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P. ALCARAZ

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FRAME DISPLAY

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Fig. 1

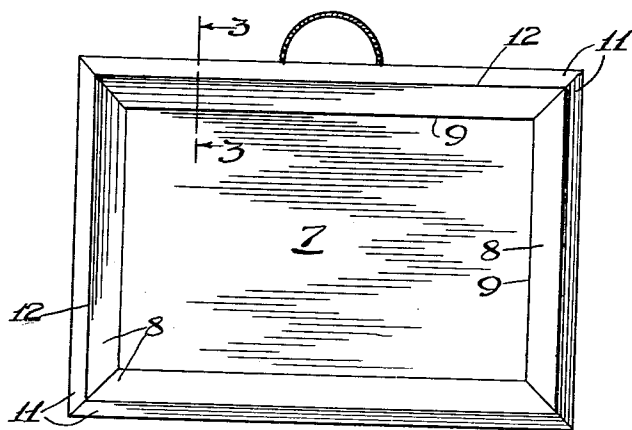


Fig. 3

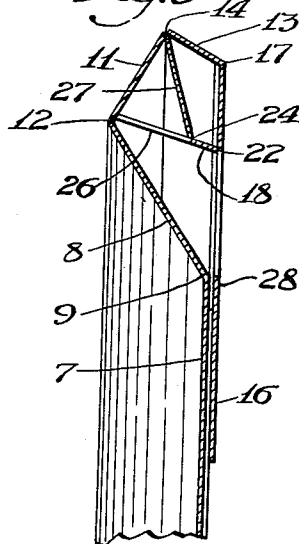


Fig. 2

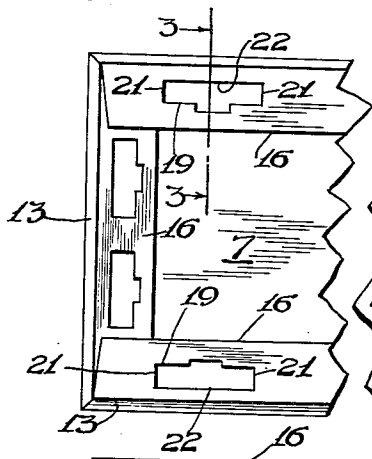
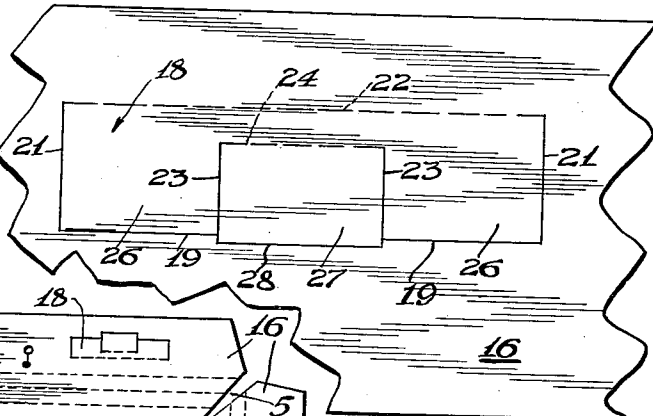


Fig. 5

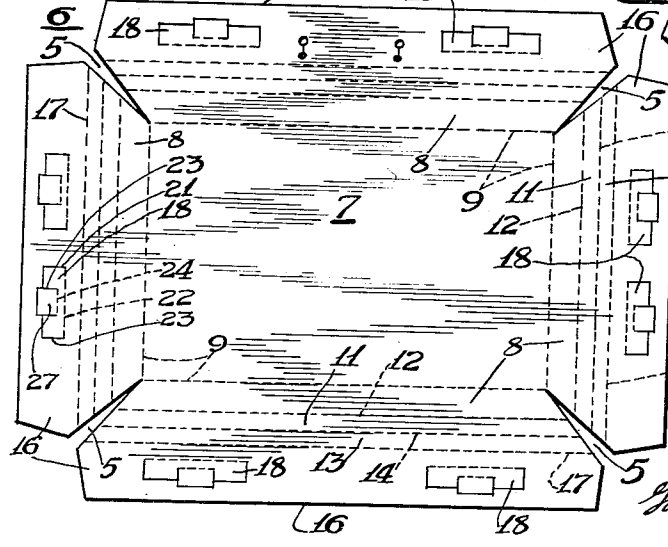


Fig. 4

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2,762,148

FRAME DISPLAY

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5 Claims. (Cl. 40—155)

This invention relates to collapsible frame displays and more particularly to a frame display adapted to be printed with suitable advertising data and suspended from a hook, or other fastening means, provided on a wall, merchandise counter, etc.

An object of this invention resides in the provision of a frame display adapted to be blanked and formed from a single sheet of cardboard to provide top, bottom and side frame portions enclosing a panel section.

Another object of this invention resides in the provision of a display in which the marginal frame portions project forwardly from the plane of the panel section when the frame display is in its distended set-up condition.

A further object of this invention resides in the provision of a frame display in which the frame portions may be collapsed to a flat condition, suitable for shipping or storage, with the frame portions in a common plane with the panel section.

Another object of this invention resides in the provision of a frame display in which the frame portions are automatically locked in their distended position responsive to manual movement of the frame portions forwardly from the plane of the panel section.

This invention embodies other novel features, details of construction and arrangement of parts which are hereinafter set forth in the specification and claims and illustrated in the accompanying drawing, wherein:

Fig. 1 is a front elevational view illustrating a frame display embodying features of the present invention.

Fig. 2 is a fragmentary rear elevational view showing only one end of the frame display, as the ends are identical in construction.

Fig. 3 is an enlarged fragmentary sectional view taken along the line 3—3 of Fig. 1, illustrating the manner in which each locking flap engages and holds sections of the frame display in their distended positions.

Fig. 4 is a plan view illustrating the manner in which a blank of cardboard or the like is cut and scored to form the frame display.

Fig. 5 is an enlarged fragmentary plan view of a portion of the blank as cut and scored to form a locking flap.

Referring now to the drawing for a better understanding of the invention, the frame display is shown as comprising a single blank 6 of flexible material, such as cardboard, cut diagonally at 5 and scored at 9 to define a rectangular panel 7, inner front frame sections 8 hingedly connected along score lines 9 to the four sides of the panel section, outer front frame sections 11 hingedly connected along score lines 12 to their related sections 8, rear frame sections 13 hingedly connected along score lines 14 to their related sections 11, and attachment flaps 16 hingedly connected along score lines 17 to their related sections 13.

Each attachment flap 16 is provided with one or more locking flaps 18 adapted to lock the frame sections in their distended set-up positions forwardly from the plane of the panel 7. Each locking flap 18 is preferably formed on its related attachment flap by cutting the latter longi-

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tudinally thereof at 19—19 and transversely at 21—21 and 23—23, the locking flap being hingedly connected to its related attachment flap along a score line 22. Each locking flap 18 is further scored at 24 and the transverse cut lines 23—23 extended in panel 16 to the longitudinal cut 28 to provide side tongues 26—26 and a hingedly connected center tongue 27 projecting beyond the free ends of the side tongues.

In constructing a frame display from a blank 6, the locking flaps 18 are swung from a common plane with their respective attachment flaps 16 into flat parallel engagement against the inner sides of their related attachment flaps which are then adhesively or otherwise secured to the rear surface of the panel section 7 to form a frame display in which the several sections are disposed in a flat collapsed condition.

To move the several sections of the frame display, to their distended set-up positions, oppositely disposed rear frame sections 13—13 are manually pivoted forwardly and toward each other to cause the side tongues 26—26 of the locking flaps 18 to swing forwardly until their free ends come to rest at the junctures of the inner and outer front sections 8 and 11. During forward pivotal movement of the locking flaps, the free ends of their respective center tongues 27 come to rest at the junctures of their related sections 11 and 13, as illustrated in Fig. 3, and thus serve as braces resisting accidental collapse of the frame display to its flattened condition.

When the several sections of the frame display are disposed in set-up distended position, it will be noted that the side tongues 26—26 of each locking flap 18 are disposed in a common plane at an acute angle to the planes of their associated inner and outer frame sections 8 and 11, and that the center tongue 27 is disposed at an acute angle to its related sections 11 and 13. The tongues 26—26 and 27 of each locking flap 18 are thus engaged against movement relatively to each other or to the several sections of the frame display.

In the use of the frame display, a thin sheet of paper having advertising data printed or lithographed thereon is adhesively mounted upon the front face of the panel 7. If desired, the frame display may be suspended in upright position upon a wall by means of a loop of string attached to the display.

While this invention has been shown in but one form, it is obvious to those skilled in the art that it is not so limited but is susceptible of various changes and modifications without departing from the spirit and scope of the claimed invention.

I claim as my invention:

1. In a collapsible display, a single sheet having frame portions hinged to the margin of a panel, each frame portion having parallel scores providing an inner front section hinged to the panel, an outer front section hinged to the inner front section, a rear section hinged to the outer front section, and an attachment flap hinged to the rear frame section and secured to the back of the panel, said attachment flap having cuts and a score providing a locking flap hinged thereto, said locking flap having cuts and a score providing a center tongue hinged thereto and interposed between and projecting beyond the free ends of spaced side tongues, the cuts and score defining said tongue being spaced from and parallel respectively to the cuts and score defining said locking flap, the free end of the center tongue being in line engagement with the juncture of the outer front section and the rear section, and the side tongues having their free ends in line engagement with the juncture of the inner and outer front sections when the display is distended from collapsed to set-up condition.

2. A foldable display comprising a panel having frame portions, each frame portion having parallel scores pro-

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viding an attachment flap and a plurality of hingedly connected frame sections, said attachment flap having cuts and spaced parallel scores providing a pair of flap hingedly connected locking tongues, one being hinged thereto and the second being hinged to the former and projecting outwardly from their respective junctures in diverging planes with their free ends in line engagement with spaced adjacent junctures of said frame sections.

3. A foldable display comprising a panel having frame portions, each frame portion having parallel scores providing an attachment flap and a plurality of hingedly connected frame sections, said attachment flap having cuts and scores providing a pair of hingedly connected locking tongues, one being wholly carried by the other, projecting from each other and from said attachment flap in diverging planes with their free ends engaging the junctures of adjacent frame sections, only one of said locking tongues being hinged to the attachment flap.

4. A foldable display comprising a panel having frame portions, each frame portion having parallel scores providing an attachment flap and three hingedly connected frame sections, said attachment flap having hingedly connected Y-shape locking tongue hinged thereto and projecting outwardly therefrom with the arms of said Y projecting in diverging planes with their free ends engaging adjacent frame sections along and parallel to the score lines therebetween.

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5. A foldable display comprising a panel having frame portions, each frame portion having parallel scores providing an attachment flap and three hingedly connected frame sections, said attachment flap having cuts and scores providing a locking flap hinged thereto and a center tongue hingedly connected to the locking flap at a point spaced between the flap hinge and its free edge forming a generally Y-shaped structure, the arms thereof projecting outwardly from each other in diverging planes with their free ends engaging adjacent frame sections along and parallel to the score lines therebetween, said frame sections being angularly disposed to said panel and to each other.

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