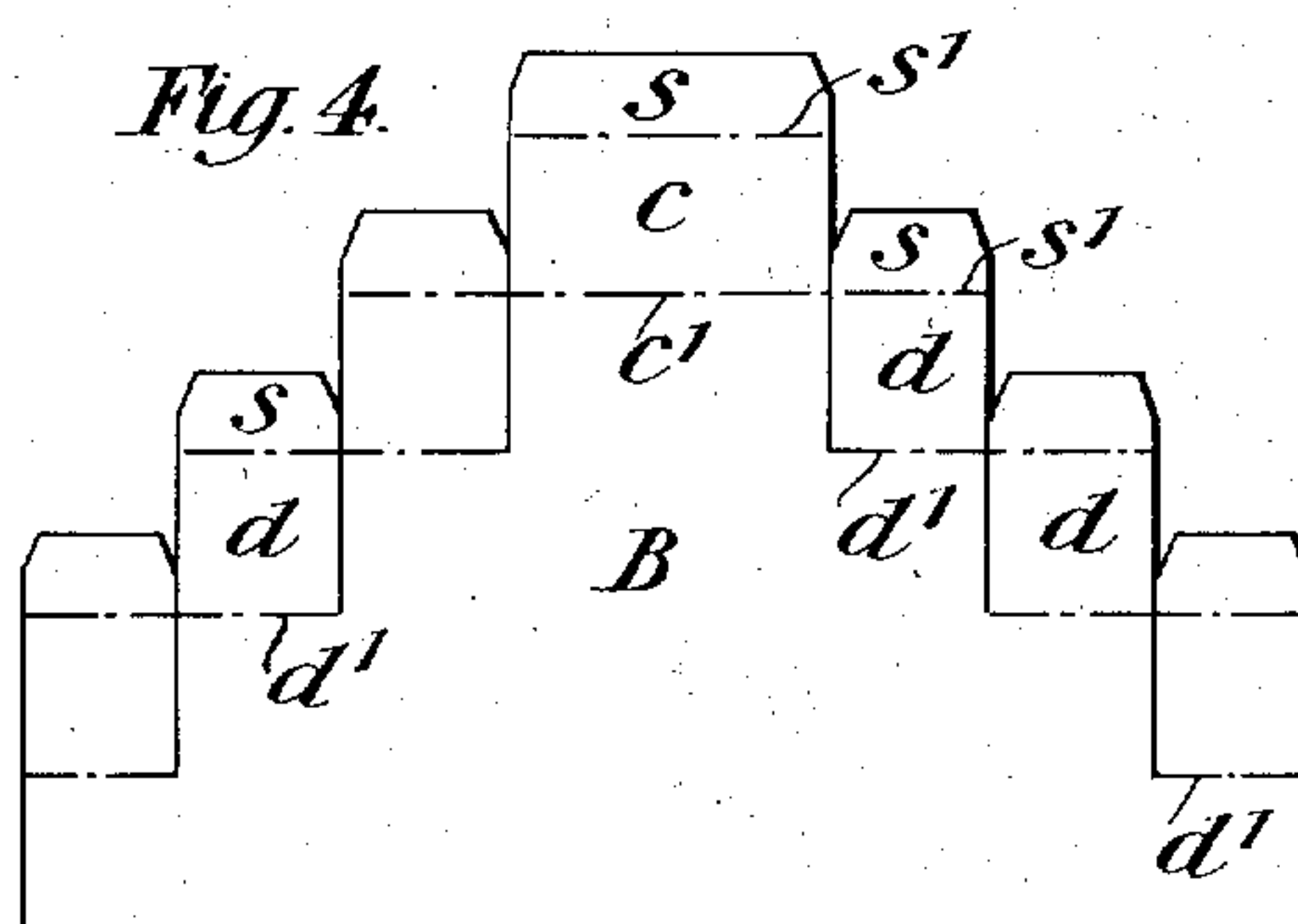
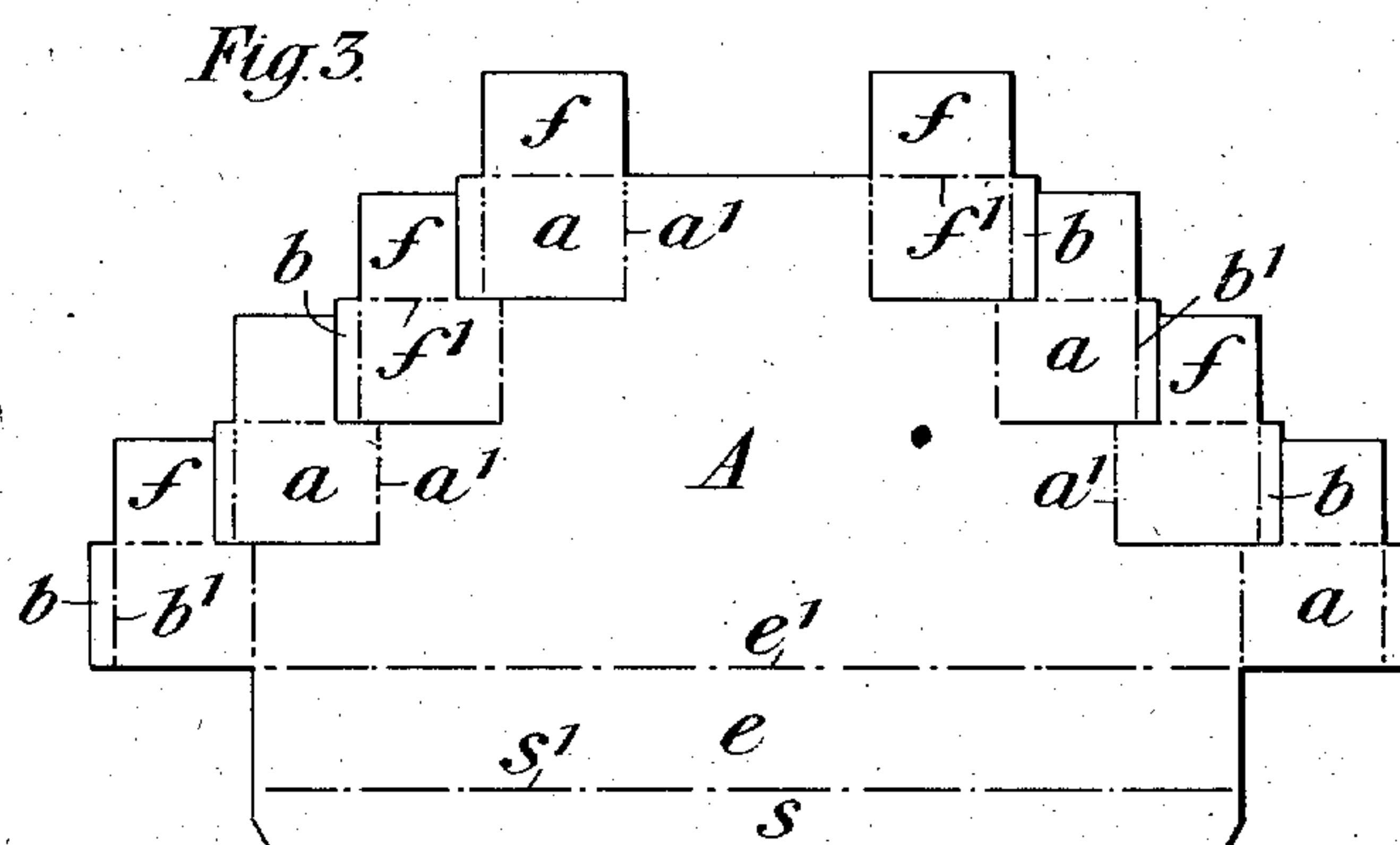
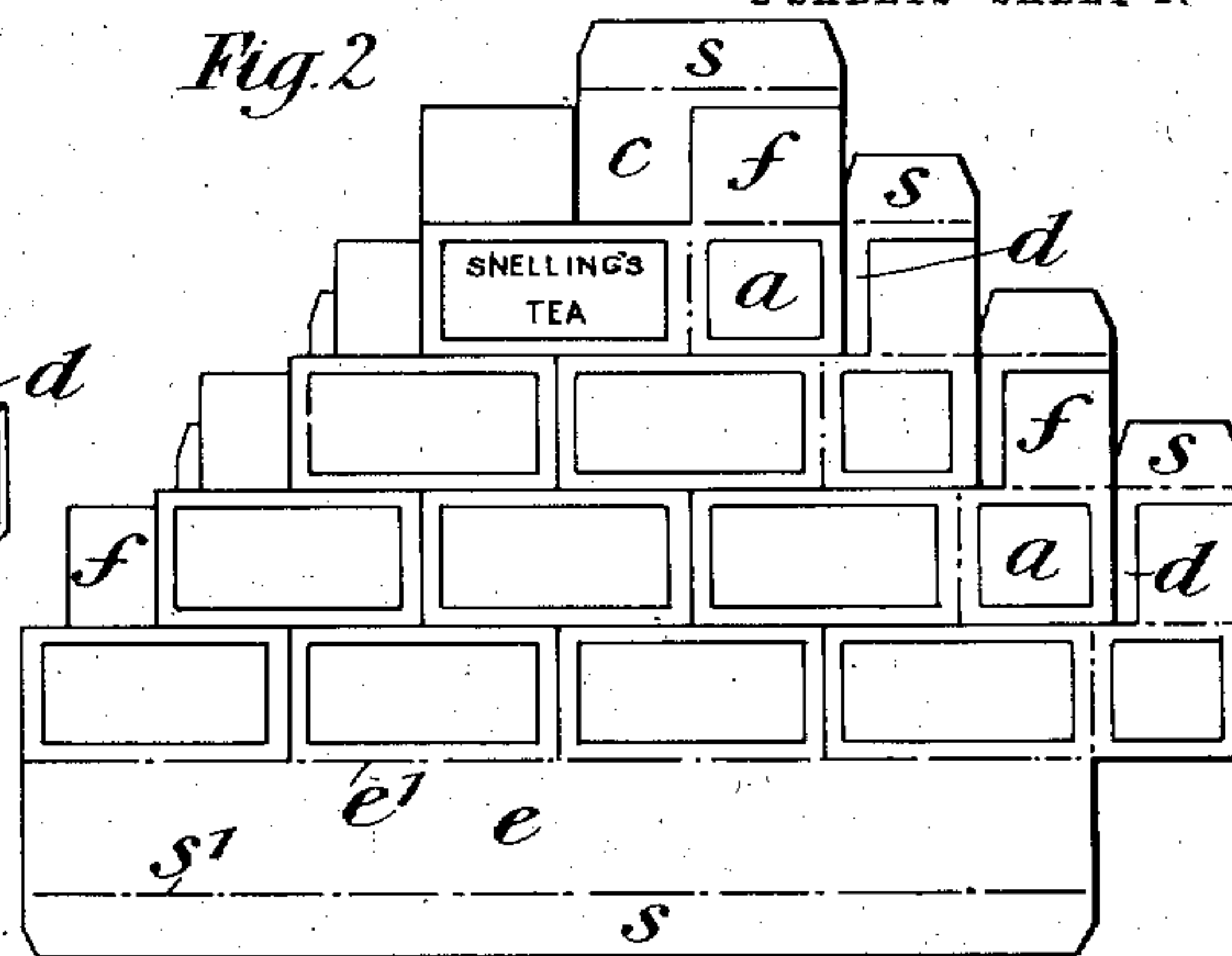
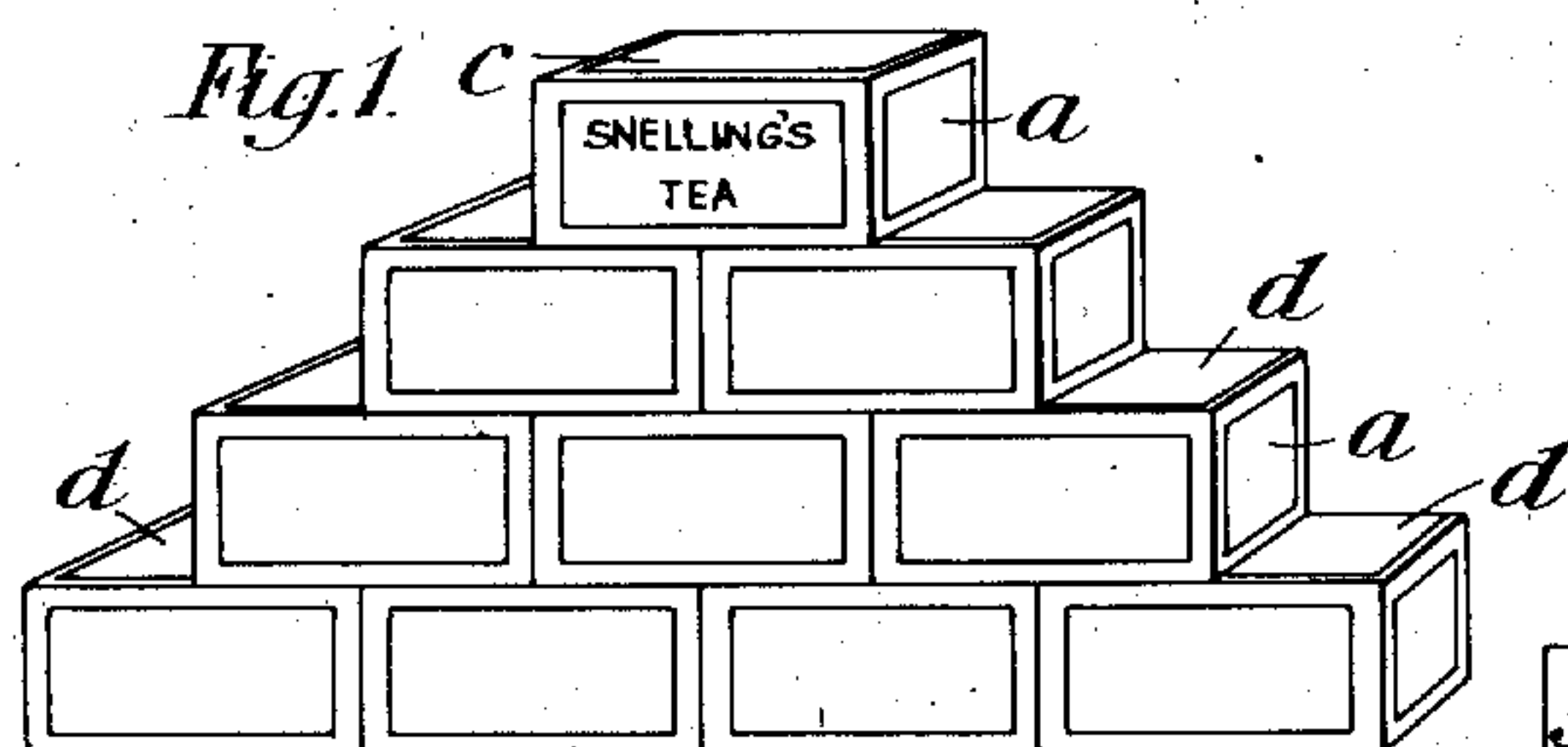


A. H. SNELLING.  
 DISPLAY DEVICE.  
 APPLICATION FILED FEB. 1, 1908.

898,519.

Patented Sept. 15, 1908.

2 SHEETS—SHEET 1.



Witnesses  
 Emma Frank  
 Elsie Lohr.

Inventor  
 Arthur Henry Snelling  
 by *Attorney*  
 his Attorney

898,519.

Patented Sept. 15, 1908.

2 SHEETS—SHEET 2.

Fig. 5.

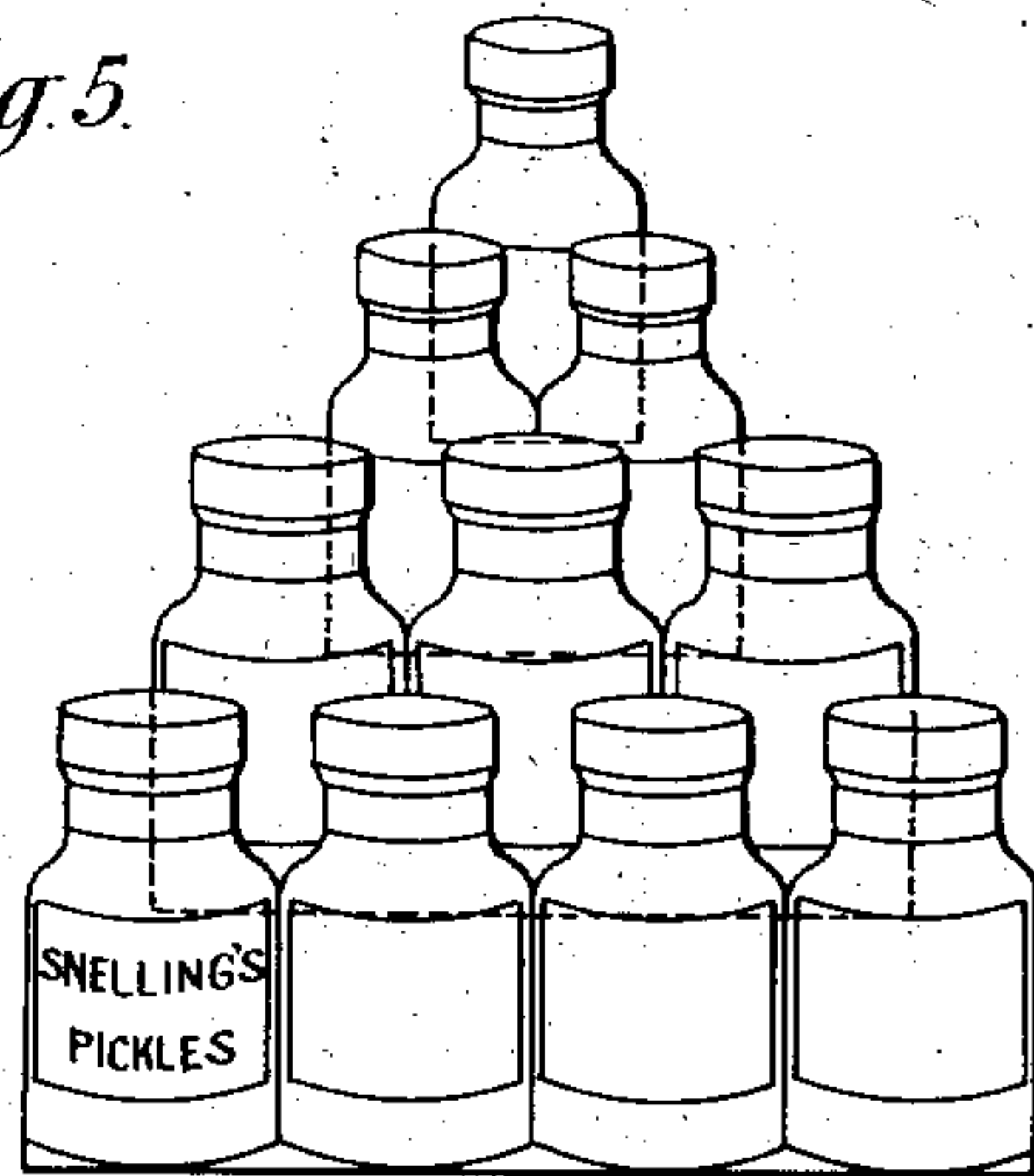


Fig. 6.

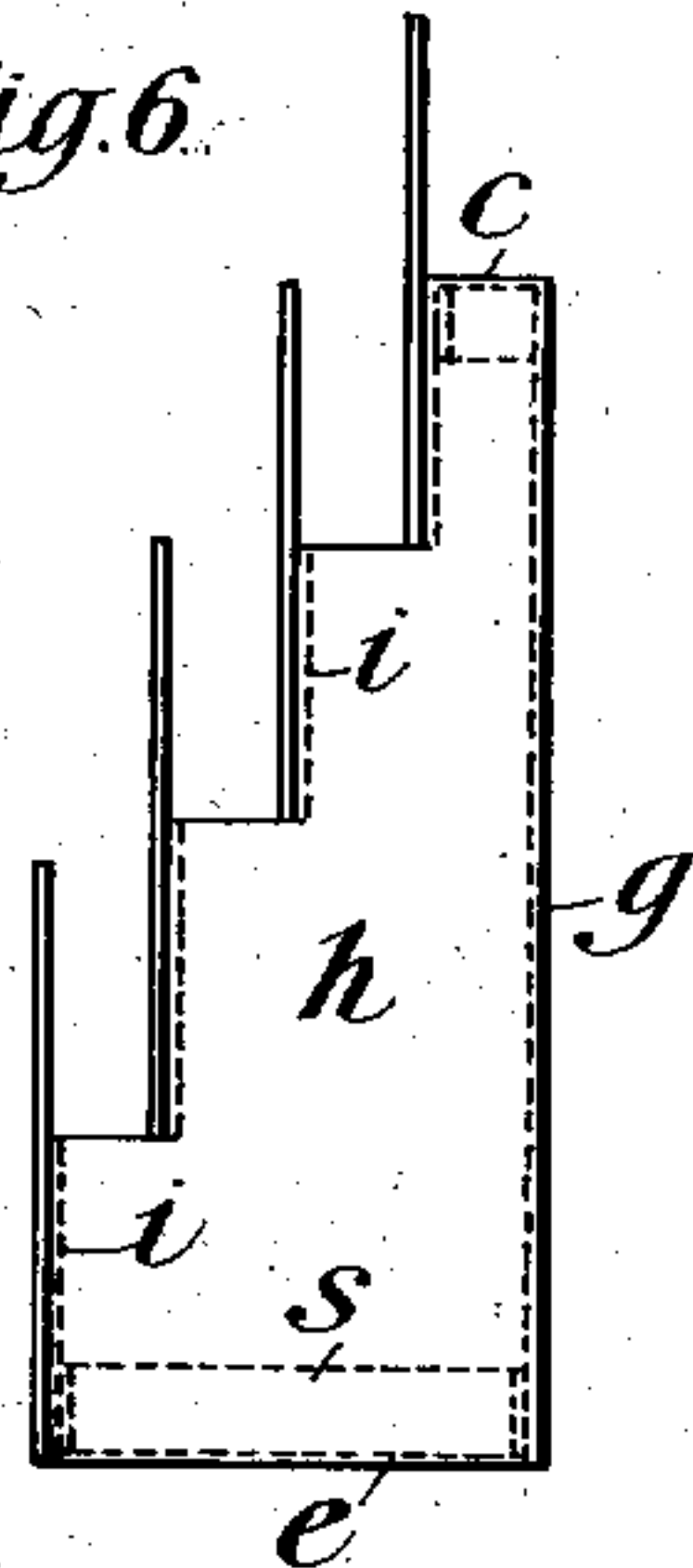


Fig. 7.

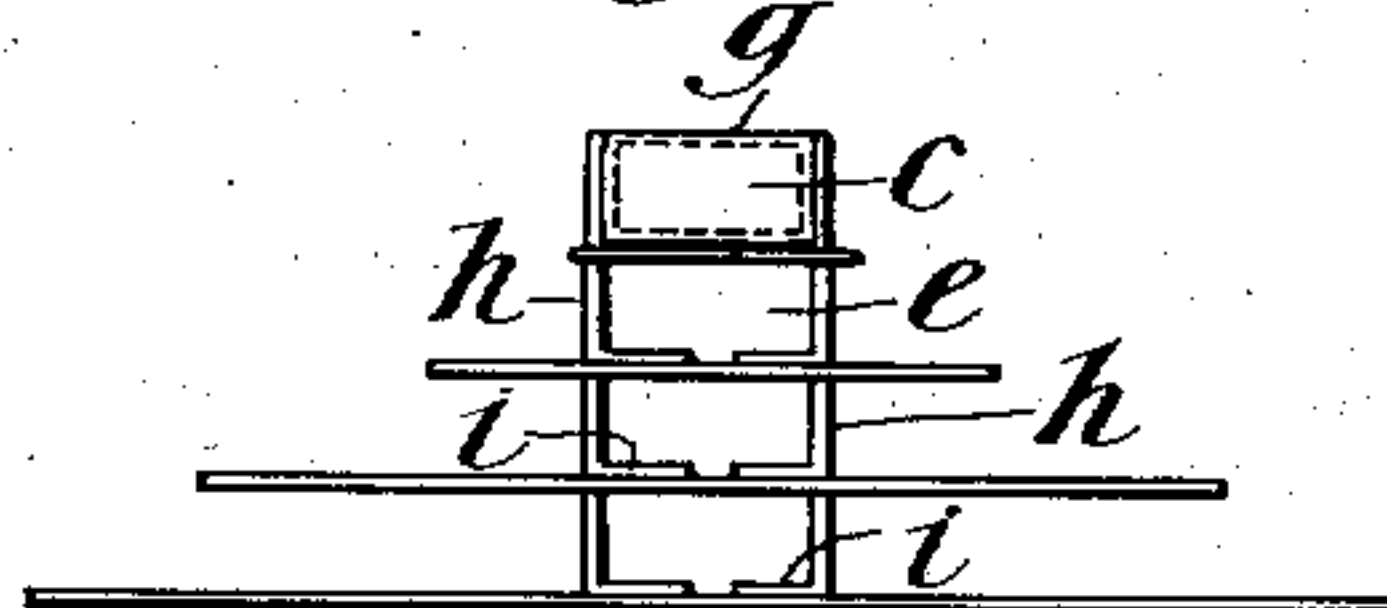


Fig. 8.

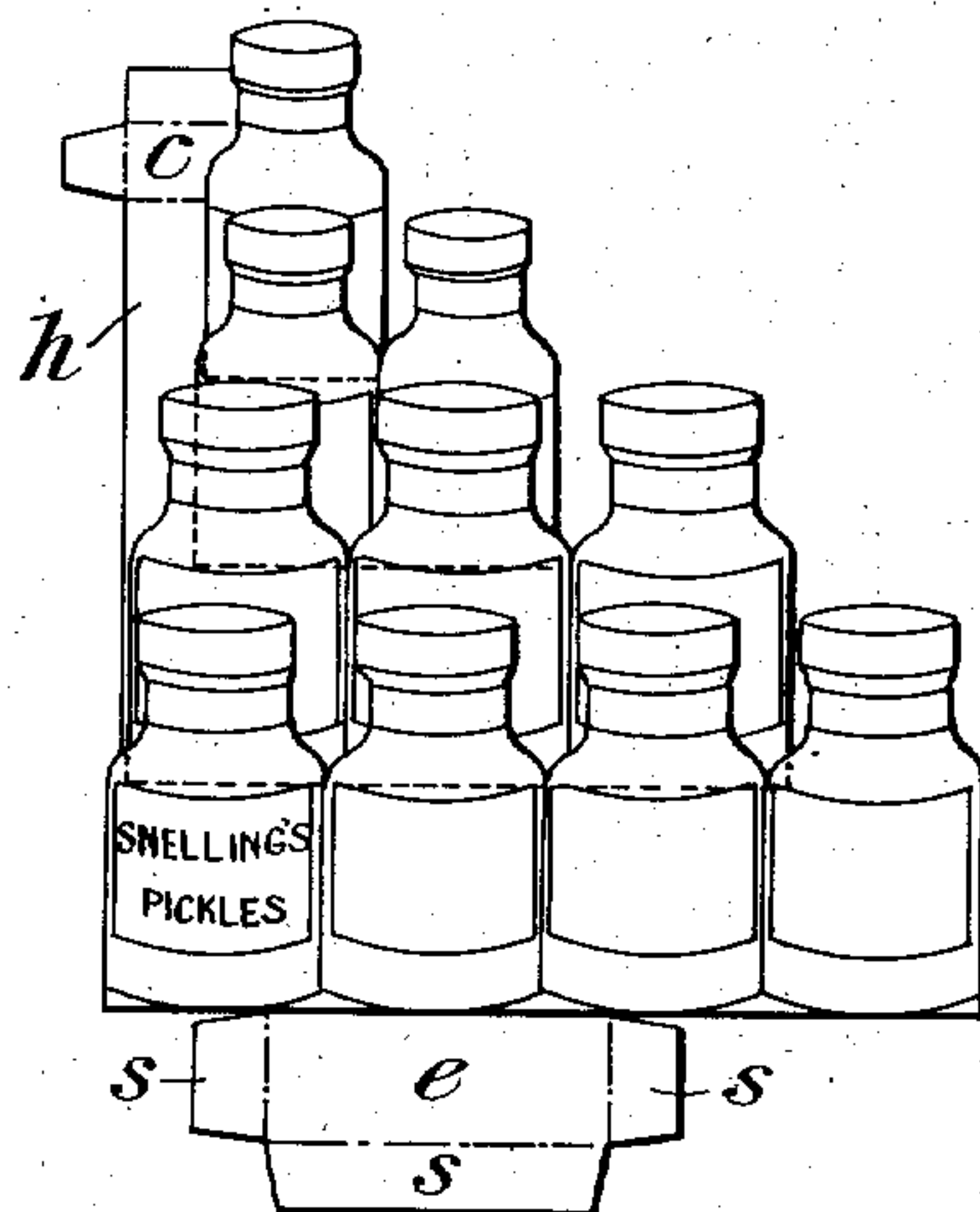
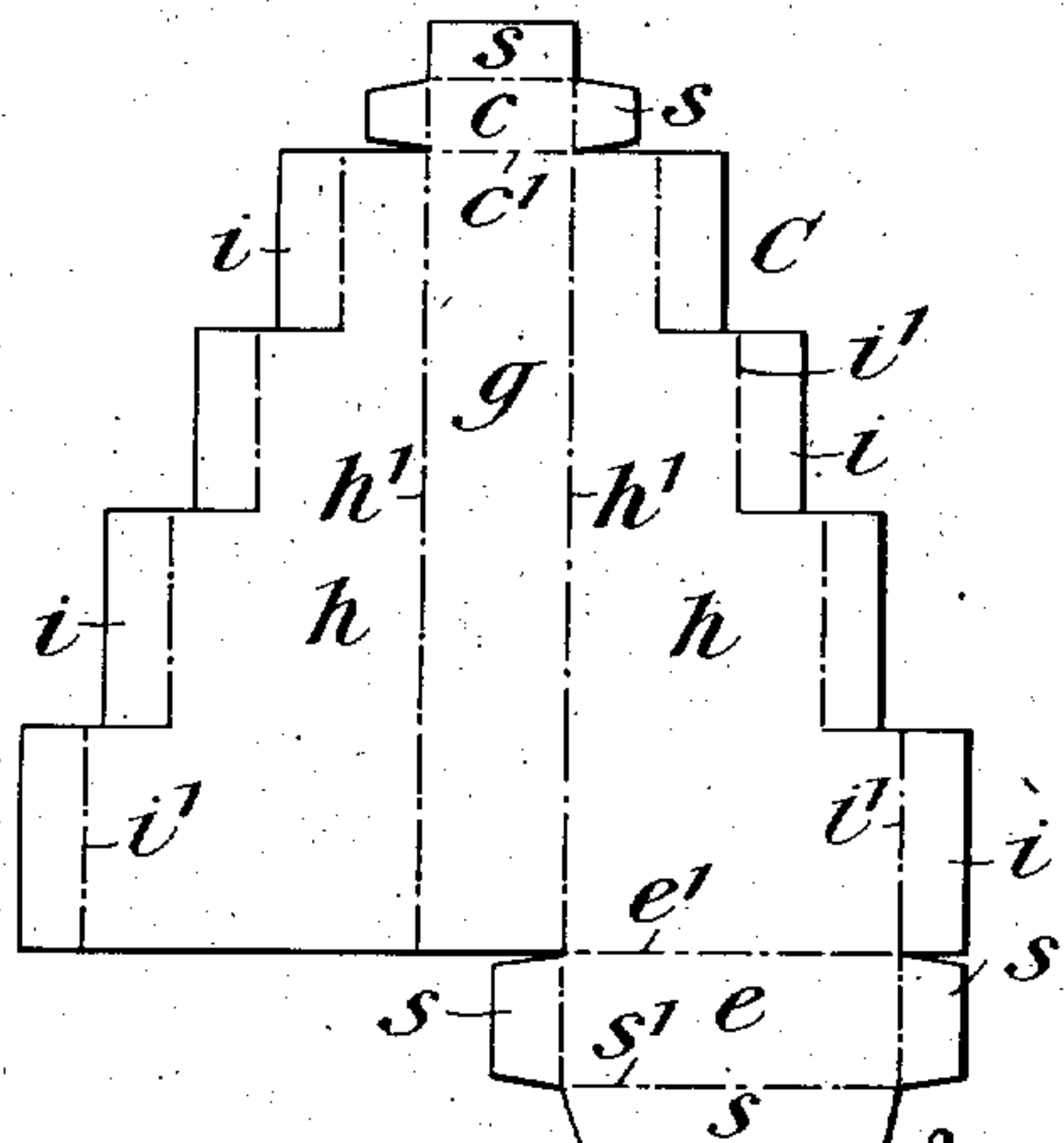


Fig. 9.



Witnesses:-  
 L. J. Franck  
 E. L. Lohr

Inventor  
 Arthur Henry Snelling  
 by *Adm. R.*  
 his Attorney



# UNITED STATES PATENT OFFICE.

ARTHUR HENRY SNELLING, OF LONDON, ENGLAND.

## DISPLAY DEVICE.

No. 898,519.

Specification of Letters Patent.

Patented Sept. 15, 1908.

Application filed February 1, 1908. Serial No. 413,916.

*To all whom it may concern:*

Be it known that I, ARTHUR HENRY SNELLING, a subject of His Majesty the King of Great Britain and Ireland, residing at 69 Cranhurst road, London, N. W., England, representative, have invented certain Improvements in Display Devices; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to means for dressing shop windows, show rooms and the like by means of collapsible dummies, each representing a pile or group of articles or commodities, which while light and easy to handle and having a very realistic appearance when extended, may readily be collapsed or folded up flat when not required for use and compactly stored in a small compass.

My invention thus not only provides a cheap and effective method of dressing a shop window or show room, but also obviates the difficulty of finding room for storing goods or dummies when the dressing is changed, now frequently experienced.

According to my invention, the collapsible dummy may be a three dimensional imitation of a pile of articles, providing its own support when extended; or it may consist of a collapsible support to which simple profile or two dimensional representations of the articles are secured, said support being preferably stepped in the front so that tiers of articles may lie behind one another in different vertical planes and at different elevations; this arrangement is preferable when the articles represented, bottles for example, are of such shape as cannot be piled without showing interspaces; also in some cases the collapsible support may carry collapsible dummy articles, such as tobacco packets for example. The said collapsible dummy piles or groups would be constructed from sheet material, preferably cardboard, or they may be made from thin sheets of metal or other suitable material.

The simplest form of collapsible dummy would represent in three dimensions a pile of goods, such as tea packets for example, arranged in superposed tiers of equal length. In this case the front, rear and side walls of the collapsible dummy pile would preferably be made from a cardboard blank or blanks

suitably cut and folded to shape, the same being hinged (as by scoring or bending the cardboard) along the vertical angles to permit of the front and back of the dummy being folded flat together. The term "hinged" when used hereinafter is intended to cover scoring or bending to give the effect of a hinge. The top and bottom walls of the pile would be provided by flaps, preferably formed on the blank or blanks aforesaid, said flaps being hinged along the lines of junction and preferably having supplementary flaps hinged along their free edges which turn inwards at right angles with the main flaps and frictionally engage the vertical walls of the dummy pile when the flaps forming the top and bottom walls thereof are folded inwards to complete the same and hold it extended. The visible surfaces of the dummy pile would be decorated or printed in colors or otherwise to give the dummy the exact appearance of the pile of articles it is intended to represent.

In a dummy pile similar to the above but having stepped tiers, the vertical walls of the dummy, *i. e.* the front, back and sides, would again preferably be made by folding a suitably cut cardboard blank or blanks to shape, the vertical angles of the dummy being hinged, and hinged flaps for the top and bottom walls being provided as before described; the horizontal walls required at the ends of the tiers to represent their top portions left exposed by the shorter tiers above would also be provided by hinged flaps preferably formed on the blank, said flaps having also preferably supplementary flaps round their free edges hinged to fold at right angles and to frictionally engage the vertical walls of the dummy when the main flaps are folded down to complete the dummy and assist in holding it extended.

When it is desired to represent a pile or group of articles, say a group of bottles for example, which cannot be piled without showing interspaces, a modification of the foregoing is preferably employed. In this case simply two dimensional or profile representations of the articles would be cut out and suitably decorated or printed and these profiles would be secured to the front of a collapsible support, preferably stepped in front so that the several tiers of articles may lie in different planes behind one another and at different elevations. In this case the collapsible support may resemble a flight of



steps minus the treads, to the risers of which the profile representations are secured; this support may easily be produced by folding a suitably shaped blank, the vertical angles of the support being hinged to permit of collapse. The support would be held extended by hinged top and bottom flaps which fold horizontally between the vertical walls of the support and have preferably supplementary flaps hinged to their free edges to frictionally engage said walls when the main flaps are folded in place. By another modification, a collapsible support may carry collapsible dummy articles instead of profile representations, such for example as collapsible dummy tobacco packets.

In the annexed drawings in which similar letters refer to corresponding parts in all the figures:—

Figure 1 is a perspective view of a dummy in accordance with my invention constructed to imitate a pile of articles. Fig. 2 shows the same collapsed flat. Figs. 3 and 4 respectively represent two blanks from which in conjunction the above dummy may be constructed. Figs. 5, 6, and 7 show in front elevation, side view and plan respectively, a modified construction of dummy representing a group of articles. Fig. 8 shows the same collapsed flat, and Fig. 9 shows a blank from which the collapsible support of this dummy may be made.

Referring to Figs. 1 to 4, the collapsible dummy is here an imitation in three dimensions of a pile of tea packages and provides its own support when extended for display as seen in Fig. 1. The same might easily be made from a single blank of cardboard or other sheet material, but to avoid waste I preferably construct it from two suitably cut blanks, such as A, B, Figs. 3 and 4. The dotted lines in these last mentioned figures indicate where the blanks are scored or bent to give the effect of hinges for folding purposes. On the blank A which provides the front stepped wall of the dummy are cut the flaps *a* hinged vertically along lines *a'*; these flaps *a* when folded at right angles to A provide the end walls of the tiers, see Fig. 1. At the ends of flaps *a* are the narrow flaps *b* hinged along lines *b'*; these flaps are folded at right angles to flaps *a* and adhesively or otherwise secured to blank B which provides the rear stepped wall of the dummy. *c* is a flap hinged along line *c'* on blank B, which forms the top wall of the pile when folded into place. *d* are flaps hinged along lines *d'* on blank B, which when folded down provide the exposed top walls of the tiers. *e* is a flap hinged along line *e'* on blank A which when folded down forms the bottom wall of the dummy. Flaps *c*, *d* and *e* are each preferably provided with the supplementary flaps *s* hinged to them along lines *s'*; these flaps *s* when folded at right angles to *c*, *d*, *e* friction-

ally engage the interior vertical walls of the dummy and assist to hold the main flaps in position while also giving a finish thereto. To prevent flaps *c* and *d* from being pushed, or from dropping, below the proper position, I may provide flaps *a* with supplementary flaps *f* hinged to them along lines *f'*; these flaps *f* are turned down before the flaps *c* *d* which latter when folded down in turn rest upon and are supported by them in the correct position.

Referring to the modification Figs. 5 to 9 inclusive, which represent a dummy group of pickle jars, the dummy here consists of simply two dimensional or profile representations of the articles secured to the front of a collapsible support which is stepped in front so that the several tiers lie in different vertical planes behind each other. The stepped collapsible support may conveniently be made from a blank such as C Fig. 9, the portion *g* of this blank provides the back of the support and the portions *h* the stepped sides thereof which are hinged to *g*, as by scoring, along lines *h'*. *i* are flaps hinged along lines *i'* to sides *h*; these flaps are folded at right angles to said sides and the profile representations of the articles are adhesively or otherwise secured to them as seen clearly in Fig. 7. *c* is a flap hinged to blank C along line *c'* and *e* a flap hinged to said blank along line *e'* and respectively providing a top and bottom wall for keeping the support extended when folded down into place, both these flaps having supplementary flaps *s* to engage frictionally the interior vertical walls of the support.

It is to be understood that I do not confine or limit myself to the precise constructions above described which may obviously be considerably varied in details within the scope of the appended claims without in any way departing from the spirit of my invention; for example the flaps forming the bottom walls of the dummies, and which are not usually seen, may generally be dispensed with if desired, although I prefer to employ them as holding the dummies more rigidly extended. I would further observe that I am aware that collapsible dummy representations of single articles are known and that I make no claim to such as forming any part of the present invention.

What I claim and desire to secure by Letters Patent of the United States is:—

1. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising a front portion, and side, rear and top walls, said walls being hinged to permit the dummy to be collapsed flat.

2. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising a front, rear, side and top walls hinged to permit of the front and back of the



dummy being folded flat together, said front wall carrying collapsible representations in sheet material of the goods.

3. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising a front portion and side and rear walls and a hinged top flap, said walls being hinged along the vertical lines of junction to permit the dummy to be folded flat, and the dummy being held extended by folding the hinged top flap horizontally between the side walls.

4. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising stepped front and rear walls, hinged side walls providing the risers of the steps and hinged top walls providing the treads of the steps, the whole being collapsible.

5. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising stepped front and rear walls, side walls connecting their vertical edges and hinged along the lines of junction, and hinged flaps which when folded down horizontally provide top walls which cover the open spaces and hold the dummy extended.

6. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising a rear wall, side walls hinged thereto and having stepped front edges, front

portions carried by the said stepped edges and hinged thereto, and a hinged flap which when folded horizontally between the side walls holds the dummy extended.

7. A dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, and comprising a rear wall, side walls hinged thereto and having stepped front edges, front walls carried by said stepped edges and hinged thereto and a hinged flap which when folded horizontally between the side walls keeps the whole extended, said front walls carrying collapsible representations in sheet material of the goods.

8. In a collapsible dummy for the purpose set forth representing a pile or group of articles and made from sheet material such as cardboard, the combination with the hinged flaps providing the horizontal walls of the dummy and which hold the dummy extended of hinged supporting flaps folded beneath said hinged horizontal walls.

9. In a dummy made from sheet material and representing a pile or group of articles, the combination with collapsible walls, of means for holding the dummy in its extended or display form, substantially as described.

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

ARTHUR HENRY SNELLING.

Witnesses:

MARGARET ADELINE GILHAM,  
ARTHUR JOSEPH SMITH.

#### DISCLAIMER.

898,519.—*Arthur Henry Snelling*, London, England. DISPLAY DEVICE. Patent dated September 15, 1908. Disclaimer filed July 9, 1913, by the assignee, *Alfred W. Erickson*.

Enters this disclaimer—

(a) Page 1, lines 41–43, the words “also in some cases the collapsible support may carry collapsible dummy articles, such as tobacco packets for example.”

(b) Page 1, lines 49–77, inclusive.

(c) Page 1 line 78, the words “similar to the above but;” line 81, the words “again preferably,” and line 85, the words “as before described.”

(d) Page 2, lines 12–16, the sentence “By another modification, a collapsible support may carry collapsible dummy articles instead of profile representations, such for example as collapsible dummy tobacco packets.”

(e) From each of the claims of said patent any construction of dummy other than a collapsible dummy pile or group of articles in stepped tiers.

OFFICIAL GAZETTE, *July 22, 1913*.



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