Aug. 14, 1962 D. F. PASCHAL 3,049,324

DISPLAY MOUNTS

Filed May 16, 1961 2 Sheets-Sheet 1

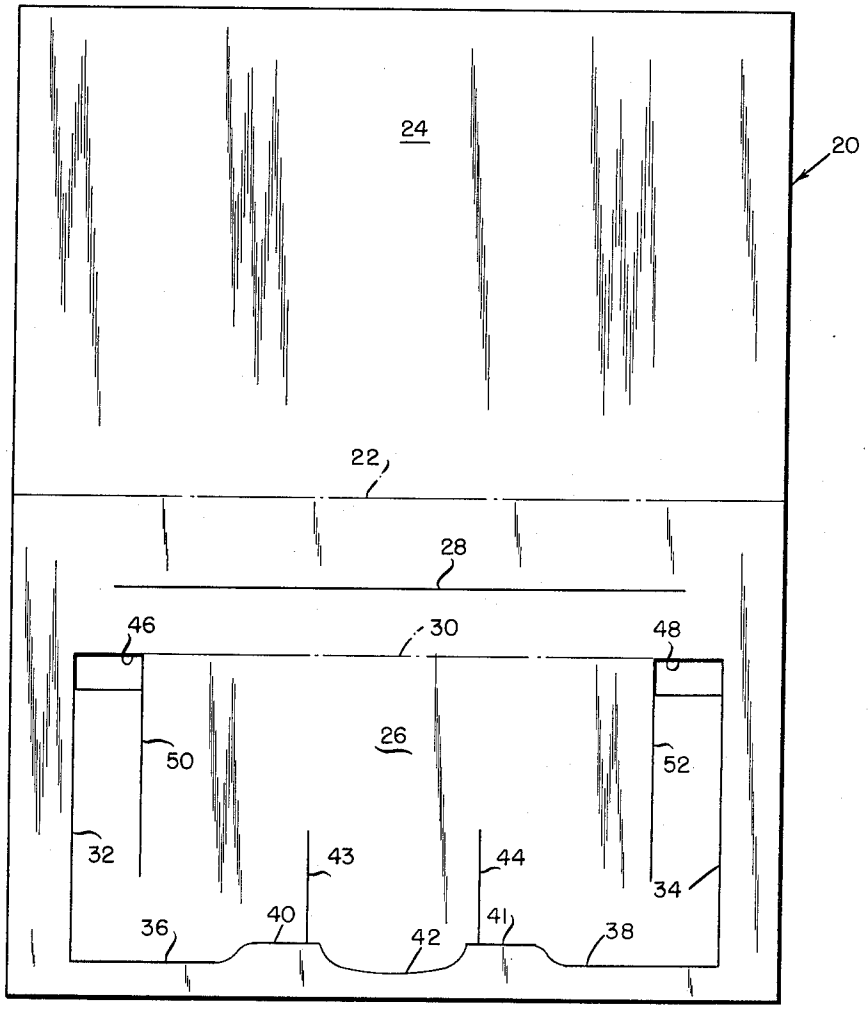


Fig. 1

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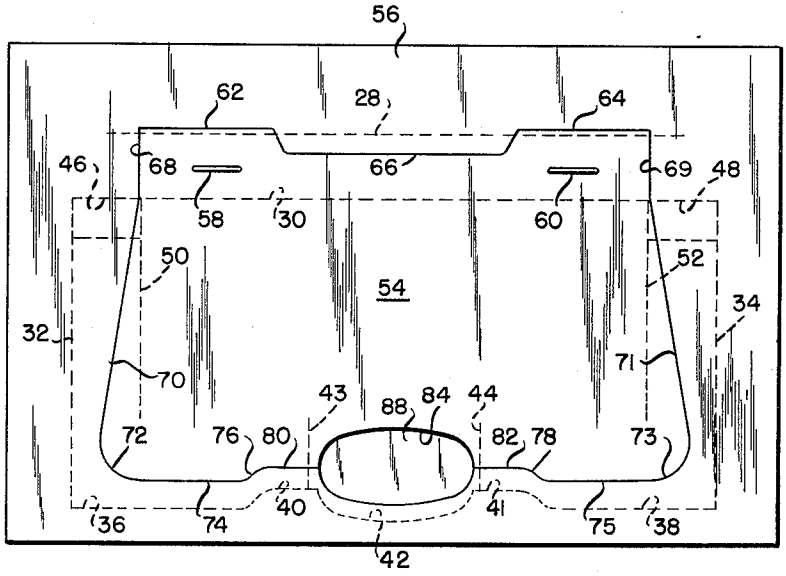


Fig. 2

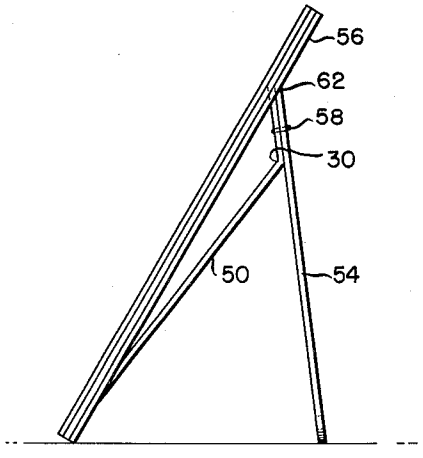


Fig. 3

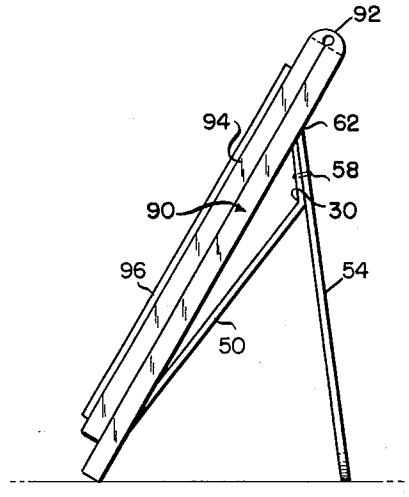


Fig. 4

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DISPLAY MOUNTS

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This invention relates to display mounts for calendars, memo pads and other pictorial or graphic material and more particularly to such mounts of the type having a supporting easel construction which is folded flat when the mount is shipped or not in use and swung into supporting position when the mount is set up in display position.

Display mounts of the type with which the present invention is concerned are distributed in large numbers to the public without charge as a part of advertising or promotion campaigns and accordingly must be easy to use, inexpensive and ornamental.

It is the principal object of the present invention to provide improved display mounts of this character which satisfy these requirements and which provide substantial savings in cost, reduction in bulk, and which facilitate packing or shipment.

It is a further object of the present invention to provide improved display mounts having self-locking easels at a cost no greater than easels requiring manual manipulation to hold them in upright position and, at the same time, provide a construction which remains in a flat plane when closed to facilitate shipment and storage.

It is a further and particularly important object of the present invention to provide display mounts having automatic easels which eliminate the overlapping tongue or joint associated with prior easels of the automatic type.

It is an additional object of the present invention to provide improved display mounts of multi-ply construction having an easel leg cut from one of the plys and an easel locking member cut from another of the plys, the mount being so constructed that the member from which the easel locking leg is cut can be of thinner and lighter weight board permitting substantial economy in manufacture and shipping costs.

In attaining these and other objects, the present invention comprises a three ply display mount, two of the plys being formed from a single piece of paperboard folded upon itself and the third ply being formed by a separate board glued or stitched to the two-ply folded board. The easel leg is cut from a third ply whereas the easel locking leg is cut from the middle ply, both the easel leg and the locking leg being wholly contained in the ply from which they are cut when the unit is shipped or when it is not in use, thereby providing a unit which is flat and of uniform thickness which facilitates shipment and storage of the unit.

The unique configuration and location of the easel locking leg and its novel attachement to the easly leg provide for automatic erection and support of the easel leg in a quick and easy manner.

Additional objects and advantages of the present invention will become apparent as the description proceeds in connection with the accompanying drawings in which:

FIGURE 1 is a plan view of a board which, after folding, forms two of the three plys of the completed mount, FIGURE 1 also showing the initial cut made in this board;

FIGURE 2 is a rear elevation of the completed unit folded flat for shipment;

FIGURE 3 is a side elevation of the unit erected for use; and

FIGURE 4 is a side elevation of a modified unit.

Referring now more particularly to the drawings, two plys of the display mount are formed from the rectangular board **20** of FIGURE 1. The width of the board is substantially the same as the width of the completed unit while its height is twice the height of the completed unit. Preferably all of the cuts, scores and creases shown in the board in FIGURE 1 are formed in a single operation. In this operation the board is cut almost through from edge to edge along the line **22** which divides the board into an upper panel **24** and a lower panel **26** of equal dimensions. This cut is made to permit the panel **24** to be folded over in face-to-face relation with the panel **26**. The lower panel is cut along line **28** and scored along line **30**, the lines **28** and **30** being parallel to the cut **22**. These lines form a hinge construction for the easel locking leg in the completed unit.

Also in the initial operation, the easel locking leg is partially formed through parallel cuts **32** and **34** joined at their bottom ends by a horizontal bottom cut having straight end portions **36** and **38**, the upwardly curved inner ends of which merge into straight portions **40** and **41** which are connected by a downwardly curved portion **42** at the center of the board. Parallel cuts **43** and **44** extend upwardly from the straight portions **40** and **41**. At the upper ends of the edge cuts **32** and **34**, small rectangular portions of the board are cut away to form openings **46** and **48**. The inner vertical edges of these cut out portions are extended by relatively short through cuts **50** and **52**.

When the main board **20** has been formed as shown in FIGURE 1, an additional board **56** is attached thereto in full surface contact with the panel **26** by means of stitches or staples **58** and **60** or by spot gluing. If stitches are used, they preferably are placed as shown between the cut line **28** and the scored or perforated line **30** on the panel **26**. If glue is used, it should be confined to this area and to the corners of the unit. After the two boards have been assembled in this manner, the panel **24** is folded over in full surface contact with the panel **26** and the complete unit is wrapped with a suitable thin decorative paper in a manner well known in the art.

A final cut is then made through the outer board **56** as shown in FIGURE 2 to form the easel leg **54**. The cutting in certain areas is extended through the outer board **56** into the panel **26** to complete the formation of the easel locking leg. In this operation a top hinge is formed for the easel leg comprising aligned score lines **62** and **64** connected by downwardly offset cut line **66** extending through the panel **56**. Preferably the scored portions **62** and **64** are closely adjacent or directly over the cut line **28** in the panel **26**. However, in some cases it may be preferable to position the score lines slightly below the cut line **28** to establish a restoring force when the easel leg **54** is swung outwardly to the position of FIGURE 3. Alternately, upwardly projecting tabs (not shown) can be found in the cut line **28** for this purpose. The side edges of the easel leg are formed in part by straight through cuts **68** and **69**. The cutting rule is so constructed that along the lines **68** and **69** the cut is extended through the panel **26** from the line **28** into the openings **46** and **48**. The side and lower edges of the easel leg are formed by diverging straight cuts **70** and **71** connected by curved cuts **72** and **73** to straight cuts **74** and **75**. The inner ends of the cuts **74** and **75** are connected to upwardly curved cuts **76** and **78** leading to straight cuts **80** and **82** which extend into an oval cut **84**. The piece **88** within the oval cut is removed.

It will be noted that the bottom edges of the easel leg are generally parallel to but are offset upwardly from the corresponding bottom edge portions of the easel locking leg and that the bottom portion of the easel locking leg is of greater width than the corresponding portion of the

easel leg. Thus the entire lower portion of the easel locking leg is normally restrained against movement out of the plane of the middle ply **26**.

The display mount may be completed by stitching or gluing appropriate pictorial or graphic material to the smooth front face of the panel **24** or by the imprinting of an appropriate advertising message thereon.

The unit may be moved to its display position shown in FIGURE 3 by grasping the lower end of the easel leg **54** in the opening provided by the removal of the piece **88** and swinging the easel leg outwardly about the hinge formed by the score lines **62** and **64**. Because of the attachment of the easel leg to the locking leg through the staples or stitches **58** and **60**, the easel locking leg tends to follow the easel leg and swings about the cut line **28**. However the bottom edge of the easel locking leg is held substantially in the plane of the panel **26** since the bottom portions of the easel locking leg outwardly of the cut lines **43** and **44** lie under the panel **56**. These outer portions of the easel locking leg thus act as slide guides. Because of the cut lines **50** and **52** and the through cuts in panel **26** under the cuts **68** and **70** in the outer panel **56**, the central upper portion of the easel locking leg leaves the plane of the panel **26** and bends on the hinge **30** as shown in FIGURE 3. This action tends to lift the central portion of the lower edge of the easel locking leg between the cuts **43** and **44** out of the plane of the middle panel **26**.

The movement of the easel leg is continued until the lower edge **42** of the easel locking leg is raised to the level of the lower portion of oval cut out **84**. At this time the resilient nature of the board causes the central portion of the easel locking leg formed between the cut lines **43** and **44** to swing outwardly and abut the corresponding edge formed by oval cut **84** in the panel **56** thus locking the easel leg in its extended position as shown in FIGURE 3 and holding the mount in display position.

The mount may then be returned to its initial position by pressing the lower end of the easel locking leg inwardly and swinging the easel leg back to its initial position.

Undue swinging movement of the easel leg is prevented by abutment of the lower edges of the cut out portions **46** and **48** with their upper edge which is occasioned by the upward sliding movement of the easel locking leg. Thus these four surfaces form limit stops for both the easel leg and the easel locking leg.

It is to be understood that the construction thus far described may be applied to different forms of display mounts, for example the display mount shown in FIGURE 4. In a mount of this type the assembly thus far described is indicated generally at **90**. Attached to the top of the assembly by a suitable hinge **92**, preferably formed by a

thin paper wrap, is a separate display panel **94**. The display material such as a calendar **96**, may be attached to the front surface of the panel section **94**. The panel section **94** may be freely swung about the hinge **92** to expose a memo pad secured to the front surface of the assembly **90** and the undersurface of the panel section **94**. A generally similar construction can be obtained by locating the hinge **92** at the bottom of the assembly **94**.

The invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. The present embodiments are, therefore, to be considered in all respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims rather than by the foregoing description, and all changes which come within the meaning and range of equivalency of the claims are, therefore, intended to be embraced therein.

What is claimed and desired to be secured by United States Letters Patent is:

1. A display mount comprising front, intermediate and and rear panels of paperboard or like material secured together in overlying relation, an easel leg cut from the rear panel and connected to said rear panel by a hinge at one end, an easel locking leg cut from said intermediate panel and connected at one end to said easel leg, said easel locking leg having side portions slidably received between said front and rear panels and having a bottom edge portion moved by movement of said easel leg to its erected position into abutting relation with the edge of the opening in said rear panel from which said easel leg is cut to retain said easel leg in erected position.

2. A display mount comprising front, intermediate and rear panels of paperboard or like material secured together in overlying relation, an easel leg cut from the rear panel and connected to said rear panel at its upper end by a hinge, and an easel locking leg connected at its upper end to said easel leg, the lower portion of said easel locking leg being slidably received in spaces provided between said front and rear panels and having a bottom edge portion moved into abutting relation with the edge of the opening in said rear panel from which said easel leg is cut to retain said easel leg in erected position.

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