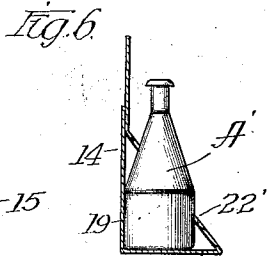
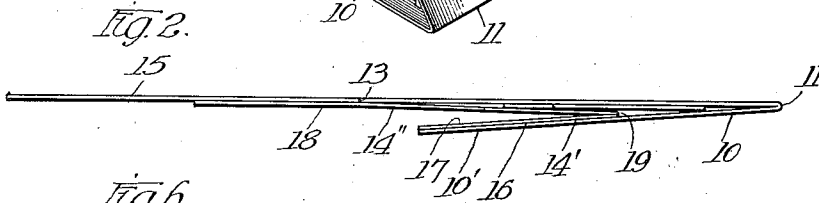
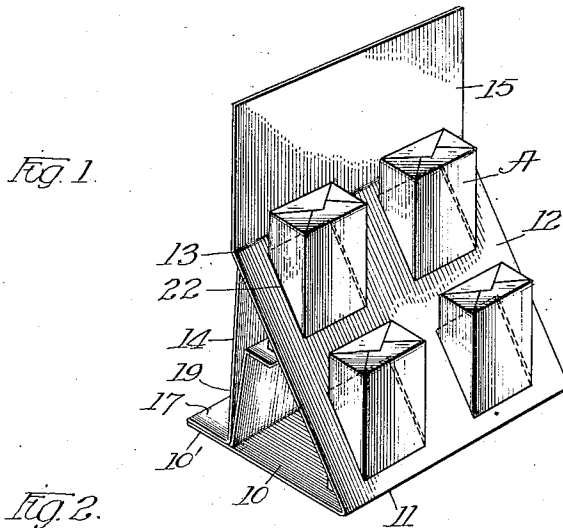


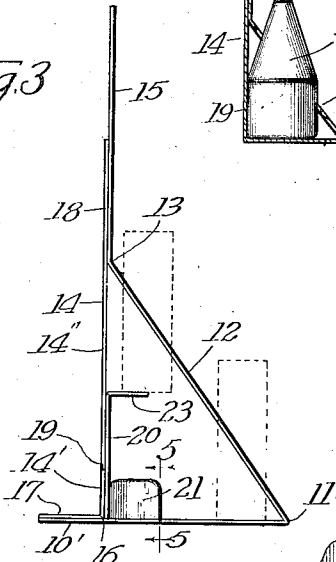
J. H. WILLIAMSON.  
FOLDING DISPLAY EASEL.  
APPLICATION FILED SEPT. 18, 1915.

1,204,920.

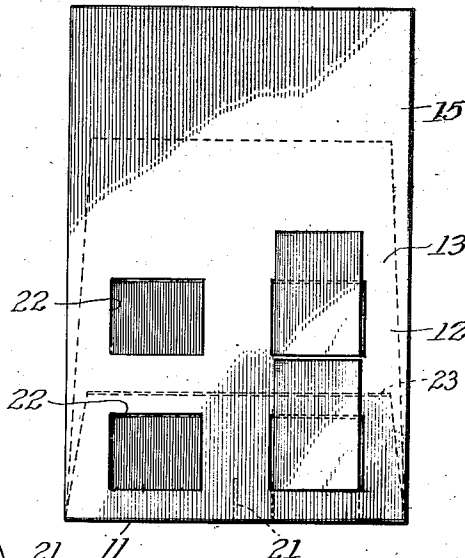
Patented Nov. 14, 1916.



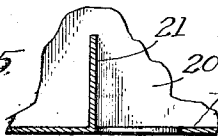
*Fig. 3.*



*Fig. 4.*



Witnesses: *Fig. 5.*  
Robert F. Fox  
Arthur W. Carlson



Joseph H. Williamson  
Gore & Dainchway  
Attorneys

# UNITED STATES PATENT OFFICE.

JOSEPH H. WILLIAMSON, OF CHICAGO, ILLINOIS.

## FOLDING DISPLAY-EASEL.

1,204,920.

Specification of Letters Patent. Patented Nov. 14, 1916.

Application filed September 18, 1915. Serial No. 51,303.

*To all whom it may concern:*

Be it known that I, JOSEPH H. WILLIAMSON, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Folding Display-Easels, of which the following is a specification.

My invention relates to improvements in display easels, such as are commonly used on store counters and in similar places for holding and displaying in attractive manner, small articles, such as boxes, tubes, bottles, and the like.

One of the objects of my invention is to provide an easel of card-board, or similar relatively-stiff non-metallic material on which advertising matter may be displayed, that may readily be folded flat, for insertion in a package of articles as supplied to the retail merchant, or for shipment in most convenient form.

Another object of my invention is to provide such an easel which shall be made of comparatively few parts readily cut from a sheet of cardboard without a material amount of waste.

Another object of my invention is to provide such an easel in which all of the parts are permanently connected, are arranged to give strength and stability in use, and the erection of which is so simple and obvious from its very construction as to practically eliminate the necessity for directions as to its use.

Other and further objects will become apparent to those skilled in this particular art from a consideration of the following description and drawings wherein:

Figure 1 is a perspective view of my easel showing it in erected position with packages set in its front face for display. Fig. 2 is a side elevation of the easel when collapsed. Fig. 3 is a side elevation of the easel when erected for use. Fig. 4 is a front elevation of the erected easel showing two packages in position; Fig. 5 is a fragmentary sectional view on the line 5—5 of Fig. 3; and Fig. 6 shows a modified embodiment of my invention.

In the drawings wherein I have illustrated a preferred form of my invention it will be noted that the easel comprises in general a base part, a front limb on or through which the articles to be displayed are positioned, a back limb, and an up-

wardly extending projection integral with one of said limbs adapted to carry advertising matter or instructions for use of the articles. One of said limbs has a hinge or fold-score therein so that said limb may fold between the base and the other limb, and means are provided to prevent such folding or collapsing from taking place when the easel is in use.

Referring to the specific form of my invention which I have illustrated, the numeral 10 indicates the base part of the easel, being a rectangular portion forming a support therefor and adapted to rest upon the show case, counter or other place where the articles are to be displayed. Hinge-connected as at 11, to the front edge of the base 10, there extends upwardly and rearwardly a flat display surface 12, which, for convenient reference I will term the front limb of the structure and upon or through which the articles being advertised are displayed. For many purposes I have found that this display surface is best positioned at approximately 60 degrees from a horizontal plane, but of course the angle may be varied. The upper edge of the front limb is hinge connected at 13 with the back limb 14. One of these two limbs, preferably front limb 12, I have prolonged to form a vertical top extension 15 or a back-ground, as it might be termed, upon which advertising matter, directions as to the use of the article or similar information may be placed.

The back limb of the structure 14 above, referred to, extends vertically from the base at a point 16 in alinement with the vertically extending top section 15, being provided at its lower end with a foot 17 hinge connected thereto as at 16 and pasted or otherwise secured to the upper surface of a rear extension 10' of the base 10. The upper section of the back limb 14 extends upwardly along the rear surface of the top extension 15 a slight distance above the hinge point 13 and is securely pasted or otherwise fastened thereto, as at 18.

From the above it is evident that a triangular structure is formed by the base, the front and the back limb, the material being creased for hinging connection at the points 11, 13, and 16. Such an arrangement, because of its triangular formation, would not, of course, collapse if hinged only at its corners and I have, therefore, scored the back limb to form a hinge at a point 19, the

distance of which above the base is determined by the relative dimensions of the three sides of the triangle. This arrangement permits the lower section 14' of the back limb between hinges 16 and 19 to fold forwardly upon the base and the upper section 14'' of the back limb 14 to fold rearwardly upon its foot 17, the front limb 12 at the same time folding rearwardly and overlying the folded back limb 14 and the base 10 as shown in Fig. 2. The structure, when folded, assumes the position indicated in Fig. 2.

To aid in holding the easel in its erected form I preferably provide a strut or brace member 20 positioned against the inner face of the back limb and extending from the base upwardly to a point above the hinge 19. The sides taper upwardly slightly as indicated in dotted lines in Fig. 4. This brace member is glued or secured in any suitable manner to the back limb only above the hinge 19. When the easel is erected the free bottom edge of this brace preferably bears on the base, so tending to hold the easel erect. A locking tongue 21 struck up from the base by forming a U-shape cut therein, serves, when forced upwardly as indicated in Figs. 3 and 4, to prevent the hinge 19 from folding forwardly. Specifically such tongue holds the lower end of the strut 20 against the lower end of the back limb, thus locking the hinge 19 against folding forward and so preventing the collapse of the easel.

In the form illustrated I have shown the front limb or display surface as provided with two tiers of openings 22, through which articles A may be inserted and held in position, the lower tier of articles resting upon the base 10 and the upward tier resting upon a shelf 23 formed by bending the upper end of the strut member 20 forward at right angles as indicated in Fig. 3. It will be apparent, however, that the manner of placing the articles on the easel for display may be varied, any suitable cuts, rests, stitching or the like being provided as necessary to display the particular articles in desired fashion. For instance, in Fig. 6, I have shown a modified embodiment of my invention wherein the article A', inserted through a single large opening 22' itself acts, by abutment against the hinged part 19 to prevent collapse of the vertical rear leg. Other variations will occur to those skilled in the art, to meet particular user's requirements.

The hinges to which I have referred may readily be formed in heavy cardboard by scoring one side, or if a thinner material is used other methods, such as pasting a strip of fabric across the joint, may be resorted to.

To collapse the easel it is necessary only to remove the articles and depress the lock-

ing tongue 21, after which the front and back limbs fold rearwardly upon the base, as indicated in Fig. 2. The reverse operation is correspondingly simple, and as the parts are all permanently connected it is obvious to any one handling the collapsed structure that all that is necessary to set up the device is to raise the back member into vertical position and push up the locking tab 21.

In its broader aspects my present easel has some features in common with the easel shown in my copending application, Serial No. 51,307, filed of even date herewith, but such common features are claimed in said application.

Whereas I have illustrated and described a single embodiment of my invention it is obvious that various changes may be made therein without departing from the spirit and scope of my invention.

Having described my invention, what I claim is:—

1. A collapsible display easel comprising a base member, a front member and a back member disposed to form a triangular structure hinge connected at its corners, there being a hinge formed in one of said members intermediate its ends to permit collapse of the structure, and means to lock the last mentioned hinge from movement in either direction when the easel is erected and rigidly hold the hinge connected parts of the last mentioned member in the same plane.

2. A collapsible display easel comprising a base member, a front member and a back member disposed to form a triangular structure hinge connected at its corners, there being a hinge formed in one of said members intermediate its ends to permit collapse of the structure, and a locking tongue formed from one of the other members and adapted to lock the last mentioned hinge from movement in either direction when the easel is erected and rigidly hold the hinge connected parts of the last mentioned member in the same plane.

3. A collapsible display easel comprising base, front, and back members disposed to form a triangular structure hinge-connected at its corners, there being a hinge formed in one of said members intermediate its ends to permit collapse of the structure, a brace secured to the last mentioned member at one side of the aforesaid hinge and extending across the hinge, and means adapted to lock the free end of the brace to its connected member at the opposite side of said hinge when the easel is erected.

4. A collapsible display easel comprising base, front, and back members arranged to form a triangular structure hinge connected at its corners, there being a hinge formed in the back member intermediate its ends

to permit collapse of the structure, and a locking tongue formed from the base member adapted when erected to positively lock the easel in extended position.

5 5. A collapsible display easel comprising base, front, and back members arranged to form a triangular structure hinge connected at its corners, there being a hinge formed in the back member intermediate its ends  
10 to permit collapse of the structure, a brace secured to the inner face of the back member at one side of the aforesaid hinge and extending across the hinge to a point adjacent the base, and a locking tongue  
15 formed from the base member adapted when erected to hold the free end of the brace against the inner face of the back member and lock the easel in extended position.

20 6. A collapsible display easel comprising a base member, a front member and a back member disposed to form a triangular structure hinge connected at its corners, a hinge formed in the back member intermediate its ends to permit collapse of the structure, and  
25 means for positively locking the hinge connected parts of the back member in the same plane, said front member having an opening therein through which an article to be displayed may be inserted.

30 7. A collapsible display easel comprising a base member, a front member and a back member disposed to form a triangular structure hinge connected at its corners, a hinge formed in the back member intermediate its  
35 ends to permit collapse of the structure, a brace for locking the hinge when the easel is erected, said front member having two tiers of openings formed therein to receive articles for display, the lower ends of the articles positioned within the lowest tier of openings resting upon the base, and a shelf

hinge-connected to the aforesaid brace and adapted to support the lower ends of the articles inserted in the upper tier of openings

45 8. A collapsible display easel comprising base, front and back members disposed to form a triangular structure hinge connected at its corners, there being a hinge formed in the back member intermediate its ends  
50 to permit collapse of the structure, a brace secured to the inner face of the back member at the upper side of the hinge and extending across the hinge to points adjacent the base, means for securing the free  
55 end of the brace to the back member at the opposite side of the hinge to lock the easel in erected position, said front member having perforations formed therein to receive articles for display, and an extension on the  
60 upper end of the brace adapted to be bent at right angles thereto and form a shelf to support the lower ends of articles inserted through the aforesaid openings.

9. A collapsible display easel comprising  
65 base and front and back limbs, hingedly connected at their edges to form when erected a generally-triangular structure, there being a hinge formed in one of said limbs collapsible to fold said limb between the  
70 base and the other limb, an extension support integral with the base and extending rearwardly therefrom, and a flap hingedly connected to the lower end of the back limb and secured to the base extension.

In testimony whereof I hereunto set my hand in the presence of two subscribing witnesses.

JOSEPH H. WILLIAMSON.

In the presence of—

STANLEY W. COOK,  
MARY F. ALLEN.