C. T. FAIRBANKS.

DISPLAY EASEL.

APPLICATION FILED AUG. 22, 1918.

1,295,465.

Patented Feb. 25, 1919.

2 SHEETS—SHEET 1.

Fig. 1.

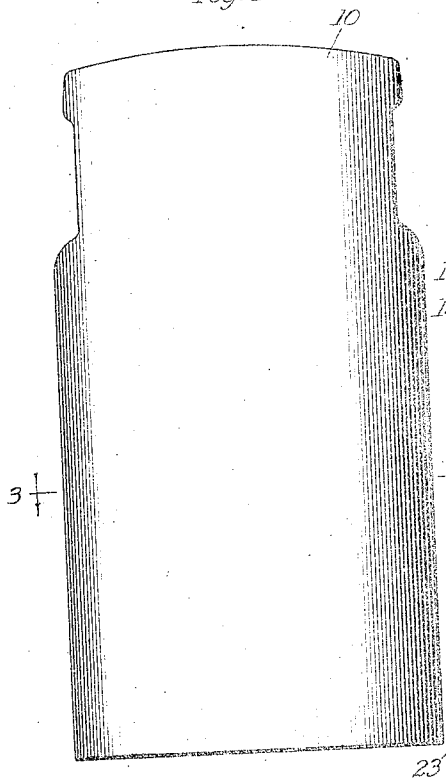


Fig. 2.

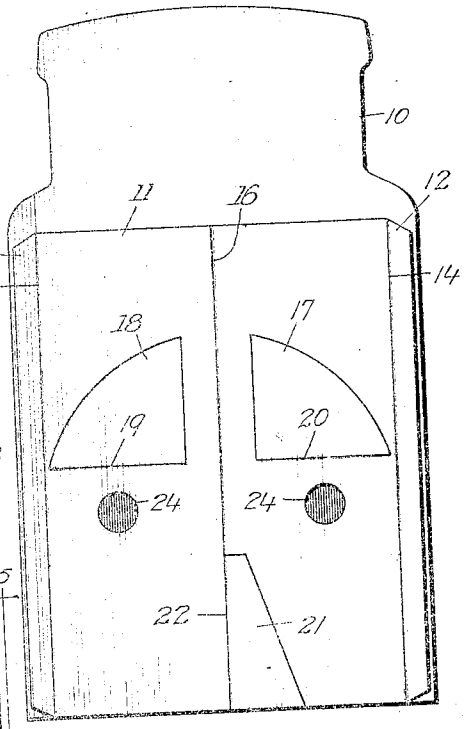


Fig. 4.

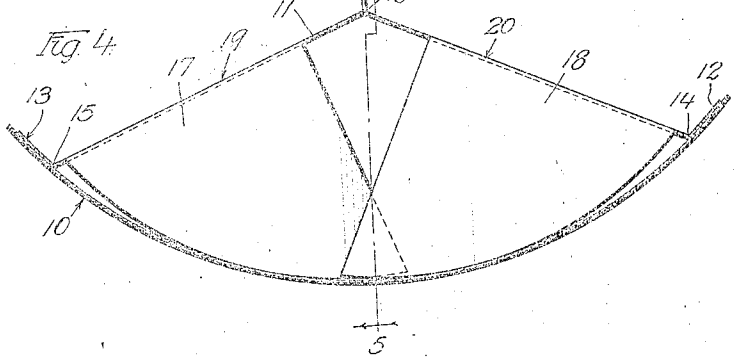
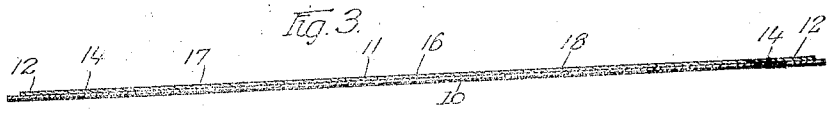


Fig. 3.



Witnesses:
Robert H. Weir
Arthur W. Carlson

Inventor
Clarence T. Fairbanks
By Offield Towle Graves & Offield Attys.

C. T. FAIRBANKS.

DISPLAY EASEL.

APPLICATION FILED AUG. 22, 1918.

1,295,465.

Patented Feb. 25, 1919.

2 SHEETS—SHEET 2.

Fig. 5.

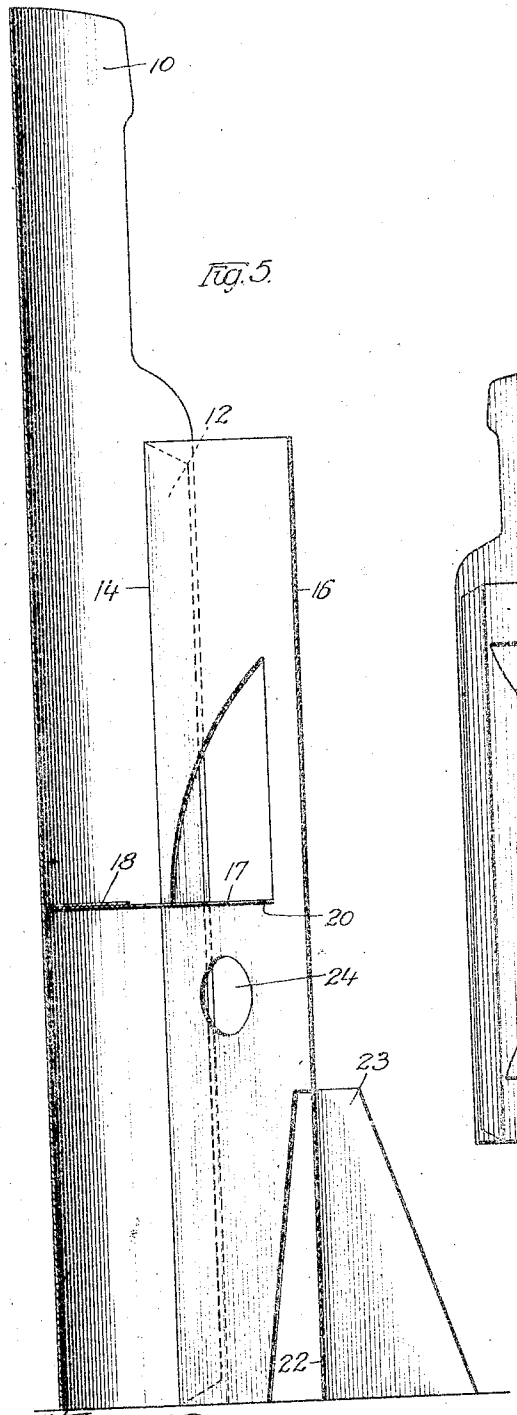
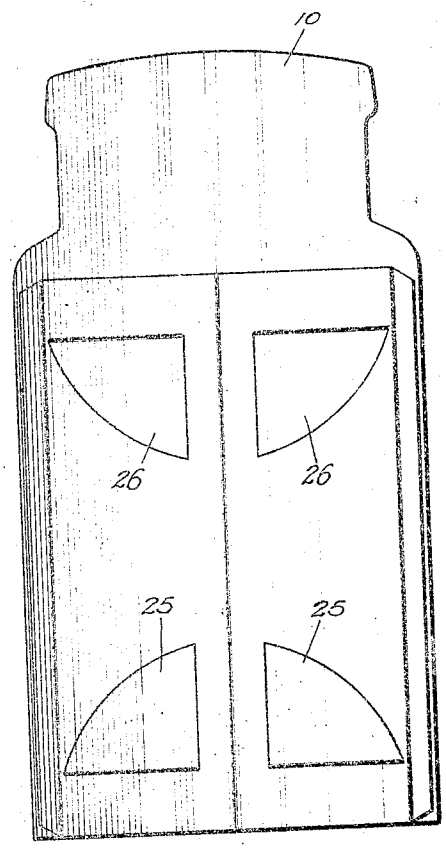


Fig. 6.



Witnesses:
Robert Strain
Arthur W. Carlson

Inventor
Clarence T. Fairbanks
By Offield Towle Graves & Offield Attys

UNITED STATES PATENT OFFICE.

CLARENCE T. FAIRBANKS, OF CHICAGO, ILLINOIS.

DISPLAY-EASEL.

1,295,465. Specification of Letters Patent. Patented Feb. 25, 1919.

Application filed August 22, 1918. Serial No. 250,923.

To all whom it may concern:

Be it known that I, CLARENCE T. FAIRBANKS, 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 Display-Easels, of which the following is a specification.

My invention relates to improvements in easels, and is particularly adapted to be attached to the back of advertising or display cards.

Although my easel is particularly adapted to be used in connection with enlarged reproductions of bottles, cans, containers, etc., giving the natural rounded appearance of the actual object illustrated, nevertheless, it is apparent that it is also useful for any form of display, in view of the fact that it can be curved or flexed, much or little, according to the individual construction employed. The easel is preferably so constructed that it can be folded flat for shipping purposes, and when opened out or adjusted it will flex or curve the front member to which it is attached thus making it rigid, so that it is possible to construct or manufacture a large display on fairly light cardboard, or analogous material, which, when flexed, by means of my improved easel, is as rigid as if made of a flat piece of heavy board.

Hence, it will be seen that the objects of my invention are to provide an easel construction of the class described which will enable the use of a lighter weight of cardboard than in the case of a display constructed of flat cardboard; to provide a construction in which the front member of the display is so shaped that it cannot bend over backward as in the case of a flat front member; to provide a construction which may be folded flat for shipping purposes and which may be quickly and conveniently opened up and adjusted in operative position; to provide an improved construction which shall be extremely rigid and permanently maintain the desired shape when on display; to provide a construction which will not be readily tipped over or displaced by accidents or mishandling; to provide an inexpensive construction of simple, neat, and efficient design which may be manufactured rapidly and economically by means of ordinary well known manufacturing appliances and processes; and, in general, to provide an improved easel of the character referred to.

In the drawings, which illustrate a specific embodiment of my invention as applied to an easel designed to simulate the appearance of a magnified bottle containing a drug or other merchandise—

Figure 1 is a front elevation of the easel when in folded condition;

Fig. 2 is a rear elevation of the same easel;

Fig. 3 is a section taken on the line 3—3 of Fig. 1;

Fig. 4 is a plan view of the easel when set up for display purposes;

Fig. 5 is a section taken on the line 5—5 of Fig. 4; and

Fig. 6 is an elevation of a modified form of construction.

Referring to the drawings, 10 represents a single sheet of cardboard or similar material cut out in the shape necessary to simulate or display the article being advertised, and, if desired, having its face printed with an enlarged reproduction of the printed matter on the label of the bottle or container which the easel is designed to simulate.

The back member 11 of the easel comprises a single substantially rectangular sheet of cardboard. The said back member 11 is united to the edges of opposite vertically extending marginal side portions of the front 10 by gluing the marginal strips 12 and 13 of the back member to the back surface of the front member 10. In order to cause the back member 11 to readily assume the proper position when the easel is set up, the said back portion is scored at the margins of the glued portions 12 and 13,—for instance as shown at 14 and 15, the center line of the back member being also scored, as shown at 16, for a similar purpose.

The easel when not set up, that is to say when it leaves the factory, is in collapsed or folded condition, as shown in Fig. 3, so that it occupies a minimum amount of space. When it is desired to set up the easel, the front and back members are pulled apart or separated to cause the easel to assume the shape indicated in Figs. 4 and 5. The spaced apart relation of the back member 11 and the front member 10 is maintained by means of a pair of symmetrically disposed lugs 17 and 18 which are struck out from the material of the back member 11, the horizontal edges 19 and 20 of the said lugs, which form the union between the lugs and the back member, being scored so that the said lugs will

bend down readily into a position substantially horizontal and at right angles with the main portions of the back member 11. Preferably, the outer free edges of the lugs 17 and 18 are curved, as shown in Figs. 2 and 4, so that when the said lugs are bent down, as shown in Fig. 4, the said free edges will substantially fit the concave rear surface of the front member 10. It is of course understood that the front member 10, which is not scored, has considerable resiliency, thereby causing it to try to assume its original flat shape, pressing strongly against the curved front edges of the lugs 17 and 18 and maintaining them by friction in the desired bent relation.

It will be understood that when the easel is set up or opened out, as just described, the bottom edges of the front member 10 and the back member 11 are located in the same horizontal plane, so that the easel will stand in an upright position when placed on a smooth level surface, such as the top of a counter or show case. If it is desired to secure greater stability, an angular lug 21 may be struck out of the lower part of the back member 11, while still being integrally united to the back member 11 by means of the scored union 22, the said foot member 21 being bent or swung out to the position shown at 23 in Figs. 4 and 5 when the easel is set up.

For convenience in separating the back member 11 from the front member 10 and for manipulating the bracing lugs 17 and 18, a pair of finger holes 24 may be punched in the back member 11.

In Fig. 6 I have shown a slightly different construction, where, instead of using a single pair of bracing lugs 17 and 18 at the center of the easel, I employ two spaced apart pairs of lugs 25 and 26, located at the top and bottom of the easel, respectively. It is of course obvious that in the case of an extremely tall easel, additional pairs of lugs may be employed, if an extremely rigid construction is desired.

Inasmuch as the described details of construction may be modified considerably to suit individual requirements, without sacrifice of efficiency, it will be understood that the said details are intended merely to illustrate a specific application of the invention, the scope of which should be determined by reference to the appended claims.

I claim—

1. A display easel, comprising a front flexing member, and a back scored member marginally united to opposite vertical sides of the front member, and a spacing lug connected horizontally to said back member arranged to be bent at an angle thereto to engage the front member and maintain the latter in a rigidly curved or flexed position.

2. A display easel, comprising a front flexing member and a back scored member marginally united to opposite vertical sides of the front member, and a pair of spacing lugs connected horizontally to said back member and arranged to be bent at an angle thereto to engage the front member and maintain the latter in a rigidly curved or flexed position.

3. A display easel, comprising an upstanding front flexing member and a back scored member marginally united to opposite upwardly extending sides of the front member, the intermediate portions of said back member and said front member being capable of being separated by outwardly bending both portions, and a lug struck out of said back member horizontally connected and capable of being bent inwardly at an angle to said member into the space between said portions to maintain the front member in a rigidly curved or flexed position.

4. A display easel, comprising an upstanding front flexing member and a back scored member marginally united to opposite upwardly extending sides of the front member, the sides of said back member being scored adjacent said marginal unions to form hinges for said back member, and a vertical score being in the center of said back member so that when said back member is bent outwardly it forms two flat surfaces angularly connected at said score from which surfaces shaping lugs are struck out, horizontally connected, about the center of easel, and capable of being bent inwardly at an angle to said member into the space between said front and back members to engage the front member and maintain the latter in a rigidly curved or flexed position.

5. A display easel, comprising an upstanding front flexing member and a back scored member having opposite side edges united to vertically extending side edges of the front member, said back member being scored vertically in the center, so that when the intermediate portions of said back and front are separated by bending both outwardly, the back member forms two flat surfaces angularly connected at said score and from each surface of said back member a lug is struck out horizontally connected and capable of being bent inwardly at an angle to said member said lugs having their opposite free edges shaped to fit the inner surface of the front member when latter is curved or flexed, and the said lugs being maintained in bent position by the resiliency of the front member.

CLARENCE T. FAIRBANKS.