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S. G. ASHENBERG ET AL

2,315,240

DISPLAY DEVICE

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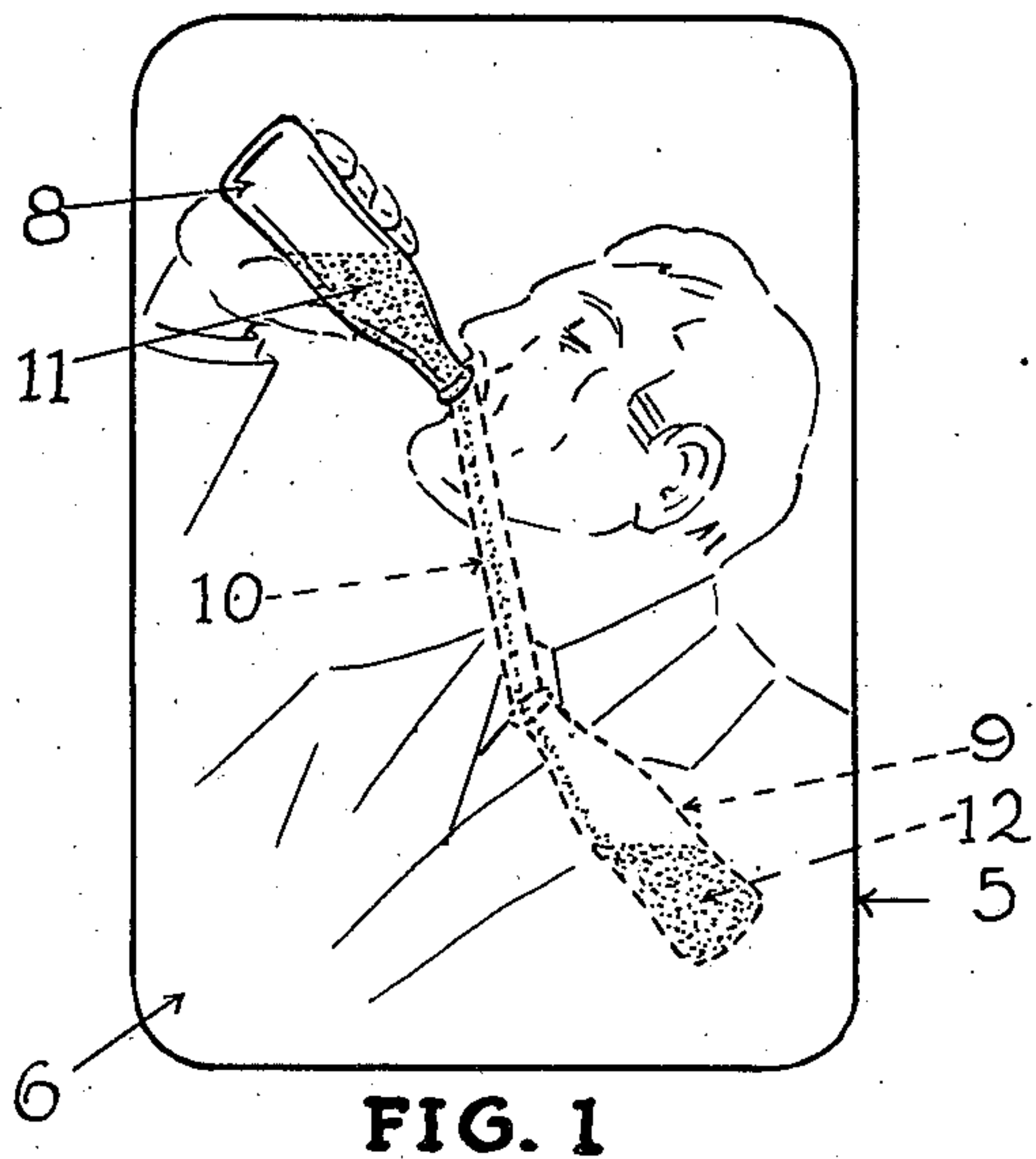


FIG. 1

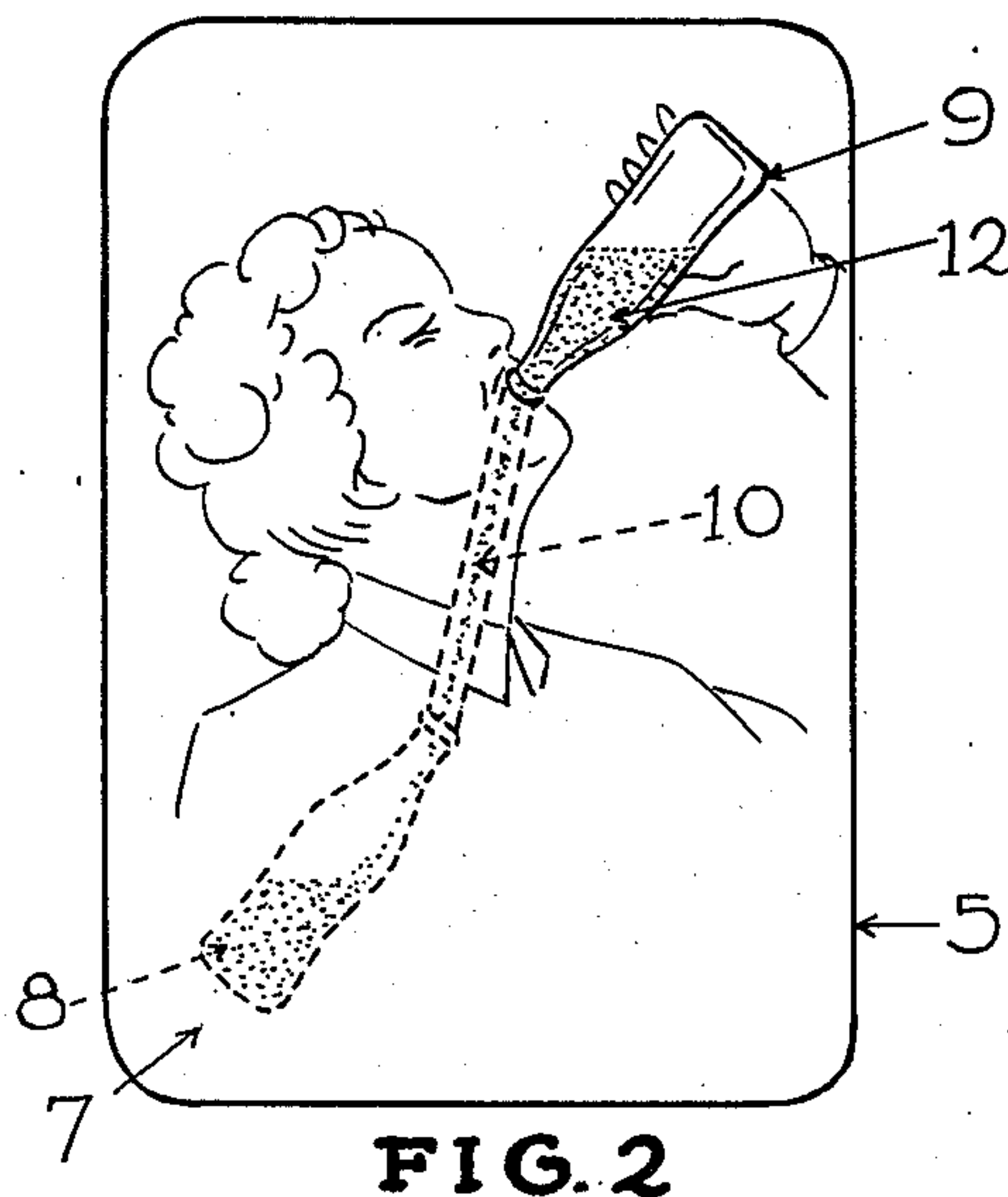


FIG. 2

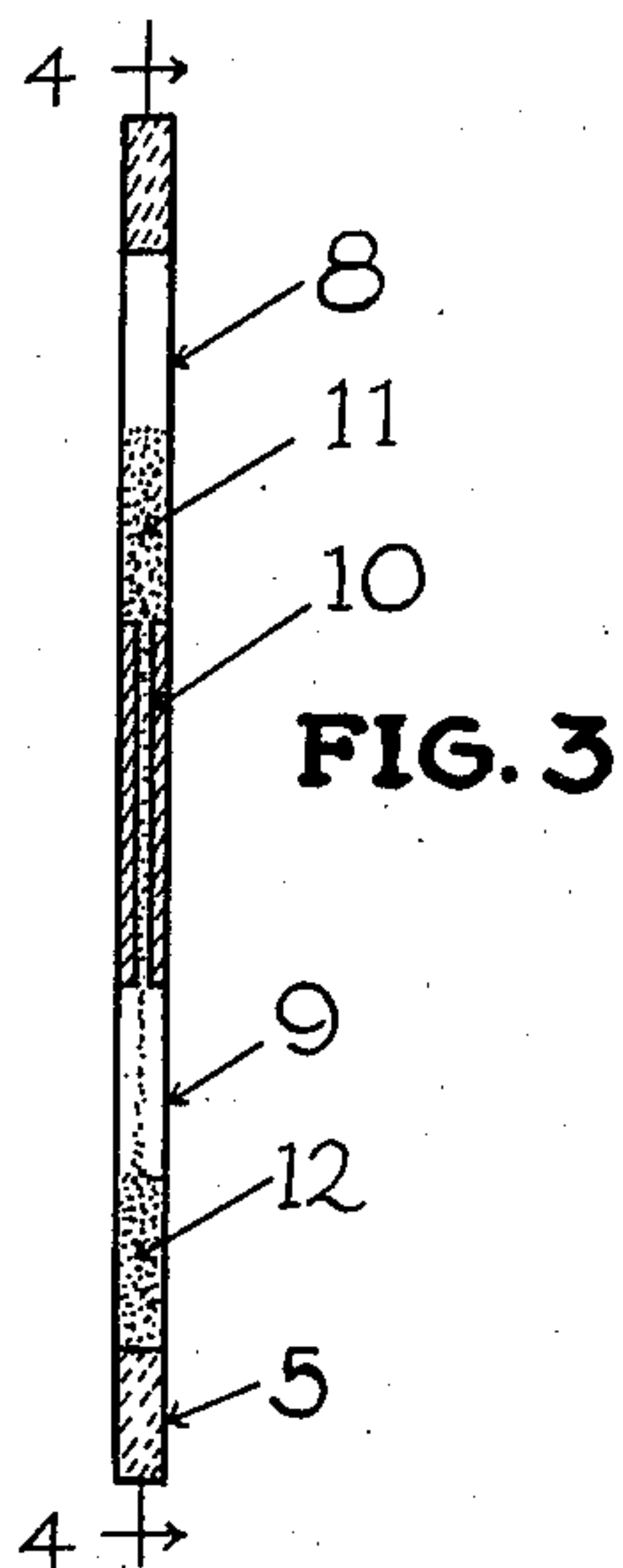


FIG. 3

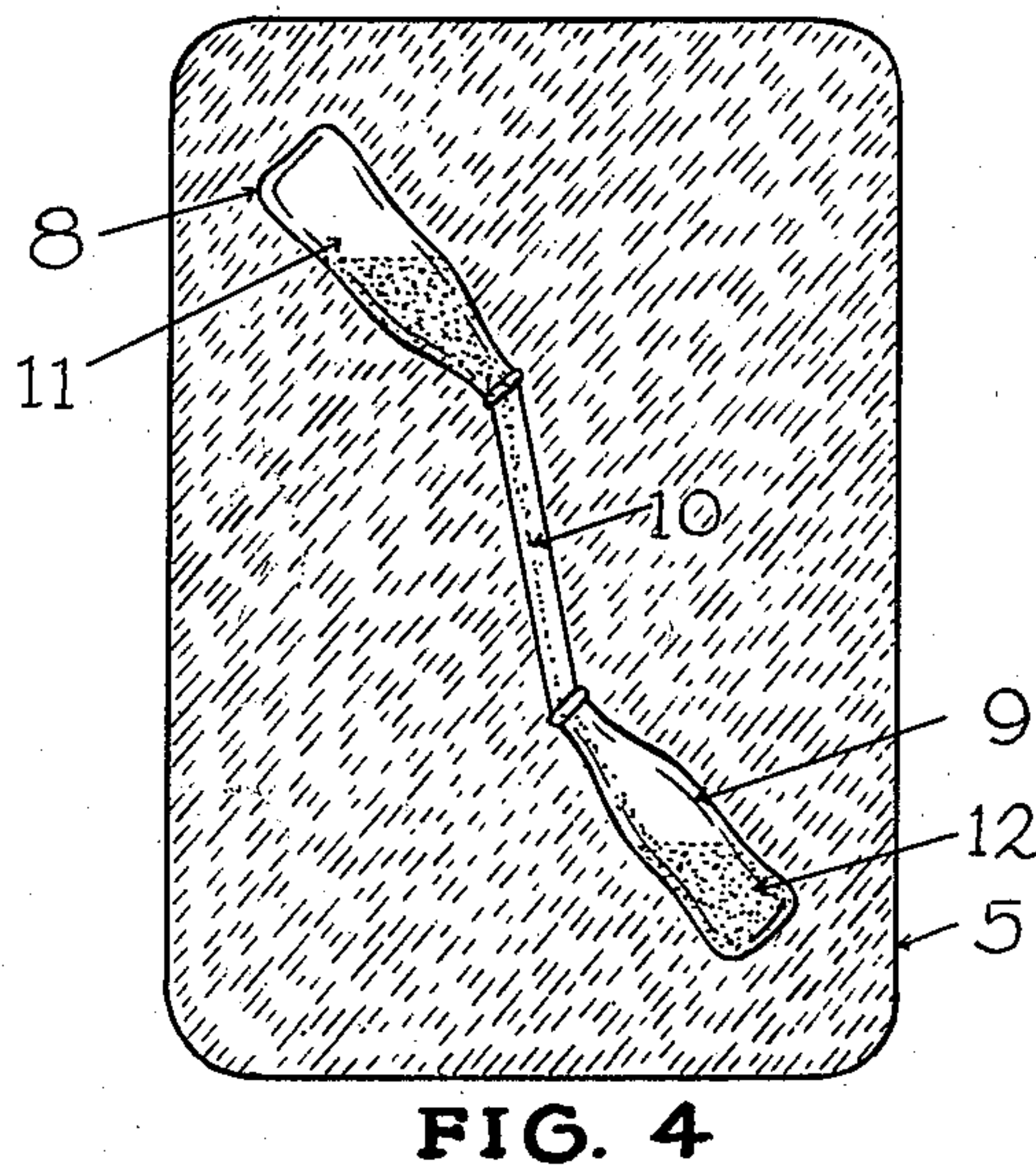


FIG. 4

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## UNITED STATES PATENT OFFICE

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## DISPLAY DEVICE

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4 Claims. (Cl. 40—126)

Our invention relates to display devices, and its objects are to afford a novel means for advertising merchandise, to produce an amusement device for mystification and amusement of all, and to create and extend interest in physical, scientific and educational matter and phenomena. Other objects will appear as illustrated in the drawing and as hereinafter described and claimed.

Attention is hereby directed to the accompanying drawing, illustrating a preferred form of our invention, in which similar numerals of designation refer to similar parts throughout the several views, and in which:

Figure 1 is a view of one side of a placard embodying our invention;

Fig. 2 is a view in inverted position of the opposite side of said placard;

Fig. 3 is a transverse section of said placard taken through the receptacles and passageway located therein; and

Fig. 4 is a section of said placard on line 4—4 of Fig. 3, looking in the direction of the arrows and showing in detail the receptacles and connecting passageway and location thereof.

Referring to the drawing, we provide the placard, plaque or slab 5 with two pictorial sides 6 and 7, each of which as shown is placed in inverted position in respect to the other, the said placard being hollowed out or channelled to receive the bottle shaped receptacles 8 and 9 and the conduit passageway 10 connecting the same. Prior to assembling the said receptacles and conduit, we introduce within one of the receptacles a quantity of some freely flowing fluid, such as fine sand or powder or colored liquid, which will readily pass by reason of gravity from one receptacle to the other through the connecting passageway when the placard 5 is in one of the positions shown in Fig. 1 or 2 of the drawing. Each of said receptacles is made of transparent material or constructed with a transparent side in order that the fluid therein may be observed, and openings or windows in the side of each placard are provided so that the uppermost receptacle can be clearly exposed.

In Fig. 1, we have illustrated on one side of the placard 5, a view of a male person with receptacle 8 in the form of a bottle tilted to his lips; the fluid 11 in such bottle apparently being shown in the act of flowing down through the neck of the bottle into the mouth of such person; the conduit 10 and the receptacle 9 in this view being hidden from sight. In Fig. 2, we have shown the opposite side of the placard 5 in a position which is inverted to that of Fig. 1, a female figure being

delineated and the bottle 9 with contents 12 being shown tilted to her lips instead of bottle 8 which is covered from sight. In each of said views, the side of the uppermost bottle is made transparent to expose its contents, and is in such raised position as to cause the fluid therein to flow downwardly through the conduit 10 into the bottle below, both of which are covered by the wall of the placard 5.

As will be observed from the drawing, the bottle shaped receptacles 8 and 9 are each positioned at or near one corner of the placard 5, and together with the conduit passageway 10 are symmetrically disposed within said placard and extend diagonally across the same, so that each of said receptacles is always located so as to discharge in the general direction of the other and is always exposed through the opening provided therefor at the same degree of angular inclination adjacent to one of the upper corners of the placard.

To operate our improved device, the placard 5 is first placed in upright position until one of the bottle receptacles 8 or 9 is filled with fluid. Then upon reversing the position of said placard so that the filled bottle is disposed in one of the inverted positions shown in Figs. 1 or 2, the fluid will appear to flow into the mouth of the person depicted and to vanish from sight. After such fluid has emptied from the bottle and has by reason of gravity passed down through the connecting passageway to the other bottle and filled the same. The placard 5 may again be reversed so as to bring such other bottle to the top, and the operation may be repeated with the other depicted person.

While we have described our invention as incorporated in a placard such as that shown in the drawing, our arrangement of revealed and concealed receptacles with concealed connecting passageway could, as is obvious, be employed in other constructions in which the same optical illusion could be brought about. The present embodiment of our invention is therefore to be considered in all respects as illustrative and not restrictive, the scope of our invention being indicated by the appended claims rather than by the foregoing description, and all changes which come within the meaning and range of equivalency of the claims are consequently intended to be embraced therein.

What we claim and desire to secure by Letters Patent is:

1. In a display device, the combination of a placard, said placard having displayed upon each side thereof the face of an animate object in the



attitude of drinking, two drinking receptacles incorporated in said placard and each being positioned to discharge its contents toward the other, one of said receptacles being transparent only on one side of said placard and the other receptacle being transparent only on the other side of said placard and each of said receptacles being shown in inverted position for apparently emptying its contents into the mouth of one of said animate objects, a concealed conduit within said placard connecting the mouths of said receptacles, and a single mass of fluid freely moving through gravity within and from one of said receptacles through said conduit to the other when said placard is in upright position and simulating the drinking of said fluid by one of said animate objects.

2. In a display device, the combination of a placard, each side of said placard having displayed thereon the pictorial representation of the face of an animate figure with its mouth open in the act of drinking, two drinking receptacles connected by a conduit incorporated in said placard and symmetrically disposed within and extending diagonally across the same, one of said receptacles being transparent only on one side of said placard and the other receptacle being transparent only on the other side of said placard, a single mass of fluid freely passing by gravity from within one receptacle through said conduit to the other, the mouth of each receptacle being shown in inverted position adjacent to the mouth of one of said figures and creating the appearance of drinking when said placard is placed in position to cause the passage of said fluid as aforesaid.

3. In a display device, the combination of a placard, said placard having displayed upon each side thereof in reversed position to the other the upturned face of an animate object in the attitude of drinking, two bottle shaped receptacles incorporated in said placard, one of said re-

ceptacles being transparent only on one side of said placard and the other receptacle being transparent only on the other side of said placard and each of said bottle shaped receptacles being shown in inverted position for apparently emptying its contents into the mouth of one of said animate objects, a concealed conduit within said placard connecting the mouths of said receptacles, and a single mass of fluid freely moving through gravity within and from one of said receptacles through said conduit to the other when said placard is in upright position and simulating the drinking of said fluid by one of said animate objects.

4. In a display device, the combination of a placard constructed to be normally disposed in upright position, said placard having displayed upon each the front and back thereof in inverted position one to the other the upturned face of an animate object in the attitude of drinking, two bottle shaped receptacles incorporated in said placard, each receptacle being located near one corner thereof opposite to the other, each being positioned to discharge its contents in the general direction of the other and one of said receptacles being transparent only on one side of said placard and the other receptacle being transparent only on the other side of said placard and each of said receptacles being shown in inverted position for apparently emptying its contents into the mouth of one of said animate objects, a concealed conduit within said placard connecting the mouths of said receptacles and forming therewith a continuous passageway, and a single mass of fluid freely moving through gravity from one receptacle to the other through said passageway, and when so moving simulating the drinking of said fluid by one of said animate objects.

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