

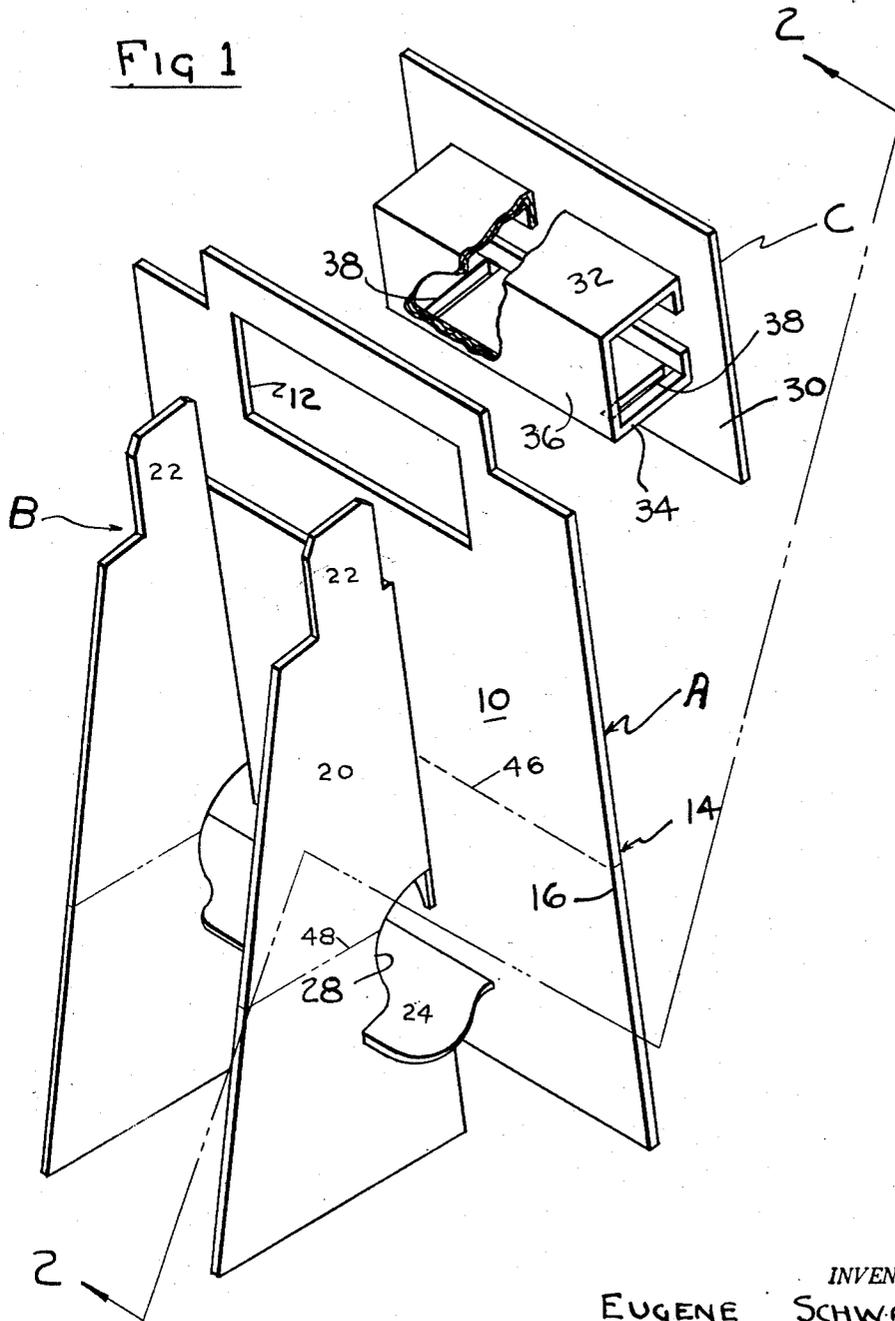
April 16, 1957

E. SCHWARTZ
ADVERTISING DEVICE

2,788,596

Filed Dec. 14, 1953

3 Sheets-Sheet 1



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3 Sheets-Sheet 2

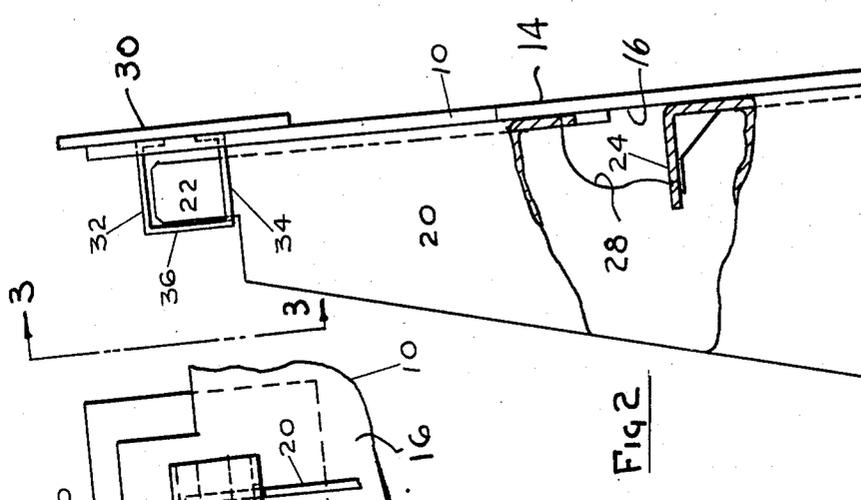


Fig 2

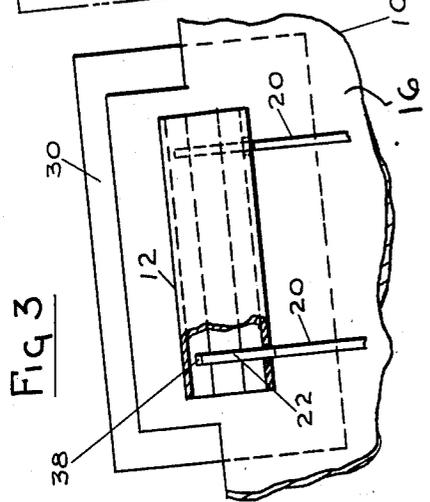


Fig 3

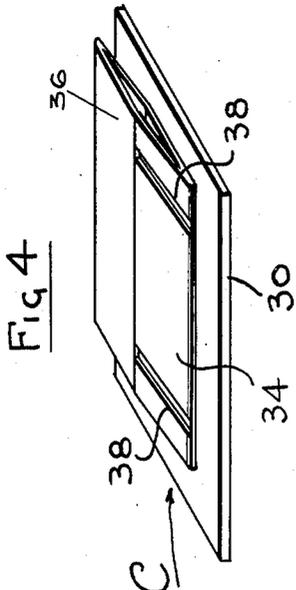


Fig 4

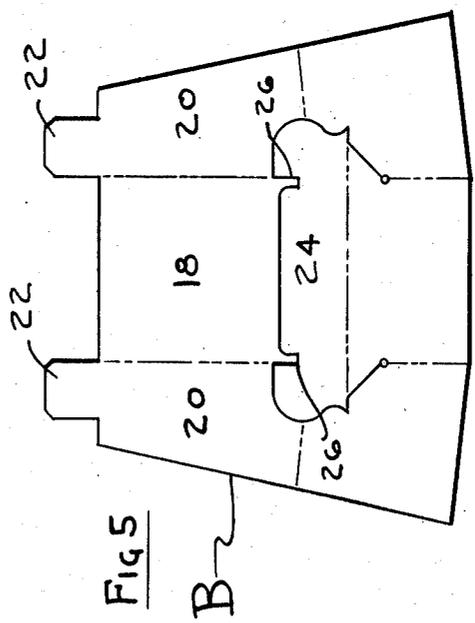


Fig 5

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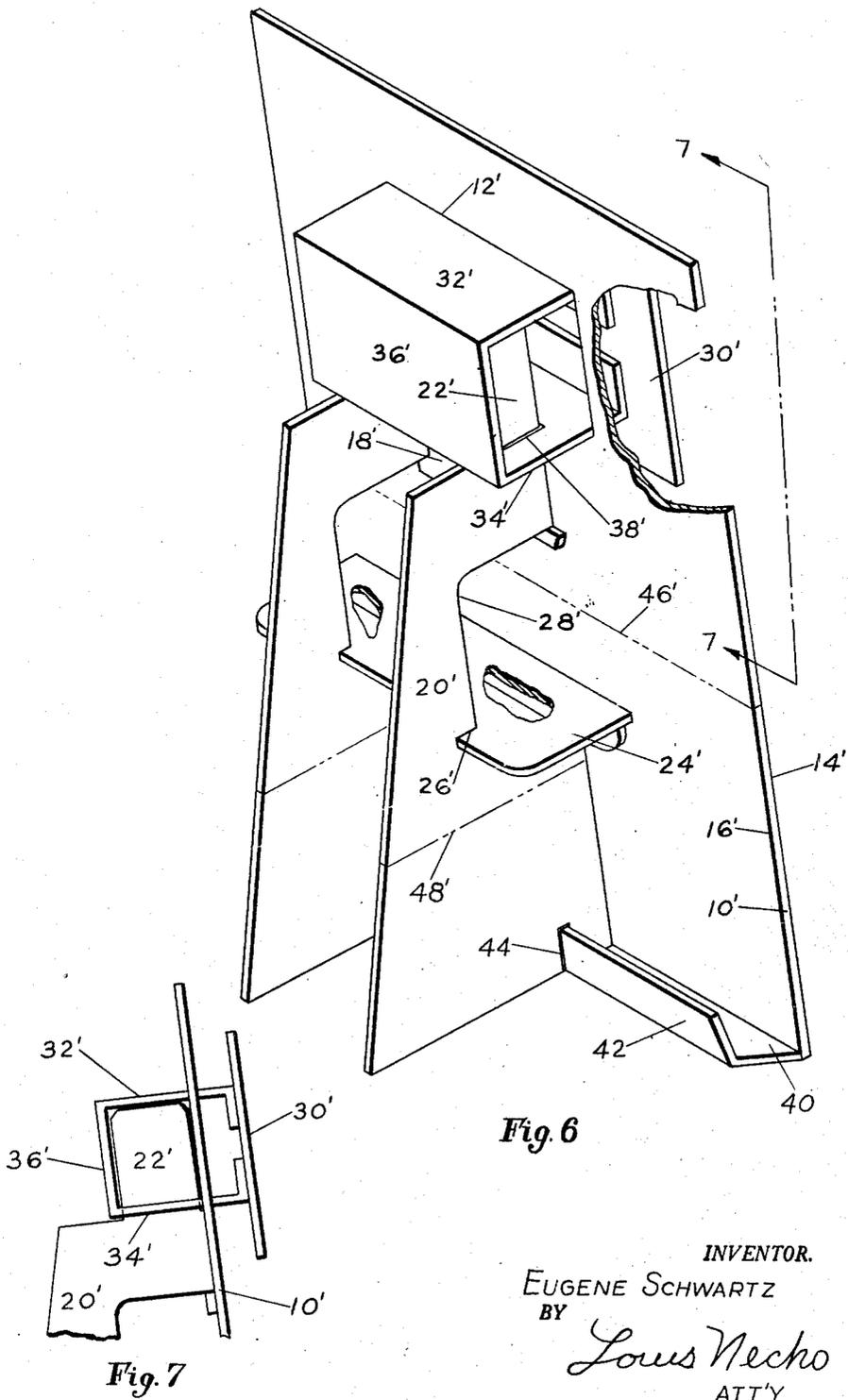
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3 Sheets-Sheet 3



1

2,788,596

ADVERTISING DEVICE

Eugene Schwartz, Philadelphia, Pa.

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2 Claims. (Cl. 40—124.1)

My invention relates to an advertising device of the type which can be stored and transported in a flat, compact condition and which can be easily erected.

The object of the invention is to produce an improved device which is reversible whereby the same device may be used for selectively advertising different objects.

Fig. 1 is an exploded, perspective view of an advertising device embodying my invention.

Fig. 2 is a side elevational view of the assembled device, certain parts being shown in section.

Fig. 3 is an elevational view of the upper portion of Fig. 2, looking in the direction of line 3—3 on Fig. 1.

Fig. 4 is a perspective of the detached portion at the top of Fig. 1, the same being shown in its collapsed or folded condition.

Fig. 5 is an elevational view of the supporting easel, the same being shown detached and in the flat, or collapsed condition.

Fig. 6 is a perspective view of an advertising device showing a second embodiment of the invention.

Fig. 7 is a reduced, elevational view looking in the direction of line 7—7 on Fig. 6.

The advertising device of my invention includes three parts which for convenience are designated with the letters A, B and C. The part A is the advertising proper, the part B is the supporting easel and the part C is the means for detachably securing the easel B to the advertising A and for completing or supplementing the display A.

The advertising, part A consists of board 10 of any desired material and, except for having an opening 12 cut in the upper portion thereof, may be of any desired size or shape. Both sides of the board 10 are adapted to receive advertising matter so that one object may be advertised on the face 14 of the board and another object may be advertised on the opposite face 16.

The easel B includes a body portion which is scored to produce a center piece 18 adapted to abut one face or the other of board 10, and two wings 20 which are adapted to be bent at right angles to the plane of board 10 as shown in Fig. 1. The wings 20 have upper tabs 22 which will be hereinafter further referred to. Out of the central body 18 and the wings 20 there is cut out a locking tab 24 provided with slots 26 and the shape of which is best shown in Figs. 1 and 5. In connection with the locking tab it is only necessary to point out that when it is deflected at a right angle to the plane of body portion 18, the slots 26 which will engage the vertical edges 28 of the easel wings 20 to hold them in the position of Figs. 1 and 2. From the foregoing it will be seen that the easel is entirely separate from the display part and that it only need be so proportioned that when the device is assembled, the lower edges of the easel will be in a position to contact the support on which the device is mounted.

In order detachably to connect the easel B to the adjusting A, I have devised the connecting means C which is shown in erected, but detached position, in Fig. 1

2

and collapsed in Fig. 4. The connecting means C includes a front wall 30 to which is secured a collapsible box structure formed of upper wall 32, lower wall 34 and rear wall 36. These walls are connected together and to wall 30 so that they may be collapsed as shown in Fig. 4 or erected as shown in Figs. 1 and 2. This is only for convenience because the connecting means will operate even if the box structure referred to is rigid. The only indispensable parts are the front wall 30 and the bottom wall 34 having slots 38 for engaging the tabs 22 on the wings 20 of the easel B.

To assemble the device, the connecting means is assembled to the body 10 so that the box like structure formed of walls 32, 34 and 36 projects through opening 12 in the top of board 10. The now connected parts A and C are raised slightly and the easel B is now placed in position with the body portion 18 thereof parallel to and abutting board 10. The connected parts A and C are lowered so as to cause tabs 22 to enter slots 38. After the advertisement on one side 14 of board 10 has been displayed for the desired time, the parts are disengaged, the board 10 is reversed and the parts are reassembled in the manner above described. The visible face of wall 30 of part C can be used to advertise a third object or it can bear the name of the manufacturer who sells the various objects advertised on sides 14 and 16 of board 10.

By the arrangement described, a reversible, easily mounted, demounted, stored and shipped device is produced. Thus, one advertisement can be placed on side 14 and another on side 16 of the member 10 and by merely disconnecting tabs 22 from slits 38, the member 10 can be turned around. The front of wall 30 of the locking structure can bear the name of the manufacturer, or it can be some indicia which supplements the advertisement on one face or the other of member 10, or it may have a calendar, or an appropriate scene etc. As will be seen from Figs. 4 and 5, the easel B and the locking structure C can be collapsed into a compact flat condition for easy shipping and storing.

In the embodiment of Fig. 6 the slots 38' which correspond to slot 38 are spaced rearwardly from the junction of bottom wall 34' of the collapsible box structure with front wall 30' so that when tabs 22' of the easel engage these slots, the front wall 30' of the connecting member C' will be spaced forwardly from the corresponding portion of the display board 10' as best shown in Fig. 7 instead of abutting it as in Fig. 2. Also, the bottom of board 10' is extended rearwardly and scored to form a substantially horizontal portion 40 which, in turn, is scored to form a substantially vertical portion 42. The portion 40 acts as a footing and the portion 42 engages slots 44 in the bottoms of wings 20' of the easel B' so as to produce a more stable structure. Except for these differences the structure of the embodiment of Fig. 6 is identical with that of Fig. 1 and therefore the parts of Fig. 6 which correspond to the parts of Fig. 1, have been numbered with the primes of the numerals used in describing the embodiment of Fig. 1.

In both embodiments, the display boards 10 and 10' may be scored as at 46 and the easels B and B' may be scored as at 48 to make it possible to fold the same for more compact shipping.

What I claim is:

1. An advertising device including an advertisement-bearing member having an opening therein, a wholly separate easel, tabs on the upper portion of said easel, means for detachably engaging said advertisement-bearing member with said easel, said means including a first wall too large to pass through said opening, a second wall disposed at an angle to said first wall and small enough to pass through said opening, there being slits in said

3

second wall engageable with said tabs, and means hingedly connecting said first and second walls.

2. An advertising device including an advertisement-bearing member having an opening therein, a wholly separate easel, tabs on the upper portion of said easel, a means for detachably engaging said advertisement-bearing member with said easel, said means including a first wall too large to pass through said opening, a second wall disposed at an angle to said first wall and small enough to pass through said opening, there being slits formed in said second wall for engagement with said tabs, said slits being located in a portion of said second

5

10

4

wall which is spaced from the junction of said first and second walls whereby, when said slits are engaged by said tabs, said first wall is spaced from said advertising-bearing member.

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