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TWO-PLY DISPLAY MOUNTS FOR CALENDAR PADS OR THE LIKE

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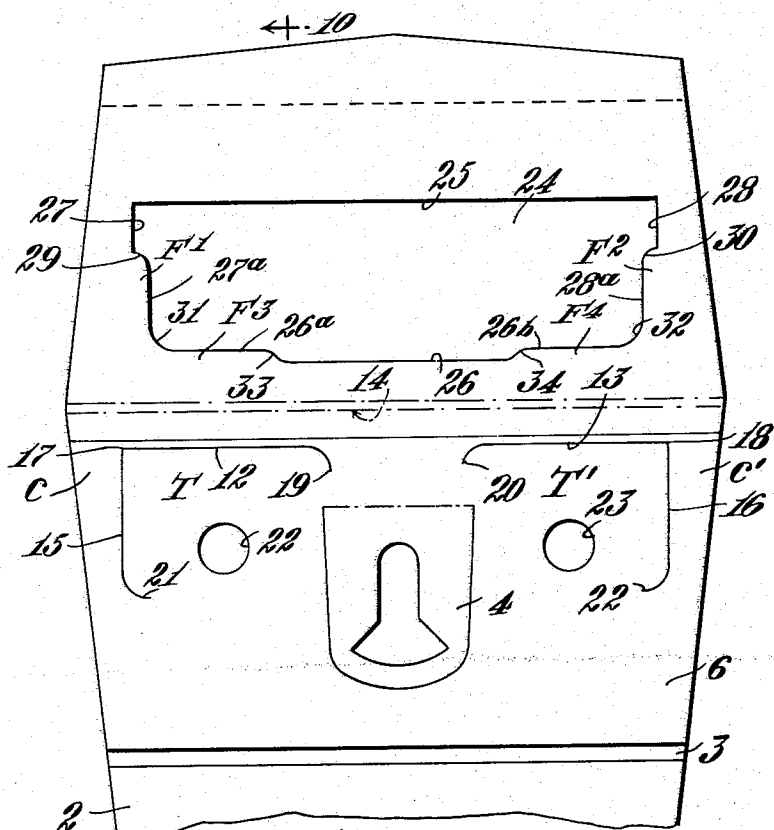


Fig. 8

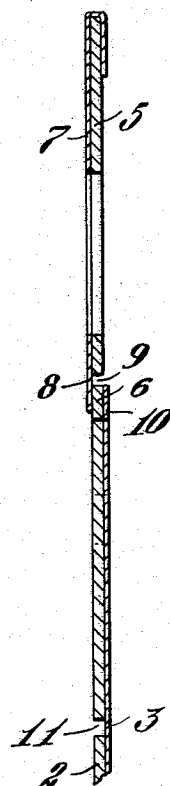


Fig. 10

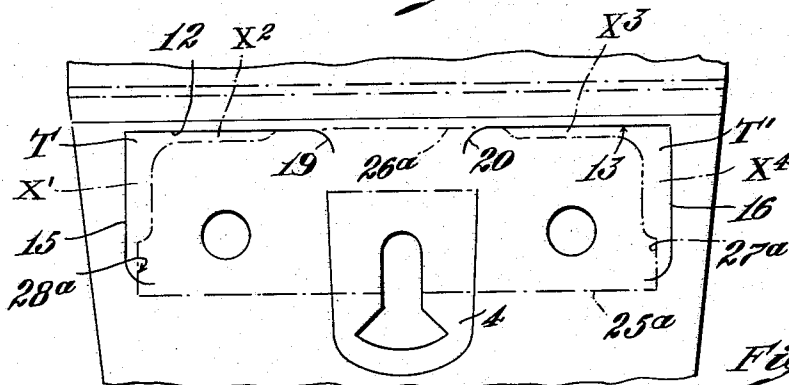


Fig. 9



Fig. 11



Fig. 12

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TWO-PLY DISPLAY MOUNTS FOR CALENDAR PADS OR THE LIKE

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2 Claims. (Cl. 40—120)

This invention pertains to display mounts such, for example, as are used for supporting leaves of thin, paper-like material, for instance, calendar pads. Such mounts are usually employed as an advertising medium, and thus low cost of manufacture is a determining factor in a choice of structural design which may be employed. For this and other reasons it is not usual in such mounts to provide a glass for protecting the pad. As a result, the lower corners of the leaves which are thus commonly unconfined, tend to curl forwardly, imparting a dog-eared, slovenly appearance to the mount long before the pad is used up.

To prevent such curling of the corners of the leaves, it has been proposed to provide means for confining the corners, for example, by forming diagonal slots in the front ply of the mount into which the corners of the pad may be tucked or by attaching paper corner pockets to the front ply of the mount into which the corners of the leaves may be slipped. However, these expedients are manifestly cheap and make-shift in character, and a mount so made fails to have the fine and decorative appearance demanded in advertising devices. Another proposal, and which does provide a fine external appearance, is to use at least three plies of cardboard in making the body of the mount, the middle ply or "wellboard" having an aperture shaped to receive the entire pad, and the lower corners of this aperture and the lower corners of the window aperture in the front ply of the mount being shaped to provide pockets which may extend well up along the vertical edges of the pad and across its entire lower edge, if desired, whereby not only the lower corners but also extensive portions of the edges of the pad are held under constraint. With such an arrangement the pad is held flat so that it can not curl, and is so confined that it is unnecessary to attach it to the mount by staples or the like. While this latter arrangement affords the desired fine appearance and adequately confines the edges of the leaves of the pad, it is quite expensive, requiring three plies of cardboard and in its manufacture involves complicated die and assembly operations.

The present invention has for one object the provision of a mount having the desirable characteristics of the mount just above described, as respects decorative appearance and adequate confinement of the pad, but which may be made at a much lower cost than the former three-ply mount with its wellboard.

A further object is to provide a two-ply mount wherein marginal portions of the pad are frictionally clamped, thereby normally retaining the pad in place without the use of staples or other fasteners. Another object is to provide a two-ply mount wherein the corner and/or marginal portions of the pad are adequately confined to prevent curling, but wherein the pad is freely removable to permit a leaf to be torn off. A further object is to provide a mount wherein a front ply, having a window aperture, has parts designed to overlie marginal portions of the pad, the mount also having means for resiliently pressing marginal portions of the pad against said overlying parts of

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the front ply. A further object is to provide a two-ply mount whose front ply has a window aperture shaped to form pad-confining flanges, and wherein the rear ply is so designed as to provide resilient clamping elements operative to urge marginal portions of the pad against the rear faces of the flanges of the front ply. Other and further objects and advantages of the invention will be pointed out in the following more detailed description and by reference to the accompanying drawings wherein

Fig. 1 is a front elevation of a mount in accordance with the present invention, showing a calendar pad arranged within the window in the front board or ply;

Fig. 2 is a side elevation, to smaller scale, of the complete mount showing the easel and brace member;

Fig. 3 is a fragmentary section, to large scale, on the line 3—3 of Fig. 1;

Fig. 4 is a fragmentary section, to large scale, on the line 4—4 of Fig. 1;

Fig. 5 is a fragmentary section, to large scale, on the line 5—5 of Fig. 1 but omitting the calendar pad;

Fig. 6 is a fragmentary section on the line 6—6 of Fig. 1 but omitting the pad;

Fig. 7 is a section substantially in the same plane as that of Fig. 5 but showing the pad in position;

Fig. 8 is a fragmentary plan view showing the front-board and back-board and also the brace member all disposed in the same plane, the front face of the front-board being uppermost;

Fig. 9 is a fragmentary plan view showing the back-board and portions of the front-board and easel, the front face of the back-board being uppermost;

Fig. 10 is a fragmentary section substantially on the line 10—10 of Fig. 8;

Fig. 11 is a horizontal section on the line 11—11 of Fig. 1 showing the pad in position; and

Fig. 12 is a fragmentary, horizontal section on the line 12—12 of Fig. 1 showing the pad in position.

Referring to the drawings, the numeral 1 designates the body portion of the two-ply mount. To this body portion there is connected an easel or leg 2 by means of a flexible hinge at 3, the leg or easel being held in the operative position of Fig. 2 by a brace member 4 which is flexibly hinged to the rear side of the body portion 1. Since the easel or leg 2 and the brace 4 may be of any conventional type, they are not herein described in detail other than to suggest that, if desired, they may be of the kind disclosed in United States patent to Nichols, No. 2,454,521.

The body portion 1 of the mount comprises a front board 5 and a back-board 6 (Figs. 3 and 4), these two boards being of any suitable material but usually of cardboard and being permanently united, the front board being of a thickness approximating the initial thickness of the pad to be displayed. As here illustrated, they are permanently joined at the lower margin of the mount and along its right and left sides by means of a flexible facing and binder 7 which may be of paper or any other suitable flexible, thin and ornamental material which is arranged to cover the front face of the face-board 5 and to extend around the edges of the assembled boards and to any desired distance over the rear face of the backboard, being secured to the back-board by adhesive. If desired, the facing 7 may also unite the front and back-boards along their upper edges. It is further contemplated that if the face-board be of a nature such that it is unnecessary to apply a separate facing for ornamental reasons, the face-board and back-board may be united directly to each other by adhesive along their marginal portions or such of their marginal portions as may be desired, since, by reason of the construction herein disclosed, it is permissible to connect the face-board and back-board rigidly together about their margins.

The body portion of the mount is herein referred to as of two-ply construction. This has reference to the formation of the body portion of the mount from two plies only of the carboard or other relatively stiff material, and the term "two-ply" is to be interpreted in this way and without reference to whether one or both of these boards is provided with a facing of thin, flexible material.

As illustrated in Fig. 10, the facing 7 extends onto the rear face of the back-board to form a hinge at 8, the proximate edges of the face-board and back-board at this point being spaced apart, as shown at 9. Likewise the hinge at 3, between the leg or easel and the back-board, is formed by a facing sheet of flexible material 10 which covers the front face of the back-board and which extends over and covers the rear face of the leg or easel, the proximate edges of the back-board and easel being spaced apart, as shown at 11 (Fig. 10), to facilitate the folding of the easel and back-board into parallel relation.

In accordance with the present invention, the back-board 6 (Figs. 8 and 9) is provided with two angular incisions horizontally spaced and located near its right and left corners, respectively. Thus, as shown in Fig. 8, each incision comprises a horizontal, rectilinear portion 12 and 13, respectively. These parts of the two incisions are aligned with each other and in the completed mount are spaced a short distance, for example, three-eighths of an inch upwardly from the lower horizontal edge 14 of the back-board. Each of the incisions also comprises a vertical portion 15 and 16, respectively, the vertical portions intersecting the horizontal portions at right angular corners 17 and 18. The vertical portions 15 and 16 are spaced apart horizontally a distance which is at least as great, and preferably slightly exceeds, for example, by one-sixteenth inch, the maximum width of the calendar pad which is to be displayed. Preferably the incisions are so formed that the horizontal portions 12 and 13 terminate in arcuate portions 19 and 20, respectively, whose terminal parts extend up (in the completed mount) and may be vertical, if desired. Likewise the vertical portions 15 and 16 of these incisions terminate in arcuate portions 21 and 22, respectively, whose terminal ends may, if desired, be substantially horizontal. By reason of the shape of these incisions, there are provided tongues or tabs T, T¹, respectively, of generally triangular shape whose corners 17 and 18 are spaced apart a distance at least as great as the width of the pad, the tongues, because of the arcuate edges 19, 20, 21 and 22, they may be referred to more specifically as "spade-shaped," the apex or corner portions 17 and 18 of which may be deflected out of the plane of the back-board 6, thereby providing substantially triangular recesses or spaces to receive the lower corners of the pad which cannot lie in the plane of the front board because of the presence of the abutments F¹ and F². The arcuate terminal portions of the incisions make the tongues more flexible, thus facilitating the introduction of the pad, as hereafter described. These incisions are conveniently formed while the back-board and front-board are extended, as shown in Figs. 8 and 10, and before the window or display aperture is formed in the front-board.

In forming the window or display aperture in the front-board, it is preferred to arrange the front-board to overlie the back-board and to employ the back-board as a cushion for the operation of the die which cuts the window in the front-board. The window in the front-board as here illustrated, comprises the horizontal upper edge 25 (Fig. 8) which extends the full width of the window, the width of the upper part of the window being defined by parallel, vertical edges 27 and 28, respectively, spaced apart a distance at least as great as the width of the pad to be displayed and preferably slightly greater. The lower edge of the window, at its central portion, is defined by a horizontal edge 26 which is spaced from the edge 25, a distance desirably equal to or slightly greater than the vertical height of the calendar pad which is to

be displayed. The vertical edges 27 and 28 extend downwardly from the upper edge 25 a distance which is preferably less than half the maximum height of the window and desirably a distance which is approximately one-third the maximum height, thus, as hereafter described, confining major portions of the lateral margins of the pad. The lower ends of the edges 27 and 28 are connected by convex arcuate edge portions 29 and 30 with the upper ends of vertical edges 27^a and 28^a which are spaced apart a distance substantially less than the width of the pad to be displayed. The lower ends of the vertical edges 27^a and 28^a are connected by concave, arcuate edge portions 31 and 32 with horizontal edge portions 26^a and 26^b which are spaced from the upper edge 25 a distance less than the vertical height of the pad, the edges 26^a and 26^b being connected to the edge 26 by convex arcs 33 and 34. The edge 26 is desirably approximately one-half of the maximum width of the window, as defined by the edges 27 and 28, being symmetrically disposed with respect to the center of the width of the window, and thus the edges 26^a and 26^b terminate at distances approximately one-fourth of the width of the window from its opposite ends. While these particular dimensions are mentioned as desirable, it is to be understood that the lengths of the edges 27 and 28, 27^a and 28^a, 26, 26^a and 26^b may be relatively varied, as desired.

The result of the shaping of the edges of the window, as above described, is to provide vertically, elongate abutments or flange members F¹ and F² at opposite sides of the window at its lower portion, and also horizontally, elongate abutments or flange members F³ and F⁴ at the lower portion of the window. The parts F¹, F³ and F², F⁴, respectively, are designed to overlie marginal portions of the pad at its lateral edges and bottom.

Assuming that the face-board is to have a facing 7 of thin sheet material, this facing is first glued to the front face of the face-board before the window is cut. In cutting the window, as above described, using the back-board as a cushion, the covered front-board is placed on the back-board, and, in cutting, the front face of the back-board becomes indented by the cutting dies, as illustrated in Fig. 9 wherein the broken line 25^a is the indentation formed by the edge of the die which produces the upper edge 25 of the window; the indentations 27^a and 28^a are formed by the edges of the die which cut the edges 27 and 28 of the window; and the indentation 26^a is formed by the edge of the die which cuts the edge 26 of the window. It will be noted that the indentation 26^a must not be below although it may be in alignment with the portions 12 and 13 of the incisions in the back-board. If the edge 26^a were below the incisions 12 and 13, the lower edge of the pad could not rest on the lower edge 26 of the window. As shown (Fig. 9), the indentations 27^a and 28^a intersect the arcuate terminal portions 21 and 22 of the vertical parts of the incisions in the back-board. The extent of the abutment portions of the front-board is shown (Fig. 9) by the areas X¹, X², X³ and X⁴ which intervene between the broken lines showing the indentations and the full lines which indicate the incisions.

After the window aperture has been cut and the material removed from the window aperture, the edges of the facing material 7 are folded about the back-board and secured to the latter so as permanently to unite the front-board and back-board.

Since the width of the window in the front-board, as defined by the edges 27 and 28, is at least as great as the width of the pad and preferably very slightly greater, the pad may be slipped into the window from the front without requiring any door in the back-board or any slot at the top or side of the mount, the lower corners and marginal portions of the pad being pushed down behind the abutment or flange members F¹ and F². Although the back-board and front-board are in contacting face-to-face relation, and may be united along all four margins so that it would not normally be possible to push

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the pad between the abutments F^1 and F^2 and the back-board, the provision of the resiliently deflectable tongues T and T^1 in the back-board makes it possible, by the deflection of these tongues, to push the lower corners of the pad down behind the abutments F^1 and F^2 and until the lower margins of the pad, at its opposite sides, are disposed behind the abutment portions F^3 and F^4 . This position of the parts is illustrated in Figs. 7 and 12. In Fig. 11 the upper portion of the pad is shown as within the plane of the window, that is to say, it lies between the planes of the front and rear faces of the front-board. While the major portion of the pad thus lies in the plane of the window, it will be understood that by reason of the resiliency of the tongues T and T^1 the lower, lateral and bottom marginal portions of the pad (Fig. 7) may deflect rearwardly of the rear face of the front-board so as to be frictionally clamped against the rear faces of the abutment members so that the pad is firmly held in position, without necessitating the employment of staples or other fastener elements. When it is desired to remove a leaf from the pad, it is merely necessary to pull the pad upwardly and forwardly from the window opening, tear off a leaf, and reinsert the pad in the window. While in use, the lower corner portions of the pad are adequately confined and prevented from curling.

While, as above noted, it has heretofore been proposed to construct a mount having a well, within which the pad could be housed, with corner portions of the pad arranged behind portions of the front-board so as to prevent curling of the pad, this has only been accomplished heretofore by the employment of a three-ply mount using a well-board intervening between the front and rear boards. In accordance with the present invention, this wellboard is no longer necessary, the amount is substantially lighter in weight, and a substantial saving in material results. There is an additional saving in cost since it is not necessary to cut the well opening in the wellboard nor to assemble the wellboard with the other parts.

Although the mount as herein described is particularly intended for displaying a calendar pad, it is obviously useful for displaying other articles, particularly such as comprise one or more sheets of paper or the like having a tendency to curl when unconfined, and the term "pad" as herein employed, unless otherwise limited, is to be understood as inclusive of any such articles.

While a desirable embodiment of the invention has herein been illustrated by way of example, it is to be

understood that the invention is broadly inclusive of any and all modifications falling within the scope of the appended claims.

I claim:

1. An easel type mount for a calendar pad comprising uniformly flat front and rear plies of sheet material of commensurate area arranged in contacting face to face relation without an intermediate spacer therebetween, said front ply comprising a faceboard having a display window therein, the lower part of the window having inwardly extending margins at its lower corners constricting the breadth and depth of the window opening to less than the corresponding dimensions of the pad to be inserted therein so as to provide overlapping retaining walls for the front of the pad at its lower part, and the upper portion of the window having a width slightly greater than the width of the pad to be inserted between the faceboard and the rear ply constituting the back-board permitting the pad to be inserted into the window from the front of the mount, and downwardly behind the overlapping retaining walls, said back and said apertured front being permanently joined marginally except at the interfaces bordering the opening, thereby providing unattached interfaces between the back and retaining wall at the lower part of the window between which may be inserted the margins of the pad, and said back-board being provided with angular incisions paralleling the edges of said inwardly extending margins and spaced inwardly therefrom to provide rearwardly deflectable portions to admit the thick calendar pad to be disposed in the rear of said face-board back of said overlapping margins.

2. An easel type mount according to claim 1 wherein the inner ends of the incisions which parallel said inwardly extending margins terminate in curved portions extending to the window opening, thereby increasing the flexibility of the deflectable portions.

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