

M. E. BAVER,
 DISPLAY EASEL.
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1,379,612.

Patented May 31, 1921.

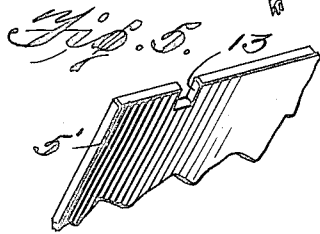
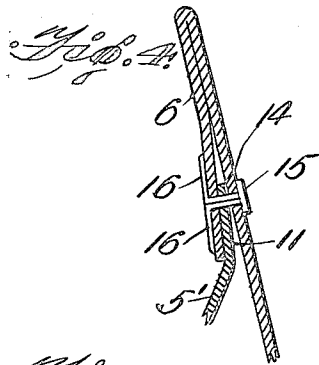


Fig. 2.

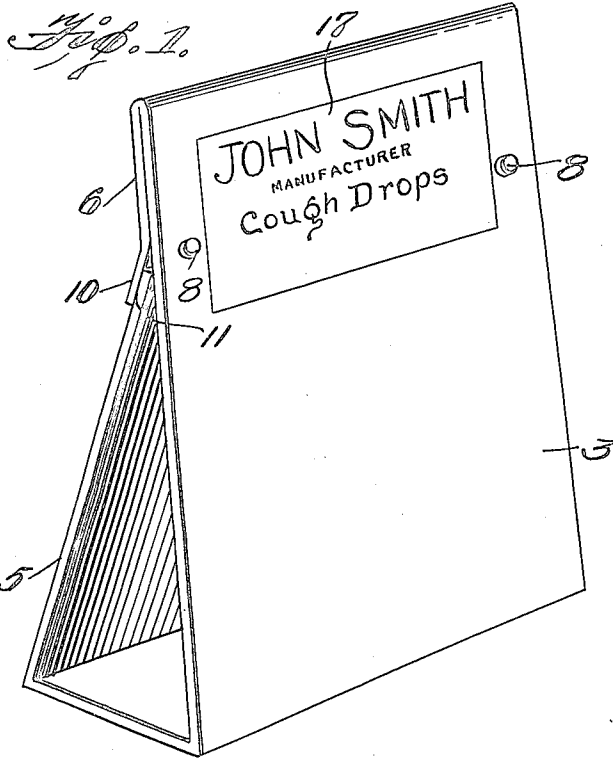
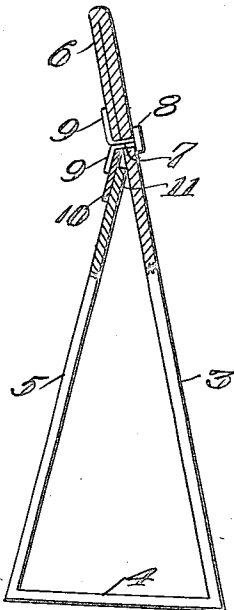
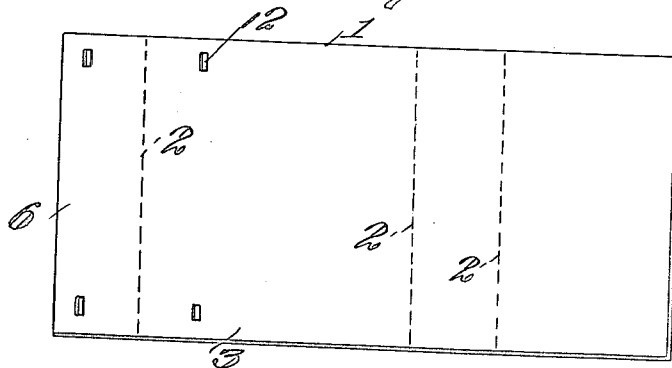


Fig. 3.



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UNITED STATES PATENT OFFICE.

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DISPLAY-EASEL.

1,379,612.

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Application filed April 3, 1920. Serial No. 370,918.

To all whom it may concern:

Be it known that I, MARTIN E. BAVER, a citizen of the United States, residing at Allentown, in the county of Lehigh and State of Pennsylvania, have invented certain new and useful Improvements in Display-Easels, of which the following is a specification, reference being had therein to the accompanying drawings.

This invention relates to display racks and has for its object the production of a simple and efficient display rack which may be formed from a blank sheet of material and folded in such a position as to conveniently support articles for display upon a counter.

Another object of this invention is the production of a simple and efficient display rack which is so constructed as to remain securely in an upright position, after having once been set up.

With these and other objects in view, this invention consists of certain novel combinations, constructions, and arrangements of parts as will be hereinafter fully described and claimed.

In the accompanying drawing:

Figure 1 is a perspective view of the display rack.

Fig. 2 is a vertical section through a portion of the display rack, showing the manner in which the fasteners are secured to the rack.

Fig. 3 is a plan view of the blank from which the rack is formed.

Fig. 4 is a vertical section through the upper end of a portion of the display rack, showing a modified form of the invention.

Fig. 5 is a detailed perspective of a portion of the brace of the display rack, showing the notch formed therein as illustrated in the modified form disclosed in Fig. 4.

Referring to the accompanying drawings by numerals it will be seen that 1 designates the blank sheet of material from which the display rack is formed and this blank sheet of material 1 is provided with a plurality of scored lines 2 arranged in proper position so as to produce a display wall 3, a base 4, a rear brace 5, and an overhanging flange 6, when the display rack is in its folded or set-up position.

It will be seen that the display wall or face 3 and also the brace 5 are inclined toward each other, as clearly illustrated in Fig. 2, and the flange 6 is firmly held in engagement with the rear face of the display wall or

plate 3 by means of the fasteners 7. These fasteners 7 are provided with head portions 8 and the shank portions thereof comprise a pair of oppositely bent legs 9 for fitting against the rear face of the flange 6, thereby holding the flange 6 in its folded position upon the rear face of the display plate 3. The flange 6 is provided with a depending lip 10, under which lip is adapted to fit the upper end 11 of the rear brace 5. It will therefore be seen that by fitting the upper end of the rear brace 5 under the lip 10 as illustrated, the display rack will be firmly and efficiently held in an upright position and may at the same time be readily unfolded for the purpose of packing or storing away.

The display rack is preferably formed of card-board or other suitable material but of course it should be understood that any convenient material may be employed for accomplishing the desired purpose.

The lip 10 will be sprung outwardly to receive the upper end 11 of the rear brace 5 and in this manner, the upper end of the rear brace 5 will be held against accidental detachment from under the lip 10. By carefully considering Fig. 3, it will be seen that a plurality of registering elongated apertures 12 are formed upon the display plate or face 3 and upon the flange 6 for the purpose of receiving the fasteners 7 above described.

By referring particularly to Fig. 4, it will be seen that an embodiment or modified form of the invention is disclosed wherein the rear brace 5' of the display rack is provided with notches 13 formed upon the upper edge thereof into which the shank portions 14 of the fasteners 15 fit, as clearly illustrated in Fig. 4. The legs 16 of the fasteners 15 are bent oppositely so as to firmly engage the rear face of the flange 6' and exert a spring action upon the upper end 11' of the rear brace 5'.

It should be understood that the leg portions 9 of the fasteners 7 will also exert a spring pressure upon the lip 10 for yieldably holding the lip 10 in engagement with the upper end 11 of the rear brace 5.

It should also be understood that the display rack may be provided with any suitable advertising sign as is indicated by the numeral 17 and that suitable articles may be placed upon the display plate or face 3 for displaying such articles.

What I claim is:

1. As a new article of manufacture, a display easel formed from a blank sheet of material comprising a display plate having a folded flange formed upon the rear face thereof and near the upper end of said display plate, detachable fasteners for holding said flange in firm engagement with the rear face of said display plate, said fasteners engaging said flange at a distance from the lower edge thereof, said display plate provided with a rearwardly extending base, said rearwardly extending base provided with an upwardly extending forwardly inclined rear brace adapted to fit under said folded flange for bracing said display plate and holding said display easel in an assembled position, and said flange and display plate provided with elongated apertures for receiving said fasteners and holding said fasteners against rotation.

2. As a new article of manufacture, a display easel formed from a blank sheet of material comprising a display plate having a

folded flange formed upon the rear face thereof and near the upper end of said display plate, fasteners for holding said flange in firm engagement with the rear face of said display plate, said fasteners engaging said flange at a distance from the lower edge thereof, said display plate provided with a rearwardly extending base, said rearwardly extending base provided with an upwardly extending forwardly inclined rear brace adapted to fit under the folded flange for bracing said display plate and holding said display easel in an assembled position, and said flange and display plate provided with elongated apertures for receiving said fasteners and holding said fasteners against rotation, said rear brace provided with notches formed upon the top edge thereof for receiving said fasteners for holding said rear brace against lateral shifting movement under said flange.

In testimony whereof I hereunto affix my signature.

MARTIN E. BAVER.