Jan. 17, 1939. E. SCHWARTZ 2,144,512

DISPLAY DEVICE

Filed Dec. 30, 1937

Fig. 1.

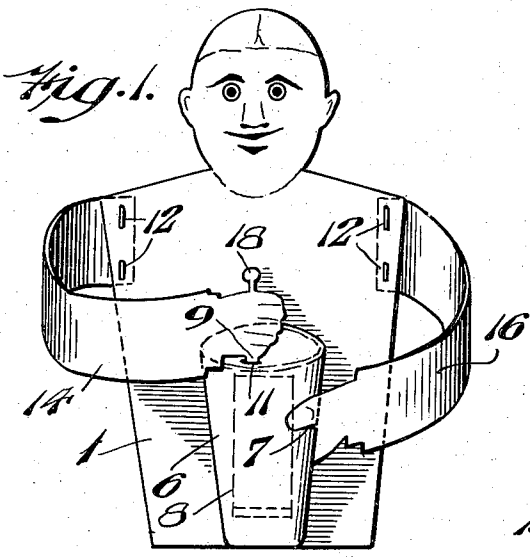


Fig. 2.

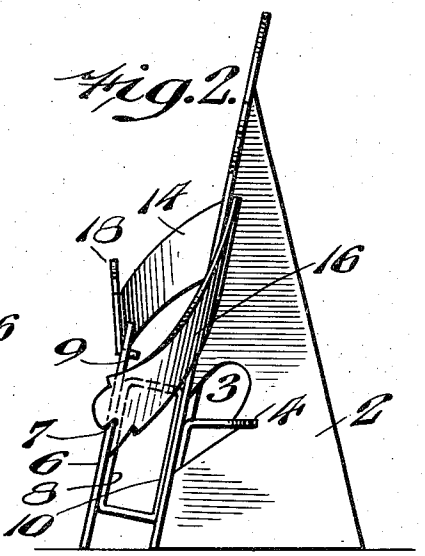


Fig. 3.

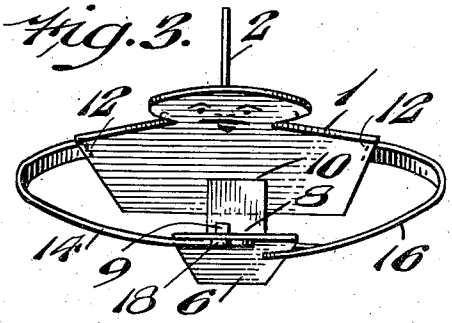


Fig. 5.

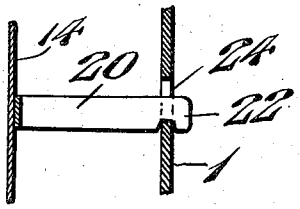


Fig. 7.

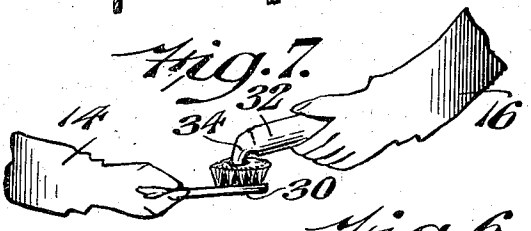


Fig. 4.

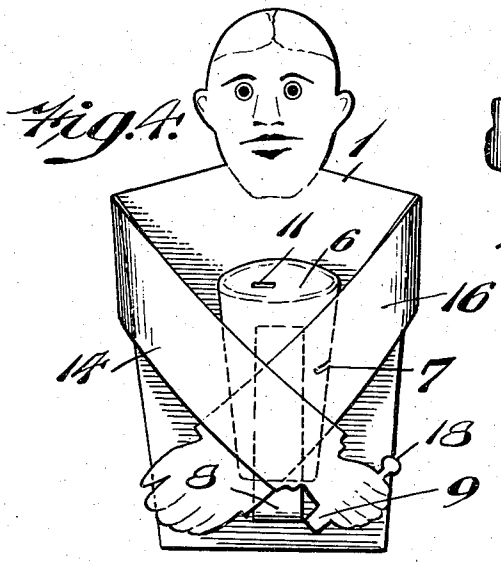
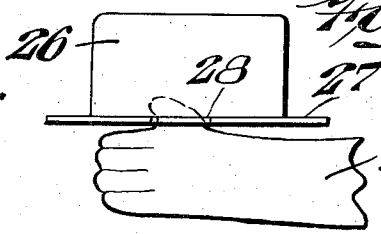


Fig. 6.



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DISPLAY DEVICE

Eugene Schwartz, Philadelphia, Pa., assignor to Ketterlinus Lithographic Manufacturing Company, Philadelphia, Pa., a corporation of Pennsylvania

Application December 30, 1937, Serial No. 182,530

1 Claim. (Cl. 40—126)

My invention relates to a new and useful display device of the type adapted for advertising merchandise, and it relates more particularly to an inexpensive knock-down display which is capable of holding a simulation of the object being advertised in a manner calculated to increase the advertising effectiveness, the same display device being so constructed as to be adapted, without material change, for use in connection with a variety of articles to be displayed.

In the accompanying drawing:

Fig. 1 represents a front elevation of a display device embodying my invention.

Fig. 2 represents an end view of Fig. 1.

Fig. 3 represents a plan view of Fig. 1.

Fig. 4 represents a view similar to Fig. 1 showing the device in the knock-down position.

Figs. 5 and 6 show fragmentary details of different forms of locking mechanisms used when the device is in its operative position as shown in Fig. 1.

Fig. 7 represents a fragmentary view in elevation showing a further modified form of my invention.

Referring to the drawing in which like reference characters indicate like parts, 1 designates a body portion which represents the trunk or torso of a human being or other animal, it being understood that the body portion 1 can be extended along its lower edge to form the rest of the body in a standing, sitting, or other position, if so desired. The body portion 1, if used as shown in Fig. 1, is preferably provided with an easel 2 which is secured thereto, in any suitable manner which permits of the folding of the easel into the same plane as the body 1 and which is provided with the cut-out 3 which receives the locking tab 4 which in turn is cut out either from the body portion 1 or from the portion of the easel which is permanently connected to the portion 1 in order to retain the easel at an angle to the body portion as shown in Fig. 2. 6 designates the simulated object to be advertised, which, in this instance, happens to be a drinking glass or tumbler, but which could be an orange, a book, a dress, etc. The simulated object 6 to be advertised is secured to the outer wall 8 of a substantially rectangular hinged support, the opposite wall 10 of which is secured to the body portion 1, the corners of the rectangular support being all creased for folding so that the simulated object 6 to be advertised can be pressed flat against the body portion 1. While this form of a rectangular supporting device is illustrated in the drawing, it is of course understood that any creased or scored flexible element, which is connected at one end to the simulated object 6 to be advertised and at its other end to the body portion 1, may be used for hingedly connecting the same together in such a manner as to permit the folding of the simulated object 6 against the body 1 when not in use, and of the projection of the simulated object 6 from and with respect to the body portion 1 when it is in use. Suitably secured by stitches 12, or otherwise, are the arms 14 and 16 which are made flexible so that they may be flexed or deflected into any desired position which represents them as manipulating, pointing to, supporting, or otherwise acting upon the simulated object to be advertised. Thus, as illustrated in Fig. 1, the right arm 14 is holding a spoon or other agitating device 18 for stirring the contents of the tumbler 6 to which the arm 16 is engaged, as shown in Fig. 1, with one of the fingers of the arm entering the slot 7 in the body of the tumbler 6. This produces the effect of a bar tender mixing a cocktail which apparently is supported by the left arm while the contents are agitated with the right arm. The right arm 14 is provided with the tab 9 which enters the slot 11 to maintain the arm 14 in position. If the simulated object to be advertised is an orange, for instance, the arms could be shown as supporting and peeling an orange—if it is a book, as holding the book open—if it is a dress, as displaying the dress, etc., the main object being to have the flexible arms 14 and 16 so preformed with respect to each simulated object to be advertised as to apparently support, point to, display, or otherwise act upon said object, the simulated object being in turn hingedly or foldably secured to the body portion 1 so that, when the display device is shipped, the object 6, the arms 14 and 16, as well as the easel 2, are all folded flat against each other and are, at the same time, easily erected at the point of use.

Where the display device is not used for directly supporting any specific simulated object, but is intended to call attention to a simulated object exterior to and spaced therefrom so that there is nothing to which the extremities of the arms 14 and 16 can be secured, I utilize other means for locking or retaining the arms in the desired position as, for instance, the structure shown in Fig. 5 in which I secure to either of the arms 14, 16 or both a tab 20 which has a tongue 22 engaging a slot 24 in the body portion 1 so that the locking tab invisibly supports and

retains the arms 14 and 16 in any desired position with respect to the body 1.

In Fig. 6 I have illustrated a display device as supporting the imitation of a box 26, in the base 27 of which is a slot 28 adapted to engage one or more of the fingers of either the arm 14 or 16 or both.

As shown in Fig. 7, it is not always necessary to utilize means for securing the arms to the simulated object advertised, such as the tab 9 and the slot 11, or for securing the arms to the body portion 1, such as the tab 20 and slot 24, since it is within the scope of my invention to so arrange and construct the simulated object that is being advertised as to interconnect the ends of the flexed arms together thus retaining the arms as well as the simulated object advertised in the desired position. For instance, the arm 14 can carry or have formed as an extension thereof the imitation of a tooth brush 30, while the arm 16 can either carry or have formed as an extension thereof the simulated tooth paste tube 32, and the tab 34 representing a ribbon of paste enters a slot in the bristle portion of the brush thus giving the effect of tooth paste being squeezed onto the brush and also locking the end of the tube to the brush thus maintaining the arms 14 and 16 in the flexed position in which they display the tooth brush and tooth paste. While I have shown a tooth brush and a tooth paste tube, it is obvious that a great many different simulated objects can be thus displayed.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent, is:

A display device comprising a main body portion representing the body of an animal, a member simulating an object to be advertised, means for collapsibly securing said member to said body portion, flexible arms carried by said body portion and adapted to be deflected into a position of cooperation with said member, and means for detachably securing the extremities of said arms to said member, comprising slots formed in said member and tabs formed on the extremities of said arms and adapted to engage said slots, said tabs simulating in themselves complementary portions of said member.

EUGENE SCHWARTZ.