to be used in connection with packaged goods of various kinds, such for instance as bottled liquors.

The object of the invention is to provide means for attracting and directing the eye of the observer to such goods, and giving information about them.

The invention consists of a display-device comprising a flexible body having opposed parts normally separated from each other, and a package-clamp between said parts and adapted to be opened and closed upon the package by the flexure of the body, and maintained in engagement with the package by the tension of the body when flexed.

In the accompanying drawing, Figure 1 is an elevation of a display-device embodying the invention, shown applied to a bottle, Fig. 2 is a horizontal section on line 2-2 of Fig. 1, Fig. 3 is a top view of the device shown in Fig. 1, detached from the bottle, Fig. 4 is an elevation on a reduced scale, at right angles to Fig. 1, Fig. 5 is a front-elevation on a reduced scale, of a modified form of the device, and Fig. 6 is a horizontal section on line 6-6 Fig. 5.

Similar reference numerals indicate corresponding parts throughout the figures.

The body 10 of the device shown in Fig. 1 comprises a sheet of flexible material, such for example as cardboard or other material having spring tension tending to return it to a normal plane. Connected at each end to opposed portions 11, 12, of the body 10, is a package-clamp comprising a collapsible front-wall 13, 14, and a collapsible rear-wall 15, 16. The clamp may be formed of like material with the body 10, and is so arranged that when the body 10 is in unused position as indicated in Fig. 3 the front and rear walls are brought toward each other

and lie substantially parallel together, thereby making a collapsed structure occupying little space and capable of economical storage and transportation. When opened by bringing together the opposed portions 11, 12, the front and rear walls of the clamp spread apart and form between them an opening 17 adapted to receive a portion of the package to which the device is to be applied, as for instance the bottle-neck 18. The tension of the body-portion 10 when released tends to move the parts 11, 12, in opposite directions away from each other and thus closes the clamp upon the bottle-neck with sufficient friction to support the entire device securely thereon. In this form of the device, the front-wall 13, 14, is formed integral with the cardboard body-portion, and the rear-wall 15, 16, is formed by a separate piece of cardboard glued at each end 19, 20, to the body 10 and extending opposite the front-wall. The cardboard of the clamp is scored vertically at the middle joints 21, 22, but at the end joints 23, 24, is scored at an angle to the vertical, thereby causing the hinging of the parts on an angle and producing the opening 17 wider at the bottom than at the top, and of pyramidal shape. Such construction together with the flexibility of the cardboard walls 13, 14, 15, 16, enables the clamp to readily adapt itself and grip securely conical bottle-necks of different proportions, thus enabling the same clamp to be applied for instance to bottles of different sizes containing the same goods. The opening 17 in horizontal section is polygonal and of parallelogram shape, and the bottle-neck is engaged by the walls 13, 14, 15, 16 at points between the joints of the clamp, thus enabling these walls by the slight bending of themselves around the bottle-neck at the place of engagement, to obtain increased surface friction with the bottle than would be obtained were the clamp-walls non-yielding. When the bottle-neck is concave at the points where it passes the clamp, as seen in dotted lines in Fig. 1, the engagement is only at the top and bottom of the clamp. Such engagement is however entirely sufficient to retain the device in place.

When the body 10 is flexed out of its nor-

mal plane of rest sufficiently to open the clamp, the opposed portions 11, 12, stand at an angle to each other, as shown in Fig. 2. Such angular arrangement assists in catching the eye of the purchaser. To still further heighten the attractiveness of the device to the eye, and thereby its value as a medium of advertisement and sale, an additional curvature may be given to the device by properly forming the same. Such curvature is shown in Figs. 4 and 5, and consists in a dishing of a portion of the device, under the contraction of the clamp. In the figures, the dished portion is indicated at 25. As will be seen from Figs. 4 and 5, this panel is bent out of the vertical plane. Such dishing is caused by so arranging the clamp relatively to the portion to be dished that it shall draw the same together out of its plane around a center. In the form shown this is accomplished by giving an arcuate shape to the panel 25, and arranging the clamp at the chord side of the panel. An opening 26 between the panel and the clamp permits the panel to readily yield in dished form, and provides a space for the bottle top above the clamp, so that it is possible to set the device farther down upon the neck than would otherwise be the case. According to the direction of bending the device for opening the clamp, such dishing is produced at one side or the other, and thereby the printed matter borne by the device is directed outwardly, or inwardly toward the goods, as preferred.

The parts 11, 12, depend below the connection of the clamp therewith, at the sides of the bottle, and by their gravity assist in maintaining the device in an upright position on the bottle. They may be made of thicker material than the portions above the clamp, or otherwise weighted so as to hold the entire device by gravity in upright position, and thereby retain the device in upright position in case of imperfect engagement of the clamp with the bottle.

Advertising matter of any description may be printed, lithographed or otherwise produced upon either or both sides of the body 10 and clamp, and the body 10 may be formed of metal or of any suitable flexible material and in any desired shape to attract the eye or indicate the goods. Thus, in Fig. 1, the body 10 is formed in part to indicate two bunches of grapes, one at each side of the bottle, and the name of the producer of the goods may be placed on the panel 25 surmounting the bottle and extending between the bunches of fruit. Any other design of body-portion 10 may however be employed. The device may when used be bent in either direction, so as to show the printing upon a convex or concave surface. In Fig. 2 it is bent so as to show the face of the device in general convex form. Such adaptability of

form enables the window-dresser to vary his display according to the requirements of the goods to be sold, and enables him to make the best use of the available light and exposure which the particular window to be dressed provides.

In the embodiment shown in Figs. 5 and 6, the clamping portion is made wholly integral with the body 40, by longitudinally cutting the intermediate cross-piece between the side-portions of the body, by a cut 45, and also scoring both pieces vertically in opposite directions, whereby the oppositely-directed clamping faces 41, 42, 43, 44, are formed. This form of the invention is less expensive to produce than the form shown in Figs. 1 to 4, as it necessitates no gluing or separate piece of material. It may also be more economically packed and shipped.

It is obvious that changes may be made in the construction within the scope of the appended claims without departing from the spirit of the invention.

I claim:

1. A display-device comprising a flexible body having spring-tension, and a collapsible clamp between separated points thereon and adapted to be opened by flexure of said body and closed by expansion of the same.
2. A display-device comprising a flexible body having spring-tension, and a collapsible clamp of parallelogram opening between separated points thereon and adapted to be opened by flexure of said body and closed by expansion of the same, and having inclined side-joints, and yielding walls.
3. A display-device comprising a flexible body having spring-tension, and a collapsible clamp between separated points thereon and adapted to be opened by flexure of said body and closed by expansion of the same, and so disposed to said body as to draw a portion of the same around a center in dished form.
4. A display-device comprising a flexible body having spring-tension, and a collapsible clamp between separated points thereon and adapted to be opened by flexure of said body and closed by expansion of the same, said body extending below the clamp for supporting the device by gravity on the package engaged by the same.
5. A display-device comprising a flexible body having spring-tension and comprising an arcuate upper portion and depending side-portions, and a collapsible clamp between the side-portions at the chord-side of and separated by an opening from the arcuate upper portion, and adapted to be opened by flexure of said body and closed by expansion of the same.
6. A display-device comprising a flexible body having spring tension, and a collapsible clamp between separated points thereon and adapted to be opened by flexure of said

body and closed by expansion of the same, said clamp comprising a single piece of material integral with said body and cut horizontally and scored vertically in opposite directions at opposite sides, so as to form two superposed clamping-pieces, acting in opposite directions.

In testimony, that I claim the foregoing as my invention, I have signed my name in presence of two subscribing witnesses.

JULIEN STRANDERS.

Witnesses:

JOHN MURTAGH,
GRACE LOWE.