Nov. 12, 1935. H. LEVINE 2,021,070

DISPLAY DEVICE

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Fig. 1

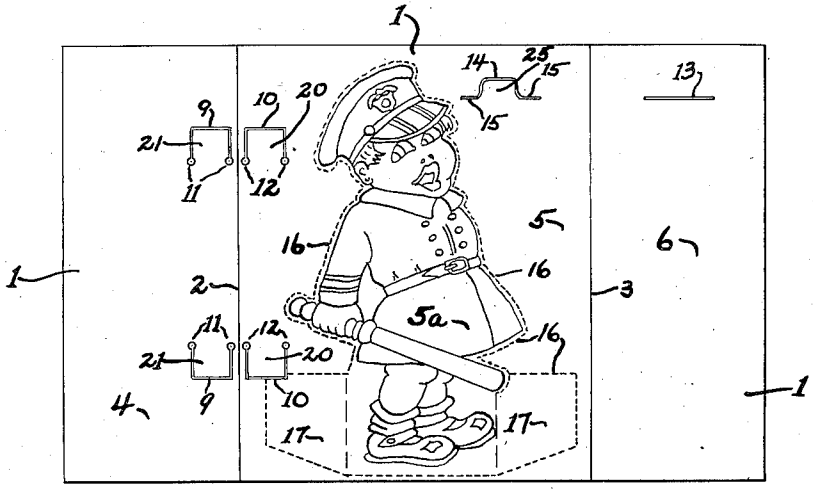


Fig. 2

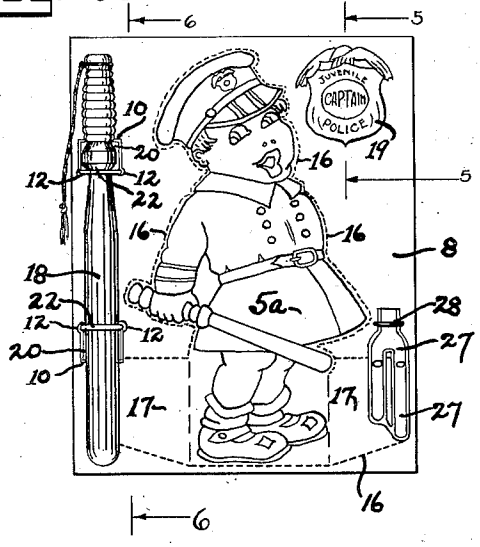
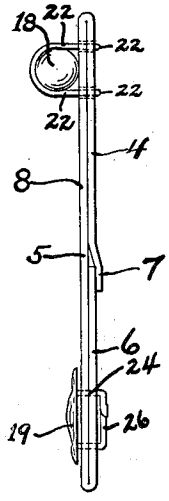


Fig. 3



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Fig. 4

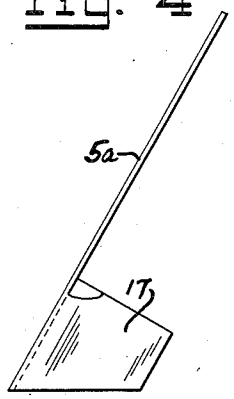


Fig. 5

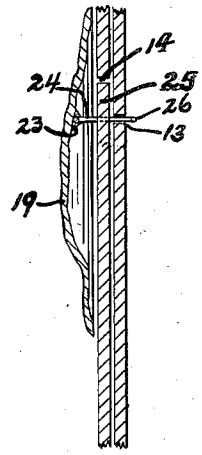


Fig. 8

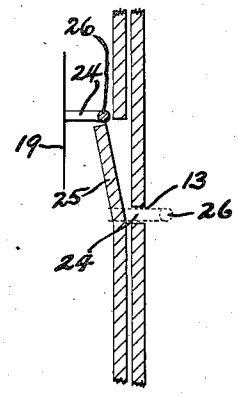


Fig. 6

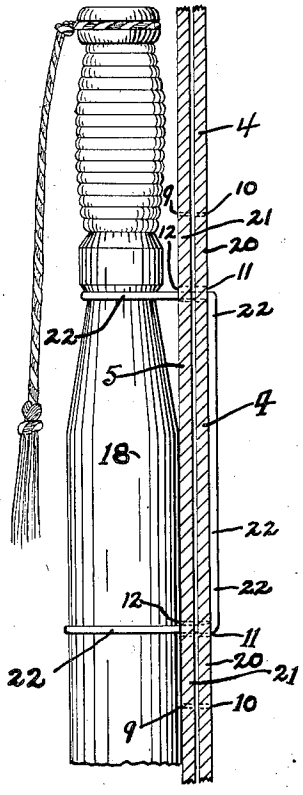
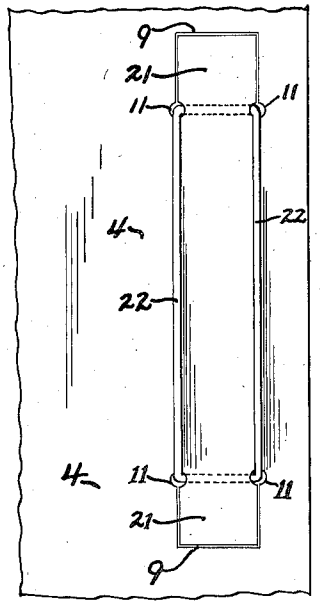


Fig. 7



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Patented Nov. 12, 1935 2,021,070

UNITED STATES PATENT OFFICE

2,021,070

DISPLAY DEVICE

Harry Levine, New York, N. Y., assignor to Hale-Nass Corporation, New York, N. Y., a corporation of New York

Application February 10, 1934, Serial No. 710,651

14 Claims. (Cl. 206—79)

This invention relates to novel display devices, and more particularly, to improvements in means for holding and displaying toys and/or other small articles.

One of the objects of this invention is the creation of a novel display device adapted to carry a separable attractive illustration which may be readily torn along lines of perforation from said display device.

Another object of this invention is the creation of a novel display device embodying a plurality of slots, holes and perforations for supporting various objects thereon and for providing an illustrated tear-out device.

Another object of this invention is the creation of novel means for adequately and firmly securing to and supporting upon a display device, a plurality of articles to be displayed.

Another object of this invention is the creation of a display device for supporting and displaying relatively small articles, such device having an illustrated picture thereon which may be readily torn from said device without destroying the article supporting efficacy thereof.

A still further object of this invention is the creation of a display device of cardboard or like material by folding a blank along appropriate lines of fold and securing flaps thereof together in predetermined relation.

A still further object of this invention is the creation of a display device from a blank having a plurality of slots, holes and perforations therein which, when the blank is folded along appropriate lines of fold, provide means for readily supporting articles on the resulting display device, as well as a desirable and attractive illustrated picture which may be readily torn from said display device for separate self-supporting use without detracting from the effective strength and support of such device.

A still further object of this invention is the provision of a display device formed from a single blank which when folded along appropriate lines of fold presents, aside from adequate means for supporting and displaying articles, a maximum of space upon which advertising or like literature may be placed.

Valuable further objects and advantages of the invention other than those hereinabove mentioned will appear more fully hereinafter.

It is to be understood that the specific forms shown in the accompanying drawings are merely illustrative, and hence the following description thereof is not to be taken as limiting the invention disclosed.

This invention resides substantially in the parts, as well as in the combination, construction, location and relative arrangement of the parts, as well as in the steps, sequence and combination of stops, all as will be more fully pointed out hereinafter.

Referring to the drawings wherein like numerals refer to similar parts throughout the several views, it will be found that:

Fig. 1 is a front elevational view of my unfolded blank of cardboard or like material which is provided with certain novel perforations, slots and holes therein;

Fig. 2 is a front elevational view similar to Fig. 1 and showing my novel display device after folding along appropriate lines of fold, with articles supported on the face thereof;

Fig. 3 is a top plan view of the device and articles shown in Fig. 2;

Fig. 4 is a side elevational view of a torn-out illustrated picture and flaps after separation thereof from the body of the cardboard display device, such flaps being folded to provide separate support for the picture;

Fig. 5 is a sectional view taken along the line 5—5 in Fig. 2;

Fig. 6 is a sectional view taken along the line 6—6 of Fig. 2;

Fig. 7 is a fragmentary rear view of a portion of my display device showing a means whereby substantially elongated objects may be supported thereon, and

Fig. 8 is a diagrammatic view, somewhat similar to Fig. 5, but showing the manner in which the articles supported in Fig. 5 may be secured to the cardboard display device.

It is the purpose of this invention to create an attractive improved and practical display device of cardboard or like material on which articles capable of manual handling may be readily supported, advertised and sold in an entirely novel fashion. It is intended that the display device hereinafter disclosed shall itself be sold with the articles supported and be inherently attractive and useful and act as an independent valuable sales feature to enhance sales of the articles displayed thereon.

While the invention is hereinafter described in connection with the display and sale of toys for children, such as a toy policeman's club, badge and whistle, it will be understood that such invention may be otherwise practically and valuably employed in connection with the sale of any relatively small articles or commodities.

The invention will be found to involve the

creation and provision in the display device of novel constructions for and methods of supporting elongated articles and articles having pins or similar protuberances thereon as well as suitably providing a method and means whereby an illustrated picture may be torn out from the display device and separately self-supported.

It will also be noted that the display device disclosed is so arranged that but a minimum of article-supporting strength is lost when the illustrated picture is torn out; and that a maximum space upon which advertising literature may be placed is at all times available on such device.

Referring now to the drawings in detail, it will be noted that in Fig. 1 I have shown at 1 a blank of cardboard or other like light material. This blank is, as shown, provided with two lines of fold, 2 and 3, which it will be noted, divide the cardboard blank up into three sections, 4, 5, and 6.

On such blank there may be pasted a piece of paper or the like which is of co-equal area with the blank, on which piece of paper there appears an illustrated picture of some given object or other such as the illustrated picture of the child policeman shown at 5a. At this point it will be of course understood that this picture of the policeman or other illustration might, if desired, be printed directly on the cardboard blank instead of on a piece of paper which is to be pasted on the blank.

When folded back along lines of fold 2 and 3, the portions 4 and 6 form flaps which overlap behind the center portion 5, as shown in 7 in Fig. 3. These overlapping flaps after folding are then glued or otherwise secured together at the overlap to form the cardboard display device 8, shown in Fig. 2.

After the blank has been provided with the appropriate lines of fold, it is, prior to folding, stamped or otherwise cut to provide the inverted U-slots 9 and 10, the holes 11 and 12 at the free ends thereof, the straight slot 13 and the further U-shaped slot 14 provided with flared ends or feet 15. The central portion 5 only, of the blank 1 is also provided with the line of perforation 16 surrounding the outline of the illustrated picture shown in such central portion. This line of perforation is impressed into the body of the central portion 5 to such an extent and depth that it will permit the outlined body of the cardboard and the picture carried thereon to be readily and completely torn out from the remaining body of the central portion 5. Since the line of perforation 16 does not extend into the back flaps, 4 and 6, the tearing out of the picture in no way detracts from the article-supporting strength and rigidity of the cardboard display device as a whole.

Adjacent the feet of the illustrated policeman shown at 5a, the line of perforation 16 is flared and on each side carried sidewards and extended to form and provide the side feet, flaps or supporting pieces 17 to provide means for maintaining such pictorial illustration in self-supporting erect or semi-erect position when the picture and integral flaps are torn out from the central portion 5 and the flaps 17 are folded back to provide the necessary support. A side view of the pictorial illustration after having been torn out and in self-supporting condition may be observed in Fig. 4.

From the foregoing it will also be noted that when the flaps 4 and 6 are folded back along the lines of fold 2 and 3, the holes 11 in flap 4 lie under the holes 12 in central portion 5, the inverted U-slots 9 lie directly under and on all sides are co-parallel and co-terminus with the U-slots 10, while the straight slot 13 is folded directly under and is co-parallel and co-terminus with the flared ends or feet 15 of the U-shaped slot 14. By having the slots and holes thus arranged, adequate means are provided for supporting on the display device articles such as the elongated toy policeman's club 18 and the toy policeman's badge 19.

Turning for the moment to the construction shown in Figs. 6 and 7, it will be noted that when slots 9 and 10 overlie each other and holes 11 and 12 correspond, that the body of the material of the central portion 5 lying within the slot 10, to wit, the portion 20, and the body of the material of the flap 4, lying within the slot 9, to wit, the portion 21, may be bent back in unison and together. When this is done, a continuous non-ending rubber band or other resilient member 22 is looped over the two sets of projections 20—21 and through the holes 11 and 12, and thus extends across the cardboard lying between the holes 12 in the front of the display device at the lower ends of the inverted U-slots 9 and 10. The remaining portion of this rubber band or other resilient member then extends from the upper holes 11 to the lower holes 11 on the back of the flap of the cardboard display device.

As shown in Fig. 6, the portions of the rubber band lying between holes 12 on the front of the display device may then be pulled away from the front of the display device, and the toy policeman's club 18 or other elongated article to be supported, may be slipped and held between the loops of the rubber band thus formed and the front of the body of the display device for appropriate support on such device and holding thereto.

At this point it may be stated that while this means of support has been disclosed in connection with the support of a toy policeman's club on a cardboard display device, that it might be employed with equal efficacy in connection with display and supporting for display of any elongated objects such as fountain pens, pencils, tooth brushes, and like other articles. Moreover, the U-slots while preferably cut in both the central portion 5 and flap 4 in the embodiment shown, might in the case where it is desired to use a single ply display device be only cut through the single ply and yet will be similarly effective.

Turning to Fig. 5, it will be noted that the toy policeman's badge may have soldered, welded or otherwise secured as shown at 23 to the back thereof a pin or other supporting means such as a safety pin, or the like, 24. The manner in which this pin is supported on the cardboard display device is probably best brought out in Figs. 3 and 8, wherein the portion 25 of the body of the cardboard lying within the U-shaped cut 14 is shown bent forward to permit such cardboard to pass between the back of the toy policeman's badge and the piercing portion 26 of the pin 24. The badge and the pin are then slid down over and along the portion 25 until the straight slot 13 is reached, at which point pressure is brought to bear upon the face of the badge and the piercing portion 26 of the pin 24 is thereupon forced through the straight slot 13 in the flap 6 and out of the back of the display device.

It thus will be noted that the badge is mounted by not only engaging same with the portion 25, but also by forcing part of the pin thereof through the slot 13. Accordingly, mere disengagement of

the pin with the slot 13 will not permit of the badge falling off the display device. To disengage the badge from the display device it is therefore not only necessary to disengage pin 24 from the slot 13, but also to slide the badge so that the portion 25 of the display device is disengaged from between the pin and the back of the badge.

As shown in Fig. 2, a whistle or any other article 27 which it is desired be simultaneously displayed may be secured to the face of the cardboard display device by a staple 28 or by other like suitable satisfactory securing means, such as the means hereinbefore disclosed for supporting the club 18.

From the foregoing, it is obvious that while I have described my invention in connection with a particular tear-out device and certain definite articles to be supported, that this invention might with equal advantage be employed with any desirable tear-out device; and that it is further obvious that the various supporting means disclosed may be used to support other articles of similar nature.

Inasmuch, therefore, as many changes may be made in the above constructions and many apparently widely and different embodiments within the scope of the invention may be made without departing from the spirit and scope thereof, and inasmuch as my invention may reasonably be used for many purposes, it is intended that all matter hereinabove contained or shown in the accompanying drawings shall be interpreted as illustrative and not in any sense limiting.

The following claims are intended to cover all generic and specific features of the invention described.

What I seek to secure by and claim for U. S. Letters Patent is:

1. A display device comprising a central portion, a separable pictorial illustration secured to and carried on said central portion and adapted to be torn therefrom along lines of perforation, two integral flaps joined to said central portion and folded back behind said central portion in such fashion that one overlaps the other, means securing said flaps together along the portion of overlap to provide a strong and relatively rigid body support which will retain substantially its original strength and rigidity for article supporting purposes after said pictorial illustration is torn from said central portion, and means including a plurality of U-shaped slots and holes for supporting on the central portion of said display device, a plurality of articles to be displayed.

2. A display device for supporting and displaying an article carrying a pin which comprises a flat two ply surface having a slot of substantially U-shape in one of said flat plies, which provides a projection adapted to be bent away from said ply and fit between the article and the tine of the pin thereof, and having a cooperating substantially straight slot in the other flat ply so positioned as to lie across the said projection at the base thereof, for receiving the tine of said pin.

3. A display device for supporting and displaying an article carrying a pin which comprises a flat surface of two ply having a slot of substantially U-shape in one of said plies and a substantially straight slot in the second of said plies, said slots being so relatively positioned that the pin of said article may be disposed over the projection formed by the U-shaped slot and held within the straight slot.

4. In a display device of the type described a blank divided into a central portion and two integral side flaps by two transverse lines of fold, a separable pictorial illustration secured to and carried by said central portion and adapted to be torn therefrom along lines of perforation, opposed slots of substantially U-shape in said central portion, cooperating opposed slots of substantially U-shape in one of said integral side flaps positioned so as to overlie the slots in the central portion when said flap is folded back along the line of fold at which it is joined to the central portion; and flexible means extending through said slots for holding an article to the face of said blank.

5. A display device comprising a substantially rectangular blank divided into a central portion and two integral side flaps by two transverse lines of fold, said central portion being provided with a separable pictorial illustration adapted to be torn therefrom along lines of perforation, said central portion being also provided with a plurality of opposed spaced-apart U-slots having a hole at each free end of each slot, the integral flap adjacent said slots being provided with corresponding cooperating slots and holes adapted upon folding of the flap to overlie the slots and holes in the central portion and flexible means extending through said holes for holding an article to the face of said display device.

6. A display device comprising a substantially rectangular blank divided into a central portion and two integral side flaps by two transverse lines of fold, said central portion being provided with a separable pictorial illustration adapted to be torn therefrom along lines of perforation, said central portion being also provided adjacent one of said lines of fold with a plurality of opposed spaced-apart U-slots having a hole at each free end of each slot and adjacent the other of said lines of fold with a single inverted U-shaped slot, the integral flap adjacent the opposed U-slots being provided with corresponding cooperating slots and holes adapted upon folding of said flap to overlie the slots and holes in the central portion, the integral flap adjacent the inverted U-shaped slot being provided with a substantially straight slot adapted to overlie the U-shaped slot at the base thereof upon folding of said second flap, and flexible means extending through the holes of the opposed U-slots for holding substantially elongated articles to the face of said display device; said inverted U-slot and straight slot being adapted to support an article carrying a pin also on the face of said display device.

7. In a display device of the type described a cardboard blank, a flap hinged to each of two opposed sides of said blank, opposed U-members in said blank which may be bent away from the body thereof, opposed U-members in one of said flaps adjacent the opposed U-members in said blank which may be bent away from the body of such flap and which are positioned therein so as to coincide with the U-members in the blank when the flap is folded back behind the blank and endless resilient means extending around said U-members for holding an article on the face of said blank.

8. The structure recited in claim 7 characterized in that the cardboard blank is provided with a separable pictorial illustration adapted to be torn therefrom along the lines of perforation surrounding said pictorial illustration.

9. The structure recited in claim 7 character-

ized in that the cardboard blank is provided with a separable pictorial illustration adapted to be torn therefrom along lines of perforation and is also provided adjacent the remaining flap with an inverted substantially U-shaped slot, while said remaining flap is provided with a cooperating substantially straight slot adapted to overlie said inverted U-shaped slot when said flap is folded back behind the blank so that said straight slot lies across the base of said inverted U-shaped slot, for supporting an article carrying a pin.

10. A display device comprising a substantially rectangular blank divided into a central portion and two integral side flaps by two transverse lines of fold, said central portion being provided with a plurality of spaced-apart slots adjacent one of said flaps and a further slot adjacent the other integral flap, the integral flap adjacent the plurality of slots being also provided with a plurality of slots which are adapted upon folding of the flap to overlie the plurality of slots in the central portion of the blank, and the other integral flap being provided with a slot adapted to cooperate with the corresponding slot in the central portion of the blank which is most adjacent to said flap.

11. A display device comprising a substantially rectangular blank divided into a central portion and two integral side flaps by two transverse lines of fold, said central portion being provided with a plurality of spaced apart U-slots and said flaps being provided with corresponding slots adapted to cooperate with the U-slots in the central portion of said blank.

12. A cardboard display device comprising a blank divided along two transverse lines of fold into a central portion and two flap portions which flap portions are folded back to overlap behind the central portion where they are joined together, said central portion and one of said flaps each being provided with a pair of opposed U-slots, an endless resilient element adapted to be looped around the opposed body portions of the blank lying within said U-slots for holding and supporting on said display device an elongated article, said central portion being also provided with a further inverted U-slot having feet adjacent to the remaining flap, which flap in turn is provided with a cooperating straight slot adapted upon folding back of said flap to overlie the feet of said U-shaped slot, whereby an article carrying a pin may also be supported on and carried by the central portion of said display device by passing the pin over the projection of the body material of the central portion lying within the last mentioned U-shaped slot and through the straight slot in the flap.

13. A display device comprising a blank, a separable pictorial illustration secured to and carried on said blank and adapted to be torn therefrom along lines of perforation and means including a plurality of U-shaped slots for supporting on the blank a plurality of articles to be displayed.

14. The structure recited in claim 3 characterized in that a separable pictorial illustration is secured to and carried on one of the two plies of the flat surface and is adapted to be torn therefrom along lines of perforation.

HARRY LEVINE.