

(No Model.)

D. DICK.

EASEL.

No. 333,203.

Patented Dec. 29, 1885.

Fig. 1.

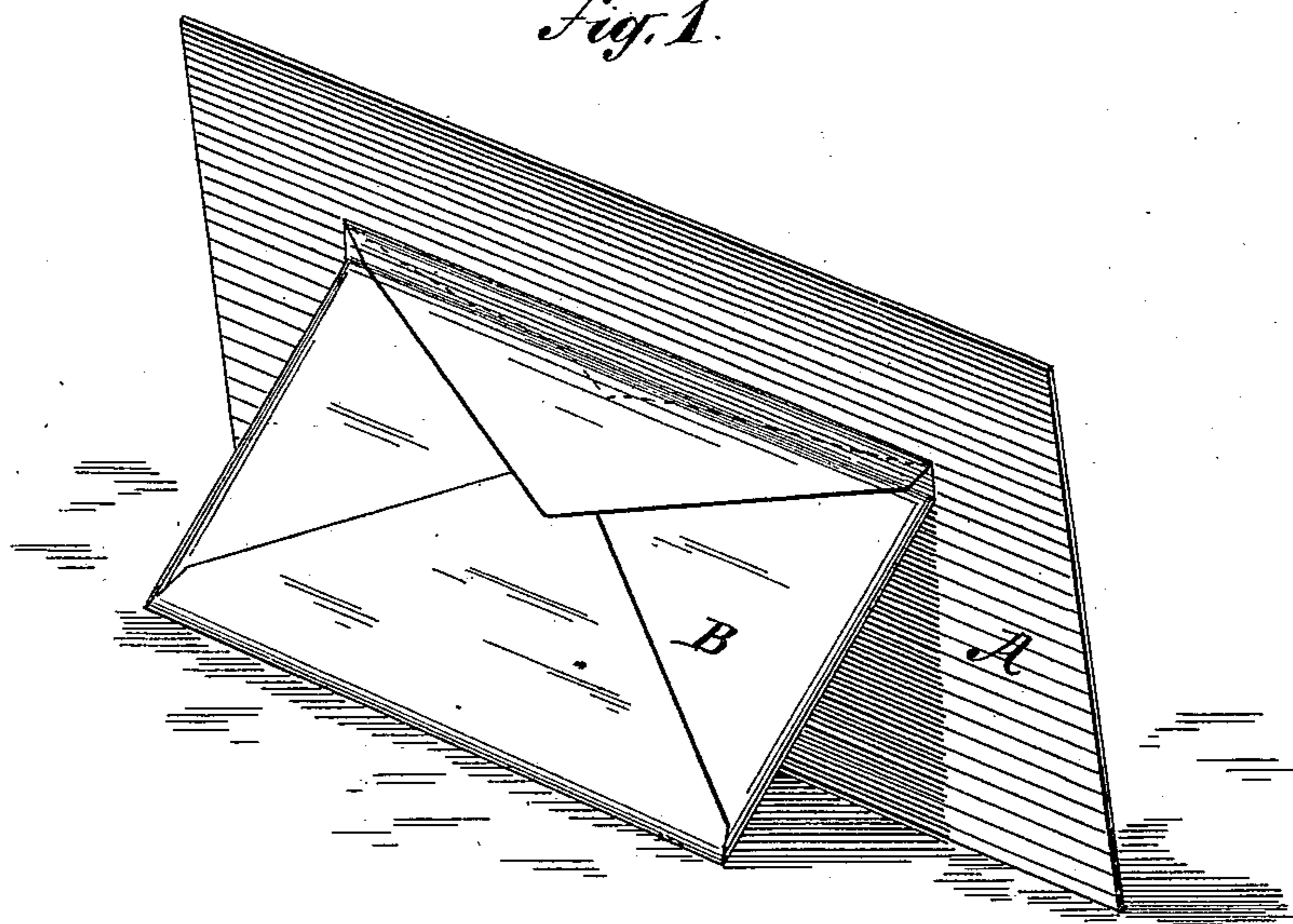
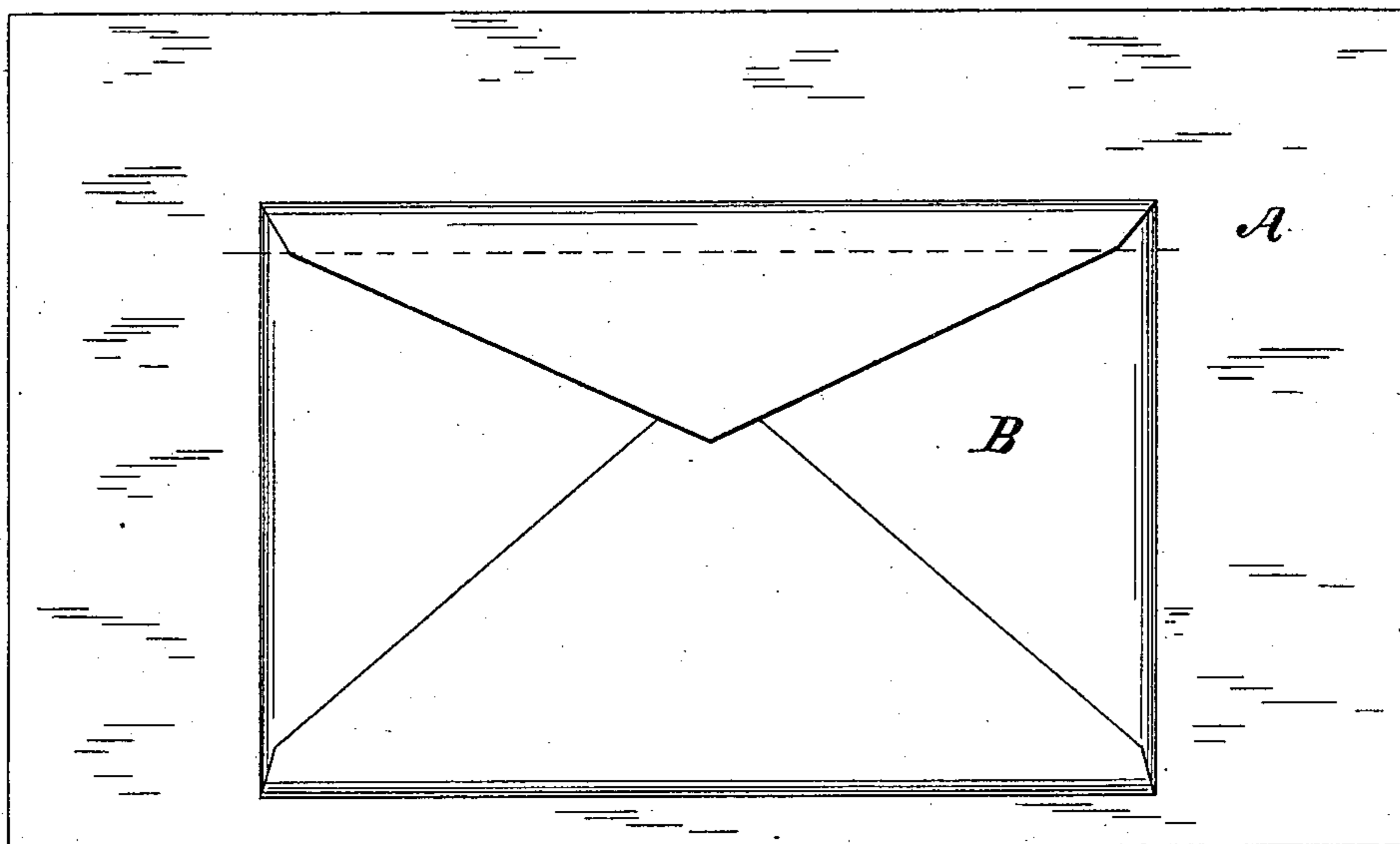


Fig. 2.



Witnesses:

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UNITED STATES PATENT OFFICE.

DUNDAS DICK, OF NEW YORK, N. Y.

EASEL.

SPECIFICATION forming part of Letters Patent No. 333,203, dated December 29, 1885.

Application filed July 13, 1885. Serial No. 171,525. (No model.)

To all whom it may concern:

Be it known that I, DUNDAS DICK, of the city of New York, in the county and State of New York, and a citizen of the United States of America, have invented a new and useful improved easel adapted to be used as a display-card for advertising purposes, of which the following is a specification, reference being had to the accompanying drawings, forming part of the same, in which—

Figure 1 is a perspective view of an easel containing my invention, and Fig. 2 is a rear face view of the same.

In advertising many articles it is desirable to make the cards used for that purpose in such form that they may be conveniently and readily placed where they will be continuously before the public, and the form of an easel has been largely adopted and very successfully used for such purpose, especially when the article to be advertised has been such that it, as well as the advertisement, might be placed upon the display-card or front part of the easel. Now, it frequently occurs that in addition to the advertisement and the article which may be placed upon the card, it is desirable that a small circular or directions for using the article should be in a convenient place to be given to those purchasing or inquiring about the things advertised, and heretofore such circulars have usually been kept in an envelope or box, or some similar receptacle, separate and apart from the display-card.

The purpose of my invention is to obviate the necessity of having a separate receptacle for circulars, &c., and at the same time to furnish a display-card in the form of an easel, which may be very cheaply and conveniently made.

In carrying out my invention I take a card, such as A, (shown in the drawings,) the front surface of which is adapted to have printed or otherwise displayed thereon an advertisement, and to the rear face of the same I secure a common letter-envelope, attaching it along or near the fold of the flap of the envelope, the line of attachment on the card being so arranged that the lower edge of the envelope will, when resting down against the card, coincide, or about coincide, with the lower edge of the card, so that when the card is placed inclining backward with its lower edge resting upon a table or other support,

and the lower edge of the envelope is swung backward a little from the card, the two parts will constitute an easel, the envelope itself being the swinging or adjustable supporting leg or brace.

The attachment of the envelope to the card may be made by means of paste or other cement, or by any other suitable means, and the envelope is preferably creased from side to side just below where it is secured to the card, thus forming, as it were, a hinge. It may be made of material of sufficient rigidity to support the card, or it may be stiffened in any suitable manner. I am thus enabled to have the envelope or receptacle for holding the small circulars always conveniently at hand, and to dispense with the usual supporting-piece for the easel, thus saving expense as well as to promote convenience in packing, when the easel with its members folded together presents but one piece to handle, instead of two—an easel and an envelope—as heretofore employed.

Pieces which might be folded into the form of an envelope have, as I am aware, been pasted or otherwise cemented to the rear part of a piece of card or one-half of a card, the whole of which has been bent double, and the front piece cut to form a picture-frame, the bend being so made that the front and rear pieces together formed a description of easel when their opposite free edges were spread apart; but such device is not substantially similar to the one herein described as my present invention.

As will be seen in my improved easel, the envelope itself, while it serves the purpose of a pocket or receptacle for circulars, &c., constitutes the supporting leg or brace of the easel. In this respect my easel differs from all others of which I have any knowledge.

What I claim as my invention, and desire to secure by Letters Patent, is—

An easel adapted to be used for advertising purposes, and consisting of a card forming one member of the easel, to the rear face of which is secured by one edge an envelope, which constitutes the other or supporting member of the easel, all as and for the purpose specified.

DUNDAS DICK.

Witnesses:

A. G. N. VERMILYA,
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