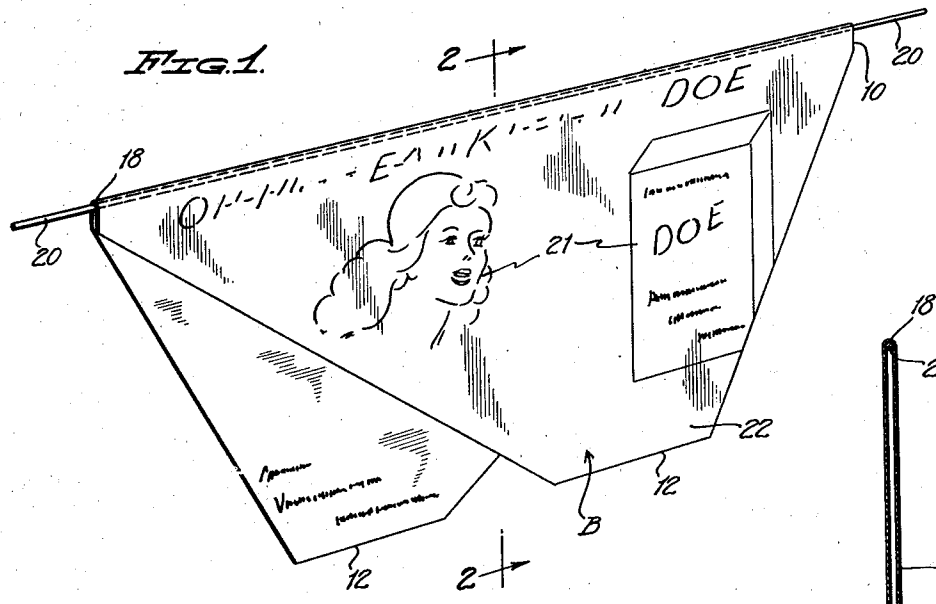
June 22, 1943. H. HIRSCHHORN 2,322,713

DISPLAY DEVICE

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FIG. 1.



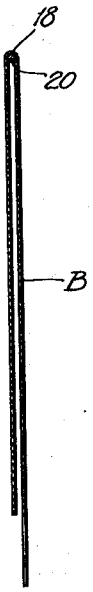
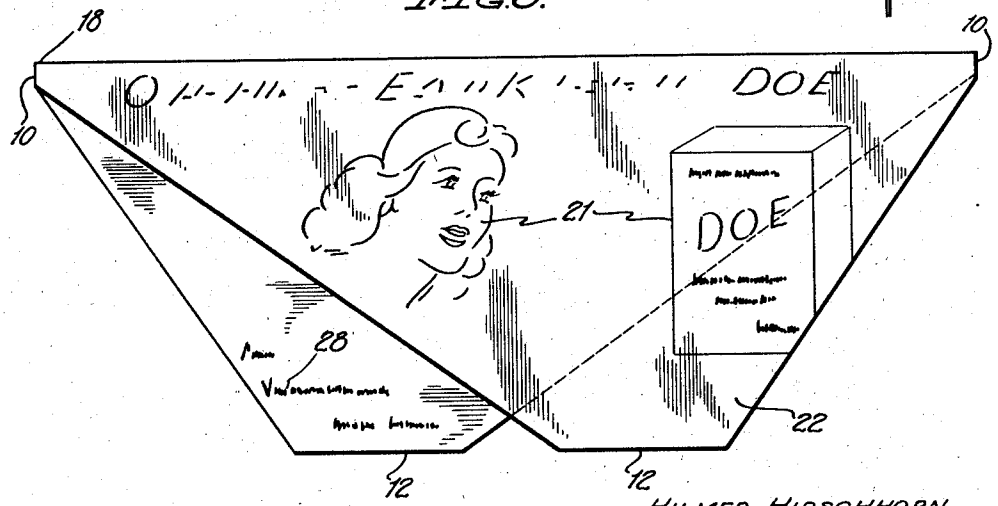


FIG. 2.

FIG. 3.



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FIG. 4.

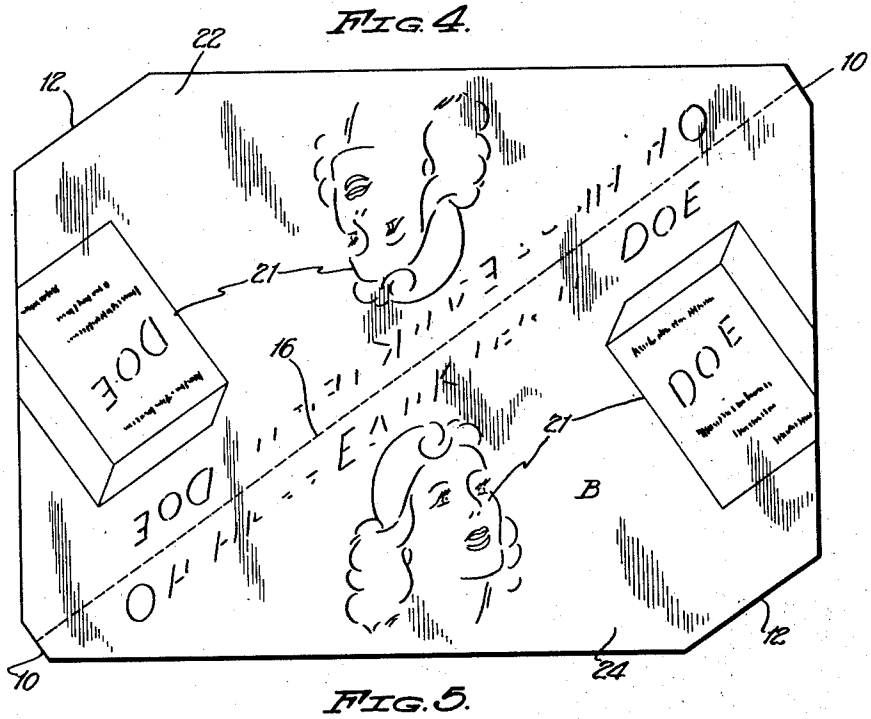
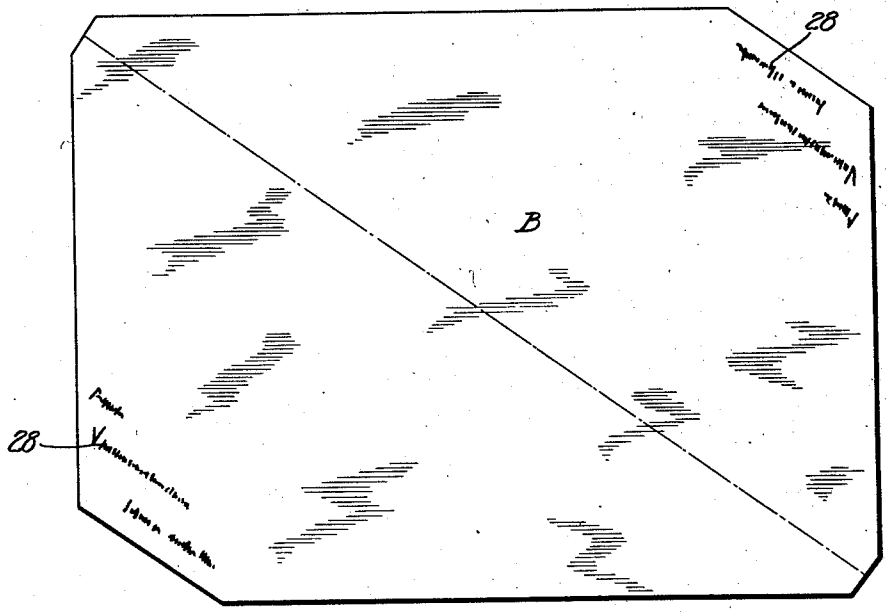


FIG. 5.



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UNITED STATES PATENT OFFICE

2,322,713

DISPLAY DEVICE

Hilmer Hirschhorn, Newark, N. J., assignor to Snyder & Black, Inc., New York, N. Y.

Application December 20, 1941, Serial No. 423,800

1 Claim. (Cl. 40—128)

This invention relates to new and useful improvements in display devices and more particularly it pertains to displays of the type which hang upon a stretched wire or string.

Such displays generally consist of a suitably printed blank of paper which is folded upon itself to provide two registering panels which straddle the stretched wire or string with the fold receiving the stretched wire or string to hang the device in display position.

It is the object of the present invention to provide a novel construction in devices of the aforementioned character which will provide a greater display area with a blank of any given size than can be obtained in the generally practiced manner.

Other objects of the invention will appear as the nature of the invention is better understood for which purpose, reference will now be had to the accompanying drawings and the following specification and claim.

In the drawings:

Figure 1 is a perspective view illustrating a display device constructed in accordance with the present invention in display position upon a stretched wire or string,

Figure 2 is a transverse sectional view taken substantially on the line 2—2 of Figure 1,

Figure 3 is a view in elevation of the device,

Figure 4 is a plan view of the blank from which the device is formed, and

Figure 5 is a view similar to Figure 4 illustrating the reverse face of the blank to that shown in Figure 4.

Referring specifically to the drawings by reference character and particularly to Figures 4 and 5, the blank is designed B.

The blank B comprises a rectangular piece of paper or similar material, preferably of greater length than width as herein illustrated.

Two diagonally opposite corner portions of the blank are removed to provide angular edges 10 at these points, said angular edges extending from their respective side edges of the blank to their respective end edges thereof.

The two remaining diagonally opposite corners of the blank also have portions thereof removed to provide the angular edges 12 at these points, which angular edges also extend from their respective side edges of the blank to their respective end edges thereof.

As illustrated in the drawings, the angular edges 12 are preferably of greater length than the angular edges 10, which result is obtained by the removal of larger portions of the blank at these corners thereof.

The reference character 16 designates a line of fold upon which the blank may be folded upon itself as illustrated in Figures 1 to 3, the actual fold being designated 18 in said figures.

The line of fold 16 extends diagonally of the blank, preferably from points between the ends of the two shorter angular corner edges 10 and provides the fold 18 heretofore mentioned by which the display is supported in display position upon a stretched wire or string such as 20.

The blank, when folded upon itself as heretofore described, provides two display areas, each of which includes a portion of both faces of the blank, and the manner in which these areas are employed will now be described.

The diagonal line of fold 16, divides the blank into two areas designated 22 and 24 in Figures 4 and 5 of the drawings. As illustrated in Figure 4 of the drawings, these areas are printed with identical advertising copy such as 21, with the copies, however, oppositely disposed to each other which throws the several subjects of the copies in the same relative positions with respect to their respective triangular areas.

In Figure 5, the reverse side of the blank to that illustrated in Figure 4 is illustrated. By reference to this figure, it will be noted that certain portions of this face of the blank also bear advertising copy as indicated at 28, and it is to be understood that these advertising copies are preferably identical and bear some relation to the advertising copies upon the opposite face of the blank, or at least to the advertising copy upon that portion of the opposite face of the blank with which it becomes associated upon folding of the blank upon the fold line 16.

As heretofore stated, when the blank is folded upon the line 16, it provides two display areas each of which includes a portion of each face of the blank as Figure 3 of the drawings.

By folding the blank upon the diagonal line of fold, and utilizing a portion of each of the faces of the blank upon each of the opposite sides of the line of fold, greater display areas are provided than is possible were the blank folded upon a straight line extending either transversely or longitudinally through the center of the blank.

From the foregoing, it will be apparent that the present invention provides a novel display device of the type which is hung over a stretched wire or string and in which greater or larger display areas than are possible by ordinary methods are obtained.

Having thus described the invention, what I claim to be new is:

A display of the type described comprising a rectangular blank of greater length than width, said blank having a plurality of incomplete display copies printed upon each of its opposite faces in such arrangement that when the blank is folded upon itself upon a line extending diagonally through the blank, printed portions of both faces of the blank will be visible upon each side of the folded blank to produce a complete display copy upon each side of the folded blank.

HILMER HIRSCHHORN.