May 27, 1924. 1,495,864

A. F. MILLER

DISPLAY EASEL

Filed Feb. 23, 1922

Fig. 1.

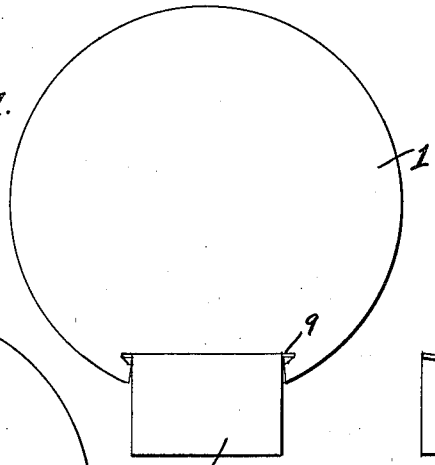


Fig. 2.

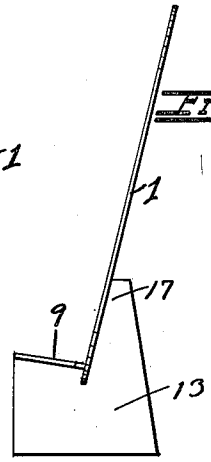
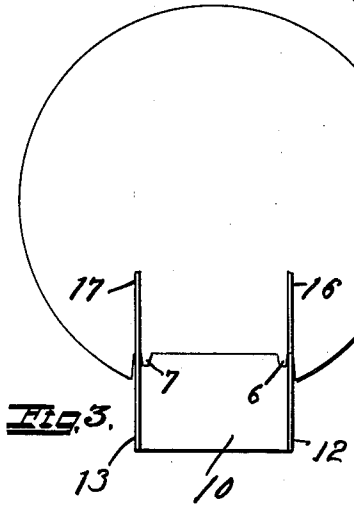


Fig. 3.



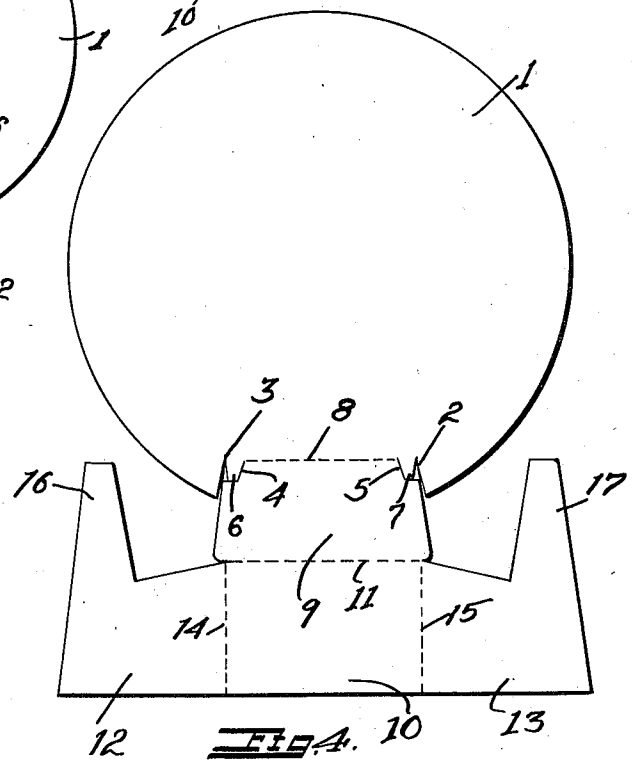


Fig. 4.

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UNITED STATES PATENT OFFICE.

AUGUST F. MILLER, OF SAN FRANCISCO, CALIFORNIA, ASSIGNOR TO SCHMIDT LITHOGRAPH COMPANY, A CORPORATION OF CALIFORNIA.

DISPLAY EASEL.

Application filed February 23, 1922. Serial No. 538,486.

To all whom it may concern:

Be it known that I, AUGUST F. MILLER, a citizen of the United States, residing at San Francisco, in the county of San Francisco, State of California, have invented a new and useful Display Easel, of which the following is a specification in such full and clear terms as will enable those skilled in the art to construct and use the same.

This invention relates to a display easel made from paper or fiber board and its object is to produce a display easel which is capable of being flattened out and shipped in a box containing several dozen cartons or small packages so that the recipient of the box can remove the display easel from the large box, set it up and place one of the cartons or cans upon the easel for advertising purposes to aid in selling the remainder of the cartons from the larger box or receptacle.

Another object of the invention is to make the easel of a single flat piece so that it can be stamped out with a die and creased in a single operation.

Another object of the invention is to so arrange the slots forming the easel as to give the easel the greatest possible bracing effect, thereby making it sufficiently substantial to carry a heavy can with a very light quality of paper or fiber board.

Other objects of the invention will appear as the description proceeds.

An embodiment of the invention is shown in the accompanying drawings in which the same reference numeral is applied to the same portion throughout, but I am aware that there may be modifications thereof.

Fig. 1 is a front elevation of the easel as it appears set up.

Fig. 2 is an edge view of the easel.

Fig. 3 is a back elevation of the easel, and

Fig. 4 is a plan view of the flat board from which the easel is cut.

The easel has a display card 1 which may be cut in any suitable form, the present easel having the display card cut circular.

At the lower portion of the circle there are two notches 2 and 3 which notches with two cuts 4 and 5 form two small tabs 6 and 7. Between the ends of the cuts 4 and 5 the board is creased at 8, and the larger tab 9 which is formed by that portion of the board connected to the crease 8 and projected from the circle, is in turn connected to the front tab 10 along the creased folding line 11.

At the ends of the tab 10 there are two bracing tabs 12 and 13 connected to the tab 10 along the creased folding lines 14 and 15. At the outer corners of the tabs 12 and 13 there are two upwardly extending horns or braces 16 and 17.

When the easel is set up the tab 9 is placed in a position substantially at right angles to the display card 1, whereupon the side braces 12 and 13 are bent back so that they will pass under the tab 9 and into the V notches 2 and 3, the tabs 6 and 7 and the outside of the outer portion of the display card 1 forming secure braces to prevent the lateral displacement of the tabs 12 and 13 as illustrated in Figure 3.

What I claim is as follows, but various modifications may be made in the construction shown in the drawings and above particularly described form, within the purview of my invention:

An advertising display easel, comprising a sheet of fibre board cut and scored to produce a merchandise support, said card having a display portion, a package receiving shelf and three tabs for supporting the shelf and display portion, said shelf being connected to the display portion and to one of the supporting tabs at front and back respectively the two end tabs being connected to the tab at the front of the shelf at its ends and each having an upwardly projecting support against which the advertising card lies said advertising card having two notches to hold the latter two tabs under the shelf, the creasing allowing the shelf to project over its two end supporting tabs.

In testimony whereof I have hereunto set my hand this 6″ day of February A. D. 1922.

AUGUST F. MILLER.