Feb. 7, 1939. A. R. BOTHAM 2,146,702

DISPLAY DEVICE

Filed March 3, 1938

Fig. 1

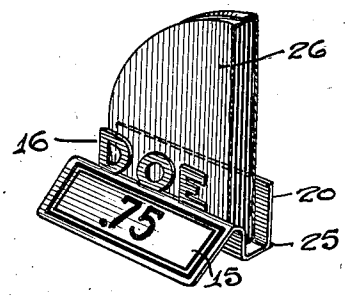


Fig. 2

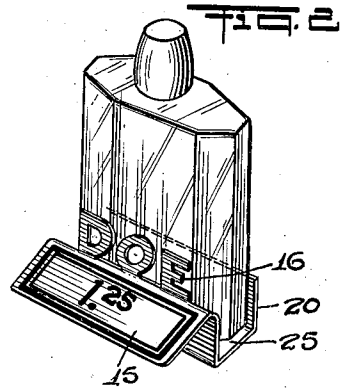


Fig. 3

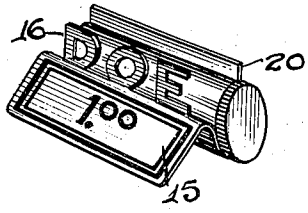
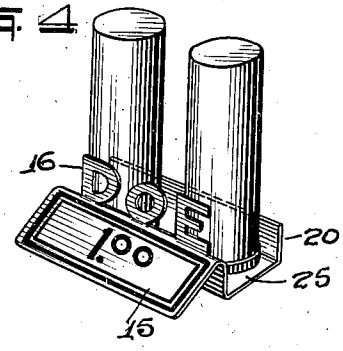


Fig. 4



INVENTOR

Arthur R. Botham

Patented Feb. 7, 1939 2,146,702

UNITED STATES PATENT OFFICE

2,146,702

DISPLAY DEVICE

Arthur R. Botham, New York, N. Y., assignor to Coty, Inc., Wilmington, Del., a corporation of Delaware

Application March 3, 1938, Serial No. 193,645

3 Claims. (Cl. 40—124.1)

My invention relates to advertising devices and more particularly to a display capable of associated use with the merchandise advertised.

One of the objects of my invention is to provide an advertising device adapted for various uses in the display of merchandise and which may assume a variety of forms depending on the particular article to be displayed.

Another object of my invention is to provide a novel advertising display bearing, integral therewith, a trade-mark in cut out form, the display being so adapted for association with an article as to retain the article visible through the cut-out portion of the device. Thus it is apparent that a trade-mark may be rendered most attractive by providing a visible background consisting of the very article which the trademark represents.

Another object of my invention is to provide a pliable metal advertising device wherein a price tag is combined with a stamped out trade-mark and wherein the stamping out process so weakens the metal that it may thereafter be manually bent to assume a number of shapes as desired.

A further object of my invention is to provide an exceedingly cheap and economical form of advertising display, so simple as to permit of its manufacture by a single operation, viz., the stamping out of a trade-mark or other indicia on a flat piece of thin pliable metal. The metal may be thus supplied to the user who utilizes it or treats it as he may require.

Other objects of my invention will be apparent from the following description, it being understood that the above general statement of the objects of my invention is intended to explain, and not to limit it in any manner.

Fig. 1 is a perspective view of my device with the rear, or platform being bent so as to frictionally grasp the advertised article, providing a display stand as well as a price tag.

Figs. 2, 3 and 4 are similar views illustrating how the pliable metal platform may be adapted to securely retain advertised merchandise.

Referring to the drawing, 15 represents the face or front portion of the device which is preferably utilized as a price tag. Immediately above is located the cut out letter portion 16 which generally will be the trade-mark of the article to be advertised. The stamping out of the letter portion 16 will provide a slot 17 and narrow sections 18 and 19 connecting the platform 20 to the front portion 16 and separating the platform from the letter portion.

Referring to Fig. 1, the device should be stamped out of pliable and slightly resilient metal which may be a composition of copper or tin, etc. When the platform 20 has been bent to form a channel 25, the article 26 may be inserted and retained therein since the channel 25 may be bent so as to have a slightly smaller width than the width of the article 26. Thus the article 26 may be forced into the channel 25 and retained by the resiliency of the channel walls. Figs. 2, 3 and 4 have channels 25 shaped so as to accommodate the respective displayed merchandise. Thus it can be seen that in these embodiments the single flat piece of stamped out metal affords a price tag, a display stand, and an attractive trade-mark setting which attraction may be further enhanced by rendering the article displayed visible through the letter portion 16. While the platform 20 will be of metal sufficiently thin and pliable to permit of easy manipulation, suitable tools may be utilized to effect the desired shapes.

I have shown a preferred embodiment of my invention but it is obvious that numerous changes and omissions may be made without departing from its spirit.

I claim:

1. An advertising display device comprising a first section, a second section integral therewith, said second section having advertising letters stamped out thereon and a third section connected to said first section, said third section being channel shaped and being adapted to retain an advertised article, said advertised article being visible through said letters of said second section when it is thus retained.

2. An advertising display device made of pliable resilient sheet metal comprising a first section, a second section integral with said first section, said section consisting of stamped out letters, and a third section integrally connected to said first section and isolated from said second section, said third section being channel shaped in cross section and having resilient channel walls adapted to frictionally retain an article of merchandise.

3. An advertising display device comprising a first section, a second section consisting of a stamped out letter area integral therewith and a third section connected to said first section, said third section being channel shaped in cross section, said lettered area cooperating with said channel shaped third section to frictionally retain an advertised article, said lettered area frictionally abutting said advertised article whereby said advertised article is visible through said lettered area.

ARTHUR R. BOTHAM.