Jan. 10, 1928. 1,655,539

W. FREEDMAN

DISPLAY POSTER

Filed May 13, 1927

Fig. 1.

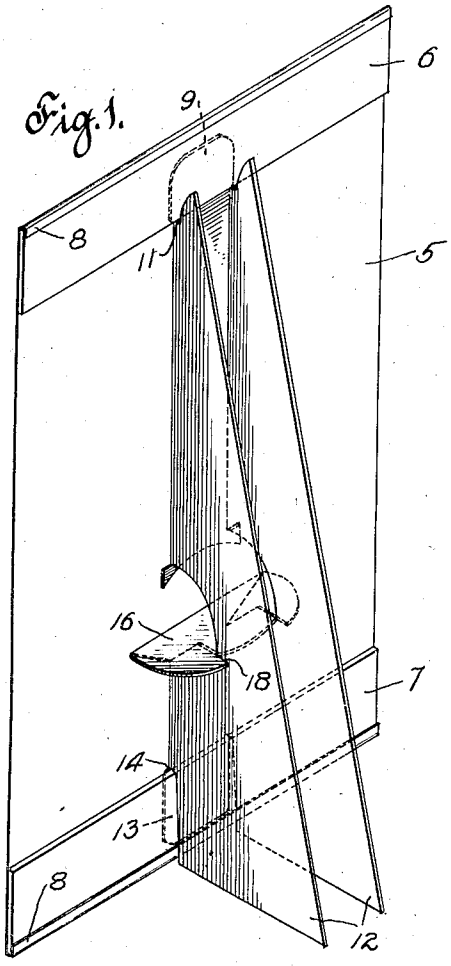


Fig. 2.

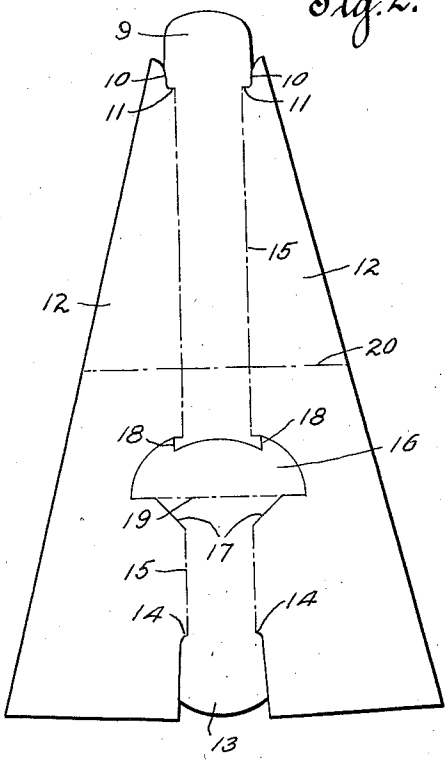
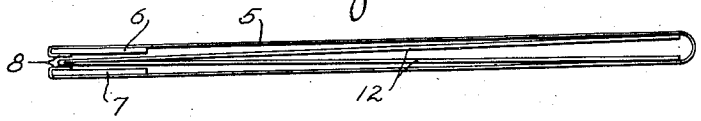


Fig. 3.



INVENTOR.

William Freedman

BY Mitchell & Beckert

ATTORNEYS.

Patented Jan. 10, 1928. 1,655,539

UNITED STATES PATENT OFFICE.

WILLIAM FREEDMAN, OF BROOKLYN, NEW YORK, ASSIGNOR TO FREEDMAN CUT-OUTS, INC., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY POSTER.

Application filed May 13, 1927. Serial No. 190,978.

My invention relates to advertising display posters.

Heretofore, it has been common to mount lithographed or other sheets upon pasteboard backings and then paste or otherwise secure thereto an easel for holding the stiffened sheet in upright position. Such posters are relatively expensive to manufacture, and are relatively heavy and bulky for shipment, since they cannot be folded successfully.

It is the principal object of the present invention to obviate many of the difficulties heretofore encountered with advertising display posters, and to provide a poster which may be formed of thin, flexible paper, which may be folded, and to provide an improved stretcher and easel for holding the poster in stretched and upright position.

It is a more specific object to provide a poster and detachable easel which may be cheaply manufactured and both of which may be folded for shipment.

In the drawings which show, for illustrative purposes only, a preferred form of the invention—

Fig. 1, is an isometric view of the rear side of a display poster and illustrating features of the invention;

Fig. 2, is a view of a combined easel and stretcher blank before folding;

Fig. 3, is an edge view of a combined easel and stretcher, together with a flexible poster folded for storage or shipment.

In said drawings, 5 indicates a poster, which may be of flexible paper and have suitable advertising or other matter on the front side thereof. End stiffeners 6—7 preferably of cardboard or the like, are pasted or otherwise secured to the edges of the sheet 5. In the form shown, the edges of the sheet are lapped over the rear sides of the stiffeners 6—7, as indicated at 8—8. At least a part of each stiffener 6—7 is free of the poster sheet 5 immediately adjacent thereto, for the purpose of receiving tongues of a stretcher to be later described. It will be apparent that with only the end stiffeners 6—7, the sheet 5 may be folded into small compass.

Now, in order to stretch the poster 5 and hold the same in proper position for display in a show window, or the like, I have devised an improved form of combined easel and stretcher. As shown particularly in Fig. 2, the blank of the stretcher and easel may be formed of a substantially triangular sheet of cardboard or the like. It is well known that when the cardboard is flat, as illustrated in Fig. 2, it is more or less flexible and this feature is taken advantage of as will be described. At the upper end of the blank is a tongue 9 formed by cutting away the upper end of the blank, and downwardly and inwardly extending cuts 10—10 are made so as to leave shoulders 11—11 on the side wings 12—12 when the latter are folded. The lower tongue 13 may be similar to the upper tongue 9, and shoulders 14—14 are formed adjacent the base of this tongue the same as at the upper end. The blank is preferably scored so as to facilitate bending along the vertical lines 15—15 extending from the tongue 9 to the tongue 13. When the side wings or braces 12—12 are bent up along the scored lines 15—15, a substantially channel-shaped easel device is formed substantially as illustrated in Fig. 1. The main body of the blank is thus stiffened by the side wings bent at substantially right angles thereto, and the lower edges of the side wings may constitute feet or supports for supporting the poster display, as will be obvious.

In order to hold the side wings 12—12 in channel formation, I may form a cut-out 16 slitted on a substantially semi-circular line at the top, and on diagonal lines 17—17 at the lower side. At the upper end of the cut-out tab 16 are formed two abutment shoulders 18—18, so that when the side wings are folded into the position shown in Fig. 1 and the holding tab 16 bent down into horizontal position along the scored line 19, the shoulders 18—18 will engage the side wings 12—12 for the purpose of holding them in channel formation as illustrated in Fig. 1.

The blank for the combined easel and stretcher may be scored transversely along the line 20 so as to permit folding up of the easel as illustrated in Fig. 3. A folded easel and poster sheet may thus be assembled into small space readily adapted for storage or shipment.

When the poster sheet 5 is to be assembled with the combined easel and stretcher, the latter is flattened out into blank form as shown in Fig. 2. One of the tongues, such as the upper tongue 9, is inserted between the stiffener 6 and the poster sheet 5, this

sheet and the stiffener 6 being left unattached to each other adjacent the tongue 9 for the purpose of forming a pocket for the reception of the tongue. The stretcher and easel blank is then flexed somewhat to permit insertion of the lower tongue 13 between the stiffener 7 and the poster sheet 5 in the same manner as assembly at the upper end was made. When both tongues 9 and 13 are in place, the inner edges of the stiffeners 6—7 will abut the shoulders 11—11 and 14—14 so that the poster sheet 5 will be stretched. When the tongues have been inserted, the side wings 12—12 are bent up into substantially channel formation as illustrated in Fig. 1, and the holding tab 16 bent down so as to cause the shoulders 18—18 to engage the side wings 12 laterally, and hold the combined easel and stretcher in position. The lower ends of the wings 12—12 constitute feet or supports so that the poster will be held in the desired upright position.

It will thus be seen that I have provided a display poster device, which is very simple in construction and cheap to manufacture. All of the parts may be, and preferably are, formed of paper and cardboard. The parts may be folded into small space for storage or shipment. A single easel and stretcher may be employed over and over again with different display posters. The easel and stretcher are combined into one piece so that there are but two pieces employed for a complete display, namely, the sheet 5, and the combined easel and stretcher.

While the invention has been described in great detail, I do not wish to be strictly limited to the form shown since changes may be made within the scope of the invention as defined in the appended claims.

I claim:

1. In an advertising display poster, a flexible poster having marginal stiffeners, a combined stretcher and easel including a cardboard member having end tongues fitting between the marginal stiffeners and the flexible poster, abutment shoulders on said stretcher and extending rearwardly from said poster at each side of said tongues to abut said marginal stiffeners and hold the flexible poster in stretched position, said combined easel and stretcher having rearwardly extending bracing means for supporting the poster in upright position.

2. In an advertising display poster, a flexible poster, transverse cardboard stiffeners secured to the upper and lower ends of said poster, said stiffeners being free of said poster for a portion of their lengths, a stretcher comprising a relatively flexible plane member having tongues adapted to be passed between said end stiffeners and the flexible poster by springing said member outwardly between its ends, and a rearwardly extending brace on said stretcher folded rearwardly from said poster along an up and down line for rendering the stretcher rigid after it has been associated with said poster as described.

3. A combined easel and stretcher of the character described, comprising a substantially triangular shaped piece of cardboard having upper and lower symmetrically located tongues adapted when sprung into position to coact with and hold flexible sheet members in stretched condition, said cardboard being scored vertically on spaced apart lines extending from one tongue to the other to form wings, and on opposite sides of the bases of said tongues to enable the edges of the cardboard to be folded back.

4. In the combination defined in claim 3, said cardboard having a cut-out holding tab for holding the side wings of said stiffener after the same have been bent on said scored lines.

5. A combined easel and stretcher including a substantially channel-shaped piece of cardboard having upper and lower tongues on the central portion of said channel-shaped piece to engage suitable means provided at the ends of an article to be held in stretched condition, and a cut-out holding tab for holding the sides of said channel in channel position.

6. A combined easel and stretcher including a substantially channel-shaped piece of cardboard having upper and lower tongues on the central portion of said piece, shoulders on the side portions of said piece and at the bases of said tongues, and means for holding said cardboard in channel-shaped formation.

WILLIAM FREEDMAN.