April 7, 1959 E. J. LUND 2,880,534

DISPLAY EASEL

Filed July 2, 1957

Fig. 1

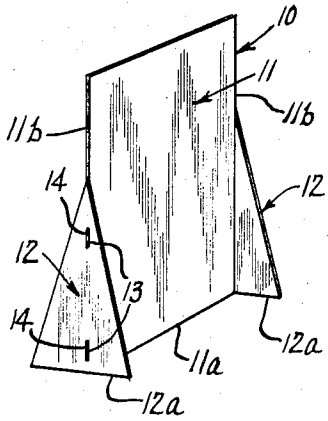


Fig. 2

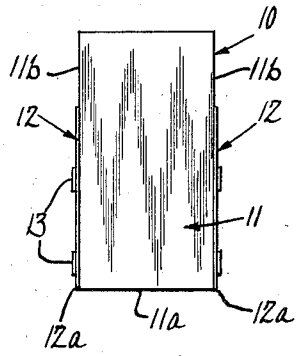


Fig. 3

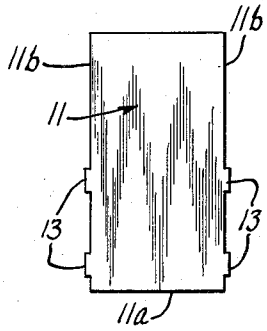


Fig. 4

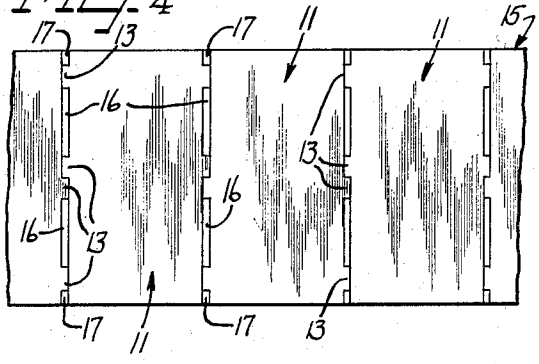


Fig. 5

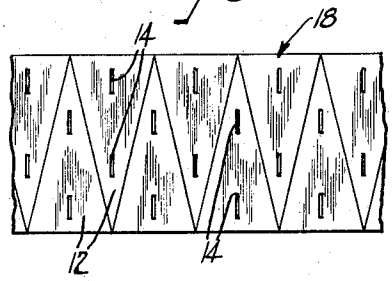


Fig. 8

Fig. 6

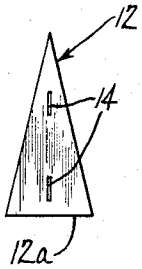
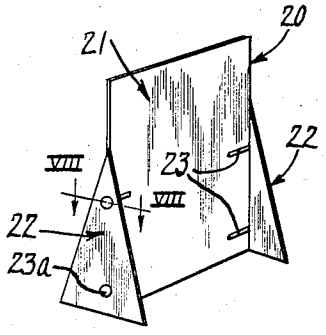
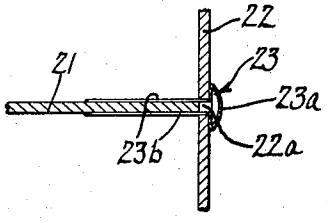


Fig. 7





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Fig. 1

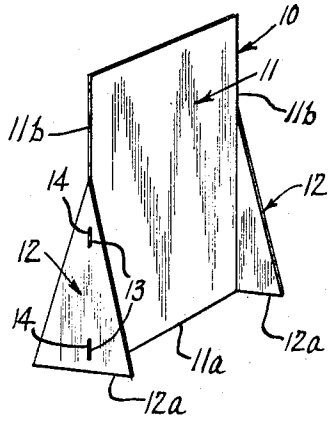


Fig. 2

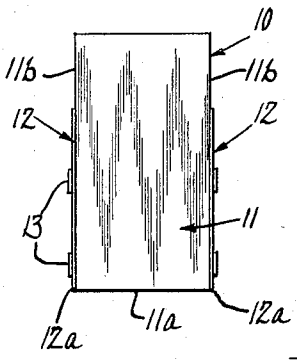


Fig. 3

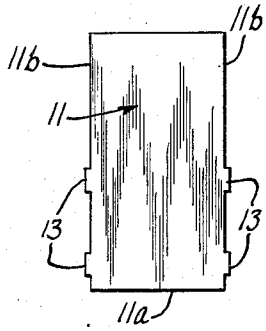


Fig. 5

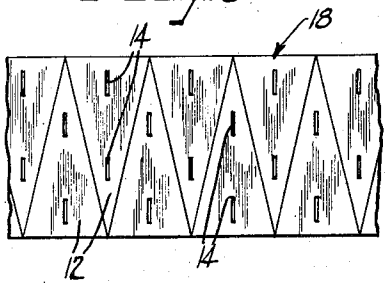


Fig. 4

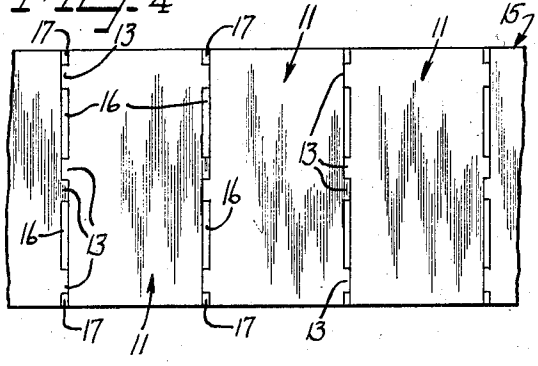


Fig. 8

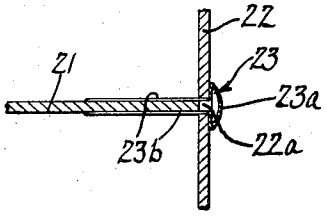


Fig. 6

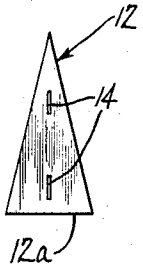
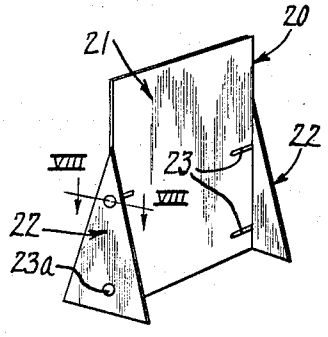


Fig. 7



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2,880,534

DISPLAY EASEL

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Application July 2, 1957, Serial No. 669,568

5 Claims. (Cl. 40—124.1)

This invention relates to two-sided display cards and supports which hold the card upright without obstructing either face of the card and which can be easily made from the card material. Specifically, this invention deals with a display card and easel arrangement which is easily and cheaply made in any desired size from three pieces of cardboard without wastage of material.

According to this invention, a cardboard display card of any desired shape or size is supported in an upright position by pieces of cardboard secured to both sides of the card and extending therefrom in right angle relation to the faces of the card without obstructing these faces. The preferred arrangement includes a rectangular display card held in upright position by triangular cardboard side pieces with the bases of the triangular pieces level with the bottom edge of the card so that this bottom edge also coacts with the bases to provide an additional support. The triangular pieces of cardboard will be dimensioned in accordance with the height of the display card to provide base edges of sufficient extent to stably support the card. The heights of the triangular pieces are dimensioned in accordance with the height of the display card to rigidify the card vertically. It is preferred to have the triangular pieces extend more than half-way up the sides of the card. The card preferably has ears on the side edges extending through slots in the triangular pieces to firmly unite the card and triangular pieces although other fastening arrangements can be used including rivets having legs projecting from the triangular pieces and straddling the display card.

An important feature of the invention resides in the ease in which the card and supports can be made from cardboard of the same material in a printing shop where the faces of the display card are being printed. Standard sized cardboard can be cut to provide a display card of desired size and the ears on the edges of the card need only be of relatively small lateral extent so that very little wastage of cardboard is involved in the cutting of the ears. On the other hand, the triangular pieces can be cut from cardboard without any waste of material whatsoever.

Another feature of the invention is the ease of assembly of the display easel from flat, readily shipped cardboard pieces.

A still further feature of the invention is the economy of the assembly which makes it feasible to discard the entire assembly after service although the triangular support pieces can be re-used if desired.

It is then an object of this invention to provide a two-sided display card supported in upright position by inexpensive side pieces detachably secured to the side edges of the card.

A further object of this invention is to provide a display card and easel assembly composed entirely of cardboard wherein both faces of the card are unobstructed by the easel and the easel coacts with the card itself to create a rigid support.

A still further object of this invention is to provide a

display card and easel arrangement which is easily produced in the printing shop where the card is printed and which can have any desired size as dictated by the display to be placed on the card.

A specific object of this invention is to provide an inexpensive display card and supports composed of three pieces of cardboard including a rectangular display card and two smaller side cards detachably connected to the side edges of the display card through any suitable fastening means such as registering slots and ears, straddling rivets, and the like.

A still further specific object of this invention is to provide a display card and supports wherein the display card is provided with bottom edges to coact with the bottom edges of the side support pieces that are secured to the side edges of the card in right angular relation to the faces of the card without obstructing the faces.

Other and further objects of this invention will be apparent to those skilled in this art from the following detailed description of the annexed sheet of drawings which, by way of preferred examples only, illustrate two embodiments of the invention.

On the drawings:

Figure 1 is a perspective view of a display card and easel according to one form of the invention.

Figure 2 is a plan view of the assembly of Figure 1.

Figure 3 is a plan view of the display card and easel assembly of Figures 1 and 2.

Figure 4 is a plan view of a sheet of cardboard illustrating the manner in which the display cards are cut therefrom without appreciable wastage of material.

Figure 5 is a plan view of a sheet of cardboard illustrating the manner in which the triangular side pieces of the easel are cut without wastage of any material.

Figure 6 is a plan view of one of the triangular side pieces.

Figure 7 is a perspective view of a modified display easel according to this invention.

Figure 8 is an enlarged cross-sectional view taken along the line VIII—VIII of Figure 7.

As shown on the drawings:

In Figures 1 and 2, the reference numeral **10** designates generally a two-sided display card and easel assembly according to this invention. The assembly **10** includes a rectangular cardboard display card **11** held in upright position by a pair of triangular-shaped cardboard side pieces **12, 12**. It will be especially noted that the display card **11** has unobstructed faces adapted to receive any display matter such as printed illustrations. The card **11** is rectangular in shape and has a bottom edge **11*a*** flush with the bottom base edges **12*a*** of the triangular pieces **12, 12**. This bottom edge **11*a*** is, therefore, utilized to assist the base edges **12*a*** in supporting the assembly.

The card **11** has parallel side edges **11*b*, 11*b*** receiving the triangular side pieces **12, 12** thereagainst. These side edges are each equipped with a pair of longitudinally spaced laterally extending rectangular ears **13**. The triangular side pieces **12, 12** have vertical slots **14** along the perpendicular bisecter of the base thereof sized and spaced to receive the ears **13** therethrough. When the ears **13** are projected through the slots **14** and the triangular pieces are bottomed against the side edges **11*b*, 11*b*** of the display card, the triangular pieces **12, 12** will be at right angular relation to the display card and will have their base edges **12*a*** flush with the base edge **11*a*** of the card. Since the slots **14** are on the perpendicular bisecter of the triangular pieces **12, 12**, the triangular pieces will project equally from both faces of the display card thereby creating a symmetrical two-sided display card.

As shown in Figure 4, the display cards **11** are conveniently cut from a sheet of cardboard **15** without appreciable wastage of cardboard and can be cut in any size

to meet the requirements of the display will be placed on the faces of the card. By positioning the ears symmetrically on the opposite sides of the transverse center of the card, alternate cards **11** in the sheet **15** can have the ears formed in alternate halves thereof so that it is only necessary to cut out small strips **16** between the inner ears and small notches **17** at the edges of the strip **15**.

As shown in Figure 5, a sheet **18** of the same cardboard used for making the display cards **11** is cut to form the side pieces **12, 12** without wastage of any material. It will be noted that the triangular pieces **12, 12** have alternating apexes and bases along the length of the sheet **18**. The slots **14** can be cut in the sheet **18** at the same time the sheet is severed into the triangular pieces.

As shown in Figure 1, the triangular pieces **12, 12** have a height proportioned relative to the height of the card **11** to provide a pleasing appearance and to give rigidity to the card **11**. These triangular pieces preferably extend above the transverse center of the card. The base edges **12***a* of the triangular pieces are of sufficient length to provide a firm and stable supporting edge to hold the card against tipping.

A modified arrangement is shown in Figures 7 and 8 wherein no wastage of material is involved in the cutting of the display card. In the modified assembly **20** of Figure 7, the display card **21** is rectangular and is free from any laterally projecting ears or protuberances. Triangular supporting side pieces **22, 22** are fitted against the side edges of the card **21** by means of rivets **23**. As best shown in Figure 8, these rivets **23** have a head **23***a* bottomed on the outer face of the triangular piece **22**. A pair of fingers **23***b* extend from the head through a hole **22***a* in the triangular piece **22** and the fingers **23***b* straddle and tightly embrace the opposite faces of the display card **21**. These fingers can be relatively thin and, as shown in Figure 7, will not provide any objectionable obstruction on the display faces of the card **21**.

The triangular side pieces **22, 22** in the assembly **20**, function in the same manner as the side pieces **12, 12** in the assembly **10** and are dimensioned the same as the pieces **12, 12** except that the holes **22***a* to receive the fingers **23***b* of the rivets **23** need not be as long as the slots **14**. The holes are dimensioned to snugly receive the fingers **23***b*.

From the above description it will thus be evident that this invention now provides a simple, inexpensive, easily assembled display card and support arrangement which has two unobstructed display faces and which can be easily assembled after manufacture in a printing shop or the like when the display cards are printed. The arrangement is available in any size and dimension to accommodate the requirements of the display on the card.

It will be understood that variations and modifications may be effected without departing from the scope of the novel concepts of this invention.

I claim as my invention:

1. A display card and easel assembly which comprises a cardboard display card having unobstructed display faces on opposite sides thereof, a pair of side pieces abutting each side edge of the card, said side pieces having base edges flush with the bottom edge of the card and extending equally from both faces of the card a sufficient distance to hold the card upright, and said side pieces having rivets projecting therefrom straddling the card in embracing relation with both faces thereof to unite said side pieces to the card in right angular relation.

2. A display card and easel assembly which comprises a flat cardboard display card having opposed display faces, a bottom edge, and side edges, a pair of flat side cardboard pieces in right angular relation to the card and abutting the side edges of the card along a central line to project outwardly from both faces of the card, said side pieces having faces of sufficient length to support the card in an upright position and having altitudes of sufficient height to vertically rigidify the card, and fastener means extending through the side pieces adjacent the top and bottom ends of the side pieces connecting the side pieces to the card with the bottom edge of the card aligned with the bases of the side pieces.

3. A display card and easel assembly which comprises a rectangular cardboard card having a plurality of vertically spaced ears projecting laterally from each side edge thereof and including an ear on each edge adjacent the bottom of the card and a second ear on each edge adjacent the transverse center of the card, a pair of triangular cardboard side pieces having slots along the perpendicular bisectors thereof at levels for registering with said ears and sized to snugly receive said ears, said side pieces when assembled on said ears abutting opposed side edges of the card and extending in right angular relation to the faces of the card without obstructing said faces, and said side pieces having faces of sufficient length extending from both faces of the card to support the card in an upright position.

4. A display card and easel assembly which comprises a cardboard card having opposed display faces, a bottom edge, and opposed side edges, a pair of flat isosceles triangular-shaped cardboard side pieces abutting the side edges of the card along the perpendicular bisectors of the side pieces and having base edges flush with the bottom edge of the card, said triangular side pieces having apexes beneath the top of the card and aligned with the side edges of the card, said side pieces having side edges extending outwardly from the apexes to the base edges, said base edges being sufficiently long to stably support said card in an upright position, each side edge of the card having a pair of longitudinally spaced ears projecting therefrom, and said side pieces having slots adjacent the top and bottom thereof receiving said ears to detachably secure the side pieces to the card.

5. A two-sided display card and support which comprises a cardboard card having opposed display faces, opposed side edges, a bottom edge, and a top edge, a pair of flat isosceles triangular-shaped cardboard side pieces abutting the side edges of the card along the perpendicular bisectors of the side pieces and having apexes below the top edge of the card aligned with the side edges of the card and face edges flush with the base edge of the card, said side pieces extending in right angular relation to the card without obstructing the display faces of the card, the base edges of the support pieces being sufficiently long to cooperate with the base edge of the card for holding the card in upright position, the altitudes of said side pieces having sufficient length to vertically support the card, and interlocking fastener means extending through the side pieces adjacent the top and bottom ends of the side pieces for connecting the side pieces to the card.

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