

April 15, 1941.

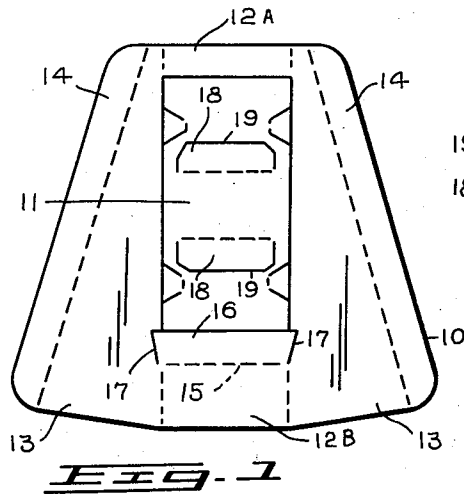
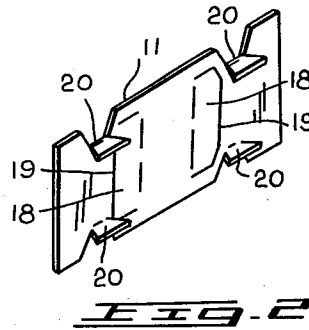
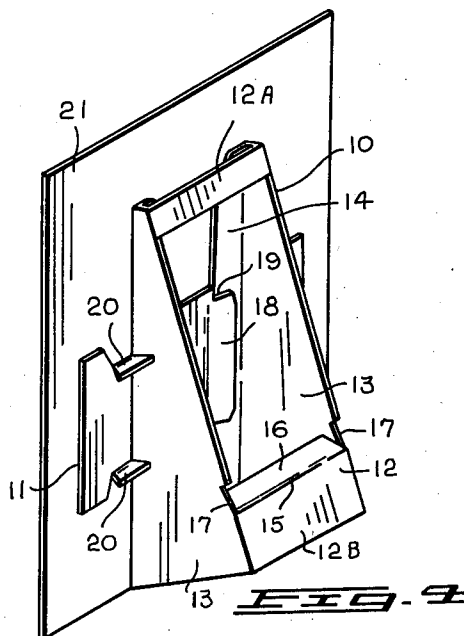
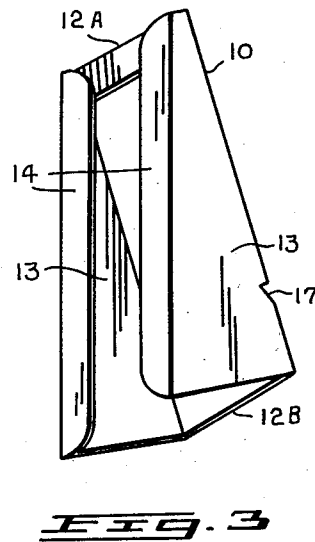
H. FARR ET AL

2,238,415

ADJUSTABLE SHOW CARD EASEL

Filed Sept. 16, 1939

2 Sheets-Sheet 1



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ADJUSTABLE SHOW CARD EASEL

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2 Sheets-Sheet 2

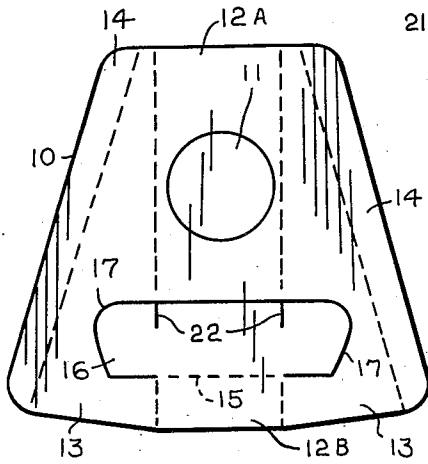


FIG. 5

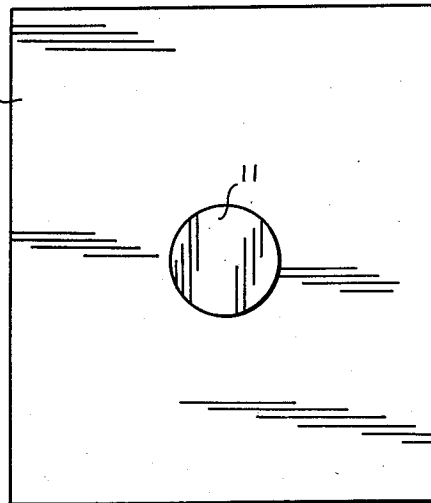


FIG. 6

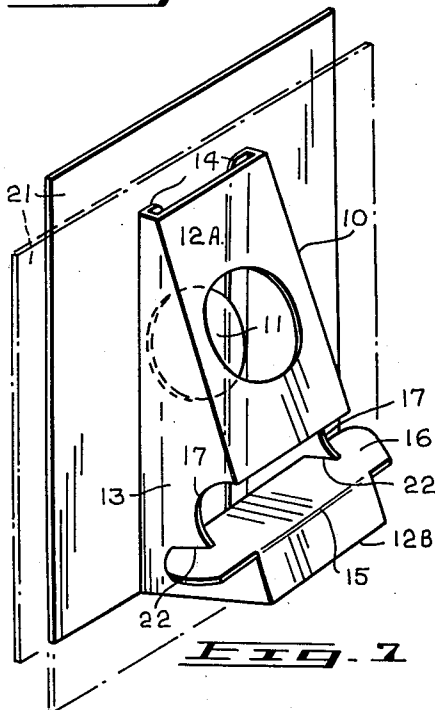


FIG. 7

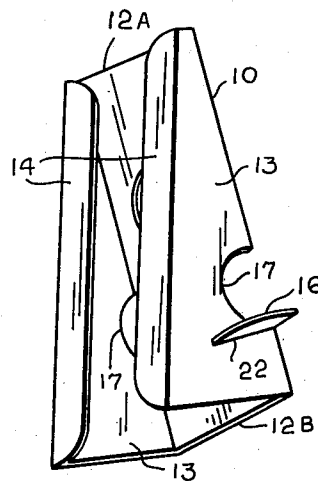


FIG. 8

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UNITED STATES PATENT OFFICE

2,238,415

ADJUSTABLE SHOW CARD EASEL

Harold Farr and Jack Wilson, Lindsay, Ontario,
CanadaApplication September 16, 1939, Serial No. 295,328
In Canada February 13, 1939

5 Claims. (Cl. 248—35)

This invention relates to improvements in display cards and in particular to adjustable show card easels. The primary object of this invention being to provide a display means for show cards that may be adjusted to a higher or lower position or at any desired angle.

A further object of the invention is to provide an easel which may be stamped out of a single piece of material at one operation, forming the easel and card retainer member.

Another object is to provide an easel as described which, when assembled will form a light yet firm support and, owing to the square construction of the base will stand firmly on any suitable object.

With these and other objects in view that may appear as the description proceeds, the invention consists in the novel construction and arrangement of co-operating parts as hereinafter more specifically set forth, claimed and shown in the accompanying drawings forming part of this application and in which:

Fig. 1 is a plan view of the easel and card retainer as stamped therefrom.

Fig. 2 is a perspective view of the card retainer member.

Fig. 3 is a perspective view of the easel when folded for assembly.

Fig. 4 is a rear perspective assembly view showing a display card attached thereto.

Fig. 5 is a plan view of the easel and card retainer in a modified form.

Fig. 6 is a rear plan view of a display card showing the card retainer attached thereto.

Fig. 7 is a rear perspective view of the assembled device in modified form.

Fig. 8 is a perspective view of the easel in modified form.

Referring more in detail to the drawings in which similar reference characters designate corresponding parts throughout the several views it will be seen the invention comprises an easel 10 formed by die cutting and die sinking for folding the various parts. The centre portion as shown is stamped out and forms the retainer 11.

The easel proper is formed into a rear face comprising an upper part 12a and a lower part 12b having complementary side wings 13 and inward extending flanges 14 at right angles thereto. As means of locking or strengthening the easel the part 12b is scored along the line 15 forming a flap 16 which is cut from the sides at 17 and bent substantially at right angles to the part 12b.

As shown in Fig. 1, Fig. 2 and Fig. 4, the retainer 11 is formed with two stamped gripping members 18 which are cut from the body on three sides and left substantially parallel to be bent back slightly, forming slots 19 to receive the flanges 14 in a manner to grip the said flanges with a spring-like effect. The retainer may then be adjusted vertically on the flanges to the position required. Lock tabs 20 are formed adjacent to the slots 19 and are arranged to be bent angularly with respect to the retainer. When the said retainer is in the desired position the said lock tabs are bent to the position shown in Fig. 4 which causes the said lock tabs to press against the sides 13 and prevent further movement of the retainer. Thus it may be seen the show card 21 glued or fastened to the face of the retainer may be adjusted to any height required within the limits of the length of the flanges 14.

As shown in Fig. 5, Fig. 6 and Fig. 7 the retainer 11 is a circular member which is spot glued or fastened to the show card 21, the flanges 14 of the said easel being positioned under the free outer edge. In this form of easel the display card may be raised or lowered or set at any desired angle.

As shown in Fig. 5, Fig. 7 and Fig. 8, the member 16 may have slots 22 cut therein to engage the edge of the sides 13 as further strengthening means.

It is believed that the construction and advantages of the structure shown may be apparent from the foregoing paragraphs taken in conjunction with the accompanying drawings without further detailed description.

While the preferred embodiment of the invention has been disclosed it is understood that minor changes in the details of construction, combination and arrangement of co-operating parts may be resorted to within the scope of what is claimed without departing from the spirit of the invention.

We claim:

1. A display easel as described, comprising a single sheet of material bent to provide a rear face, side wings bent at right angles thereto and flanges formed on the edges of the said side wings bent inward at right angles thereto and a flap bent inward from the rear face to frictionally engage the said side wings and a retainer plate being detachable therefrom, the said retainer plate having spaced apart parallel slots therein to engage the wing flanges and to frictionally grip the same and having a plurality

of locking tabs in conjunction with the said parallel slots to retain the said flanges in the said slots.

2. A display easel as described comprising a single sheet of material bent to provide a rear face, side wings bent at right angles thereto and flanges formed on the edges of the said side wings bent inward at right angles thereto and a flap bent inward from the rear face having slots cut therein to engage the edges of the said side wings and a retainer plate being detachable therefrom the said retainer plate being a circular disk spot glued or attached by other means in a like manner to a show card, the outer edge being free to engage the flanges of the said wings and provide for adjustable movement in the vertical or lateral plane, substantially as set forth.

3. A display easel comprising a back panel and side wings extending at right angles thereto, the free vertical edges of said wings being

bent inwardly to provide flanges, a show card retainer plate, and means on said plate adapted to engage said flanges to detachably secure said plate in position.

4. A display easel comprising a back panel and side wings extending at right angles thereto, the free vertical edges of said wings being bent inwardly to provide flanges, and a show card retainer plate having tabs struck therefrom adapted to engage behind said flanges and frictionally grip the same to retain said plate in position.

5. A display easel comprising a back panel and side wings extending at right angles thereto, the free edges of said wings being bent inwardly to provide flanges, a retainer plate having tabs struck therefrom adapted to engage behind said flanges, and lugs bent from said plate adapted to engage the outside of said wings to retain said flanges engaged with said tabs.

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