

Oct. 1, 1946.

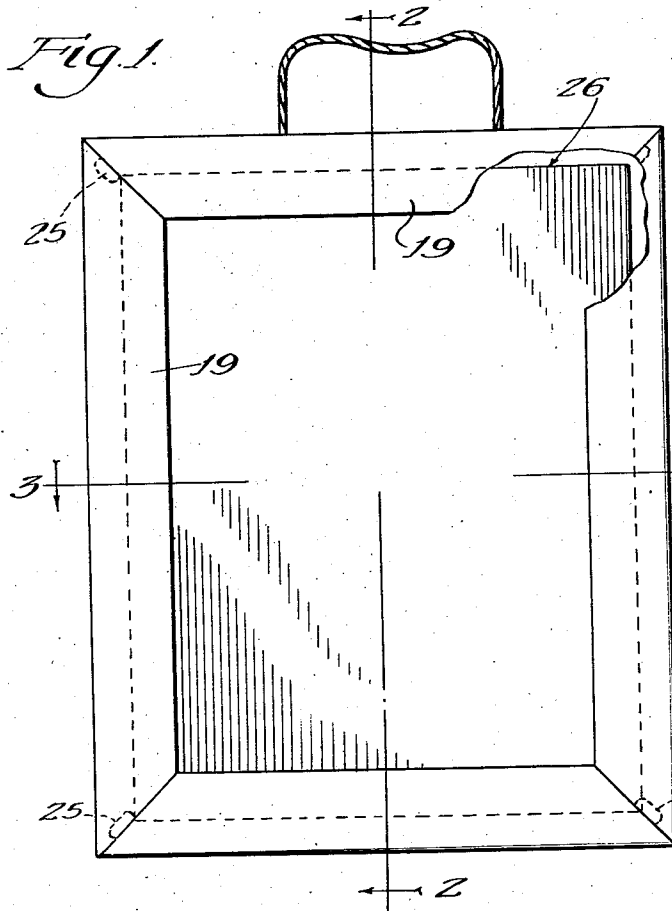
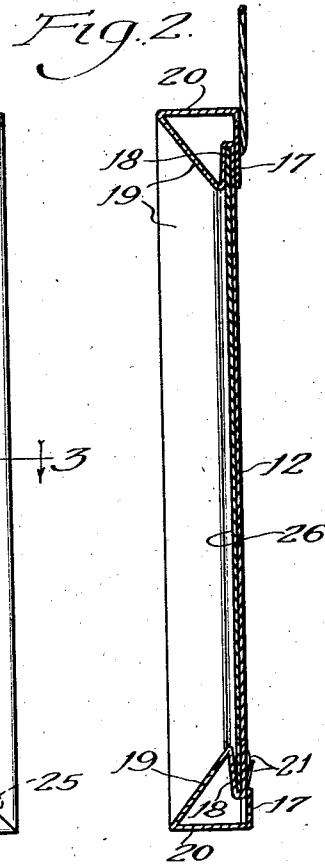
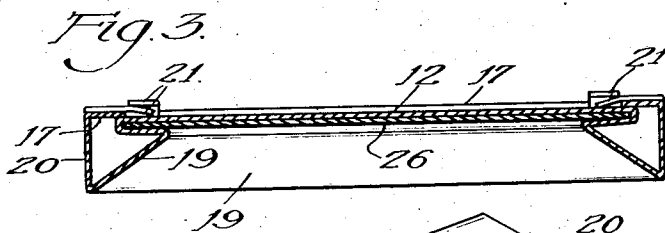
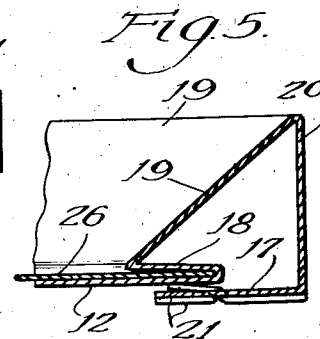
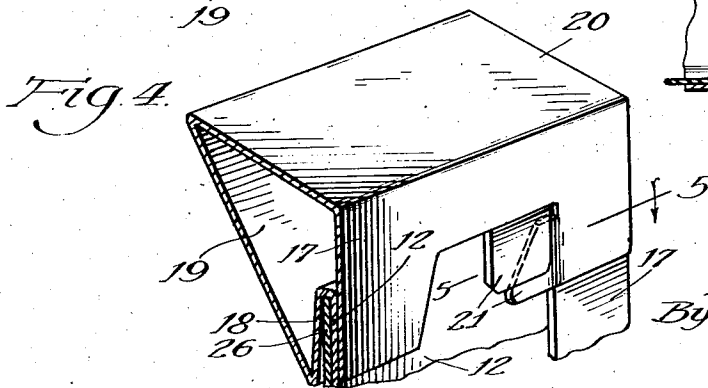
E. M. ROACH

2,408,532

COLLAPSIBLE FRAMED DISPLAY

Filed May 10, 1944

2 Sheets-Sheet 1



Inventor:
Earl M. Roach
By Lee J. Dany
Attorney

Oct. 1, 1946.

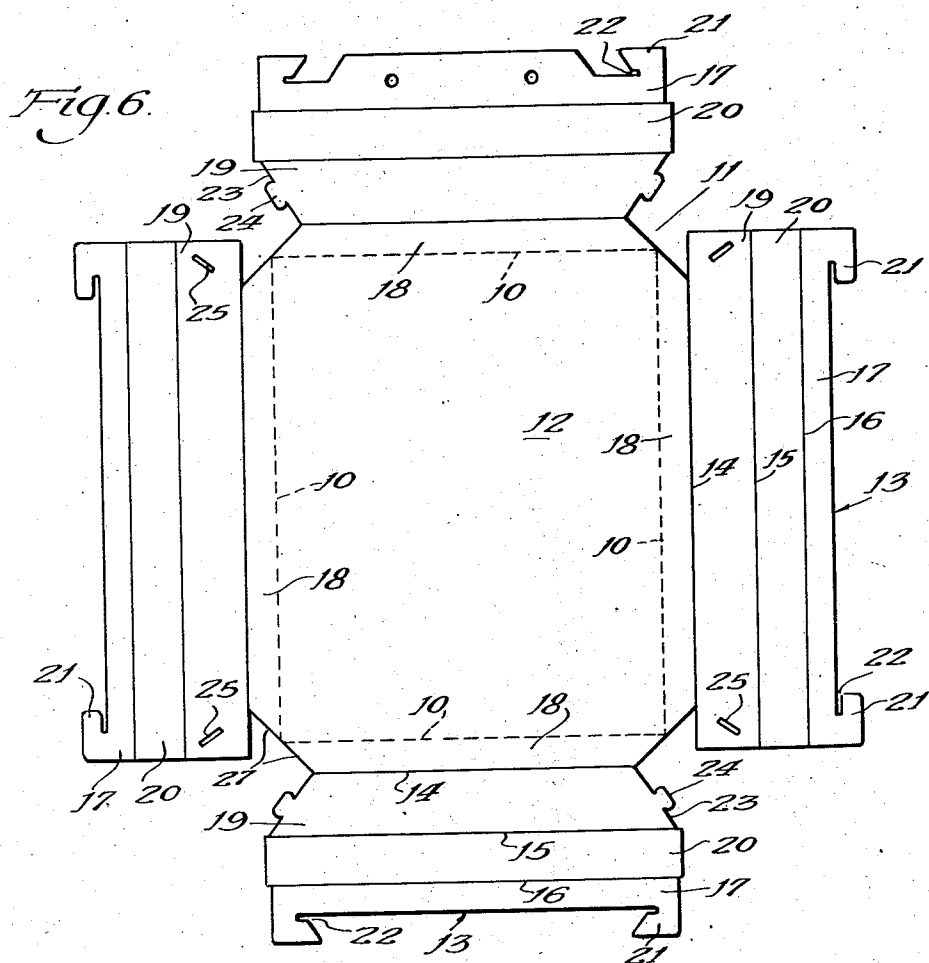
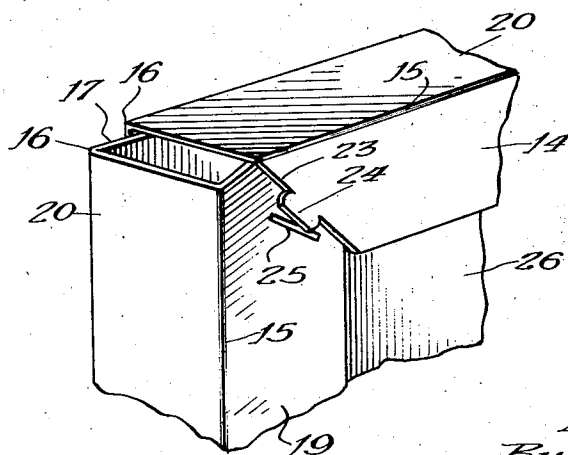
E. M. ROACH

2,408,532

COLLAPSIBLE FRAMED DISPLAY

Filed May 10, 1944

2 Sheets-Sheet 2



UNITED STATES PATENT OFFICE

2,408,532

COLLAPSIBLE FRAMED DISPLAY

Earl M. Roach, Chicago, Ill., assignor to Arvey Corporation, Chicago, Ill., a corporation of Illinois

Application May 10, 1944, Serial No. 534,963

2 Claims. (Cl. 40—155)

1

This invention relates to improvements in collapsible framed displays constructed of material such as cardboard, and which can be packed and shipped for transportation by the manufacturer in fully opened or collapsed form, and which may be thereafter readily and conveniently assembled or set up and locked in set-up position by the user.

It is a particular object of my invention to provide a collapsible display embodying a central panel and integral side pieces forming a hollow frame, the frame projecting forwardly of the face of the central panel and lying partially thereover to provide a retaining seat for a separable display panel of substantially equal area to that of the central panel.

Framed collapsible displays have heretofore been formed by adhesively uniting a decoratively imprinted sheet to a collapsible display cardboard blank, suitably cut and scored to provide a central panel and integral side pieces foldable from the plane thereof to form a frame, the decorative united sheet generally being imprinted, lithographed, or the like to provide an advertising display for the central panel and a simulated decorative border for the frame side pieces. As distinguished from the foregoing, and in accordance with the present invention, production of standard framed display holders adapted for use with interchangeable central illustrative panels is permitted with resultant enhanced economy to both the manufacturer and user. Thus, for example, collapsible framed displays of standard decorative framing or border panels may be provided and carried in stock by the manufacturer and suitable or interchangeable illustrative central display panels separately provided, as required, for insertion in a standard or stock form of collapsible framed holder.

It is a further object of my invention to provide a truly and fully collapsible display of the class heretofore fully described which does not require any preassembly by the manufacturer, but which may be shipped in fully opened or collapsed condition and which may thereafter readily and conveniently be set up by the user without the necessity for previous or subsequent gluing, stapling or requirement for the employment of assembly aids, such as cords, elastic bands, or the like.

In general my invention comprises a collapsible display composed of cardboard or like foldable material pre-cut and scored to provide a central panel of polygonal shape, such as, a rectangle or triangle, the central panel having side pieces se-

2

cured to the edges thereof and foldable from the plane of the central panel, to form a hollow angular forwardly projecting frame for said central panel, and in partially overlying relationship therewith to provide edgewise embracing engagement for a separate central panel adapted to be superimposed over the central panel and substantially equal area therewith.

The invention is further characterized by the employment of complementary interlocking tab means extending from the end portions of the outermost side panels for maintaining them in rearwardly folded position parallel to the plane of the central panel and interlocked relationship with each other, together with supplementary interlocking means provided on certain of the intermediate side panels whereby to fixedly maintain the panels in the form of a forwardly projecting frame and to form a positioning pocket or seat for the separate illustrative panel and to hold it in pressed engagement against the main central panel, which may be blank or may have originally contained another illustration. By the employment of two sets of locking means, necessity for adhesively uniting or stapling any of the side panel portions to each other, or to the central panel; or the employment of cords, or elastic bands and for either partial or full assembly is eliminated, and yet at the same time a separable illustrative central panel is provided with a rigid forwardly projecting frame holding it in firmly locked embracing engagement when the display is in assembled and set up position.

Other objects of my invention relate to details of construction and arrangement of parts and the advantages thereof which will be apparent of a consideration of the following specification and drawings wherein:

Fig. 1 is a face view of my collapsible framed cardboard display, with parts broken away, illustrating my invention.

Fig. 2 is a section on the line 2—2 of Fig. 1.

Fig. 3 is a section on the line 3—3 of Fig. 1.

Fig. 4 is a relatively large fragmentary detail in perspective illustrating one corner of the collapsible display of Fig. 1 viewed from the rear thereof.

Fig. 5 is a section on the line 5—5 of Fig. 4.

Fig. 6 is a blank development of the framing display illustrated in the preceding figures.

Fig. 7 is a relatively enlarged fragmentary detail in perspective illustrating one corner of the collapsible display of Fig. 1 viewed from the face thereof and in partially set-up position.

Referring to the drawings, my collapsible

framed display comprises a unitary blank, such as illustrated in Fig. 6, scored on the lines 10 and cut in the corners as at 11 to define a central panel 12 and contiguous side pieces generally indicated as 13. Each of the side pieces 13 is further scored to provide it with spaced lines of fold 14, 15, and 16 dividing it into an outermost side panel 17, an innermost side panel 18 contiguous with the central panel 12, and the pair of intermediate side panels 19 and 20. Each of the outermost side panels 17 is provided with a pair of hook-like tabs 21 adjacent the ends of the panel, the hook-tabs 21 extending laterally from the outer longitudinal edge of the panel 17 and separated therefrom by slots 22, so that the tabs 21 project toward each other. These tabs 21 and the adjacent ends of two panels 17 are adapted to overlap with a pair of adjacent tabs in linked engagement so as to hold the adjacent tabs and ends of their panel in linked frictional engagement with each other when the panels 17 are folded in a rearward return bent direction, and to thereby hold the panels 17 interlocked in a plane substantially parallel to the plane of central panel 12.

One pair of intermediate side panels 19 are formed with angularly cut end portions 23 and provided thereat with endwise projecting tongues or tabs 24. The opposed pair of intermediate panels 19 are provided with slots 25 inwardly of their rectangular ends, the slots 25 being formed on an angular line equal to the angularity of the ends 23 of the other pair of opposed panels 19. Thus when the panels 19 are folded forwardly with respect to the face of the panel 12 on the score lines 10, and the panels 17 are folded rearwardly on their score lines 16, the tabs or tongues 24 may be projected in a firm frictional fit through the slots 25 and the pair of panels 19 provided with the ends 23 brought into abutment against the adjacent projecting ends of the second pair of opposed panels 19.

In setting up my display, a separate illustrative or picture panel 26, substantially equal in area to that of central panel 12, and decorated with, for example, an illustration such as an advertising display, is placed against the face of central panel 12, the four panels 18 bent forwardly on their score lines 16. Each of the panels 18 is preferably of trapezoidal form, that is, their end portions are angularly cut as at 27, so that when folded over and into embracing engagement with the picture panel 26, the ends of the adjacent panels 18 will be in substantially meeting engagement, with the four panels 18 lying substantially in the same plane and substantially parallel to panels 12 and 26. These panels 18 are caused to lie in firmly pressed relationship against the face of the picture panel 26, by rearwardly folding panels 19 on their score line 14 and inserting the tongues 24 within the slots 25 and bringing them into firm frictional engagement with the panels 19 elevated to form an angularly inclined beveled frame for the embraced picture panel 26.

The side pieces are thereafter further rearwardly folded on the score lines 15 and 16 so as to bring the outermost side panels 17 into a position substantially parallel to the plane of the central panel 12 and the superimposed panel 26, with the panels 20 extending perpendicular to the plane of panel 12. In this position the hook-tabs 21 of adjacent panels 17 are overlapped in linked interlocked engagement with each other and to thereby aid in maintaining the panels 19 and 20 in the form of a fixed hollow frame projecting forwardly of the faces of panels 12 and 26, and with the aid of the interlocked tongues 24 and 25 to hold the superimposed picture panel 26 embraced between the four side panels 18 and the central panel 12.

I claim as my invention:

1. In a collapsible display formed of a single sheet of foldable material to receive a picture sheet, a rectangular blank of cardboard having cut-away corners and score lines extending parallel to each of the sides thereof to provide a central panel and side panels, each of said side panels having a first section foldable so as to overlie a marginal edge of the face of the central panel and form a recess for receiving a side edge of a picture sheet therein, a second section inclined outwardly from said first section, a third section extending rearwardly to terminate adjacent the plane of said central panel, and a fourth section extending inwardly for engagement against the back side of said central panel, said second sections having interlocking tabs and slots formed at the ends thereof to interlock said second sections together for maintaining said first sections against the face of said central panel, and hook tabs provided on said fourth sections for locking said fourth sections together against the back side of said central panel.

2. In a collapsible display formed of a single sheet of foldable material to receive a picture sheet, a polygonal-shaped blank of cardboard having cut-away corners and score lines extending parallel to each of the sides thereof to provide a central panel and side panels, each of said side panels having a first section foldable so as to overlie a marginal edge of the face of the central panel and form a recess for receiving a side edge of a picture sheet therein, a second section inclined outwardly from said first section, a third section extending rearwardly to terminate adjacent the plane of said central panel, and a fourth section extending inwardly for engagement against the back side of said central panel, said second sections having interlocking tabs and slots formed at the ends thereof to interlock said second sections together for maintaining said first sections against the face of said central panel, and hook tabs provided on said fourth sections for locking said fourth sections together against the back side of said central panel.

EARL M. ROACH.