March 1, 1932. G. ROSENBERG 1,847,138

EASEL

Filed Feb. 21, 1930

Fig. 1.

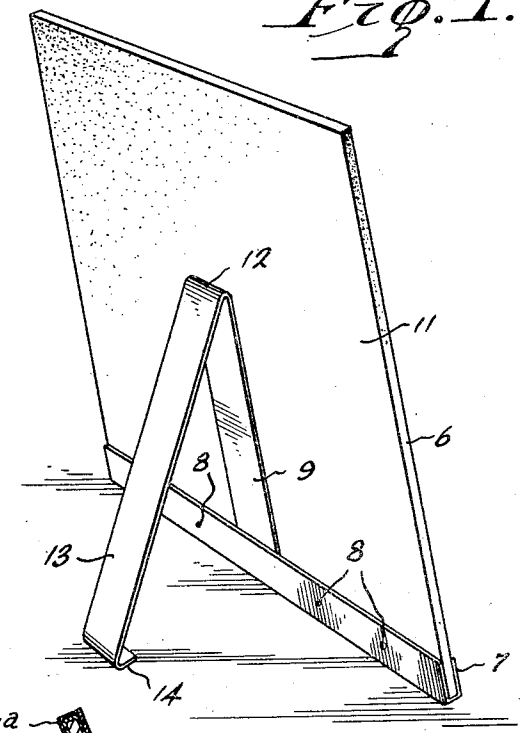


Fig. 2.

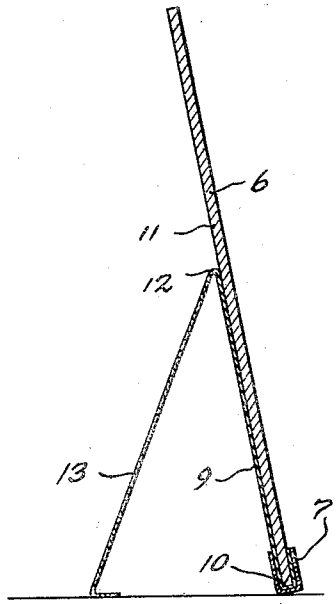


Fig. 6.

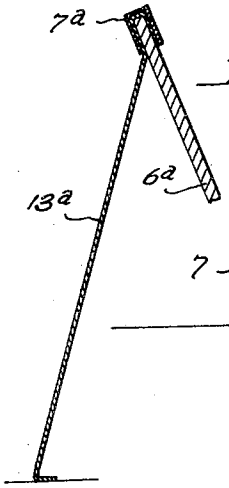


Fig. 3.

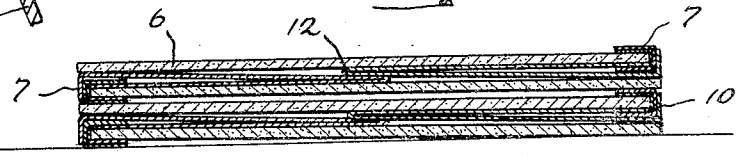


Fig. 4.

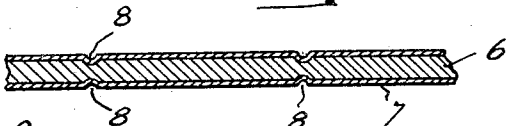
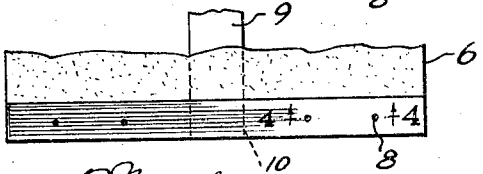


Fig. 5.



WITNESS: D Mank

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Patented Mar. 1, 1932

1,847,138

UNITED STATES PATENT OFFICE

GEORGE ROSENBERG, OF NEW YORK, N. Y.

EASEL

Application filed February 21, 1930. Serial No. 430,298.

The present invention relates to easels for use in supporting advertising or displaying cards in an upright position so as to render the card supported thereby more visible and therefore arrest the attention of the public or buyers.

The primary object of the present invention is to provide an improved easel constructed of thin metal strip stampings which may be cheaply manufactured in quantity and attached to the display card without the use of rivets or fasteners of any kind.

Other objects are to provide a metal easel which prevents warping of the display card and also protects the edge of the card from injury, which is durable, particularly when attached to washable display, and which does not become easily upset while in use.

Other objects and advantages of the invention will be hereinafter specifically pointed out, or will become apparent, as the specification proceeds.

With the above indicated objects in view, the invention resides in certain novel constructions and combinations and arrangements of parts, clearly described in the following specification and fully illustrated in the accompanying drawings, which latter show embodiments of the invention as at present preferred.

In said drawings:

Fig. 1 represents a perspective view of the back of a display card to which an easel embodying the present invention has been attached.

Fig. 2 is a vertical section through the easel and display card illustrated in Fig. 1.

Fig. 3 is a vertical section showing the manner in which the display cards and their attached easels lay when stocked for shipping purposes.

Fig. 4 is a partial section somewhat enlarged along the line 4—4 of Fig. 5, illustrating in detail the manner in which the easel is attached to the display card.

Fig. 5 is a fragmentary elevation of the lower edge of the display card, illustrating the manner in which the easel is fastened to the card.

Fig. 6 is a partial vertical section through an easel and display card in which the easel or support is mounted at the top of the card.

The numeral 6 represents a display card which may be of any desired shape and may bear any suitable inscription on the face thereof such as a price mark, advertising matter or the like. A member 7, which is U-shaped in transverse section and composed of thin sheet metal, is attached to the lower edge of the card by first inserting the card between the parallel sides of the member 6 and then using a tool to make a number of partial perforations or indentations 8 in the parallel sides of the member 7. Preferably the indentations 8 will be made simultaneously and in line on both sides of the member 7 so that the indentations will be driven into the card 6 thereby holding the card fast.

Before the member 7 is permanently fastened to the card 6 in the manner just described, a member 9 comprising a narrow strip of sheet metal and provided with a U-shaped bend 10 is hooked over the edge of the card 6 so that the upright portion 9 lies along the back 11 of the card. The member 7 is then slipped over the lower edge of the card and the indentations made as described, thereby permanently fastening the members 7 and 9 firmly in place with the member 9 near the center of the lower edge of the card.

The member 9 is bent near the middle thereof as at 12 and the bent portion 13 forms a tab, which serves to hold the card upright in a display position. When a number of the cards with the easels attached thereto have been stacked for packing and shipment the bent portion 13 lies flat against the remaining portion of member 9 and is provided with a portion 14 bent over at right angles and around the lower edge of the member 7. In order to hold the card upright after it has been removed from a package of display cards it is merely necessary to grasp the bent end 14 and pull the bent portion 13 away from the back of the card the amount necessary to support the card in displaying position.

When the display cards and easels attached thereto are stocked for shipment the cards

are laid upon each other so that the upper edge of one card lies upon the lower edge of the card below it in the pile. This arrangement is shown clearly in Fig. 3 from which it will be seen that the display cards form a compact bundle when stacked in the foregoing manner.

It will be clearly seen from a study of the foregoing that the display cards may be easily and conveniently stacked for shipment. When shipped singly the card slips easily into an envelope.

The weight of the metal base 7 is advantageous in preventing upsetting of the card, and by bending the bent portion 13 back far enough the card may be held upright so as to be stable against upsetting, a very desirable feature in a display card.

The members 7 and 9, may be made very cheaply from strip sheet metal of the desired widths by means of automatic machinery, and the entire assemblying of the parts accomplished by one operation of a suitable piercing or crimping tool for forming the indentations 8. Therefore it will be clear that the entire structure may be very cheaply manufactured by unskilled labor.

The permanent attachment of the easel to the display card assures an advertiser that his easel will be used only on his advertising cards, which cannot be always true when the easel is shipped as a separate structure, which is frequently the case.

The member 7 acts as a stiffener and wearing edge, preventing warping and excessive wear on the card, thereby increasing the useful life of the display card in its entirety.

In Fig. 6 I show a modification in which the supporting member 13*a* is secured to the top of the card 6*a* by a fastening member 7*a*, so that the bend 12 can be dispensed with, this arrangement, in its essential aspects, being similar to the form hereinbefore referred to.

The hereinbefore described construction admits of considerable modification without departing from the invention; therefore, it is desired not to be limited to the precise arrangements shown and described, which are as aforesaid, by way of illustration merely. In other words, the scope of protection contemplated is to be taken solely from the appended claims, interpreted as broadly as is consistent with the prior art.

What is claimed as new, is:

1. In a display card easel the combination of a supporting member hooked over an edge of said card and means including a U-shaped member clamped over the hooked portion of said supporting member for retaining said supporting member in place.

2. In a display card easel, the combination of a supporting member hooked over an edge of said card, a U-shaped member secured over and enclosing the hooked portion of said supporting member for retaining said supporting member in place, said supporting member including a hooked portion to extend over the opposite edge of said card when said supporting member is collapsed against said card.

3. An easel for a display card comprising a U-shaped member attached to an edge of said card and a supporting member formed from a flat strip of metal provided with a plurality of bends, one of said bends being hooked over said edge beneath said U-shaped member, another of said bends including a hooked portion to receive the bottom of said easel in non-supporting position.

In testimony whereof I hereby affix my signature.

GEORGE ROSENBERG.