

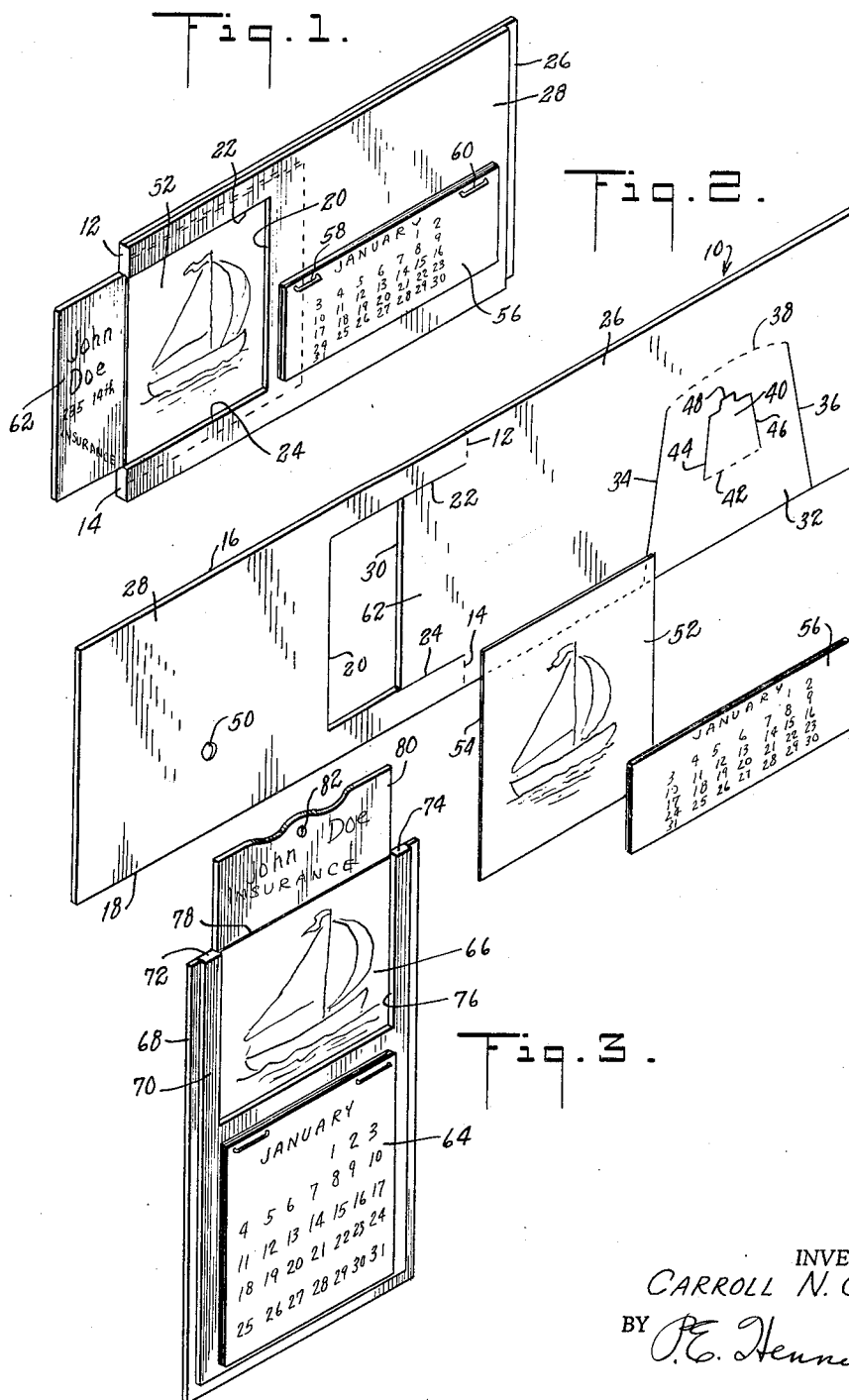
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METHOD FOR MAKING DISPLAY MOUNTS

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METHOD FOR MAKING DISPLAY MOUNTS

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This invention relates to a display mount and to the method for making the same. In its more specific aspect, the invention relates to a method for forming display mount structures providing enlarged display panel surfaces on which advertising messages or the like may be inscribed, and also providing improved means for mounting display material.

Mounts, such as desk calendars, are widely used to advertise products and services because they bring the advertiser's message to the public day-after-day for a full year. To insure that advertising mounts will be used by the recipients throughout an entire year, it is necessary that they be so attractive, durable and useful as to engender a desire to continue their use. Mount producers have been inclined to introduce structural complexities into their mounts in order to achieve an aesthetic appeal, durability and mechanical utility with the result that costs have been increased to the point where further development in that direction appears no longer desirable.

It is, therefore, the primary object of this invention to produce a display mount that is exceptionally cheap to manufacture, but which at the same time has the necessary attractive appearance, the required durability and the mechanical utility which is demanded of today's commercial product.

The least expensive mount that can be visualized is one that consists of a single blank comprising a face board and a back board folded into face-to-face contact. Many display mounts include display windows near one edge of the face board such that display material of a card-like character can be inserted between a pair of mount boards and displayed through such windows. The simple fabrication of mounts of this latter class presents some difficulty when simplified manufacturing techniques are applied, e.g., the folding of a single board blank to form a two-ply mount. In such mounts, proper manufacturing procedure dictates that the display window be located adjacent the line about which the board blank is folded. When this is the case, the stress in the boards caused by bending the boards about the hinge line, even though the line be deeply scored, causes the boards to bulge, puff and break across the relatively narrow strip of board which separates the display window from the hinge line. Furthermore, in conventional practice, the panel which is cut from the face board to form the display window is lost as scrap, and, finally, display card assembly is complicated since no positive stop is provided to position the card under the display window.

It is, therefore, the specific object of this invention to provide a display mount which is simple, durable and attractive by the application of a method which conserves the board stock; which provides an enlarged advertising surface; which eliminates all danger of mechanical failure or distortion due to bending stresses; and which provides positive card positioning abutments whereby assembly is simplified and accelerated.

These objects and advantages will be further developed in the specific description which is to follow and which is to be read in conjunction with the drawing, forming a part of this application, in which drawing like reference numerals indicate like parts, and in which:

FIG. 1 is a facial perspective view of one form of display mount in accordance with the invention;

FIG. 2 is an exploded facial perspective view of the elements comprising the mount herein; and

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FIG. 3 is a facial perspective view of a modified form of mount made in accordance with the invention.

FIG. 2 discloses the simple elements of a complete mount. In this figure, is disclosed a generally rectangular blank 10 which is the type of blank utilized for the specific construction shown in FIG. 1. The blank of FIG. 2, with slight modification, can also be used to form the mount structure of FIG. 3. In either event, the blank 10 is generally rectangular in shape and approximately twice as long as the length of the ultimate mount structure. A pair of aligned score lines 12 and 14 are formed inwardly from the longer edges of the blanks 16 and 18, respectively. The length of the score lines 12 and 14 will determine the width of a marginal display window frame which will be formed in the face of the mount. The score lines 12 and 14 are preferably of a substantial depth and may be formed by cutting through a portion of the board thickness from the rear face of the blank, as viewed in FIG. 2.

A display window incision 20 having generally parallel legs 22 and 24 is cut through the board within the body of the blank at one side of the score lines 12 and 14 such that the legs 22 and 24, respectively, meet the inner ends of the score lines 12 and 14. The scoring and cutting operation, as described, divides the blank 10 into two parts consisting of a back section 26 and a face section 28. The free end of the back section 26 which is included within the incision 20 may remain intact in order to provide the greatest amount of additional advertising space. On the other hand, it may be desirable to control the proportions of the completed article by cutting off a portion of the free end of the back section, such that the terminus thereof will correspond somewhat to a line 30 of FIG. 2.

The incision 20 which, for purpose of illustration, is shown herein to be generally U-shaped, defines a panel section of corresponding shape. It is contemplated that the incision may define a variety of shapes such that complimentary outlines are formed in the sections 26 and 28.

A concurrent operation in the formation of the blank also conventionally involves the necessary incisions and score lines to form a simple easel structure in the back section 26. Accordingly, an easel leg 32 is severed from the back section 26 by a pair of outwardly diverging cuts 34 and 36 which preferably extend downwardly from a point above the center line of the back section through the lower edge 18 thereof. The easel leg 32 is articulated about a score line 38 which extends between the upper ends of the incisions 34 and 36. An easel latching tongue 40 may be formed simultaneously within the body of the easel leg 32 to rotate about a score line 42 at its base. The latching tongue 40 is severed from the body of the easel leg by a pair of upwardly converging lines 44 and 46. These lines extend upwardly from the score line 42 at the base of the tongue and terminate in a joining incision which forms a tip 48, which, in the completed mount, is adapted to enter a socket 50 in the face panel.

In many conventional mount structures which are designed for the display of relatively flat card-like display material, the display window is formed in such position that the display material is not readily centered under the display window. With a blank formed, as described in respect to FIG. 2, the face panel 28 may be rotated about the score lines 12 and 14 such that it is brought into face-to-face contact with the back section 26. When the sections are in such juxtaposition, the incision 20 will provide a display window which at the same time facilitates the assembly of display material such as a picture 52. By rotating the face section 28 and the back section 26 about the score lines 12 and 14, such that the sections

assume an angular relationship to each other, the score lines 12 and 14 will provide abutments for centering a display card under the display window formed by the generally U-shaped incision 20. Once an outer edge 54 of the card is in contact with the score lines 12 and 14, further rotation of the sections into contacting position will hold the display card 52 in its proper location.

A mount, according to the invention, is completed thereafter by securing the face section 28 to the back section 26 and this can be achieved very conveniently by attaching a calendar pad 56 by means of a pair of metal staples 58 and 60, which pass not only through the calendar pad 56, but through both the face section 28 and the back section 26. Any suitable optional method, such as spot gluing, may also be employed for holding the face section and the back section together. If the display card 52 is to be permanently fixed under the display window formed by the incision 20, the stapling operation may be so performed that the staple 58 will pass also through a marginal portion of the card. The confronting faces of the sections 26 and 28 in the area will lie in such close contact with each other as to engage the display material in such good frictional contact as to eliminate the need for positive fastening thereof. In such case, the display material can be removed through the open lateral edges of the structure, and a new display may be substituted in the same way.

The fact that the face section 28 and the back section 26 are rotatable in respect to each other about relatively short score lines 12 and 14 has the salutary effect of eliminating the stresses within the board which otherwise might buckle, puff, or break, either or both of the board panels in the area at which they are hinged to each other. Furthermore, the specific manner in which the display window is formed provides a laterally extending display panel 62 which not only lends a pleasing, unique appearance to the mount, but also provides mechanical utility beyond that of providing additional display surface. Since the edge 54 of the card 52 is exposed through substantially its entire length, it would inevitably suffer damage were it not for the protection provided by the display panel extension 62. A mount such as that herein, as stated, finds its widest use as an advertising device and the extension 62 constitutes an eye-catching display panel suitable for receiving a printed advertising message; thus, in effect, enlarging the space for printed matter which heretofore was usually confined to the space of the face section above the calendar pad 56. Furthermore, when the invention is embodied in a slightly different type of mount, such as that shown in FIG. 3, the display panel extension may serve the additional useful purpose of providing a means by which the mount may be suspended.

In FIG. 3 is disclosed a mount for a calendar pad 64 and a display card 66. This mount is composed of a back section 68 and a face section 70, which sections are formed of a single blank of cardboard, as described in connection with FIG. 2. The back section 68 and the face section 70 of the form of the invention shown in FIG. 3 are rotated into face-to-face contact with each other about score lines 72 and 74, which correspond to the score lines 12 and 14, respectively, in FIG. 2. A card display window 76 is formed by an incision of suitable shape, the ends of which meet the inner ends of the score lines 72 and 74. The procedure for locating the display card 66 is the same as that described in respect to the mount of FIG. 1 and consists in bringing an upper edge 78 of the card into contact with the abutments formed by the score lines 72 and 74 as the back section 68 and the face section 70 are rotated into angular relation with each other.

While the free end of the back section 26 which is contained within the window forming incision of FIG. 2 has been removed along a line 30 which is perpendicular to the top and bottom edges of the extension 62, in FIG. 3, the line along which the display panel 80 is

severed is shown to be scroll-like thus enhancing the appearance of the panel. Furthermore, an aperture 82 is formed in the display panel 80 such that the mount of FIG. 3 can be suspended. The display panel 80 of FIG. 3 has all of the ornamental and utilitarian aspects of the corresponding panel 62 of FIG. 1.

It follows, therefore, that the invention herein provides a display mount which is simple, durable and attractive. The method involved conserves the board stock since the entire blank may be utilized without any waste resulting from cut-outs which cannot be used. The advertising surface of the mount is enlarged by the display panels 62 and 80 of FIGS. 1 and 3, respectively. Mechanical distortion is eliminated because the stress due to bending substantial lengths of board is not present; substantially the entire substance along the hinge line having been removed but for the short deeply scored lines 12 and 14 of FIGS. 1 and 2, and 72 and 74 of FIG. 3. At the same time, the score lines 12 and 14 in FIG. 1 and 72 and 74 in FIG. 3 provide a positive abutment for a display card and thus simplify and accelerate the assembly process.

While the fundamentally novel features of the invention have been illustrated and described in connection with specific embodiments of the invention, it is believed that these embodiments will enable others skilled in the art to apply the principles of the invention in forms departing from the exemplary embodiments herein, and such departures are contemplated by the claims.

What is claimed is:

1. The method for forming display mount structures comprising the steps of forming a single pair of spaced aligned score lines extending inwardly from two opposite edges of a generally rectangular cardboard blank, forming a display window and display panel in said blank by cutting an incision having spaced terminals within the body of said blank such that said terminals of said incision meet the inner ends of said score lines and thereby divide said blank into a back section and a face section and whereby said display window presents an open edge interconnecting the inner ends of said score lines when said blank is folded at said score lines, rotating said sections in respect to each other on said score lines to erect an abutment at said score lines, inserting a display card between said sections such that an edge thereof is in contact with said abutments, further rotating said sections to bring the same into face-to-face contact, and finally securing said sections together whereby the outline of said display window incision overlies portions of said card and secures the same in position.

2. The method for forming mount structures comprising the steps of forming a single pair of spaced aligned score lines extending inwardly from two opposite edges of a generally rectangular cardboard blank, forming a display window by cutting an incision having spaced terminals within the body of said blank such that said terminals of said incision meet the inner ends of said score lines and thereby divide said blank into a back section and a face section and whereby said display window presents an open edge interconnecting the inner ends of said score lines when said blank is folded at said score lines, removing a portion of the free end of said back section which is included within said incision, rotating said sections in respect to each other on said score lines to erect an abutment at said score lines, inserting a display card between said sections such that an edge thereof is in contact with said abutments, further rotating said sections to bring the same into face-to-face contact, and finally securing said sections together whereby the outline of said display window incision overlies portions of said card and secures the same in position.

3. The method for forming display mount structures comprising the steps of forming a single pair of spaced aligned score lines extending inwardly from the longer edges of a generally rectangular cardboard blank, form-

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ing in said blank a display window and a display panel by cutting a generally U-shaped display window and display panel defining incision within the body of said blank such that the legs of the incision meet the inner ends of said score lines and thereby divide said blank into a back section and a face section and whereby said display window presents an open edge interconnecting the inner ends of said score lines when said blank is folded at said score lines, rotating said sections in respect to each other on said score lines to erect an abutment at said score lines, inserting a display card between said sections such that an edge thereof is in contact with said abutment, further rotating said sections to bring the same into face-to-face contact, and finally securing said sections together by means which is effective at that edge of said card which is remote from said score lines whereby the outline of said display window incision is maintained over portions of said card and said card is maintained against said abutments.

4. The method for forming display mount structures comprising the steps of forming a single pair of spaced aligned score lines extending inwardly from the longer edges of a generally rectangular cardboard blank, forming in said blank a display window by cutting a generally

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U-shaped display window incision within the body of said blank such that the legs of the incision meet the inner ends of said score lines and thereby divide said blank into a back section and a face section and whereby said display window presents an open edge interconnecting the inner ends of said score lines when said blank is folded at said score lines, removing a portion of the free end of said back section which is included within said incision, rotating said sections in respect to each other on said score lines to erect an abutment at said score lines, inserting a display card between said sections such that an edge thereof is in contact with said abutments, further rotating said sections to bring the same into face-to-face contact, and finally securing said sections together by means which is effective at that edge of said card which is remote from said score lines whereby the outline of said display window incision is maintained over portions of said card and said card is maintained against said abutments.

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