March 21, 1961 R. T. ANDERSON 2,975,539

VISUAL-AID PORTFOLIO

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Fig. 1.

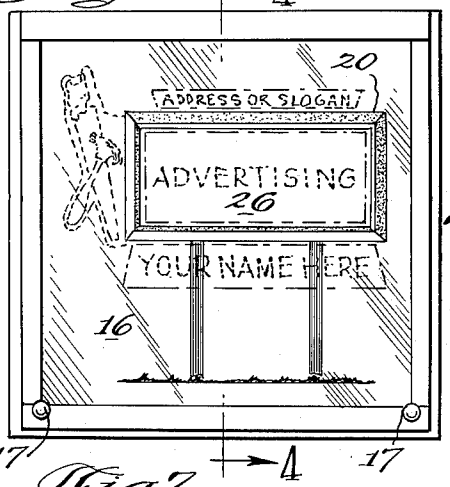


Fig. 2.

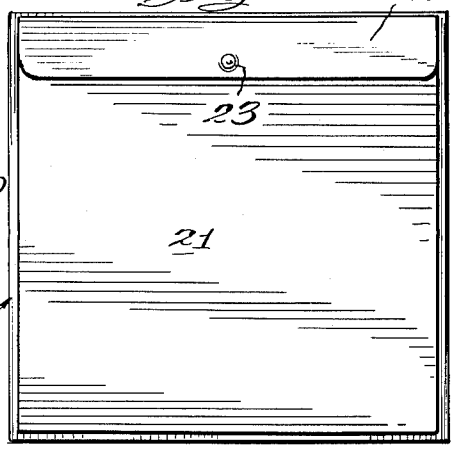


Fig. 7.

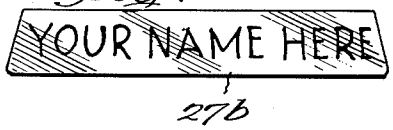


Fig. 3.

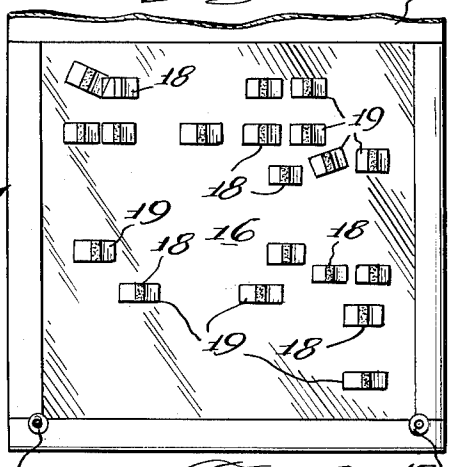


Fig. 8.

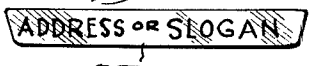


Fig. 4.

Fig. 5.



Fig. 6.



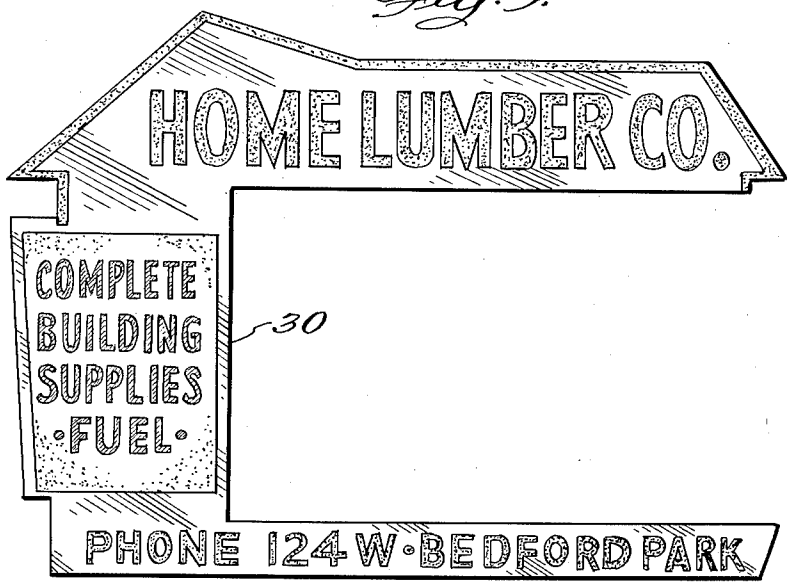
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Fig. 9.



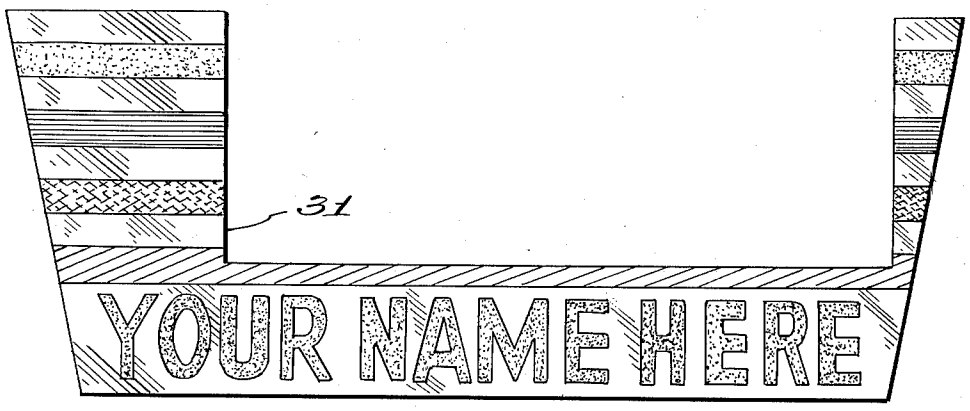


Fig. 10.

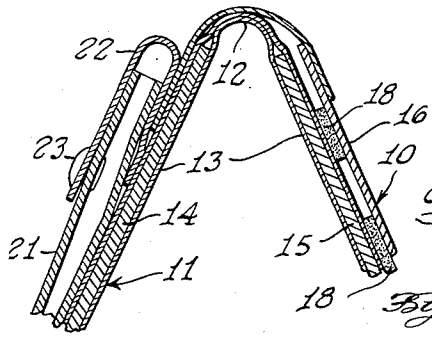


Fig. 11.

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VISUAL-AID PORTFOLIO

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2 Claims. (Cl. 40—125)

This invention relates to a portable visual aid. It is more specifically concerned with a visual-aid portfolio having a magnetized panel area for receiving visual-aid plates.

The efficiency of oral presentations can be frequently enhanced by reference to graphical presentations which illustrate and further explain particular aspects of the oral discussion. The need for expedients to permit the use of illustrative material during an accompanying oral presentment has given rise to the art of visual aids. Photographic slide projectors have been extensively used as visual aids, however, the preparation of the photographic slides is not only expensive but requires subject matter which can be photographed in such a manner as to provide a proper background for the presentation. While the use of photographic equipment of this nature is quite useful, it does not have the flexibility required of certain presentations wherein it is necessary to use a basic arrangement which can be modified by placing one or more individual elements on the basic design to illustrate a plurality of available variations on the main theme. This type of presentation is illustrated by the requirements of outdoor advertising merchandising. In making a sales presentation to a prospective customer in this field the proposed copy is custom conceived for the customer's eventual use on one or more outdoor billboards. In this instance a standard or especially designed billboard is the basic unit to which are affixed the copy variations. Because a variety of designs must be conceived for the customer's selection, the use of full scale presentations is impractical. However, a variety of copy material on a small scale can be prepared by the copy writer and the variations shown to the prospective customer. In order that the copy material be shown in the proper environment a suitable billboard background must be used in order that the customer can select the arrangement of advertising copy most acceptable for his needs and be sure that the setting for the copy material as it will actually be used on a full scale basis is properly visualized.

According to this invention there is provided a portable visual aid especially adapted for the presentation of an outdoor advertising program. In its preferred embodiment the visual aid has a magnetic panel with which is associated a small scale facsimile of the basic billboard unit which can be modified by means of a variety of removable plates having proposed copy material imprinted thereon. These plates cooperating with the basic billboard unit facilitate the presentation of a proposed advertising program to a prospective customer.

Figure 1 is an illustrative plan view of a leaf member of the visual-aid portfolio having affixed thereto a magnetized metal sheet on which is imprinted an outline of a standard billboard frame.

Figure 2 is an illustrative plan view of a leaf member of the portfolio which is provided with a storage compartment for the removable plates which cooperate with the magnetized sheet metal panel.

Figure 3 is an illustrative rear view of the sheet metal panel showing the random disposition of the individual magnets utilized to retain the removable plates in position on the panel member.

Figure 4 is a cross sectional view through line 4—4 of Figure 1 showing the portfolio in an open, up-right position and functioning as a tent-easel.

Figures 5–8 illustrate various removable visual-aid plates which are affixed to the sheet metal panel in illustrating the complete billboard design.

Figure 9 and 10 illustrate alternative appendages which can be installed on a standard billboard frame to modify the design of the basic billboard unit.

Figure 11 is an enlarged fragmentary view of the hinged area of the portfolio and shows in greater detail than Figure 4 the various fabric plies utilized in the portfolio assembly.

Referring to the drawings, the specific embodiment of the illustrative visual-aid portfolio comprises a first leaf member 10 and a second leaf member 11 articulated along an edge common to each leaf member by hinge 12 to provide a portfolio which can be opened to form a tent-easel as shown in Figure 4. In the illustrative embodiment the leaf members 10 and 11 are integrated into a hinged unit by means of a single sheet of a flexible fabric 13 which serves to cover the exposed faces of hardboard sheets 14 and 15 used in the construction of leaf members 10 and 11. The inner face of leaf member 11 of the portfolio has mounted thereon a magnetized sheet metal plate 16 which is preferably detachably connective with leaf member 10 by means of suitable means such as snap fastener 17 or the like.

Although the entire sheet metal panel can be magnetized it is more expedient to magnetize the sheet metal panel by randomly disposing on the back of the sheet metal panel a plurality of magnet elements 18. These are held in position by suitable adhesives such as pressure sensitive adhesive tapes 19 or cements which can be utilized for fastening metal surfaces each to the other.

The exposed face of sheet metal panel 16 has associated therewith a standard billboard frame design 20 such as is shown in Figure 1. The other leaf member 11 of the portfolio is provided with an envelope 21 having hinged cover 22 which is retained in the closed position by means of snap closure 23.

In the closed position leaf member 10 will be overlaid by leaf member 11 to form a flat portfolio which can be easily transported. In use the portfolio is opened and the free ends of leaf members 10 and 11 held in a spaced relationship by means of strip connector 24 which is permanently affixed to one face of the panel member 10 at a point intermediate the marginal edges thereof by means of a fastener 33 such as a rivet, or the like and is detachably connective with the other face of the panel member 15 of the portfolio unit. In the illustrative embodiment strip connector 24 not only serves to link the leaf members of the portfolio unit to permit the unit to be held in an open, up-right position to provide a tent-easel but also serves as a fastener for retaining the leaf members in a closed position by engagement with the same snap fastener 32 which is used to hold the portfolio in the open position.

In employing the visual-aid portfolio of this invention as an easel in the presentation of a proposed advertising program, suitable advertising copy is prepared with the material intended for presentment to the prospective customer. This material is imprinted, using an appropriate scale, on various visual-aid panels such as are illustrated in Figures 5–8. The suggested copy is prepared on plates 25 of suitable size for positioning on the display area 26 of the outdoor billboard unit 20. In the

embodiment illustrated in Figure 1 a small scale billboard unit **20** is permanently imprinted on the face of sheet metal panel **16** illustrating in outline form the type of billboard which is conventionally used in the outdoor advertising service. In addition to the copy material on plate **25** which is to be applied in the display area **26**, various other plates **27***a*, **27***b*, and **27***c*, representing appendages which are contemplated for attachment to the standard billboard frame, are also provided.

The visual-aid plates **25**, **27***a*, **27***b*, and **27***c* are prepared from thin gauge, metallic sheet material, such as a ferrous material, which is attracted by a magnet, or thin sheets of non-magnetic materials such as cardboard, plastic, or the like. When these latter materials are used in preparing the visual-aid plates it is necessary to position small thin strips of ferrous material on the back of the plate to provide for retaining it in position on the magnetized sheet metal panel. For example, in Figure 5 the copy material is imprinted on cardboard to which is glued, by the use of adhesives, thin steel strips **28** which are located in the four corners of the rectangular plate. In one embodiment a 3¼" x 10" plate fabcricated from 1/32" thick cardboard employed four ⅞" square, 30 gauge, steel coupons to position the plate. Suitable appendage plates **27***a*, **27***b*, and **27***c* were prepared from 25 gauge steel upon which suitable indicia are imprinted by decalcomania, silk screening, or other suitable techniques.

In presenting a proposed advertising program to a prospective outdoor advertising customer, a variety of copy material is imprinted on plates **25** and proposed appendages for use in the final billboard design are also constructed. The visual-aid plates when finished can be stored in envelope **21** and with the leaf members **10** and **11** in the closed position the portfolio unit can be readily transported to the place where the advertising program is to be presented. Upon opening the portfolio and connecting the leaf members in an open, up-right position, there is formed a tent-easel with sheet metal panel **16** on one face thereof and the compartment **21** holding the entire contents of the advertising program on the other open face of the easel. By judiciously selecting the visual-aid panels and properly positioning them on the basic billboard configuration imprinted on the face of sheet metal panel **16** a complete advertising program can be conveniently presented to the prospective customer as well as variations in billboard design presented for his approval and consideration. The magnetized sheet metal panel firmly holds the various elements in position in such a manner that a neat presentation can be made and an illusion of the finished product in its assigned environment created in the mind of the prospective customer.

As has been pointed out, a variety of variations can be presented using the visual-aid portfolio of this invention. In Figures 9 and 10 are shown more elaborate appendages which can be used in making the standard billboard unit more decorative. These appendages which are shown on a larger scale than the appendages presented in Figures 6, 7, and 8 are also constructed using substantially the same scale as that employed in imprinting the basic billboard design on the sheet metal panel. For example, appendage **30** illustrates a configuration which can be used for outlining the top, bottom, and one side edge of the standard billboard frame. Similarly appendage **31** is used for outlining the side and bottom edges of the standard billboard unit to partially frame the display area **26** and illustrate a more elaborate type of billboard design. As in the instances of the other appendages it is preferred that appendages **30** and **31** be constructed of a thin gauge steel sheet in order to insure that the appendages are tenaciously held to the magnetized sheet metal panel.

In constructing the visual-aid portfolio of this invention conventional materials of construction can be utilized other than those as pointed out above which are specifically required for the functional operation of the portfolio as a visual-aid unit. In magnetizing the sheet metal panel conventional permanent magnetic materials can be used for the magnetic bodies which are mounted on the back of the sheet metal panel and utilized to hold the removable visual-aid plates in position. In order that the magnets be sufficiently strong to hold the plates in position without being too large in size it is preferred that magnets prepared from aluminum and nickel alloys, e.g. Alnico, Alnic, etc., be employed. However, other permanent magnetic materials can be used. The magnets preferably are used in bar form.

Although the foregoing description of the visual-aid portfolio of this invention has emphasized its use as a merchandising aid in presenting outdoor advertising programs to a prospective client, it is apparent that the unit has other applications in the merchandising field and can be employed, for example, at the retail advertising level in retail stores where it is desired to utilize an advertising program in which the sale of certain items is featured according to a given schedule. It will be apparent from the detailed description of this invention that variations and modifications can be made by those skilled in this art without departing from the spirit of the invention. Although it is preferred that a simple portfolio constructed of a pair of opposed leaf members be utilized, it is evident that additional leaf members can be utilized in order to form a folding tent-easel. Accordingly it is intended that the instant invention be limited only in the manner set forth in the appended claims.

What is claimed is:

1. A visual-aid portfolio which comprises a first rectangular leaf member, a second rectangular leaf member articulated thereto along a common side to form a folding tent-easel, the first leaf member haviing a ferrous sheet metal panel mounted thereon, a plurality of individual ferromagnets randomly disposed intermediate said first leaf member and said sheet metal panel to provide a magnetized panel area adapted to receive and temporarily engage removable visual-aid plates provided with ferrous metal portions bearing imprinted indicia, the second leaf member containing compartmented means to store said visual-aid plates and enclosing said magnetized panel area when the portfolio is closed, and flexible strip means secured to one leaf member and detachably connective to the other leaf member to cross connect the free ends of the leaf members and retain the portfolio in an open, upright, tent-easel position.

2. A visual-aid portfolio which comprises a first rectangular leaf member, a second rectangular leaf member articulated thereto along a common side to form a folding tent-easel, the first leaf member having a ferrous sheet metal panel mounted thereon, a plurality of individual ferromagnets randomly disposed intermediate said first leaf member and said sheet metal panel to provide a magnetized panel area adapted to receive and temporarily engage removable visual-aid plates provided with ferrous metal portions bearing imprinted indicia, the second leaf member containing compartmented means to store said visual-aid plates and enclosing said magnetized panel area when the portfolio is closed, and flexible strip means pivotally secured at one end to the outer face of one leaf member and being provided with a first coupling means at the free end thereof for detachably connecting said other end to the other leaf member to cross connect the free ends of the leaf members and retain the portfolio in an open, upright, tent-easel position, said other leaf member being provided on its outer face adjacent its free marginal edge with a second coupling means cooperating with said first coupling means, said strip means being sufficiently long to overlap the free ends of said leaf members when said portfolio is

in the closed position to detachably connect the free end of said strip means to said second coupling means.

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