Jan. 28, 1936. J. D. CLARKE 2,029,158

DISPLAY CARD SUPPORT

Filed May 3, 1935

Fig. 1

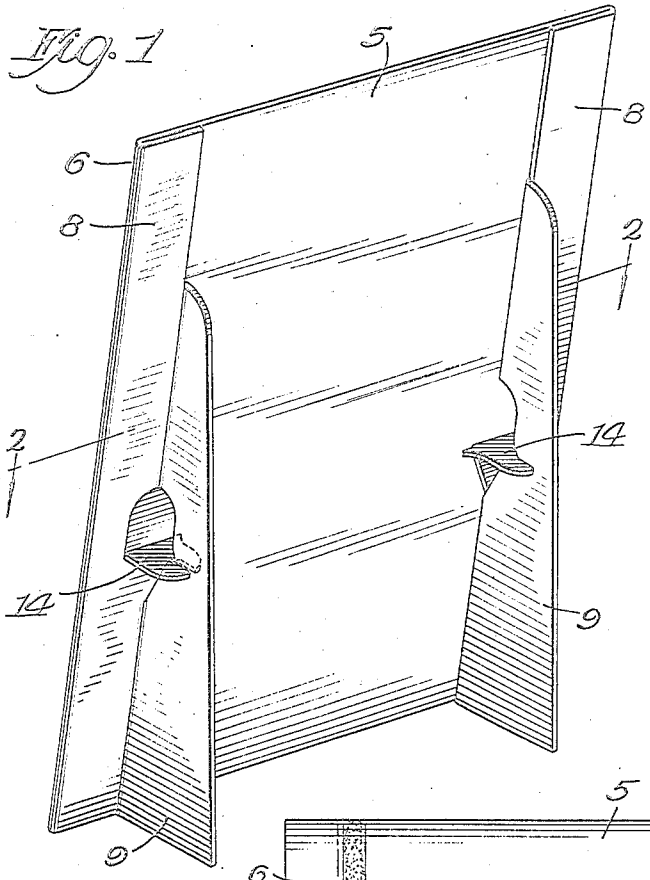


Fig. 2

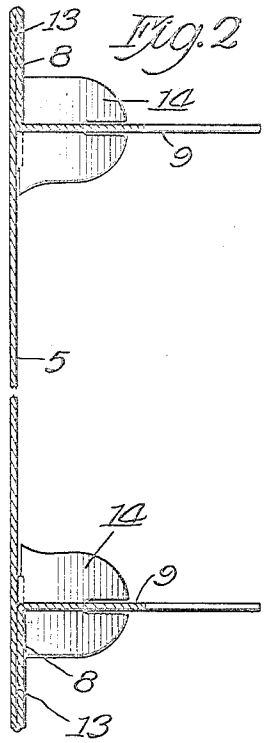
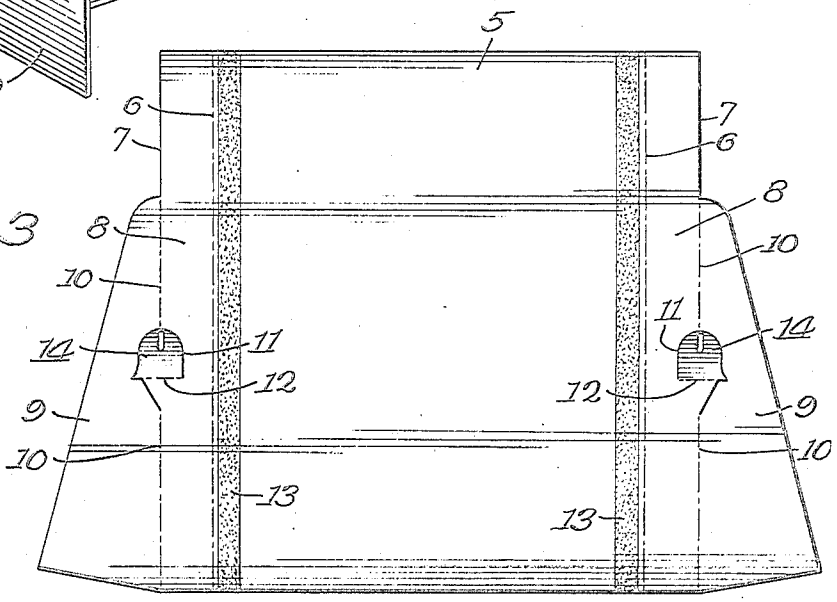


Fig. 3



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DISPLAY CARD SUPPORT

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Application May 3, 1935, Serial No. 19,562

6 Claims. (Cl. 40—124.1)

This invention relates to improvements in display articles and more particularly to an improved easel construction for supporting a display card.

The main objects of the invention are to provide an easel construction which may be made integral with the main body of the display card but without requiring the removal or punching out of any of the display card proper; to provide an easel construction which is especially suitable for wide display cards, such as normally require at least two easels for adequate support; to provide an easel construction which will serve to stiffen or reinforce the display card; to provide a display card structure which may be made conveniently and economically on more or less standardized equipment of folding box manufacturers; and in general, it is the object of the invention to provide an improved display card construction of the type referred to.

Other objects and advantages will be understood by reference to the following specification and accompanying drawing wherein there is illustrated a display card embodying a selected form of the invention.

In the drawing—

Fig. 1 is a perspective showing the back of a display card embodying the invention;

Fig. 2 is a section on the line 2—2 of Fig. 1; and

Fig. 3 is a plan of the blank from which the display card is produced.

Referring now to the drawing, the display card herein contemplated is preferably formed from a suitable heavy card of paper stock or board. The stock is blanked out so as to provide a main rectangular or otherwise shaped body portion 5 and the blank is provided with score or fold lines 6, 6 spaced inwardly a short distance from the respective side edges 7, 7 of the blank. The fold lines 6, 6 extend substantially the entire length of the blank and serve to form relatively narrow flap portions 8. Wing elements 9, 9 are formed integrally with the blank and they extend from the respective free edges of the wings 8, 8, being integrally connected thereto along crease or fold lines 10, 10. Intermediate the length of the fold lines 10, 10 slitting such as indicated at 11, 11 and creasing or scoring such as indicated at 12, 12 is provided to form a foldable locking device. Suitable glue or adhesive material is applied to the back of the body 5 of the blank in narrow strips as indicated at 13, 13, said strips being located adjacent the fold lines 6, 6.

While the glue remains tacky, or after it is made tacky in the event that it has been dried, the flaps 8, 8 are rebent along the fold lines 6, 6 so as to engage the back face of the display card and so as to come in contact with the adhesive strips 13, 13. When the flaps are so folded, suitable pressure and heat may be applied to dry the adhesive and cause the flaps to be permanently held in such rebent position on the back of the body 5. The wings 9, 9 are initially bent with the flaps 8 so as to lie in substantially the same plane as the flaps and in this condition, the display card may readily be packaged for storage or shipment. When the display card is sent by a manufacturer to a dealer, it is of course shipped in the above mentioned flat condition and the dealer has merely to bend up the wings 9, 9 along the fold lines 10 to cause them to assume an angular relation to the main body, substantially as illustrated in Figs. 1 and 2. The locking devices 14, 14 formed by the slits 11 and creasing 12 may then be folded outwardly, as clearly indicated in Figs. 1 and 2, to lock the respective wings in said angularly disposed relation. It will be observed that the width of the flaps and the location of the locking elements 14, 14 is such that the locking members do not contact with the adhesive strips 13 and therefore remain free so as to be bendable to locking position as indicated.

The rebent flaps 8, 8 serve to stiffen the card so that there is no tendency for the latter to sag when in its operative position. Also, the wings are formed without removing material from the display surface of the card so that special coverings need not be provided to conceal any openings. The structure described may readily be made on practically standardized folding box making equipment and facilitates the economical and low cost production of articles of the type described.

Changes in the described structure may be made without departing from the spirit of the invention, the scope of which should be determined by reference to the following claims, the same being construed as broadly as possible consistent with the state of the art.

I claim:

1. A display article of the class described, comprising a main body having display material on its front and having an easel formation on its back, said easel formation comprising a narrow flap extending from one edge of the body member, integral therewith, rebent and secured to said back thereof, a wing extending from the inner edge of said rebent flap, said wing being foldable into angularly disposed relation to said flap and having its lower edge adapted to engage the surface

on which the display article is placed to support the same in operative position, and means for locking said wing in said angularly disposed relation.

2. An easel formation on one face of a display article of the class described, comprising a flap integral with and extending from one edge of the article, said flap being rebent and secured to one face of the article, a wing integral with and extending from the free edge of said flap and foldable into angularly disposed position relative to the flap, said wing having its lower edge adapted to engage the surface on which the display article is placed to support the latter in operative position, and means for locking said wing in said angularly disposed relation.

3. A display article of the class described, comprising a main body member adapted to have display material on its front, easel means on the back of said article for supporting the same in operative position, said easel means comprising a flap extending from a side edge of the body member, integral therewith, rebent and adhesively secured to the back of the main body, a wing extending from the free edge of said rebent flap and foldable into angularly disposed relation relative to the flap, the bottom edge of said wing cooperating with the bottom edge of said main body to support the display in operative position, and means for locking said foldable wing in said angularly disposed position.

4. In a display article of the class described, the combination of a main body adapted to have display material on its front and a pair of easel formations on its back, said easel formations comprising flaps extending integrally from the respective side edges of the main body, rebent and secured to the back of the body, said flaps being relatively narrow so that their inner free edges are respectively nearer the edges of the main body than to each other, and wings extending integrally from said free edges and foldable relative to the respective flaps into angularly disposed relation thereto, and means for locking said flaps in said angularly disposed relation.

5. A display article of the class described, including a main body member and an easel formation, said display article being formed from a single blank of material scored to provide a flap at one side of the article foldable into rebent position against the back of the article and so as to provide a wing extending from said flap and foldable relative thereto into angularly disposed relation, said flap extending the full vertical dimension of the blank so as to constitute a reinforcement therefor.

6. A display article of the class described, comprising a main body member adapted to have display material on its front, and a pair of easels on its back, each comprising a relatively narrow flap integral with and extending from the respective side edges of the main body, said flaps being of substantially the same vertical dimension as the main body member and being glued in rebent position on the back of the body member to thereby reinforce the same, the wings extending from the inner edges of said flaps and foldable relative thereto into angularly disposed position, and foldable locking means for maintaining said wings in said angularly disposed relation.

JOHN D. CLARKE.