Dec. 23, 1941. J. C. NOFZIGER 2,266,895

DISPLAY CARD

Filed July 22, 1940

Fig. 1

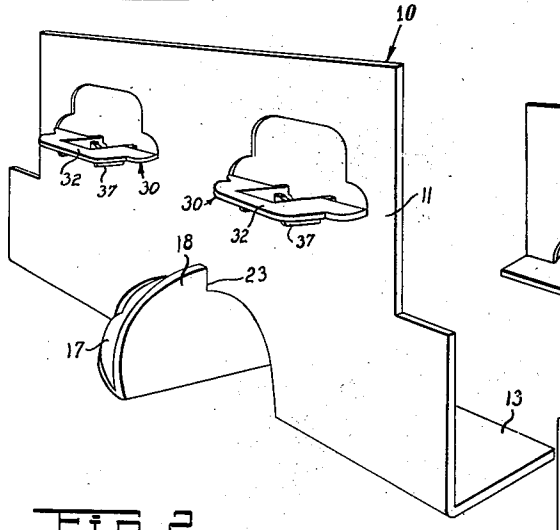


Fig. 4

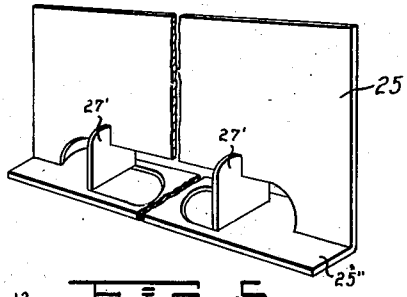


Fig. 5

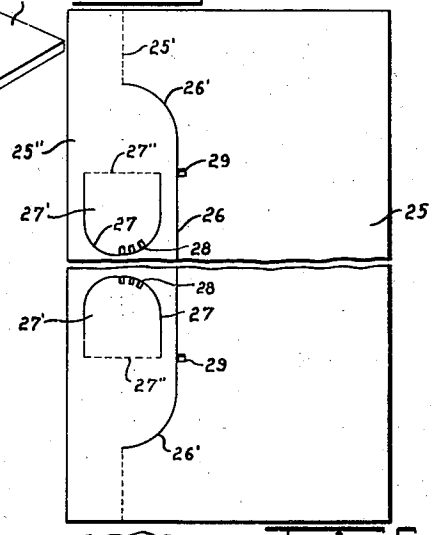


Fig. 2

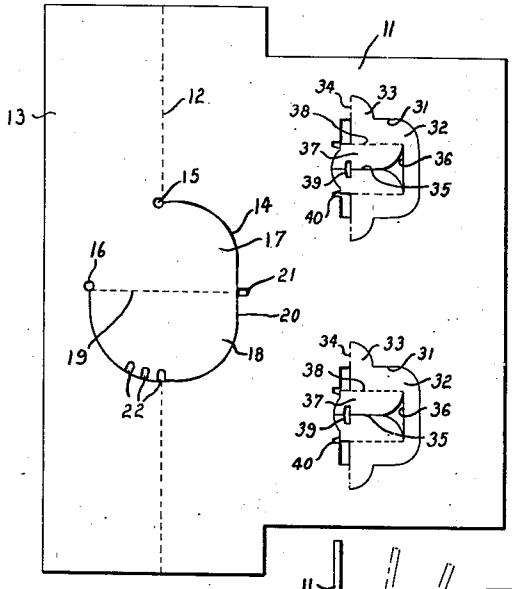


Fig. 6

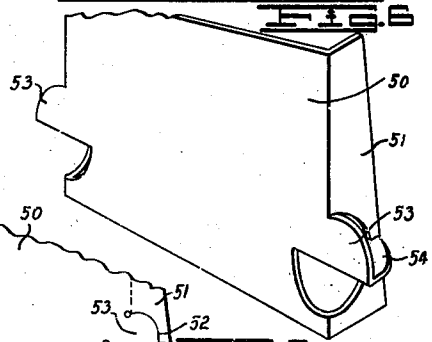
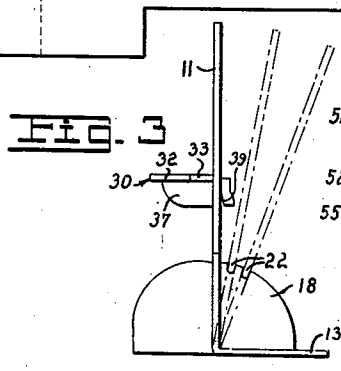


Fig. 3



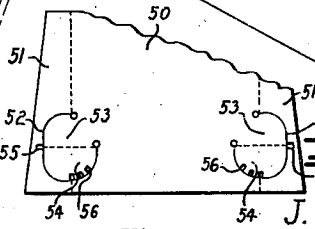


Fig. 7

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Patented Dec. 23, 1941

2,266,895

UNITED STATES PATENT OFFICE

2,266,895

DISPLAY CARD

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Application July 22, 1940, Serial No. 346,777

5 Claims. (Cl. 40—124.1)

This invention relates to display cards.

The general object of the invention is to provide an improved combined display card and easel which can be economically manufactured and by means of which the card will be firmly supported.

Another object of the invention is to provide an improved easel support for a display panel wherein the panel body includes a supporting flap projecting from one side and with a wing integral with the flap body and projecting from the other side of the body and arranged in the plane of the flap.

A further object of the invention is to provide a one piece display panel and easel wherein means is provided for adjusting the angle of inclination of the display panel.

Another object of the invention is to provide a one piece display panel and easel including a novel integral shelf member.

Other objects and the advantages of this invention will be apparent from the following description taken in connection with the accompanying drawing, wherein:

Fig. 1 is a perspective view showing my invention;

Fig. 2 is a plan view of the blank;

Fig. 3 is an end view of the display panel;

Fig. 4 is a view similar to Fig. 1 on a reduced scale showing a modification;

Fig. 5 is a plan view of the blank from which the modification is made;

Fig. 6 is a perspective view showing a further modification; and

Fig. 7 is a plan view of the blank from which the further modification is made.

Referring to the drawing by reference characters I have shown my invention as embodied in a display panel which is indicated generally at 10. This panel is adapted for various uses among which might be mentioned that of advertising and the panel includes a body 11 on which suitable printing or other indicia may be placed.

The body 11 is connected by a score line 12 with a rearwardly directed flap 13 which extends longitudinally of the body. The score line 12 is broken intermediate the length of the body by a slit 14. This slit has rounded end portions 15 and 16 and the slit is curved through approximately 270°.

The slit 14 defines a tongue portion 17 and a wing portion 18 with the tongue portion including approximately 90° of the slit and the wing portion 18 including approximately 180° of the slit. The wing and tongue are separated by a score line 19. The slit adjacent one end of the score line is curved inwardly as at 20 and the body 11 at the end of the score line 19 is notched as at 21. The wing 18 is provided with a plurality of notches 22.

After the board is blanked out to the shape shown in Fig. 2 the flap 13 is bent to a position substantially at right angles to the body 11 The tongue 17 is integral with the flap and moves with the flap to the position shown in Fig. 3 at right angles to the body. The wing is then bent vertically about the score line 19 to the position shown in Fig. 1 and one of the notches 22 is aligned with the notch 21 and then due to the resiliency of the tongue 17 the notches become inter-engaging and remain in this position due to the resiliency of the material. By selecting the notch 22 the inclination of the body 11 relative to the base 13 can be altered as shown in Fig. 3.

The curved portion 20 of the slit provides a shoulder 23 at each side of the inter-engaging notches so that any likelihood of the parts becoming disarranged is overcome.

In Figs. 4 and 5 I show a modification of my shelf members 30 which serve to support small articles. The panels are formed from the blank shown at 25 and a plurality of the curved slits 26, tongues 27 and wings 28 are employed. The arrangement of the tongues, wings, etc., in the modification is the same as that shown in the principal embodiment the only difference being that two are arranged instead of one.

The panels shown in Figs. 1, 2 and 3 include integral shelf members 30. These panels are formed in the blank shown in Fig. 2 wherein the body 11 includes a slit 31 enclosing a substantially rectangular base portion 32 having a pair of opposed projections 33 which are connected to the body 11 by score lines 34. The portion 32 enclosed by the slit 31 includes a slit 35 and a slit 36 arranged at right angles to the slit 35 in the form of a T as shown forming a pair of flaps 37 which are connected to the portion 32 by score lines 38. Each of the flaps 37 includes a slot 39 adjacent the slit 35.

The portion 32 is bent out along the score lines 34 into right angle relationship with the body 11 and the flaps 37 bent down along the score lines 38 into right angle relationship to the portion 32. When the parts are in this position the slots 39 engage companion slots 40 in the body 11 being held there by the resiliency of the material. It will be seen that the portion 32 is then supported

by the flaps 37 to form the shelf 30. To enhance the appearance the various corners of the shelf structure may be rounded as shown.

In Figs. 6 and 7 I show a further modification of my invention wherein a body 50 is provided with a pair of side flaps 51. A slit 52 corresponding to the slit 14 previously described, defines a tongue portion 53 having a wing portion 54 integral therewith. Notches 55 and 56 similar to the notches 21 and 22 are also provided. The further modification provides a body with a supporting flap at each side which is desirable in certain uses.

From the foregoing description it will be apparent that I have invented a novel display panel which can be economically manufactured and which is highly efficient for the intended purpose.

Having thus described my invention I claim:

1. In a display panel, a body portion having a projecting flap portion at one edge thereof, said flap portion being disposed in a plane substantially at right angles to the plane of the body portion and extending rearwardly from the body portion, a tongue integral with said flap portion and extending forwardly from the body portion, a wing extending at right angles upwardly from the tongue, and interengaging notches on the wing and body portion to hold the wing in place.

2. In a display panel, a body having a flap projecting rearwardly from the lower edge thereof, a pair of spaced tongues integral with the flap and projecting forwardly therefrom, said tongues and said flap being disposed at substantially right angles to the body, and a wing integral with each flap and tongue and projecting upwardly at right angles thereto, said body having notches receiving said wings.

3. In a display panel, a body having a flap at the lower edge thereof and projecting rearwardly from one side thereof, said flap being disposed in a plane substantially at right angles to the plane of the body, said flap including a tongue disposed in the plane of the flap and projecting from the body in a direction opposite to that of the flap, a wing having one end thereof hinged to the tongue, said wing being disposed in a plane which is perpendicular to the plane of the flap and perpendicular to the plane of the body whereby the body overlaps the wing, said body having a notch receiving said wing.

4. In a display panel, a body having a flap at the lower edge thereof and projecting rearwardly from the lower edge thereof, said flap including a tongue disposed in the plane of the flap and projecting from the body in a direction opposite to that of the flap, a wing having a part thereof hinged to the tongue, said wing being disposed in a plane which is substantially perpendicular to the plane of the flap, said body having a notch and said wing having a plurality of notches each adapted to receive the body notch to support the body in display position.

5. A blank for a display panel comprising a body having a transverse score line defining a bottom flap adapted to be bent at right angles to the body, said blank having a slit therein, said slit defining a wing and tongue and being substantially circular and extending over approximately 270° with 180° of the slit disposed in the body and the remainder of the slit disposed in the flap, a second score line extending from one end portion of the slit to an intermediate portion thereof and defining the wing and the tongue, the slit adjacent the end of the score line including a downwardly curved portion and the body having a notch therein intersecting the curved portion of the slit, the wing portion having a plurality of spaced notches therein adapted to selectively engage the first mentioned notch.

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