

No. 878,307.

PATENTED FEB. 4, 1908.

W. O'SULLIVAN.  
MEANS FOR DISPLAYING ARTICLES OF MERCHANDISE.  
APPLICATION FILED MAY 17, 1906.

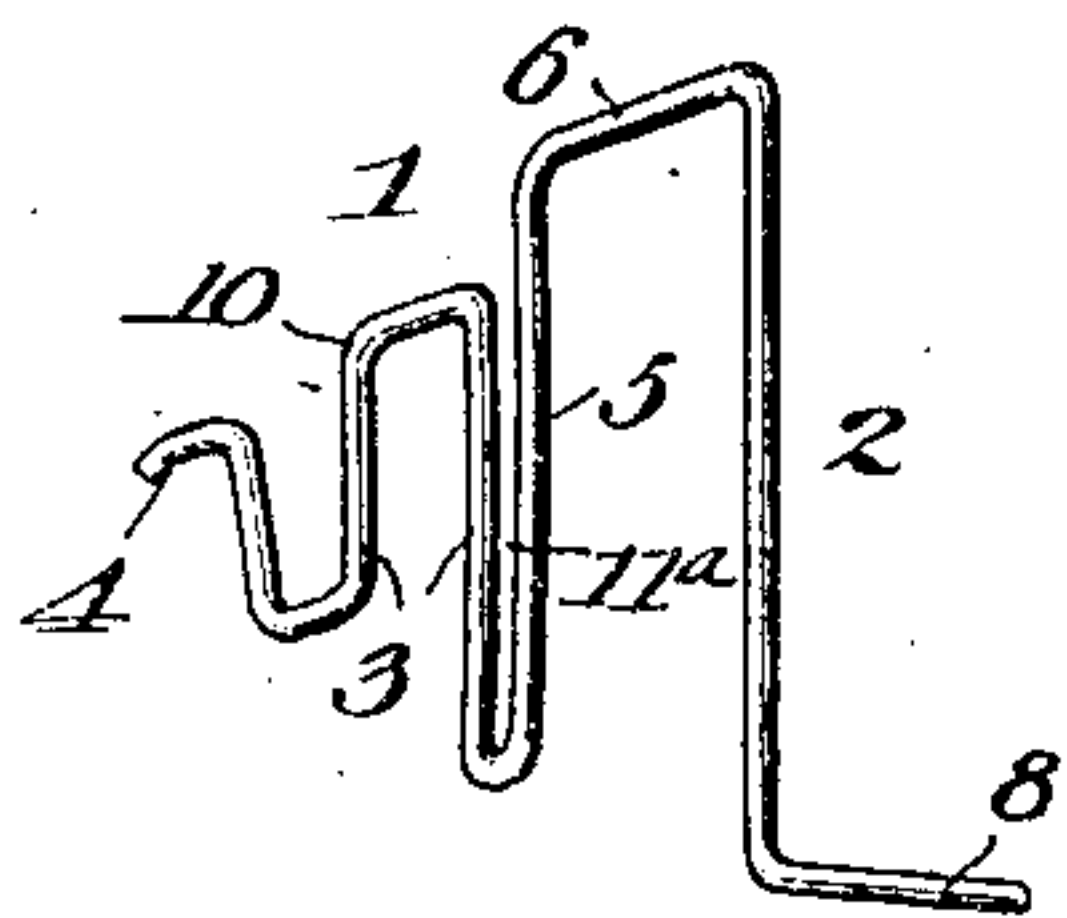


Fig. 1.

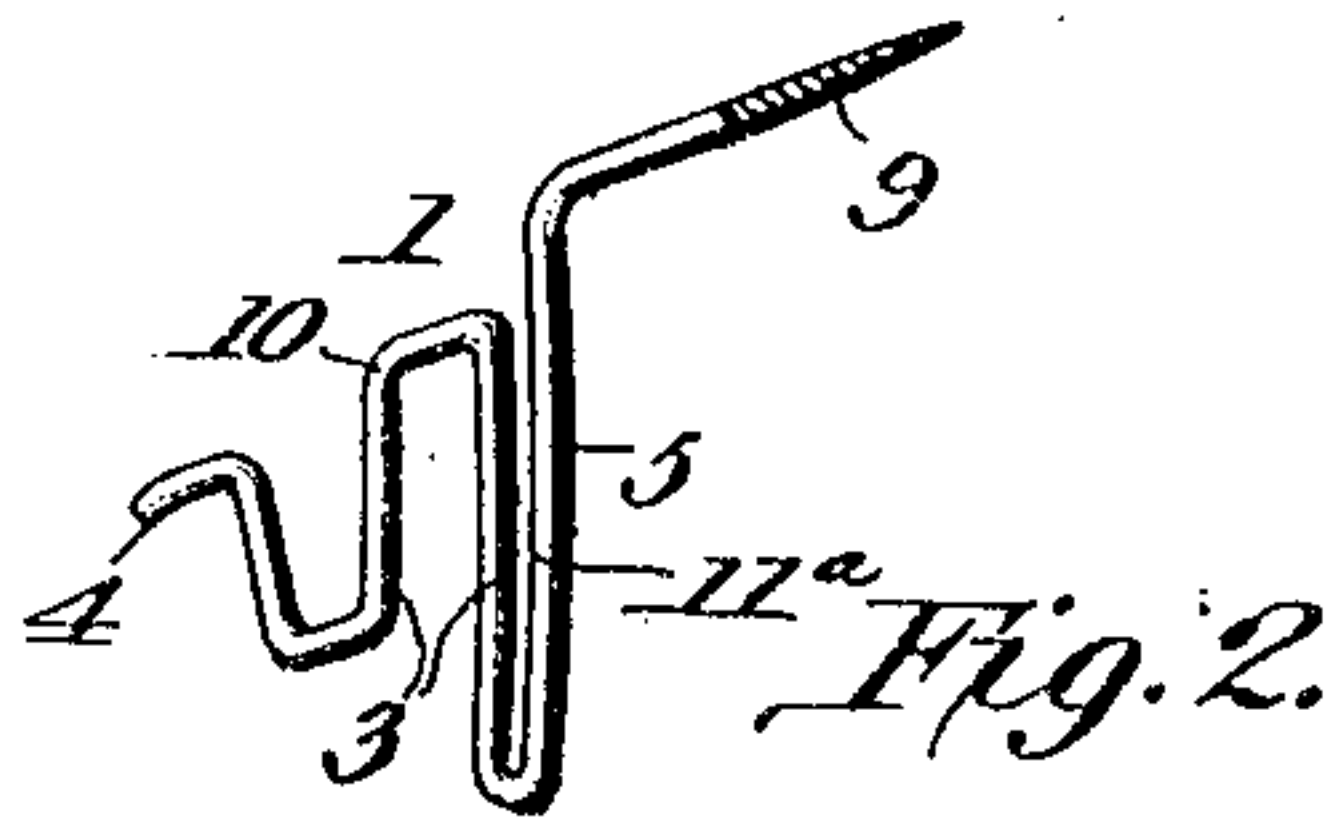


Fig. 2.

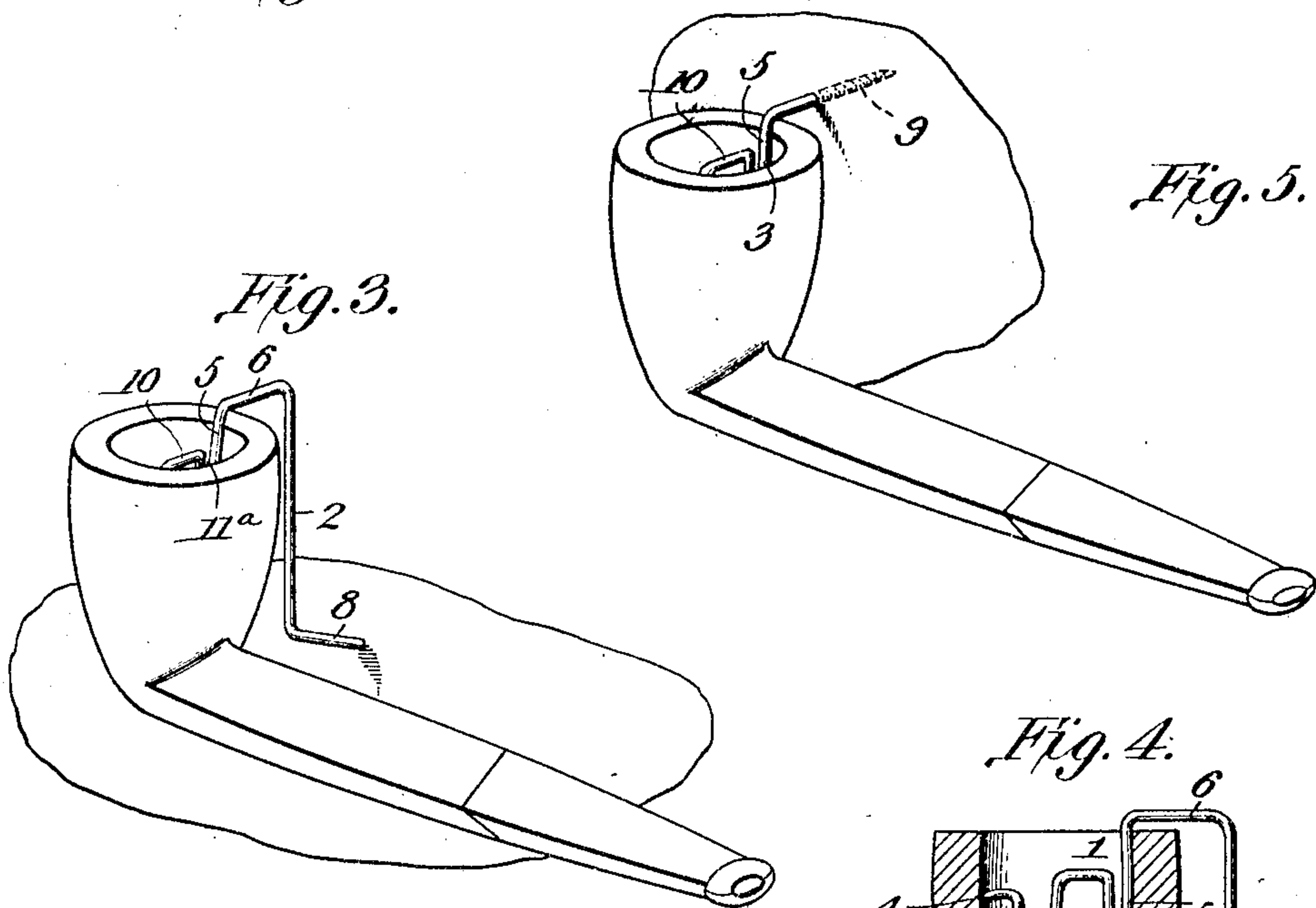


Fig. 3.

Fig. 5.

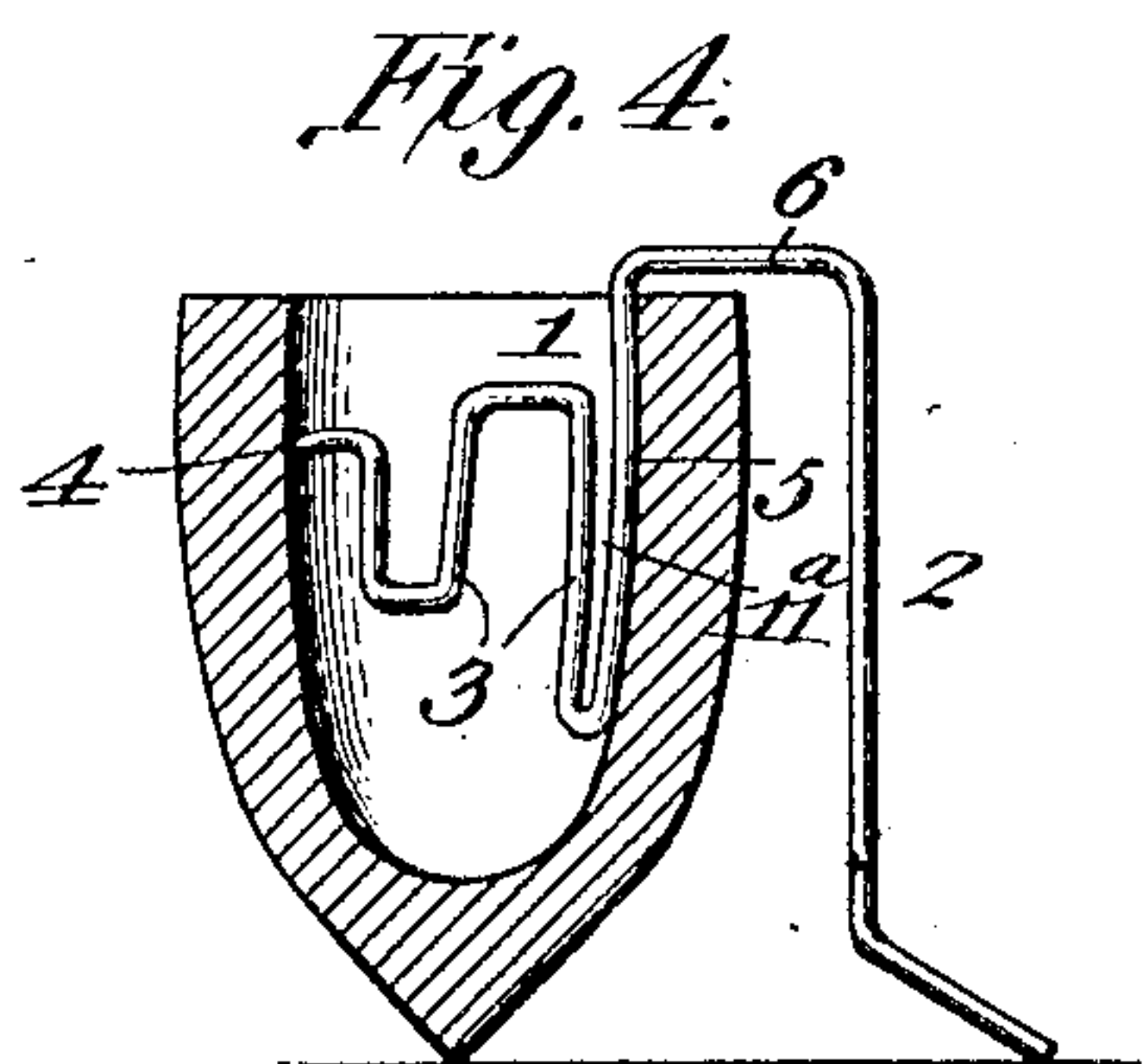
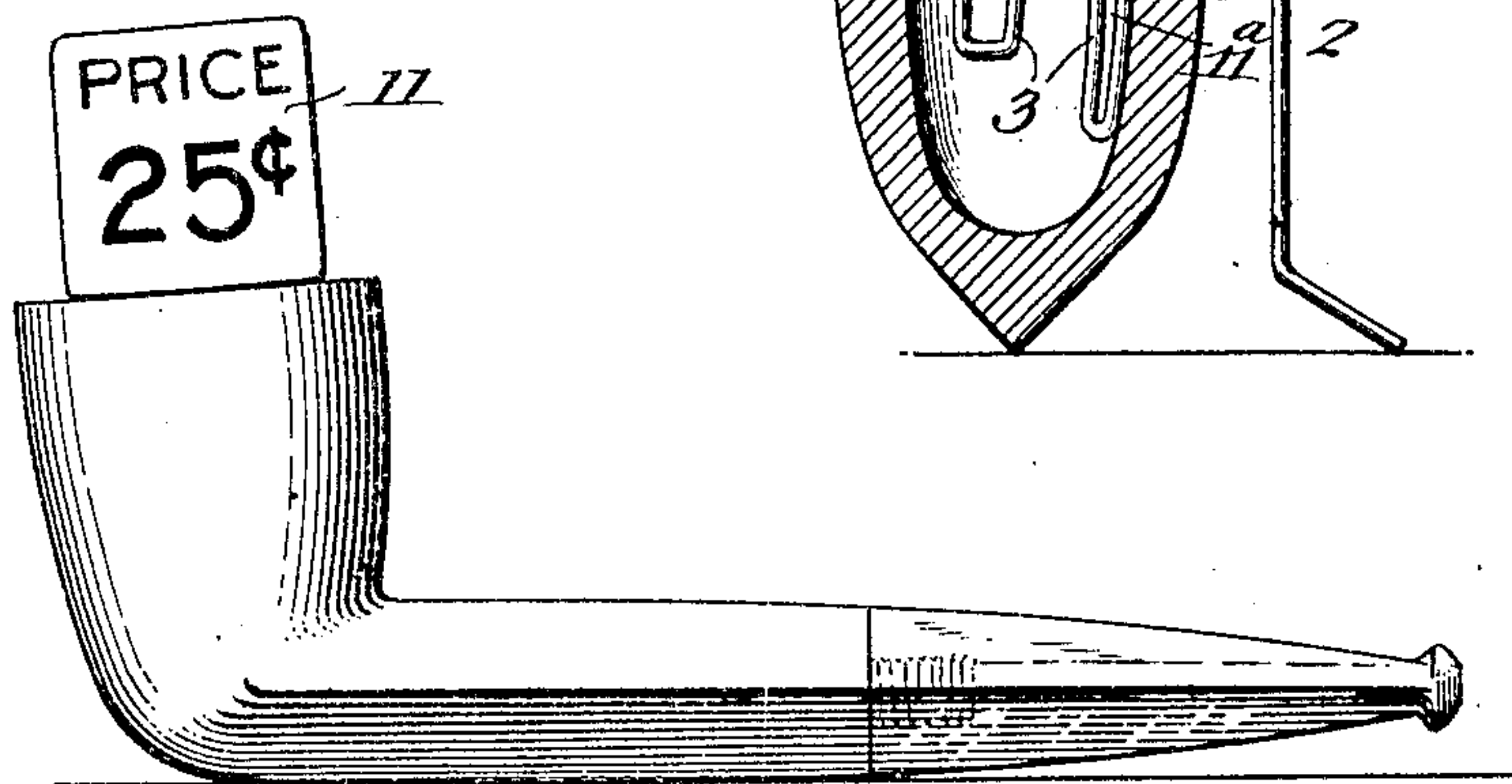


Fig. 4.

Fig. 6.



Witnesses:  
H. H. Cady  
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# UNITED STATES PATENT OFFICE.

WILLIAM O'SULLIVAN, OF NEW YORK, N. Y., ASSIGNOR TO MANHATTAN BRIAR PIPE COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

## MEANS FOR DISPLAYING ARTICLES OF MERCHANDISE.

No. 878,307.

Specification of Letters Patent.

Patented Feb. 4, 1908.

Application filed May 17, 1906. Serial No. 317,252.

*To all whom it may concern:*

Be it known that I, WILLIAM O'SULLIVAN, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented new and useful Improvements in Means for Displaying Articles of Merchandise, of which the following is a specification.

My invention relates to an improved means for displaying articles of merchandise, particularly those having a bore or interior chamber; and is intended chiefly for displaying tobacco pipes in a posture corresponding to that which the pipe ordinarily has in the mouth of a smoker, so as to display the pipe in its natural position and to the best advantage. By the use of my invention a pipe may be supported and removed from its support without danger of scratching the interior or exterior of the bowl of the pipe, and the device embodying the invention may be so constructed, as will be described, as to support the pipe in the natural position referred to either upon a horizontal surface, or in a state of suspension from, and out of contact with, a vertical wall or display board. In fact, by modification of that part of the device which operates outside the pipe bowl it may be employed in numerous ways to support the pipe in a position or attitude corresponding to that which it has ordinarily in the mouth of a smoker.

With these objects in view, the invention resides in a means for displaying articles of merchandise hereinafter described.

That which is regarded as new will be set forth in the clauses of claim appended to the description.

In the accompanying drawings, wherein my invention is illustrated, in what I regard as several of the best known embodiments thereof: Figure 1 is a perspective view of one form of the device; Fig. 2 is a similar view of a slightly different form thereof; Fig. 3 is a perspective view illustrating a pipe displayed or supported by the form of device shown in Fig. 1; Fig. 4 is a sectional view of a pipe bowl to illustrate the engagement of the display device with such an article; Fig. 5 is a perspective view illustrating a pipe supported by a form of device illustrated in Fig. 2; and Fig. 6 is an elevation of a pipe supported by either form of the device, and showing a price tag or card arranged in the bowl thereof, and held in position by the display device, in which figure the supporting device is alto-

gether concealed and the pipe appears as though it was self-supporting.

The device of my invention comprises an interior member or spring-portion 1 adapted to enter the bore or bowl of the pipe or other hollow article and engage the opposite walls thereof, and an exterior supporting member or portion 2 adapted to engage a surface, such as the floor, wall, or other part of a show window display-board or the like.

The portion 1, in the preferred embodiment illustrated, consists in a spring member which engages the interior wall of the bowl of the pipe at diametrically opposite points with a gentle pressure, yet sufficient to support the pipe in the position or attitude hereinbefore referred to and which, for convenience, will be referred to as the interior member. As shown, the device is made of a single piece of a spring material, and it is preferred that it shall be so made, but in some aspects of my invention I wish it understood that I do not restrict myself to this manner of construction. The spring portion thereof, in the preferred construction shown, comprises a number of connected spring arms or loops 3, and terminates in an angular offstanding portion or finger 4 to engage the wall of the pipe at one point. The opposite wall of the pipe is engaged by the vertical arm or loop 5, and there is sufficient spring between said arm 5 and finger 4 to hold the device in engagement with the interior wall of the bowl of the pipe at opposite points with sufficient firmness to sustain the pipe. This loop 5 is a narrow or restricted one and serves as a tag holder 11<sup>a</sup> (see Fig. 4), and it will be observed that in this arrangement the price tag 11 (see Fig. 5) conceals entirely the display device. One limb 5 of the loop is appreciably longer than the arms 3 of the interior member, so that it is adapted to project above the rim of the bowl of the pipe while the arms 3 are entirely concealed within the bowl. A reach 6 projects laterally from the loop 5 across, above, and clear of or out of contact with, the rim of the bowl, so that possibility of scratching the rim is avoided.

The interior portion of the device is provided with a means whereby the engagement of such portion with the wall of the bowl of the pipe or other article may be eased or released to facilitate the withdrawal of the article without danger of scratching or otherwise marring the wall thereof. As shown,



this release is provided by the intermediate loop 3 which (in the example of invention shown) rises above the finger 4, as illustrated at 10, so that one may introduce a finger 5 into the bowl of the pipe and by pressure of the portion 10 withdraw the finger 4 from engagement with the wall of the article, whereupon the latter may be very easily withdrawn and the danger of scratching or 10 marring the article avoided.

In Fig. 1 the device is provided with an exterior supporting member or leg 2, preferably terminating in an angularly disposed or offset foot or shoe 8, and the said leg and shoe 15 in this form of the invention constitutes what has been termed the exterior portion adapted to engage the surface, by which the device is maintained in a suitable position to display the pipe in the manner described. This result is secured in the form of device referred 20 to by the leg 2, preferably having the foot or shoe 8, which rests upon a horizontal surface, as illustrated in Fig. 3, and holds the pipe in a natural position.

25 When it is desired to support the pipe in front of a vertically disposed display board, a wall, or the like in a show window, the reach 6 may be formed with or connected to a screw 9 by which the device may be connected to such display board, wall, or the 30 like, and which, within the terms of this description, constitutes the exterior supporting member.

As hereinbefore stated the formation of the 35 exterior portion for the purpose of engaging a horizontal, vertical or other supporting

surface or body, may be modified according to the particular situation or character of said supporting surface or body; in fact, since it is apparent that various changes in 40 form, construction, and design, may be made, without departing from the principle of my invention, I do not limit myself to the particular embodiment herein shown and described, except in so far as I am limited by 45 the prior art to which the invention belongs.

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

1. A device of the character described 50 formed of a single piece of spring material and comprising an exterior supporting member; an interior bore-engaging member terminating in a wall-engaging end, having a depending wall-engaging and tag-receiving 55 loop or leg, and an intermediate releasing loop extending above said wall-engaging end; and a reach connecting said exterior and interior members.

2. A device of the character described 60 comprising an exterior supporting member having a depending leg with an angularly disposed foot or shoe, an interior wall-engaging member; and a reach connecting said exterior and interior members. 65

In testimony whereof I have hereunto set my hand in presence of two subscribing witnesses.

WILLIAM O'SULLIVAN.

Witnesses:

L. A. HAMMERSLEY,  
GEORGE BOLIVAR.