Jan. 25, 1944. S. G. JOHNSON 2,340,222

PORTFOLIO DISPLAY BINDER

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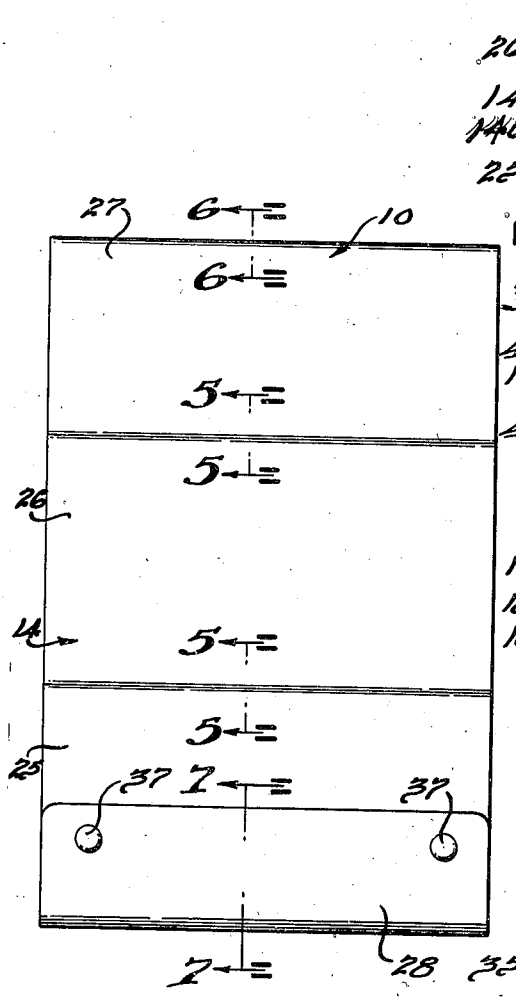


FIG. 1.

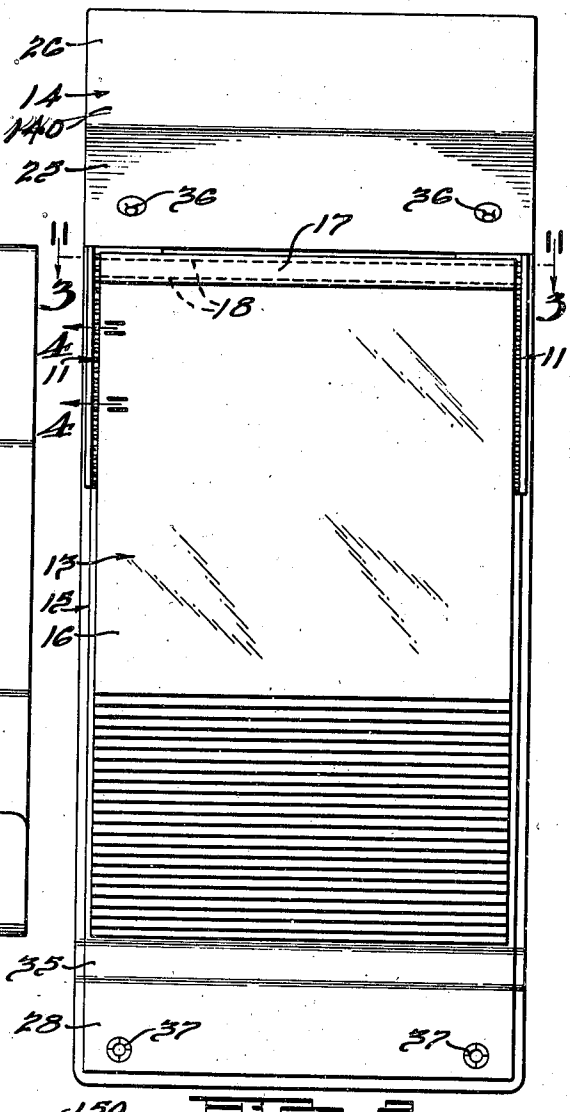


FIG. 2.

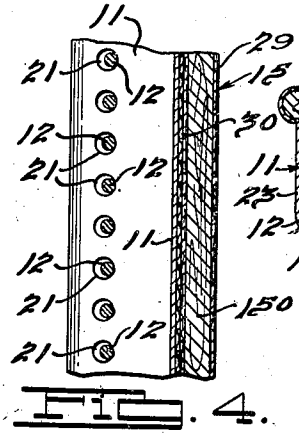


FIG. 4.

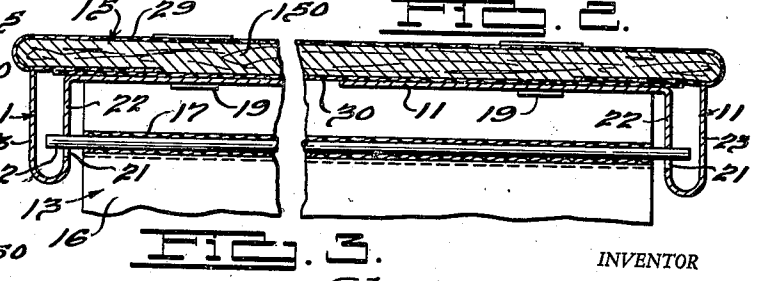


FIG. 3.

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PORTFOLIO DISPLAY BINDER

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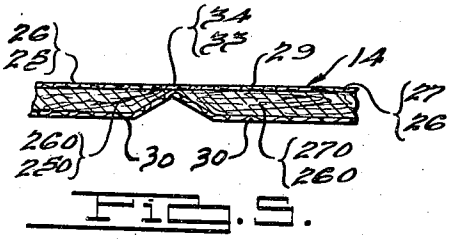


Fig. 5.

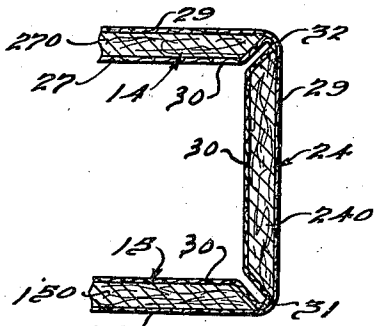


Fig. 6.

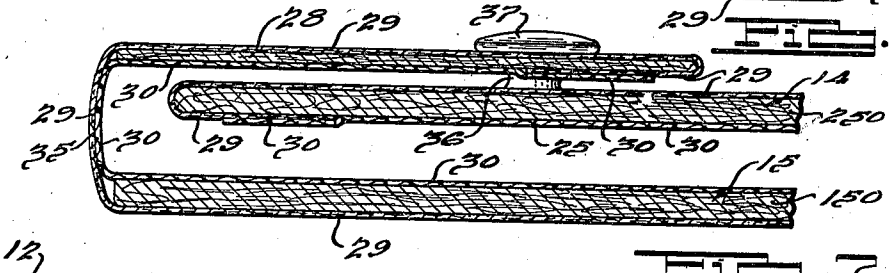


Fig. 7.

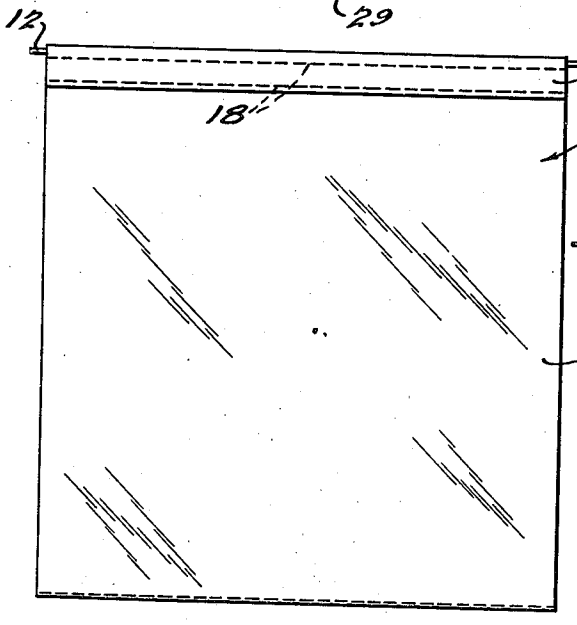


Fig. 8.

Fig. 9.

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2,340,222

PORTFOLIO DISPLAY BINDER

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Application July 11, 1941, Serial No. 401,916

5 Claims. (Cl. 40—102)

This invention relates to display binders and in particular to display binders of the portfolio type.

In the prior art are many portfolio display binders which require folding inside out into a triangular form or which employ an easel which must be erected after the portfolio is opened and before use of the display binders therewithin may be had.

It is most desirable for salesmen who use display binders for showing photographs, printed charts, or the like for amplifying and illustrating their sales talks to make the presentation of the product or service being sold from their display portfolio without distracting the mind of the prospective customer from their sales effort.

With the foregoing in view, the primary object of the invention is to provide a portfolio display binder which may be opened and set up ready for use in a minimum time, with a minimum of effort, and with an easy even movement whereby to prevent calling attention to the setting up of the display binder and thereby avoid interrupting the continuity of a presentation being made therewith.

Another object of the invention is to provide a simple, inexpensive, and readily set up display portfolio wherein the cover of the portfolio serves as an easel for the support of a series of display elements removably hinged in the portfolio, the said cover being formed at will into an easel with a single one-hand movement after the sealing flap of the portfolio is released.

Other objects of the invention will become apparent by reference to the following detailed description taken in connection with the accompanying drawings, in which:

Fig. 1 is a plan view of a portfolio display binder embodying the invention.

Fig. 2 is a plan view of the portfolio display binder disclosed in Fig. 1 in its open or set-up position.

Fig. 3 is an enlarged transverse sectional view taken on the line 3—3 of Fig. 2 showing the construction of one type of display element impaling and hinging means that may be employed.

Fig. 4 is an enlarged fragmentary longitudinal sectional view taken on the line 4—4 of Fig. 2.

Fig. 5 is an enlarged sectional view through the two transverse portfolio cover folds taken on the line 5—5 of Fig. 1.

Fig. 6 is an enlarged sectional view through the backbone construction of the portfolio taken on line 6—6 of Fig. 1 showing the corner folds employed, display elements removed.

Fig. 7 is an enlarged sectional view taken on the line 7—7 of Fig. 1 showing the bottom flap construction of the portfolio, display elements removed.

Fig. 8 shows one of many various types of display elements that may be impaled in the particular display impaling and hinging unit disclosed.

Fig. 9 is a fragmentary longitudinal elevational view showing the illustrative embodiment of the display portfolio in its open or set-up position ready for use.

Referring now to the drawings wherein like numerals refer to like and corresponding parts throughout the several views, the illustrative embodiment of the invention disclosed comprises, in general, a portfolio 10 into which is mounted near the top of the back thereof a pair of laterally spaced brackets 11 suitably apertured to receive resilient impaling and hinging rods 12 onto which are impaled display elements 13 as hereinafter described in detail, the cover 14 of the said portfolio 10 being provided with certain folds for the purpose of permitting it to be easily and readily erected into an easel for supporting the display elements 13 as they are turned up against the said easel from a normal substantially flat position against the back 5 of the portfolio.

Display elements 13, in the illustrative embodiment of the invention shown in the drawings, may comprise an open end envelope 16 of transparent material such as cellulose acetate secured at the upper open ends thereof to an artificial leather, leather, or cloth U-hinge loop 17 by means of two rows of stitching 18 as best illustrated in Fig. 8. The upper row of stitching 18 is spaced sufficiently from the base of the said U-loop 17 to admit of telescoping a resilient impaling and hinging rod 12 therethrough as indicated in Fig. 8. Display elements 13, though preferably open sided transparent envelopes capable of accommodating photographs and the like, may be any other type of display elements desired or required by the user of the portfolio.

The display elements 13 or their equivalent are preferably hinged within the portfolio at the top of the back thereof by means of a series of longitudinally spaced resilient impaling and hinge rods 12 which are longer than the distance between the laterally spaced brackets 11 secured by means of rivets 19 through the base 20 thereof to the back 15 of the said portfolio 10, and, by flexing the said resilient impaling and hinge rods 12 disposed through the U-hinge loop 17 of the display element 13, the said impaling and

hinge rods 12 may be inserted in oppositely disposed apertures 21 formed in the inside legs 22 of the said brackets 11. It will be noted that the outside legs 23 of the said brackets 11 are not apertured to prevent the impaling and hinge rods 12 from sliding therethrough and thereby accidentally releasing the display elements 13 from the portfolio.

With the foregoing or like construction, display elements 13 are removably secured on transverse hinge members in the portfolio whereby to admit of them being turned one or more at a time in a manner similar to that of turning the pages of a note book bound across the top rather than along the sides thereof. Obviously other means of impaling and hinging display elements 13 in the portfolio 10 may be employed.

The portfolio 10 comprises a rigid back 15, a backbone 24, a cover 14 made up of three sections 25, 26 and 27, and a flap 28, all made of heavy rigid binders board except the flap 28 which is of light flexible binders board, are secured into a unitary structure by means of a leather, artificial leather, or like outside covering 29 and a fabric or artificial leather lining 30 cemented, glued or otherwise secured thereto. The binders board 150 of the back 15 adjacent the backbone 24, the binders board 240 of the backbone 24 adjacent the back 15 and the upper cover section 27, and the binders board 270 of the upper cover section 27 adjacent the backbone 24 are all beveled to approximately 45° as indicated in Fig. 6, and the covering 29 and lining 30 are so formed thereover as to provide hinges 31 and 32 between the back 15 and backbone 24 and the backbone 24 and upper cover section 27 respectively as is best shown in Fig. 6.

The binders board 250 of the lower cover section 25 adjacent the middle cover section 26, the binders board 260 of the middle cover section 26 adjacent the lower cover section 25 and the upper cover section 27, and the binders board 270 of the upper cover section 27 adjacent the middle cover section 26 are each beveled approximately 30° as indicated in Fig. 5, and the covering 29 and lining 30 are so formed thereover as to provide hinges 33 and 34 between the lower cover section 25 and middle cover section 26 and the middle cover section 26 and upper cover section 27 respectively as best shown in Fig. 5. The covering 29 and lining 30 cooperate as indicated by the numeral 35 in Fig. 7 to provide a suitable flexible hinge between the flap 28 and the back 15 of the portfolio 10. Male snap fastener members 36 are secured to and extend above the lower cover section 25 and are engaged by female snap fastener members 37 secured through and facing downwardly from the flap 28 as viewed in Fig. 7.

Thus a rigid back and three part cover portfolio is provided into which suitably hinged display elements are removably secured. The said portfolio, when closed assumes a position shown in Figs. 1, 5, 6 and 7. When being placed in use, the snap fasteners 36—37 are released and the flap 28 is rotated about its hinge 35 to a position in the same plane as the back 15 of the portfolio. Then, the lower section 25 of the cover 14 is grasped with one hand and urged toward the top of the portfolio while bending it in a downward direction until the lower end of the lower section 25 of the cover 14 comes to rest in the hinge groove 31 and against the extreme upper ends 110 of the brackets 11 as best shown in Figs. 2 and 9.

The portfolio is now ready to use as a display binder by turning up the display elements 13 from the position indicated by the numeral 130 to the position indicated by the numeral 1300 in Fig. 2, in which latter position, the display elements are held substantially upright by the triangular support 140 erected in a moment's operation, without difficulty, and without distraction in the event the opening and erecting of the display binder from the portfolio is accompilshed during a sales or other presentation.

Although but one embodiment of the invention has been disclosed and described herein, it is obvious that many changes in the size, shape, arrangement and detail of the various parts and elements thereof may be had without departing from the scope of the invention as defined by the appended claims.

What is claimed is:

1. In a display portfolio, in combination with a more or less rigid back including thereon means adjacent the upper end thereof for hingedly securing a plurality of display elements thereto, a backbone of a depth at least equal to said display elements and the said hingedly securing means therefor, a three section cover member, and transverse hinge means between said back, backbone and each cover section adapted to permit said backbone to rotate to a position parallel to said back from a position normal thereto and to permit the sections of said cover member to be folded inwardly relative to each other to form a triangular easel above the upper end of said back from a position parallel to said back all responsive to a single manual movement of the lower end of the lower cover section in a path substantially parallel to said rigid back to a position at the upper end of the said back.

2. In a display portfolio, in combination with a more or less rigid back including thereon means adjacent the upper end thereof for hingedly securing a plurality of display elements thereto, a backbone of a depth at least equal to said display elements and the said hingedly securing means therefor, a three section cover member, transverse hinge means between said back, backbone and each cover section adapted to permit said backbone to rotate to a position parallel to said back from a position normal thereto and to permit the sections of said cover member to be folded inwardly relative to each other to form a triangular easel above the upper end of said back from a position parallel to said back all responsive to a single manual movement of the lower end of the lower section in a path substantially parallel to said rigid back to a position at the upper end of the said back, and means for removably securing said portfolio in its closed position with the cover member parallel to said rigid back.

3. In a display portfolio comprising a relatively rigid back and means fixed thereto for hingedly securing display elements adjacent the upper end of said back, a backbone hinged to said back at the upper end thereof, a three section cover coextensive of said back and parallel thereto when closed including a first cover section hinged to said backbone, a second cover section hinged to the free end of said first cover section, and a third cover section hinged to the free end of said second cover section, the hinges between said cover sections being formed to limit the hinging of the cover sections approximately 60° with respect to each other whereby to enable them to be formed

into an easel with the backbone and said first cover section as a base, said second cover section as a back and said third cover section as a front upon manual movement of the free end of said third section from its normal position when the portfolio is closed in a path substantially parallel to said rigid back to a position at the upper end of the rigid back.

4. In a display portfolio comprising a relatively rigid back and means fixed thereto for hingedly securing display elements adjacent the upper end of said back, a backbone hinged to said back at the upper end thereof, a three section cover coextensive of said back and parallel thereto when closed including a first cover section hinged to said backbone, a second cover section hinged to the free end of said first cover section, and a third cover section hinged to the free end of said second cover section, the hinges between said cover sections being formed to limit the hinging of the cover sections to approximately 60° with respect to each other whereby to enable them to be formed into an easel with the backbone and said first cover section as a base, said second cover section as a back and said third cover section as a front upon manual movement of the lower end of said third cover section from its normal position when the portfolio is closed in a path substantially parallel to said rigid back to a position above the upper end of the rigid back, a flap hinged to said rigid back at the lower end thereof extending over the lower end of said cover section when the portfolio is closed, and means for removably securing said flap to said lower cover section.

5. In a display portfolio, in combination, a rigid back, a backbone hinged at one edge thereof to one end to said back, and a cover assembly hinged to the opposite edge of said backbone, said cover assembly comprising a plurality of sections hingedly secured together in sequence on lines parallel to the hinge line between said backbone and said cover assembly for movement in a direction to bring the inner faces of said sections into opposed but angularly related relation with respect to each other, whereby to enable them to form a closed polygon at one end of said back to provide an easel.

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