May 22, 1928. 1,670,464

H. V. MARSH

DISPLAY CARD

Filed Dec. 8, 1923

Fig 1

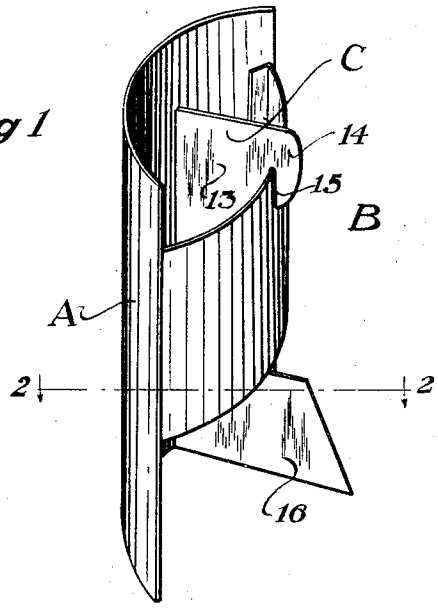


Fig 2

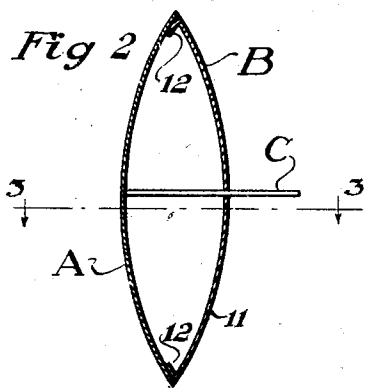


Fig 3

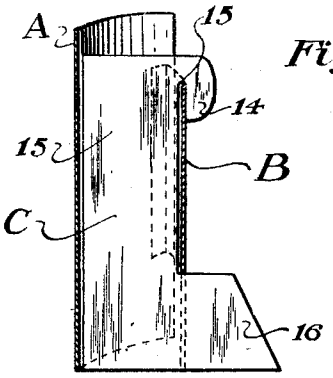
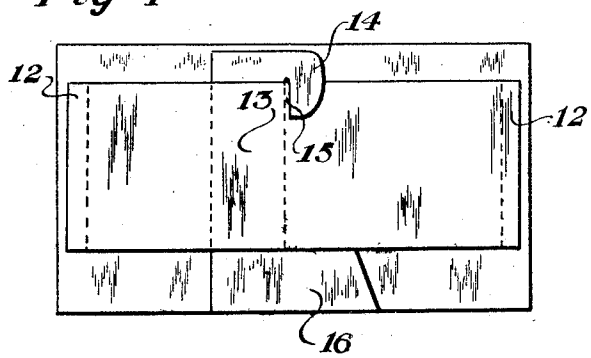


Fig 4



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UNITED STATES PATENT OFFICE.

HARRY V. MARSH, OF CHICAGO, ILLINOIS.

DISPLAY CARD.

Application filed December 8, 1923. Serial No. 679,393.

The present invention relates to advertising devices and has to do particularly with display cards.

Included in the objects of the invention are the provision of a unique knockdown display card of the curved or convex front type, a simplified structure for a card of this type, and improved means for locking the display front in operable position and the easel from disengagement therefrom.

These, and such objects as may hereinafter appear are attained by the novel construction of the parts of the device, the combination of its structural elements, and the arrangement of such parts in set-up and knockdown positions, all of which is illustrated in the accompanying single sheet of drawing, hereby made a part of this specification, and in which:

Figure 1 is a side view of a display card including my invention;

Figure 2 is a horizontal section on the line 2—2 of Figure 1;

Figure 3 is a vertical section on the line 3—3 of Figure 2; and

Figure 4 is a back view of the card when knocked down.

A device embodying the invention, in its simplest form, comprises three elements, a front A upon which advertising matter may be printed, painted or lithographed, a back B, and an easel C engaging said front and back and principally disposed therebetween. All of said elements or members may be of sheet material, such as cardboard.

A may be rectangular as disclosed in Figures 1 and 4, or it may have an irregular configuration as is frequently the practice in advertising display cards.

Back B comprises a body portion 11 and end extensions 12, the latter being adapted to be folded inwardly and glued or otherwise attached to the rear wall of front A as is clear from an inspection of Figure 2.

Easel C comprises a generally rectangular body portion 13 having an extension portion 14 at its back and uppermost section. Extending upwardly and parallel to the front edge of body 14 is a slit 15 partly dividing extension 14 from body 13. Said slit 15 is adapted to admit the material of back B adjacent its center. At its bottom easel C has a backward extension 16 of a height equal to the distance of B from the bottom edge of A, such extension 16 forming a transverse base for the device.

Reference should now be had to Figure 4 which discloses the device in assembled relation, the manner of such assembly being outlined in the preceding paragraph. The body section 14 of easel C is disposed intermediate front A and back B, and is inserted into position by movement from above. In such knock-down condition the device may be shipped in compact and flat form, however, assembled ready for instant use.

A turn of easel C from its knockdown position to an angle of 90° upon the axis formed by the incidence of slit 15 upon back B will cause front A and back B to be separated at their middle and each to assume a convex curve as is clearly shown in Figures 1 and 2. The engagement of the entire front edge of easel C upon the material of front A and of a portion of the back edge of said easel C upon the material of back B conjointly with the interlocking of said back and easel through the agency of slit 15 secures said easel against accidental displacement, and places the easel C in proper position to obtain the necessary angularity for supporting front A for display purposes. To knock down the device, easel C is turned until its bottom edge is substantially parallel with the bottom edge of front A. The hook created by extension 14 and the slit 15 serve to retard accidental separation of easel C from the remainder of the device. Its disposition upon back B is such that said easel C is held in an angular relation to back B rather than in parallel association therewith, hence extension 16 is caused to engage the bottom edge of back B when in knockdown position to prevent upward displacement of said easel C.

I claim:

1. A display device comprising a front and a back of sheet material joined adjacent their ends, and a detachable easel disposed intermediate said front and said back, said easel having laterally extending portions projecting above and below said back.

2. An advertising display device comprising two members of the same general configuration, one being larger than the other, and a detachable easel having a main body portion of sheet material adapted to be disposed intermediate said members and having extension portions projecting beyond one of said members.

3. A display device comprising a front and a back of sheet material joined adjacent

their ends, and a detachable easel intermediate said front and said back and having an extension at its top interlocking with said back.

4. A display device comprising two members joined one to another to form sides adapted to be engaged by an easel, and an intermediate detachable easel having a portion adapted to engage opposite edges of one of said members and an extension portion projecting beyond said member at one of said edges.

5. A display device comprising a front, a back joined to said front, and an intermediate detachable easel comprising a body, a bottom lateral extension portion, and a top lateral extension portion, the latter being adapted to interlock with said back.

6. A display device comprising a front, a back, and an easel, the body portion of which is adapted to be detachably secured intermediate said front and said back, said easel having top and bottom extensions, the adjacent inner edges of which are spaced apart a distance less than the width of said back.

HARRY V. MARSH.