

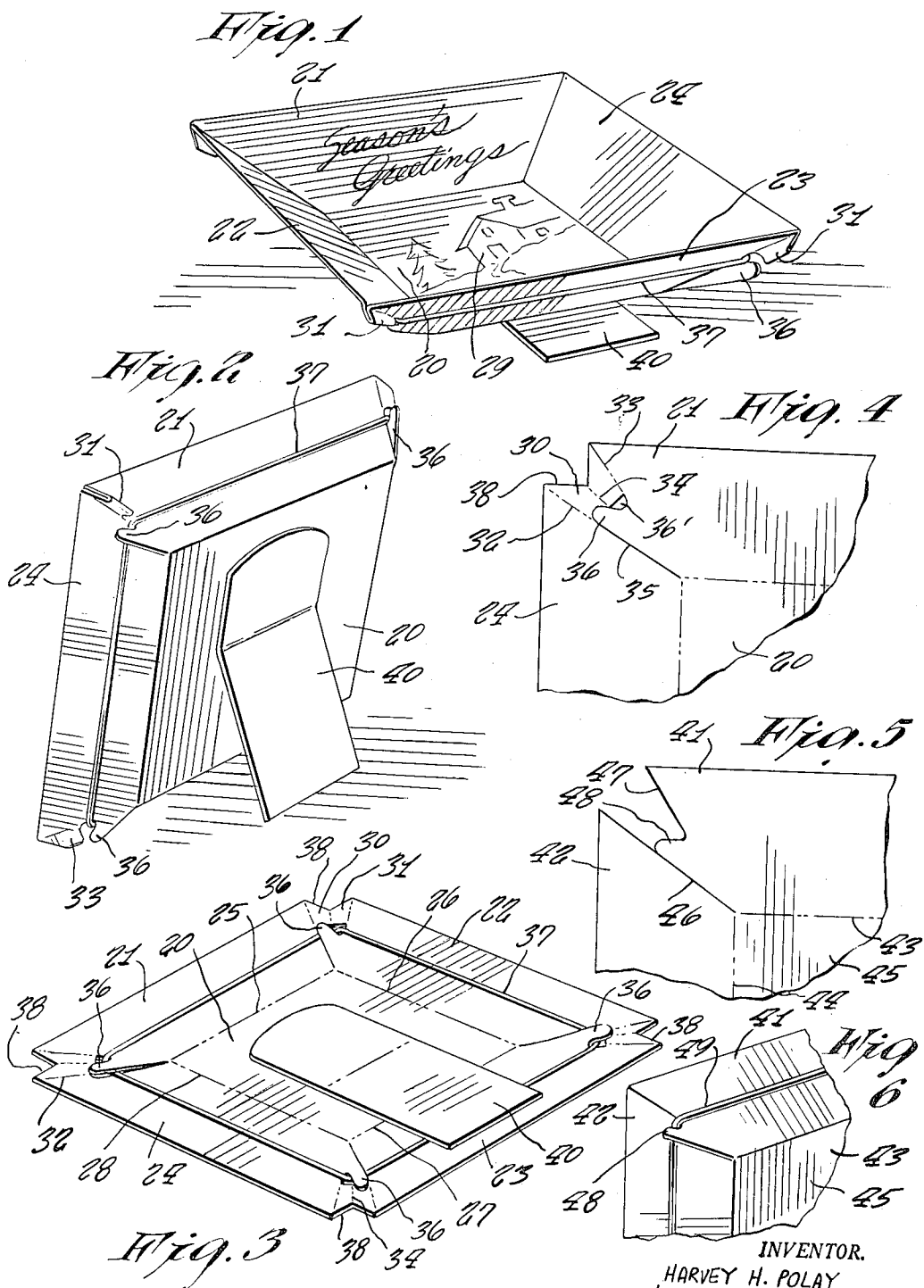
Jan. 24, 1956

H. H. POLAY
DISPLAY DEVICE

2,731,748

Filed Dec. 20, 1952

3 Sheets-Sheet 1



INVENTOR.
HARVEY H. POLAY
BY *Harvey H. Polay*
ATTORNEY

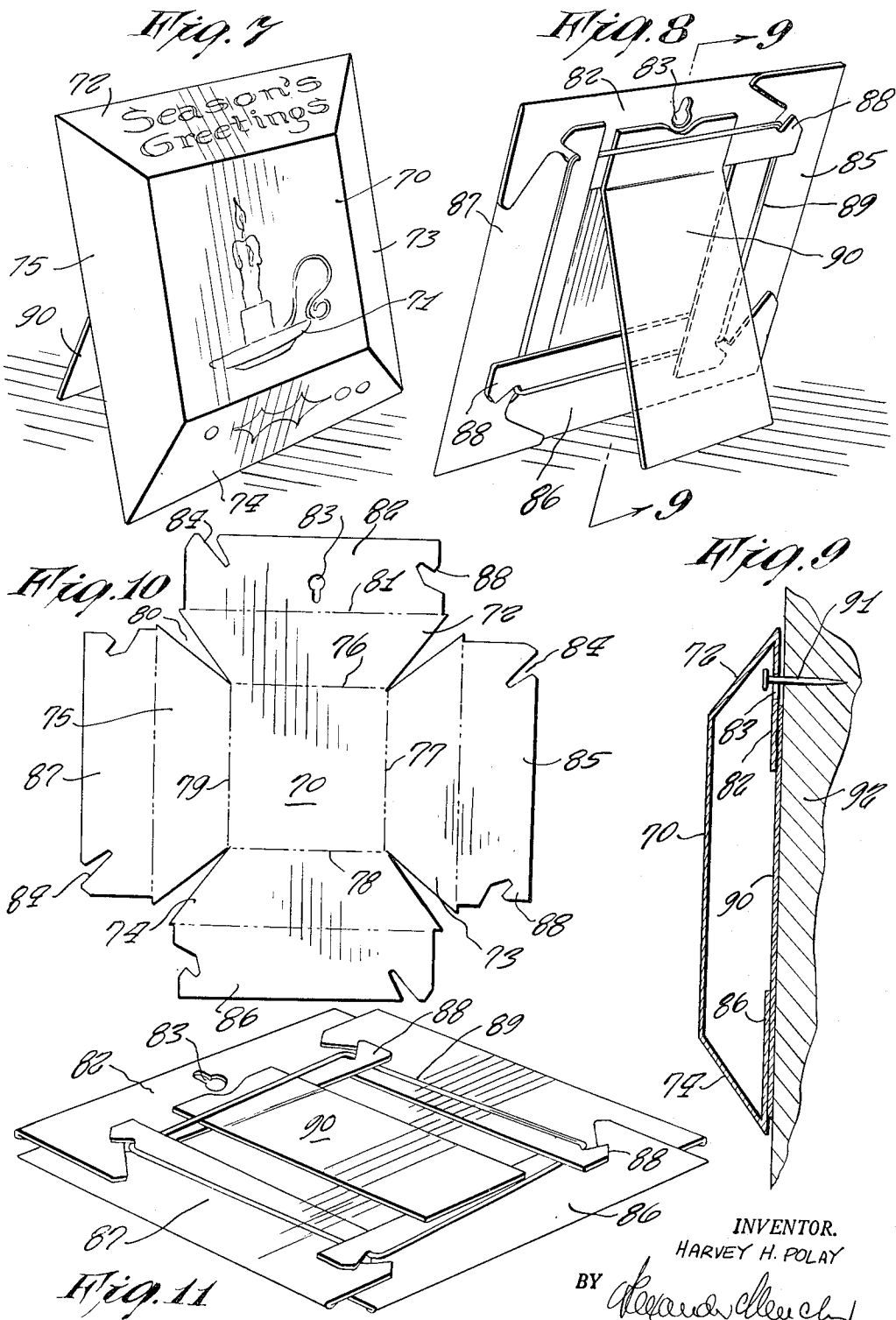
Jan. 24, 1956

H. H. POLAY
DISPLAY DEVICE

2,731,748

Filed Dec. 20, 1952

3 Sheets-Sheet 2



INVENTOR.
HARVEY H. POLAY

BY

Harvey H. Polay

ATTORNEY

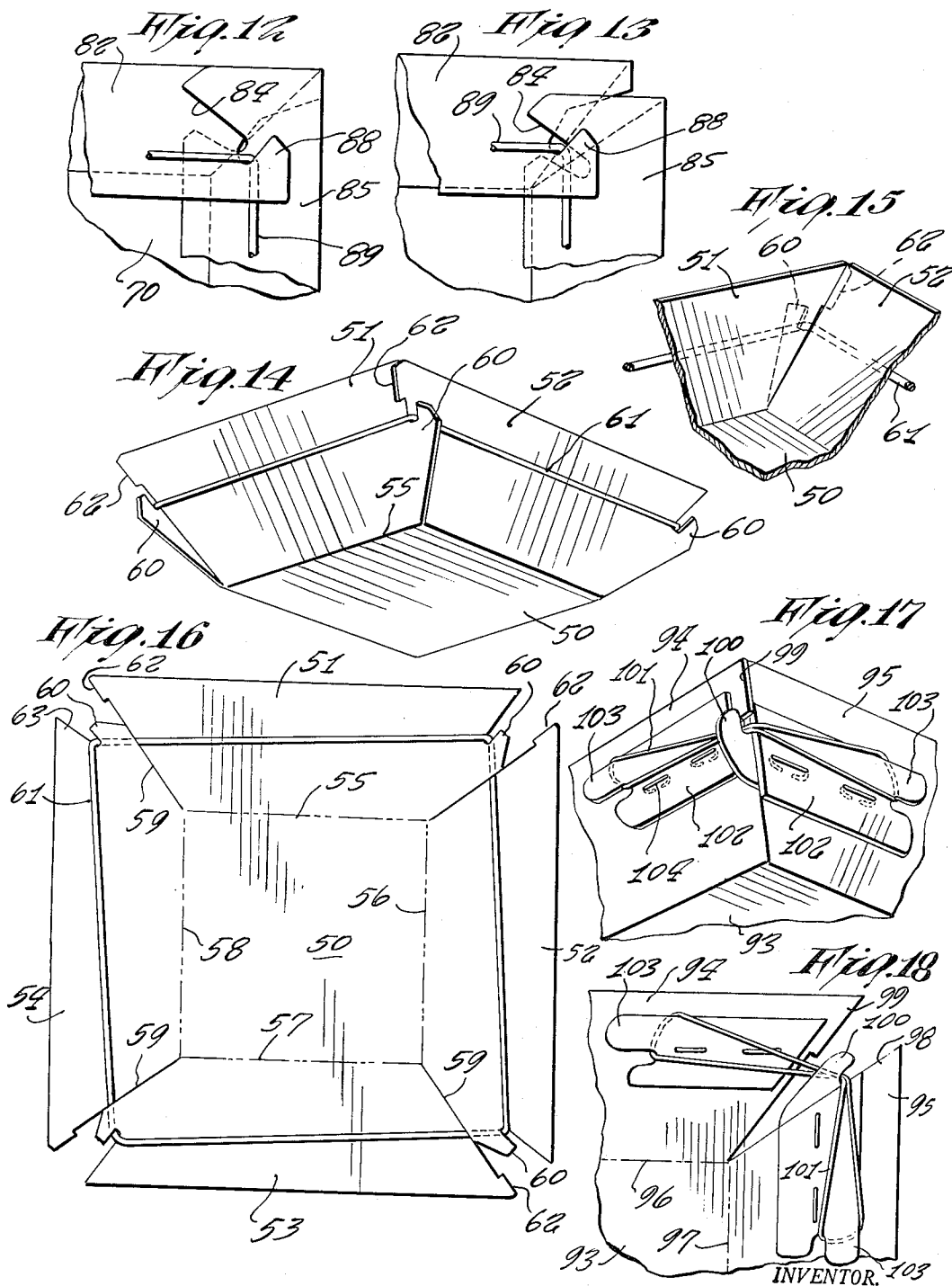
Jan. 24, 1956

H. H. POLAY
DISPLAY DEVICE

2,731,748

Filed Dec. 20, 1952

3 Sheets-Sheet 3



INVENTOR. 103
HARVEY H. POLAY
BY *Charles H. Henschel*
ATTORNEY

1

2,731,748

DISPLAY DEVICE

Harvey H. Polay, Manhattan Beach, N. Y.

Application December 20, 1952, Serial No. 327,065

3 Claims. (Cl. 40—155)

This invention relates to display and greeting card devices.

It is an object of the present invention to provide a simple display and greeting card device which will have a frame effect and which is formed by cutting away the corner portions of a blank piece and providing upon the same hook formations adapted to retain an elastic band so that the folded in side portions will be held in a manner to provide a peripheral flaring.

It is another object of the invention to provide a display or greeting card device having the above object in mind which can be delivered in a flat condition and assembled by the ultimate user and so that the device needs to consume only little space during shipment of a large volume of the same.

It is another object of the invention to provide a display of greeting card device having as well as a forward frame flaring, a reverse flaring with a simple arrangement of flaps connected to the reverse flaring portions and connected together and retained by a simple elastic to provide an assembled and retained device.

It is another object of the invention to provide a simple connection of upwardly flared portions of a display device that have projections at the corners of the flarings such that a simple elastic can be readily assembled over the same to hold the flared portions tightly connected together at their corners.

Other objects of the invention are to provide a display or greeting card device having the above objects in mind, which is of simple construction, inexpensive to manufacture, easy to assemble, compact, of pleasing appearance, and convenient to use.

For other objects and for a better understanding of the invention reference may be had to the following detailed description taken in connection with the accompanying drawing, in which:

Figure 1 is a perspective view of a flared display or greeting card device constructed according to one form of the invention;

Fig. 2 is a rear perspective view of the form of the invention shown in Fig. 1 and supported in an upright manner by an easel projection;

Fig. 3 is a rear and flattened perspective view of the display device shown in Fig. 1;

Fig. 4 is an enlarged fragmentary plan view of one corner of the device in its flattened state;

Fig. 5 is a fragmentary plan view of a corner of the device constructed according to another form of the invention with foldable corner portions being dispensed with;

Fig. 6 is a fragmentary perspective view of a display device formed of a blank piece constructed according to Fig. 5;

Fig. 7 is a perspective view of a reverse flared greeting card device constructed according to another form of the invention;

Fig. 8 is a rear perspective view of the greeting card device shown in Fig. 7;

2

Fig. 9 is a vertical sectional view taken on line 9—9 of Fig. 8 and illustrating the manner in which the greeting card device may be attached to a wall surface;

Fig. 10 is a flattened plan view of the blank piece used to construct the greeting card device shown in Figs. 7 and 8;

Fig. 11 is a rear perspective view of the greeting card device shown in Fig. 7, partly assembled and with the easel lowered onto the rear face of the device;

Fig. 12 is a fragmentary rear elevational view of one corner of the assembled greeting card device shown in Fig. 7;

Fig. 13 is a fragmentary rear elevational view of the corner device as shown in Fig. 12 with the edges thereof being assembled;

Fig. 14 is a bottom perspective view of a display and flared device constructed according to another form of the invention;

Fig. 15 is a fragmentary perspective view looking upon the interior of an assembled device of the form shown in Fig. 14;

Fig. 16 is a flat plan view of the device shown in Fig. 14;

Fig. 17 is a perspective view of the corner connections of the device constructed according to another form of the invention. Separate elastics are used in each corner;

Fig. 18 is a plan view showing the flared portions separated at their ends and in a flattened state, the elastic being stretched to allow the collapse of the device.

Referring now particularly to the form of the invention shown in Figs. 1 to 4, a blank piece is provided with a bottom or central portion 20 and flaring portions 21, 22, 23 and 24, foldable respectively along fold lines 25, 26, 27 and 28 to positions forwardly of the central portion 20 to provide a frame-like appearance for a scenic view indicated generally at 29.

In each of the corners the flaring portions are connected by small outwardly foldable portions 30 and 31 foldably connected along adjacent flaring portions along diverging fold lines 32 and 33 and foldable upon themselves along a central fold line 34. These flarings are also formed in their corners by a cut 35 providing a hook formation 36 over which an elastic 37 can be extended and a small cutaway opening 36'. Also the flarings are cut at the corners toward the central fold line 34 to provide a corner notch 38.

When the foldable portions are folded upon themselves, the ends of the flared portions are brought together in a manner shown more clearly in Fig. 2, and the hook formations 36 will extend rearwardly and will hold and retain an elastic band 37 extended about the outer sides of the flared portions. The folded portions 31 and 32 will serve as stops extending over the hook formations 36 to prevent the outward disengagement of the elastic band 37. The elastic band 37 will hold the shape of the flared portions. Accordingly, there has been provided a greeting card device having frame like flared portions. An easel 40 is secured to the rear face of the central portion 20 and will support the device in the manner shown in Fig. 2.

Referring now particularly to Figs. 5 and 6, there is shown a slightly more simple form of the invention in which the flared portions 41 and 42 foldable along lines 43 and 44 respectively of a central portion 45, are cut and separated from one another along a cut line 46 and also are notched or cut away as indicated at 47 to provide a hook formation 48. The cutaway 47 lies in but one flange at the corner. By folding inwardly the flared portions which are free of one another an elastic band 49 can be placed over the hook formations 48 so that elastic band 49 will be held against displacement from the flar-

ing portions. The remainder of the device is constructed similarly and at the different corners and can be provided with an easel in the same manner as the form of the invention shown in Fig. 1 is provided with an easel.

Referring now particularly to the form of the invention shown in Figs. 14, 15 and 16, there is shown a similar device as just described with reference to Figs. 5 and 6. In this form of the invention shown in Figs. 14 and 15 and 16, a central portion 50 has flaring portions 51, 52, 53, 54 respectively foldably connected thereto along fold lines 55, 56, 57 and 58. Each corner the flaring portions is cut away along cut line 59 and is notched to provide a hook portion 60 over which elastic band 61 can be extended. As a continuation of the cut line 59 approaches the outer edge of the flaring portions, it is offset to provide projection 62 serving as an abutment and stop for an edge 63 as the elastic band 61 draws the flaring portions together at the corners of the device.

Referring now particularly to the form of the invention shown in Figs. 7 to 13, 70 represents a central portion on which a display configuration 71 is impressed. Extending outwardly from this central portion 70 are flaring portions 72, 73, 74 and 75. These flaring portions 72, 73, 74 and 75 are respectively foldable with respect to the central portion 70 along fold lines 76, 77, 78, and 79. The flaring portions are cut away and separated from one another at their ends by tapered notches 80 provided in the collapsed piece, Fig. 10. These flaring portions are folded back so that the edges of the notches unite. The flaring portion 72 has a flap bendable inwardly along a fold line 81. This flap is indicated at 82 and has a keyhole opening 83 therein by which the device can be hung upon the wall in the manner shown in Fig. 9. The flap 82 has a diagonal notch 84 adapted to receive an opposite or adjacent flap. The flaring projections 72, 73, 74 and 75 respectively have similar flaps 85, 86, and 87 and are like the flap 82. The flap 82 is cut away at the opposite edge to provide a hook portion 88 for receiving and retaining an elastic band 89 as the flaps are folded inwardly in the manner shown in Figs. 8 and 11 and united by the elastic band 89. These devices can be assembled in the manner as shown in Fig. 11 and retained in their flat state though folded so as to consume little space upon the same being shipped. An easel 90 is secured to the flap 82 and is extended rearwardly in the manner shown in Figs. 7 and 8 to support the device in an upright manner on a table surface. By applying a tack 91 in a wall 92, the device can be suspended on the same by passing the head of the tack through the keyhole opening 83.

Referring now particularly to Figs. 17 and 18, there is shown a form of the invention where there is provided a separate elastic for the connecting together of the flaring projections. In this form of the invention a central portion 93 has flaring portions 94 and 95 foldable along lines 96 and 97 respectively. The cut piece is notched at each corner as indicated at 98 so that the edges of the notch and of the respective flaring projections can be brought together. One side of the notch and of a flaring projection there is provided an abutment 99 against which the edge of the adjacent flaring projection may lie. The hook formation 100 is provided over which an elastic 101 can extend. On the back of each flaring projection there is stapled respectively a piece 102 having a horn 103 over which one end of elastic 101 extends. Staples 104 serve to fix this piece 102 to the projection. The hook formation 100 will keep the elastic from being lowered at the corner. The elastic will draw the corners together and the edge of one projection against abutting projection 99 of the other projection so that a device with flaring projections is solidly provided.

It will now be apparent that there has been provided according to the several forms of this invention a display or greeting card device wherein flaring projections are held together at the corners by an elastic means extended over hook formations cut into the paper stock and so that the flaring projection will be retained in a manner to provide a frame like appearance upon the device, which is dished either forwardly or rearwardly. It will be apparent that by a simple elastic all portions of the device can be maintained in the desired shape.

While various changes may be made in the detail construction, it shall be understood that such changes shall be within the spirit and scope of the present invention as defined by the appended claims.

What is claimed is:

1. A display device which is transported in a flat plane and automatically assumes a three dimensional configuration upon display, said device comprising: a central portion having a plurality of straight edges; a peripheral frame element along each of said edges, and extending the length thereof, hinged to said central portion and having edges abutting against each other in display position; a hook portion on each of said elements which in display position abut against adjacent elements; and elastic means extending about said hook portions biasing said elements out of the plane of said central portion.

2. A display device which is transported in a flat plane and automatically assumes a three dimensional configuration upon display, said device comprising: a central portion having a plurality of straight edges; a peripheral frame element along each of said edges, and extending the length thereof, hinged to said central portion and having edges abutting against each other in display position; a hook portion on each of said elements which in display position abut against adjacent elements; a projection on each of said elements, said projection abutting against adjacent elements when in display position; and elastic means extending about said hook portions biasing said elements out of the plane of said central portion.

3. A display device which is transported in a flat plane and automatically assumes a three dimensional configuration upon display, said device comprising: a central portion having a plurality of straight edges; an elongate peripheral frame element along each of said edges, and extending the length thereof, hinged to said central portion and having edges abutting against each other in display position; a hook portion on one end of each of said elements, said hook portion in display position abutting against adjacent elements; a projection on the opposite end of each of said elements said projection abutting against adjacent elements when in display position; and elastic means extending about all of said elements supported on said hook portions and biasing said elements out of the plane of said central portion.

References Cited in the file of this patent

UNITED STATES PATENTS

50	899,393	Fratcher	Sept. 22, 1908
	2,144,594	Katz	Jan. 17, 1939
	2,146,318	Viscount	Feb. 7, 1939
	2,181,827	Ziemmerman	Nov. 28, 1939
	2,332,642	Johnson	Oct. 26, 1943
65	2,373,074	Ziemmerman	Apr. 3, 1945

OTHER REFERENCES

Art Supplement "Can't You Talk" to Boston Globe, Sunday, Apr. 2, 1905. (Copy in Div. 53.)