

June 22, 1926.

1,589,948

H. DEGGINGER

ADVERTISING DISPLAY STAND

Filed May 14, 1925

2 Sheets-Sheet 1

Fig. 1.

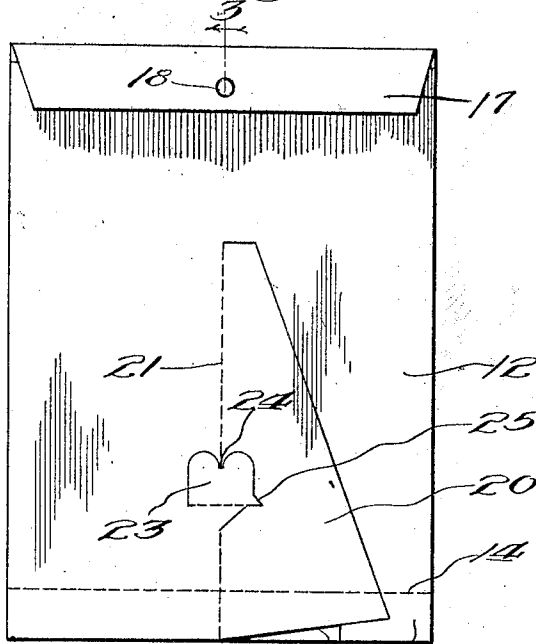


Fig. 3.

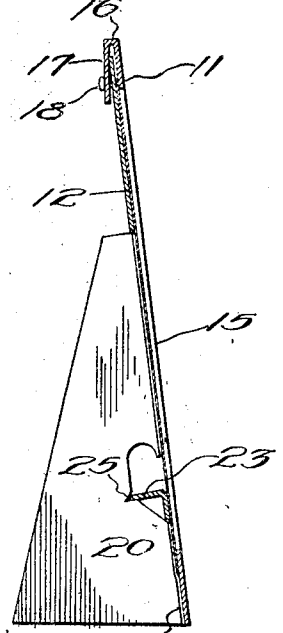


Fig. 2.

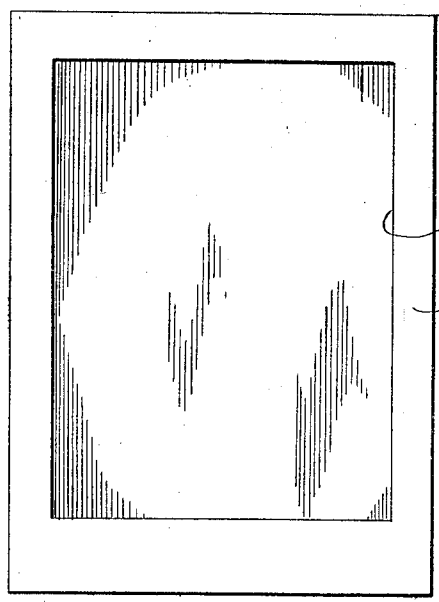


Fig. 4.

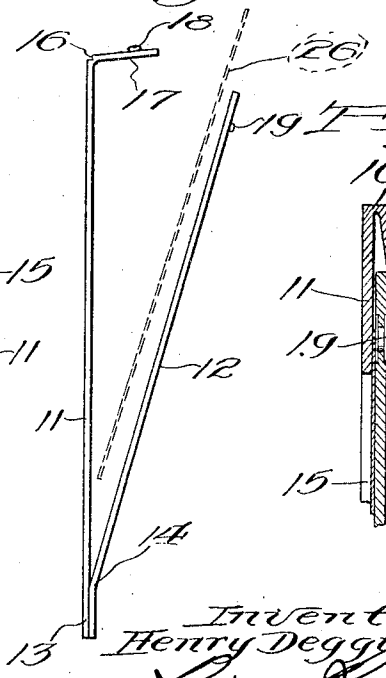
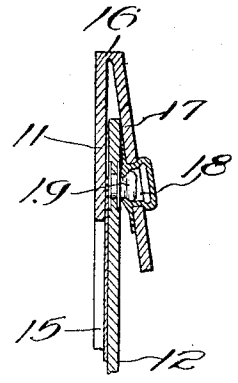


Fig. 5.



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2 Sheets-Sheet 2

Fig. 6.

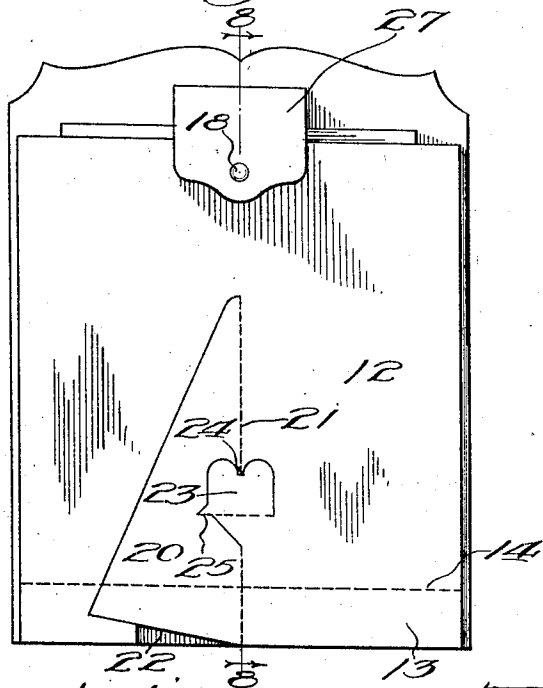


Fig. 8.

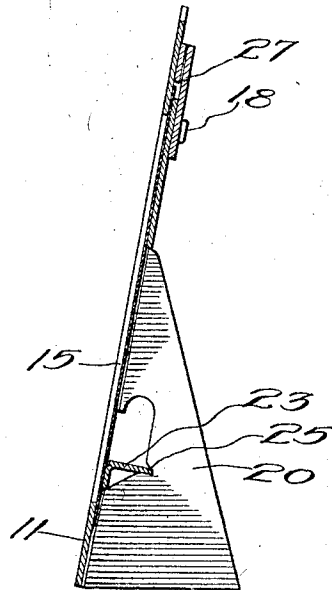


Fig. 7.

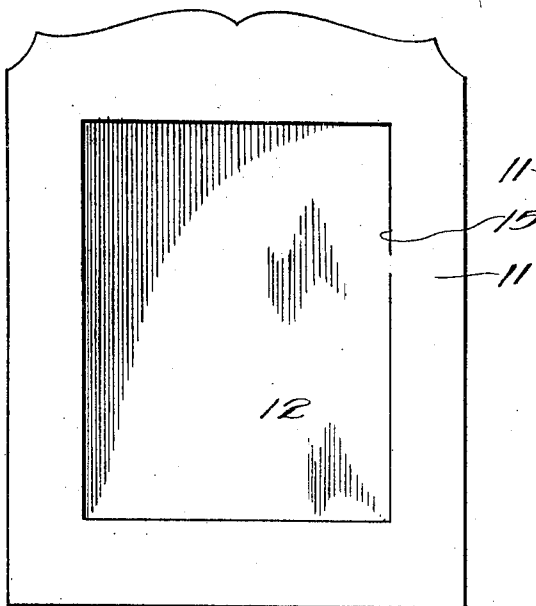
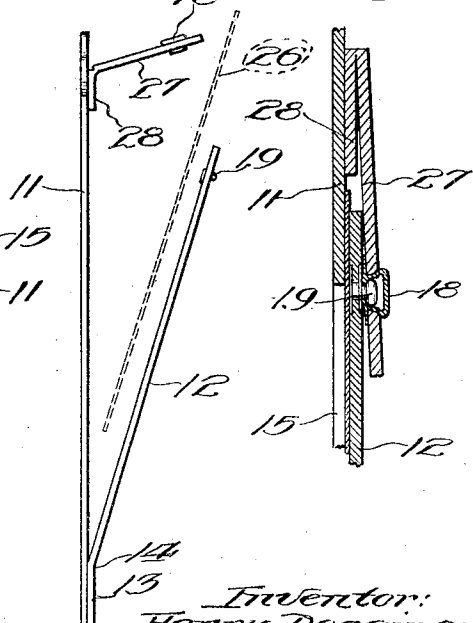


Fig. 9. Fig. 10.



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# UNITED STATES PATENT OFFICE.

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## ADVERTISING DISPLAY STAND.

Application filed May 14, 1925. Serial No. 30,286.

This invention has to do with improvements in advertising display stands and the like. The invention has to do particularly with an improved construction of advertising display stand for exhibiting lithographs and similar pictures. The display stand herein disclosed is particularly intended for displaying lithograph pictures and similar advertising matter on show cases, display windows, etc.

One of the objects of the invention is to provide a construction of display stand such that the display material can be easily inserted or removed therefrom by direct application, as distinguished from a type of construction in which it is necessary to slide the display matter into place. In this connection, it will be understood that where the display matter consists of relatively thin sheets, such as sheets of paper, it is very inconvenient to slip the same into a narrow groove, particularly where the sheets are of relatively large size. According to one feature of the present invention, I provide a display stand having its back portion suitably hinged, so that it can be swung up against the back of the front frame section and thus clamp the edges of the exhibited matter firmly all around their periphery. In connection with the foregoing, this construction also makes it possible to bring the exhibited matter into position by a direct application of clamping forces instead of a sliding application.

Another feature of the invention relates to the provision of a very simple and inexpensive yet effective means for securing the hinged and frame sections together after the exhibited matter has been set into place. In this connection, a further object is to provide an arrangement such that this securing means may be established as a portion of the frame section itself.

Other objects and uses of the invention will appear from a detailed description of the same, which consists in the features of construction and combinations of parts hereinafter described and claimed.

In the drawings:

Figure 1 shows a back face view of one form of display stand embodying the features of the present invention, the easel being folded over to the back section;

Fig. 2 is a front face view corresponding to Fig. 1;

Fig. 3 shows a vertical section on the line 3—3 of Fig. 1, looking in the direction of the arrows, the easel being turned out into the operative position;

Fig. 4 shows an edge view corresponding to Fig. 1, but with the back section unbuttoned and tilted away from the frame section to permit direct application of the exhibited matter, as shown by the dotted lines;

Fig. 5 shows on an enlarged scale a fragmentary vertical section through a buttoning attachment of the arrangement of Figs. 1 to 4 inclusive;

Fig. 6 shows a back face view of a modified form of construction in which the back section is buttoned to the frame section by a special tab;

Fig. 7 shows a front face view corresponding to Fig. 6;

Fig. 8 shows a vertical section on the line 8—8 of Fig. 6, looking in the direction of the arrows, but with the easel turned out into the working position;

Fig. 9 shows an edge view similar to that of Fig. 4, but having reference to the construction of Figs. 6, 7 and 8; and

Fig. 10 shows on an enlarged scale a fragmentary vertical section through the buttoning device of the construction of Figs. 6, 7, 8 and 9.

Referring first to the construction shown in Figs. 1 to 5 inclusive, the same includes a front frame section 11 together with a back section 12. These sections are joined together along their lower edge, as shown at 13, and the back section is preferably creased along the line 14, so that it can be easily folded on said crease for insertion or removal of the exhibited matter. The front frame section 11 is provided with the large display opening 15, and the back section is preferably of full size compared to the frame section, so that the exhibited matter may be clamped all around its edge.

The upper portion of the frame member 11 is creased or semi-cut, as shown at 16 in Fig. 4, in particular, so as to establish a flap 17 which can be folded down against the back face of the upper edge of the back section 12. In order to lock the parts together, I have provided a buttoner including the grommet 18 on the flap 17 and the stud 19 on the upper portion of the back section 12.

Preferably, the central lower portion of

the back section is die cut to establish an easel 20 which may be turned out to project at right angles from the back section 12 by reason of the folding line 21, shown particularly in Fig. 1. The lower edge 22 of this easel is preferably cut upwards on a suitable angle, so that when the display stand is supported by the easel it will tilt backwardly, as shown in Fig. 3.

During the die cutting operation there may also be established a locking lug 23 on the back section, the same having its upper edge recessed, as shown at 24, so that when folded down at right angles to the back section, as shown in Fig. 3, said lug 23 will effectively lock the easel in the right angle position. This locking action may also be accentuated by a notch 25 formed in the easel member itself during the die cutting operation.

Reference to Fig. 4, will show the fact that the exhibited matter, such as a sheet 26, may be very easily set into place when the back section has been tilted away from the front frame section, after which the two sections are brought together and buttoned, as already explained. This will make it possible to easily insert or remove very thin sheets of exhibited matter without damage to them and loss of time by the operator.

The construction shown in Figs. 6 to 10 inclusive is similar to that already explained with the main difference, however, that the back section is buttoned by the use of a separate lug 27 which has its upper end 28 glued or otherwise attached to the back face of the upper portion of the front frame section 11. When using the construction of Figs. 6 to 10 inclusive, it will be noted that the lug 27 is itself set backwardly a substantial distance from the back face of

the front frame section, equal to the thickness of the lug 28. Consequently, when the parts are buttoned together said lug 27 will lie more smoothly and to better advantage against the back section itself.

I prefer to make both of front and back sections of card board or sheet paper board or other similar material, since the same can be readily die cut and at the same time will present sufficient stiffness for the work intended.

While I have herein shown and described only certain embodiments of the features of my present invention, still I do not intend to limit myself to the same, except as I may do so in the claim.

I claim:

As a new article of manufacture, a display stand for the purpose specified including in combination a front frame section having a display opening for the display of exhibited sheet matter, a back section having its lower edge portion hinged to the lower portion of the front frame section and adapted to be swung away therefrom after the insertion or removal of exhibited matter, an easel integral with the back section and die cut therefrom and having its uncut portion hinged with respect to the back section about a vertical folding line, together with means for securing the upper edge portions of the front frame and back sections together comprising a member hinged to the back face of the upper portion of the front frame section in position to be folded down against the back face of the back section, and suitable buttoning devices on said member and on the upper portion of the back section, substantially as described.

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