April 1, 1941. R. B. BISHOP 2,236,888

TWO-WAY DISPLAY STANDARD

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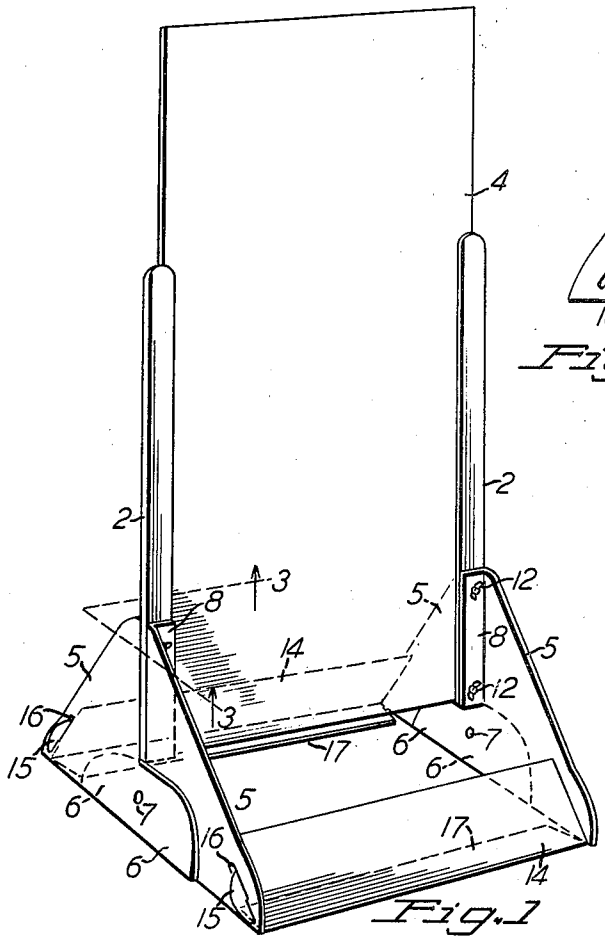


Fig. 1

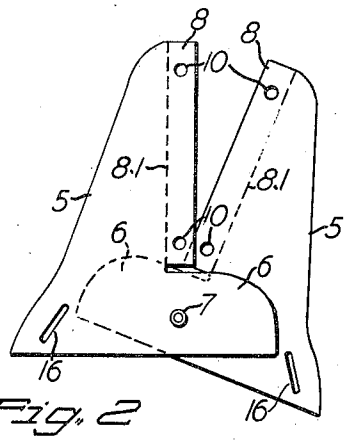


Fig. 2

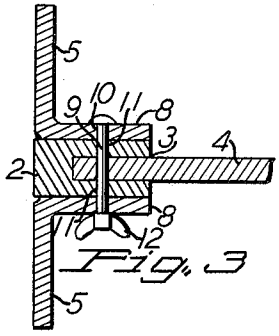


Fig. 3

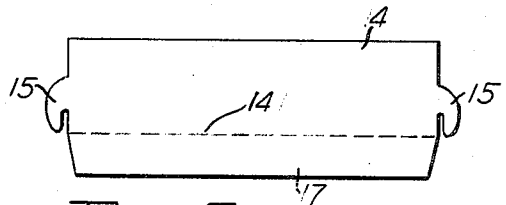


Fig. 4

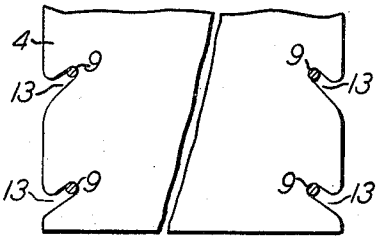


Fig. 5

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TWO-WAY DISPLAY STANDARD

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Application April 6, 1940, Serial No. 328,310

5 Claims. (Cl. 40—152.1)

This invention relates to display cards and standards therefor and to improvements in the construction and method of assemblage thereof.

The main objects of this invention are to provide improved and simplified display card standards and particularly such as permit displaying matter on both faces of the cards; to provide such devices in which the principal elements lend themselves to being made of cardboard, may be stamped out in few parts of identical shapes, may be packed flat for shipping and may be easily and quickly assembled; and to provide a display card and a standard therefor designed to permit insertion, removal and interchange of display cards without disassembling of any of the elements of the standard.

A specific construction embodying the improvements is illustrated by the accompanying drawing, wherein:

Figure 1 is a perspective view of the display card and standard completely assembled.

Fig. 2 is a face view of one of the side members of the standard, with the component parts in position to illustrate how their flange elements may be overlapped to lie flat for storage.

Fig. 3 is a fragmentary detail taken on the line 3—3 of Fig. 1.

Fig. 4 is a face view of one of the brace members for the base of the standard, and

Fig. 5 is a fragmentary detail showing a preferred mode of perforating the display card for easy assemblage with the standard, the coacting bolts of the standard being shown in section.

In the form shown, the device comprises a pair of parallel uprights grooved in their inward edges, a display card received therein, and supporting means for the uprights made up of flat sheet elements so shaped and folded as to embrace the uprights and support the same securely on a horizontal surface.

A shown in Fig. 1 of the drawing, the device includes a pair of parallel uprights 2 which may be bars of wood grooved in one edge as at 3, Fig. 3, for slidably receiving a margin of the display card 4. The uprights 2 are supported by the side or end members 5 of the standard, each comprising a pair of elements formed with bracing wings 6 in overlapping relation, as shown in Fig. 2. The elements of members 5 are held together by a fastening 7, such as an eyelet or bolt, around which they may pivot to a sufficient extent if necessary to allow their flanges 8 to be bent inwardly on scored lines 8.1 to receive the uprights 2. Fastening bolts 9 pass through registering apertures 10 and 11 in the flanges and uprights and may have wing nuts 12.

To allow the display card 4 to be slid readily into the grooves 3 of the uprights 2 without removing bolts 9, the bolt apertures in the card are made in the form of inclined slots 13. The display card may thus be removed and replaced without withdrawing the bolts 9, simply by loosening wing nuts 12 and moving uprights 2 outwardly. The supporting members 5 have sufficient resiliency to permit the necessary movement of the uprights 2 for inserting or removing the display card. Braces 14 are made of sheet material bent to angle form on line 14.1 and have ears 15 formed at opposite ends to engage slots 16 in the elements 5. The braces are positioned so that their flanges 17 lie along the floor level and provide for additional rigidity of the structure.

The standard is easily dismantled by slipping the braces 14 from slots 16 and removing bolts 9 from the flanges 8. Elements 5 are then rotated on fastening 7 to move flanges 8 somewhat apart to permit the flanges to pass clear of each other and be unfolded flat as shown in Fig. 2. Braces 15 and sections 17 are similarly unfolded to a flat shape, as shown in Fig. 4. This allows the standard to be packed in a small space relative to its size when assembled.

Although but one specific embodiment of this invention is herein shown and described, it is to be understood that numerous details of the structure shown may be altered or omitted without departing from the spirit of this invention as defined by the following claims.

I claim:

1. A display standard including parallel uprights for holding a display card, a base for said uprights comprising upright end members of sheet material, each comprising a pair of mutually overlapping elements, each bent to form a flange, said flanges being disposed in spaced relation to embrace an adjacent one of the uprights, and means attaching overlapped portions of said elements to each other and permitting relative movement thereof so that said flanges may pass clear of each other when turned into alinement with their respective elements while they are so attached.

2. A display standard including parallel uprights for holding a display card, a base for said uprights comprising upright end members of sheet material, each comprising a pair of mutually overlapping elements, each formed with a flange bent inwardly to embrace an adjacent one

of the uprights, and a pivotal connection for each pair of said elements.

3. A display standard including parallel uprights for holding a display card, a base for said uprights comprising upright end members of sheet material, each comprising a pair of mutually overlapping elements, each formed with a flange bent inwardly to embrace an adjacent one of the uprights, and braces formed of sheet material and extending from one base member to the other and having detachably interlocking connections with said base members.

4. A display standard including parallel uprights for holding a display card, a base for said uprights comprising upright end members of sheet material, each comprising a pair of mutually overlapping elements, each formed with a flange bent inwardly to embrace an adjacent one of the uprights, and braces formed of sheet material and extending from one base member to the other and having detachable ear and slot connections with said base members.

5. A display standard including parallel uprights formed with inwardly faced grooves, bolts passing through the grooves, a display card seated in said grooves and formed with marginal apertures positioned to receive said bolts, a base for said uprights comprising upright end members of sheet material, each comprising a pair of mutually overlapping elements each formed with a flange bent inwardly to embrace an adjacent one of the uprights, a pivotal connection for each pair of elements, and braces connecting said end members, said marginal apertures including slots extending to the adjacent edges of the card and defining inwardly and upwardly inclined guideways and seats for said bolts.

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