H. S. MORGAN.

DISPLAY EASEL.

APPLICATION FILED MAR. 29, 1912.

1,207,604.

Patented Dec. 5, 1916.

3 SHEETS—SHEET 1.

Fig. 1.

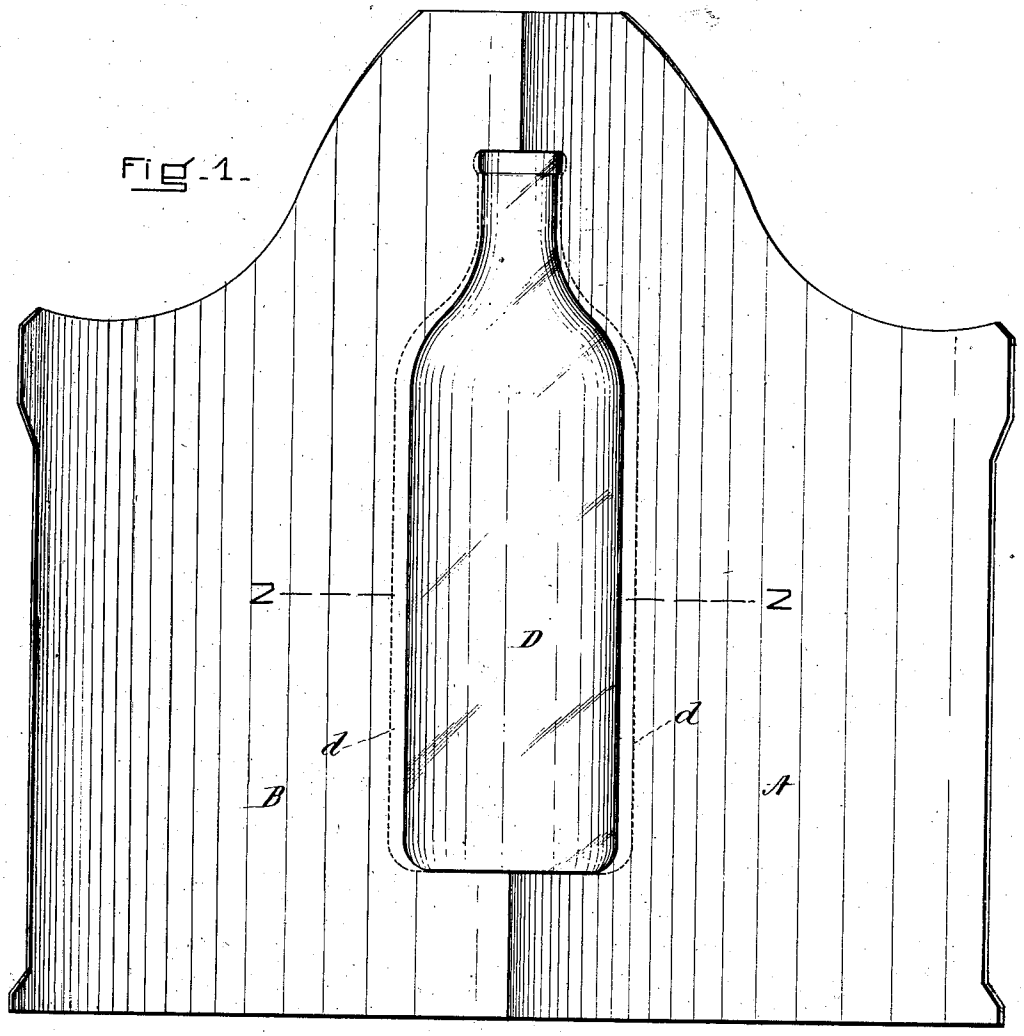
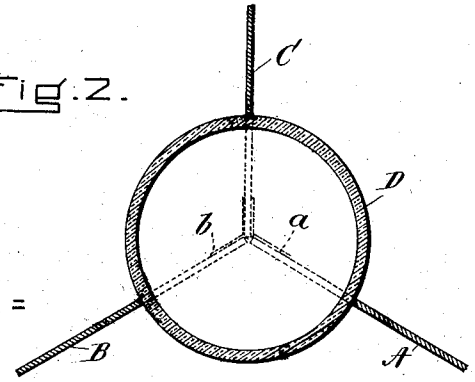


Fig. 2.



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3 SHEETS—SHEET 2.

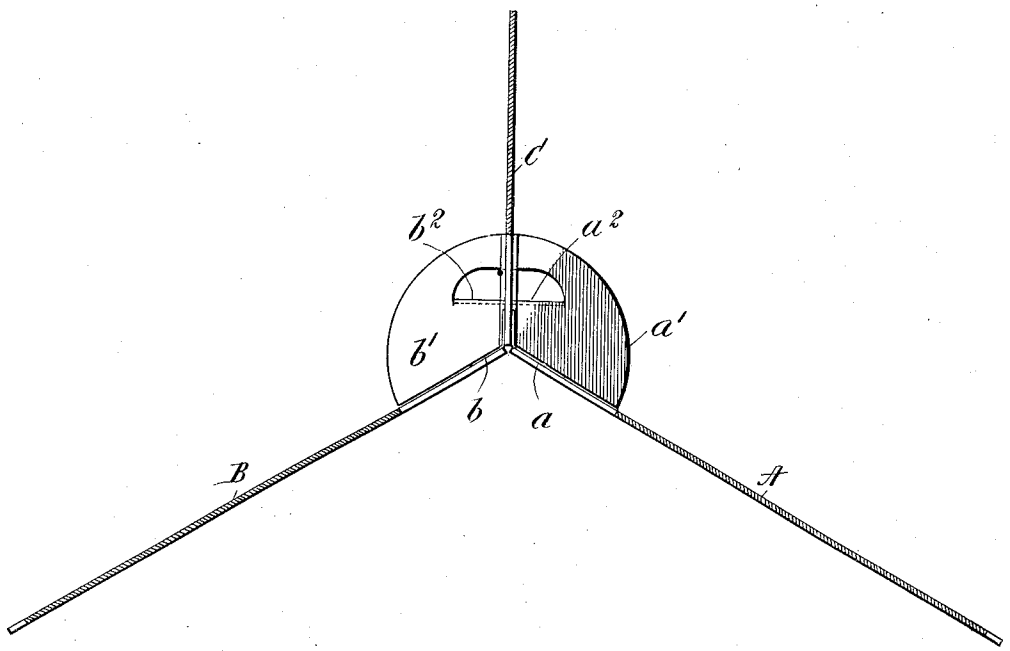


Fig. 3.

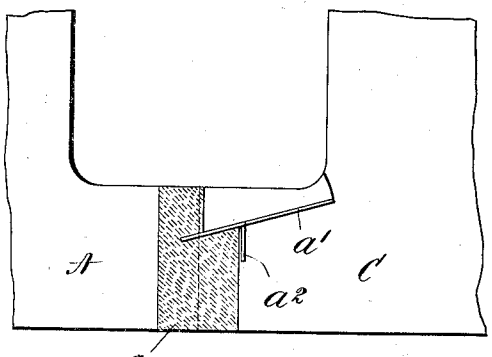


Fig. 4.

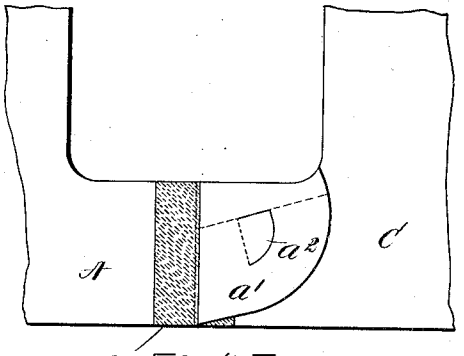


Fig. 5.

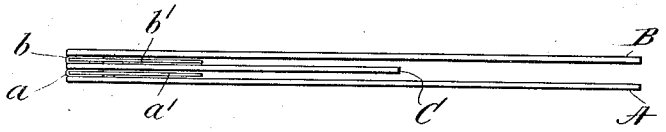


Fig. 6.

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APPLICATION FILED MAR. 29, 1912.

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3 SHEETS—SHEET 3.

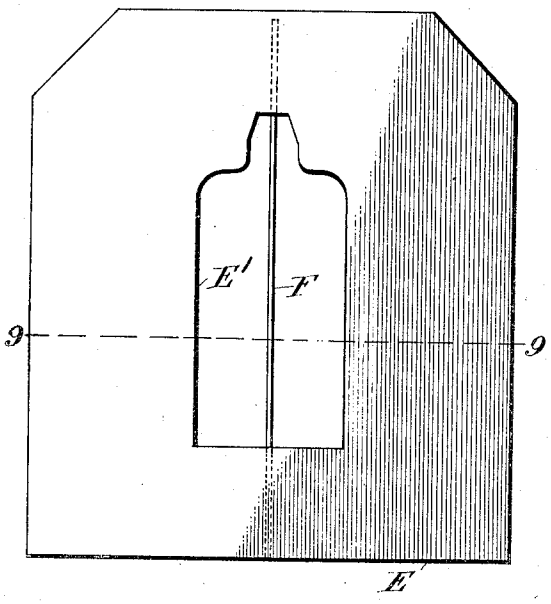


Fig. 7.

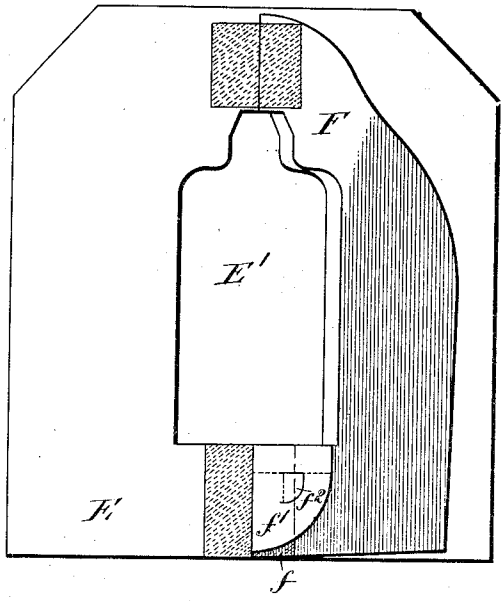


Fig. 8.

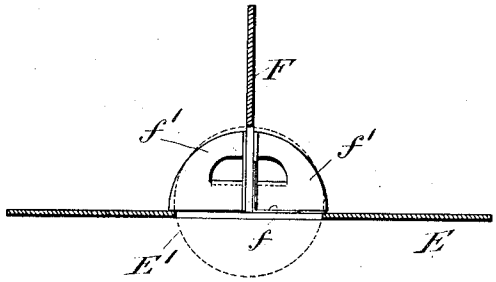


Fig. 9.

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UNITED STATES PATENT OFFICE.

HUBERT S. MORGAN, OF BOSTON, MASSACHUSETTS, ASSIGNOR TO THE FORBES LITHOGRAPH MANUFACTURING COMPANY, OF BOSTON, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS.

DISPLAY-EASEL.

1,207,604. Specification of Letters Patent. Patented Dec. 5, 1916.

Application filed March 29, 1912. Serial No. 687,043.

To all whom it may concern:

Be it known that I, HUBERT S. MORGAN, of Boston, in the county of Suffolk and State of Massachusetts, a citizen of the United States, have invented a new and useful Improvement in Display-Easels, of which the following is a specification.

My invention relates to a knockdown display easel for exhibiting bottles, cans or other like containers in combination with suitable advertising matter, and it comprises a device having wings and a support each of which is provided with a suitable opening to receive and hold the article to be displayed, the wings serving to receive such advertising or decorative printing as may be desirable. The wings may be in one piece or hinged preferably in the manner described below.

My invention will be understood by reference to the drawings, in which—

Figure 1 is a front elevation of a device embodying my invention in its preferred form constructed to display a bottle, and showing the bottle in display position. Fig. 2 is a fragmental section on line 2—2 of Fig. 1. Fig. 3 is a similar section in full with the bottle removed. Figs. 4 and 5 are details showing one means for holding the device in open or display position. Fig. 6 is a top view, showing the device in closed position. Fig. 7 is a front view. Fig. 8 a rear view in closed position of a modification in which the wings are in one piece, and Fig. 9 is a cross section on line 9—9 of Fig. 7.

The device as shown in Figs. 1 to 6, inclusive, is preferably made of thick cardboard and comprises two wings A and B each hinged to a support C. The wing A is hinged to one side of the support C by a hinge *a* and the wing B is hinged to the other side of the support by a hinge *b*. The hinges are preferably made of cloth, but may be made of any other suitable material, and are attached to the wings by glue or in any other convenient way. If the device be made of wood or metal, metal hinges may be used. Thus it will be seen from Fig. 6 that when folded back for shipment, there is an appreciable space between the opposing sides of the wings which are separated by the support C. In addition the support C is preferably supplied on each side with tabs a', b', hinged thereto, each having an ear a^2, b^2 cut from its tab but having a hinged connection with its tab at a folded or screw point so as to hold its tab in place when open, these tabs forming braces by which the wings when opened out are held in open position with relation to the support C (see Fig. 3), while the said ears serve as braces for the tabs. To prepare a device of this character to receive a bottle or other container of given shape to be displayed, the contacting edges of the various parts are cut to the form or shape of the profile of half the article to be displayed and to substantially the dimensions of such profile. Thus when constructed in the manner described the edge of the cut will conform to the profile of one side of the bottle D, the depth of the cut from the vertical edge of the wing or support being at any point one-half the diameter of the bottle at that point. The same is true of the cut in the support C. To utilize this device the wings A and B are spread from the position shown in Fig. 6 until they stand in the same vertical plane and at substantially right angles with the support, and the bottle D is inserted in the opening. At this moment owing to the thickness of the support C to each side of which the wings A and B are hinged, the opening for the bottle is larger than the diameter of the bottle so that the bottle can be easily set into the easel. The wings are then moved forward about their hinges into the position shown in Figs. 1 and 2, thus closing in about the bottle and with the support engaging it at three vertical lines approximately equi-distant and forming a receptacle therefor, and if carefully made clamping it on three sides in such manner that it cannot fall out and moreover is exposed on all sides to inspection. The position of the bottle in the device is indicated by the dotted lines *d* in Fig. 1. The tabs a^1, b^1 and ears a^2, b^2 are then turned up to hold the wings A and B from closing. The clamping of the bottle is caused because of the way in which the wings are hung, one on each side of the support, the edges approaching each other as the wings are brought forward and hence closing in against the bottle. Mathematical accuracy is not needed of course in the shaping of the profile on the various parts, but is desirable in order to secure a good fit and an attractive display. In practice I prefer,

having made a suitable die of the profile of the container to be displayed, to bring a set of parts into the position shown in Fig. 6 and cut the profile in the edges of the three parts at once so that they will be alike. Upon assembling the wings and support with their hinges, the thickness of the support gives sufficient width of opening to the receptacle to allow the bottle to be placed within it without trouble when the wings are in the same plane, and when the wings are brought forward into clamping position as shown in Fig. 2 their hinged edges approach each other and thus reduce the size of the receptacle. The easel above described is made of three parts exclusive of the tabs.

In Figs. 7, 8 and 9 I have shown an easel which when in use forms a similar receptacle for an article, but it is made of only two parts. In this case a single piece of material E forms the two wings and to its rear is hinged by a hinge f the support F. In the piece E is cut an opening E^1 approximating in shape the outline of the bottle or other article to be displayed but somewhat narrower than the diameter of the bottle. The cut in the support F is of the general contour of the article but preferably a little deeper than one-half the diameter of the article. The article in this case is placed in the opening E^1 from the rear (see Fig. 8) and the support F is then swung into position at right angles to the part E (see Figs. 7 and 9) so that in this case as before the article is held in a receptacle the edges of which come in contact with it in three vertical lines approximately at equal distances apart. One or more tabs f^1 each with an ear f^2 are preferably used to hold the support in open position and if desired the bottom of the support F may be cut at a slight angle from the rear as shown in Fig. 8, so that the easel will have a slight slant backward.

This display easel affords an attractive way of displaying any form of bottle, can or other container or dummy or other article so that it can be readily examined and its peculiar characteristics of label and trade-mark easily noted and memorized. The wings afford comparatively large surfaces which may contain advertising or ornamental matter. What I have called the support may be of equal size with the wings so as to afford what may be termed a three-wing device, and the heights of the various parts may be equal or different as thought best, for the device lends itself to many styles of ornamental treatment. Other variations of my invention may occur to those skilled in the art, its novelty consisting in providing a display device in which the articles to be displayed may be readily placed and thereafter held in place. As shown the whole serves as a support to maintain the article in upright position for display. I do not mean to limit my invention to a device composed of the number of pieces shown, my invention relating not to the exact construction herein described but to a device comprising a receptacle, in which the article may be placed with but little trouble and when in place will be displayed and also suitably supported. The hinged construction is desirable but not necessary in cases where thin springy material is used to form the receptacle except when the easel is to be folded for packing.

What I claim as my invention is:—

A display easel the body of which is formed of cardboard and which consists of two wings and a central supporting member loosely hinged together so as to be adapted to be folded flat when in knock-down condition, said parts having, at their hinged edges, openings or cut-out portions shaped to fit the contour of an article to be displayed, said central supporting member being provided on its opposite sides with hinged braces for holding the parts in opened position, said braces being each provided with a hinged ear to hold its brace in working position.

HUBERT S. MORGAN.

Witnesses:

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GEORGE A. TARBELL.