Nov. 1, 1955 D. F. PASCHAL 2,722,071

DISPLAY MOUNT

Filed Nov. 20, 1952

Fig. 1

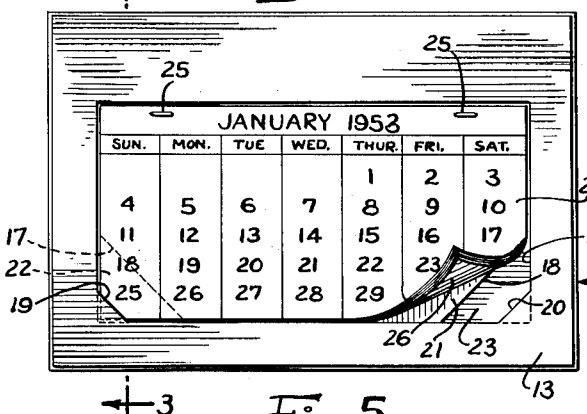


Fig. 2

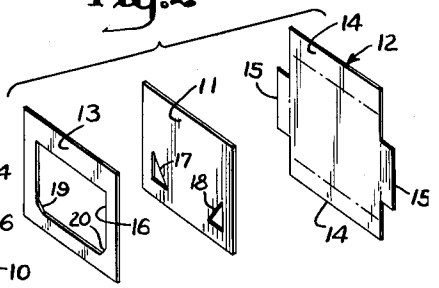


Fig. 3

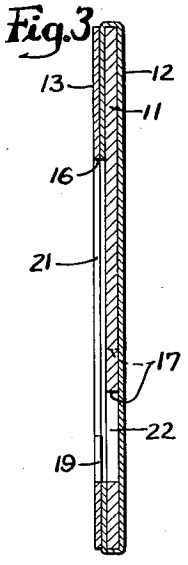


Fig. 4

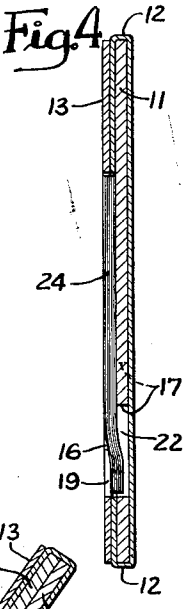


Fig. 5

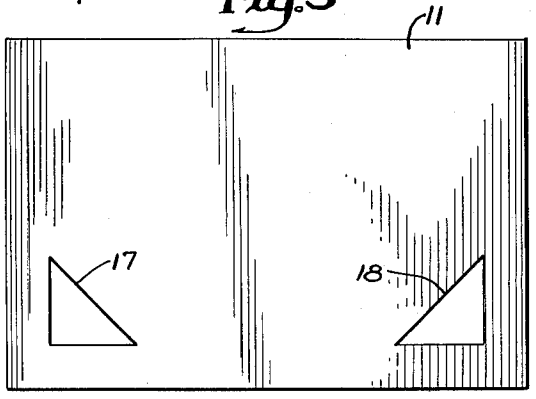


Fig. 6

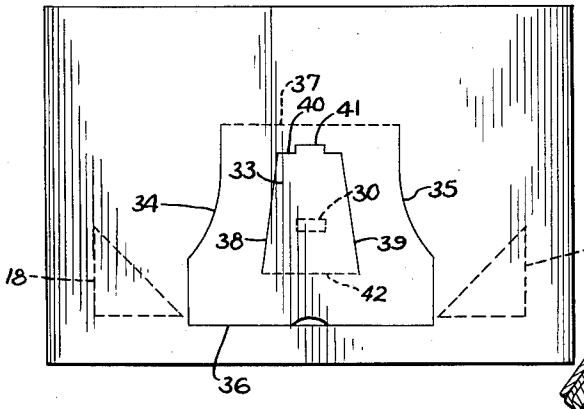
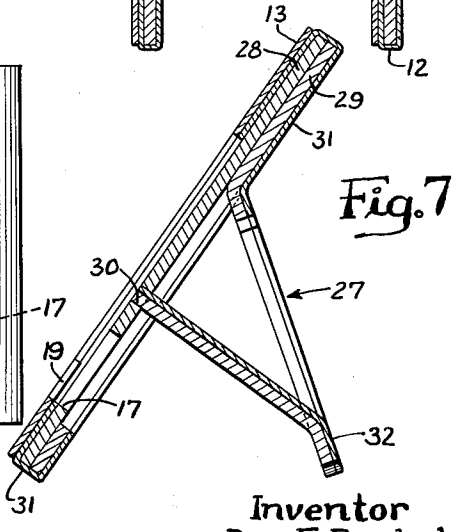


Fig. 7



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DISPLAY MOUNT

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2 Claims. (Cl. 40—158)

This invention relates to display mounts and to a method of making the same. More particularly the invention concerns the provision of a mount adapted to support display indicia comprising a plurality of superimposed leaves, such as calendars or the like, wherein there is provided simple and effective means for restraining certain of the free edges of the leaves.

The usual display mount consists of a board construction providing a well within which a plurality of leaves of the display or advertising indicia are attached along one of their adjacent edges by means of metallic brads, staples, or stitches. This mount recommends itself because of its inexpensive construction but embodies the disadvantage of exposed leaf corners which invariably tend to curl and become unsightly. Other kinds of mounts, in which it is sought to correct this disadvantage, provide a board on which the leaves are mounted with their free margins partially or completely overlapped by margins of a window element attached to the face of the mounting board. The window margins are either the resilient type in contact with the mounting board face or the reduced thickness type to space them from the mounting board. In the resilient type, the margins are pulled away from the mounting board to provide insertion space for the leaves; in the reduced thickness type the rear faces of the reduced margins are in spaced relation to the face of the mounting board. These constructions require the insertion of the leaves under the overlapping portions of the window element either by deformation of the leaves or through side or back passages in the mount. Although such constructions prevent the leaf edges and corners from curling, they are attained at such high cost as frequently to price them out of the market.

The present invention has been designed to avoid these objections as to cost and structure by providing recesses at adjacent corners of the mounting well area with the recesses being overlapped by portions of a window element. The free corners of multi-leaf display material mounted in the well, easily slide into the recess and are held or restrained in such positions by the overlying portions of the window element. The leaves may be removed individually or as a group from the restrained position without curling, bending, or becoming unsightly from use.

It is, therefore, an important object of this invention to provide a display mount which may be produced at a very low cost and yet one which will embody features of construction effecting a simple restraint arrangement of the leaves displayed and preventing them from curling, bending or otherwise becoming unsightly from use.

To the end that such an object be achieved, the invention involves a method by which expensive, intricate and complicated multiple operations heretofore necessary are eliminated and the practice of which results in a mount having corner restraints co-operating with display materials therein to hold such material against bending, warping or curling.

Other objects and advantages of the invention will become apparent from the following detailed description taken in connection with the accompanying drawing, in which:

Figure 1 is a front face view of one form of a display mount constructed in accordance with principles of this invention;

Figure 2 is an exploded perspective view illustrating the construction of individual parts forming the display mount shown in Figure 1;

Figure 3 is an enlarged vertical cross-sectional view taken along a plane indicated by the line 2—2 of Fig. 1;

Figure 4 is a view, similar to Figure 3, showing a multi-leaf calendar with a corner of the leaves inserted in a restraining recess of the mounting well;

Figure 5 is a front face view of the mounting board showing the restraining recesses;

Figure 6 is a plan view of the rear face of a modified form of mount structure showing a supporting element in closed position; and,

Figure 7 is an enlarged vertical cross-sectional view along the center line of the modified mount construction as seen when in a supported display position.

For convenience in the following description and in the appended claims, the word "board" refers to material which, although thin, is of some thickness and stiffness as exemplified, for example, by cardboard or the like as contrasted with paper, cloth or like materials which are freely flexible and somewhat limp.

In the embodiment of the invention shown in Figures 1 to 5 inclusive, the unitary display mount structure **10** comprises a mounting board **11**, a covering material **12**, and a face board **13**. As shown, the covering material preferably extends over the back of the mounting board, around the edges and over the face thereof with edges of the pairs of marginal flaps **14**, **14** and **15**, **15** terminating in spaced opposed relation to generally define a mounting well area, more clearly defined by the display window **16** in the face board **13**. It is to be understood, however, that should it be desired the covering material may be extended to completely cover the front and rear faces and the edges of the mounting board. Triangular shaped openings **17** and **18**, provided in the mounting board **11**, face toward each other and are so located as to be positioned at adjacent corners of the well area. It will be noted that the display window is provided with diagonal corner portions **19** and **20** so arranged as to overlie or intermediately overlap the triangular recesses **17** and **18**. There is formed thereby a staggered or stepped well arrangement having a main portion **21** for receiving the body of the display material and corner pockets **22** and **23** for receiving and restraining the corners of the material.

As shown in Figures 1 and 4, illustrated by way of example only, is the indicia-bearing display material, a multi-leaf calendar **24**. The calendar is mounted in the well **21** and retained therein by any suitable means, shown herein as staples **25**, **25**. In use, the free corners of the leaves tend to curl, as shown by the corner **26** in Figure 1, and thereby become unsightly. This is easily and quickly eliminated in the mount structure of the present invention by pushing the corners into the well corner pockets **22** and **23** in which locations they are retained by the respective overlying diagonal corners **19** and **20** of the display window. As the diagonal edges of the window corners are spaced from the adjacent diagonal edges of the corner recesses, there is provided sufficient insertion space for easy entry of the display material corners into the restraint pockets. Accordingly, deformation of the leaves is eliminated and the display material retains its sightly appearance regardless of use.

As clearly shown in the exploded view of Figure 2,

the parts forming the mounts are pre-cut to a desired size and shape. The assembly thereof requires but few, easily performed operations which results in a mount of substantial construction produced at very low cost.

Both the mounting board **11** and face board **13** are cut to the same shape. In a single die-cutting operation, the outer edges and the triangular openings **17** and **18** may be cut to form the mounting board **11**. Similarly, the outer edges and the window opening **16** with the diagonal corner restraints **19** and **20** may be cut to form the face board **13**. The covering material **12** is so cut as to provide pairs of flaps **14**, **14** and **15**, **15** of different depth which, when folded along the dotted lines and over the edges of the board **11**, locate opposed edges of the flap in such spaced relation as to define a mounting well.

The parts so formed are brought together with the covering material encasing the mounting board and the face board applied to the encased structure. Formation into a unitary structure may be by any well known mechanical or adhesive means. Should it be desired, the mounting material may encase both the mounting and face boards thereby forming a unitary structure.

Although the embodiment described above illustrates the preferred construction having restraint pockets at adjacent corners of the mounting well, it is intended that the scope of this invention embrace the provision of but one pocket, of pockets at diagonally opposite corners, of pockets at all of the corners, or of one or more longitudinal pockets along the marginal edges of the window.

In order to render the mount most useful, another embodiment is shown in Figures 6 and 7 wherein there is provided a supporting easel construction **27**. This construction requires a mounting board arrangement of double thickness provided either by two boards, such as a mounting board **28** and a back board **29** as shown, or by doubling one board upon itself. In Figure 7, the mounting board **28** is of the same shape as mounting board **11** and has therein the spaced triangular openings **17** and **18**. In addition, there is a slot **30**, best seen in Figure 6. Except for the addition of the slot **30**, the mounting board is cut in the same manner as the board **11**.

According to this invention, an easel may best be formed by severing the back board and the covering material **31** simultaneously to form the support leg **32** and the positioning tongue **33** the end of which is adapted to seat within the slot **30**. The supporting leg is formed by cutting the covered back board along the lines **34** and **35** which preferably terminate near the bottom of the board. The lower termini of the cuts are joined by a horizontal cut **36** to permit the supporting leg to swing to an angular position around a score line **37** at the top thereof. The positioning tongue **33** is cut along the sides **38** and **39** which are joined at their upper ends by a cut **40**, forming a tip **41** to engage the slot **30**, and at their lower ends by a score line **42**.

The face board **13** is applied as in the embodiment of the first structure described. As in that structure, the easel style of mount may, if desired, be formed in a unitary arrangement with the covering material encasing all of the boards. Also, restraint pockets may be formed at one or more corners or along one or more marginal edges.

It can be seen from the foregoing that by the methods described mount constructions are easily, speedily, precisely and inexpensively formed.

The invention has been described herein more or less precisely as to details, yet it is to be understood that the invention is not limited thereby, as changes may be made in the arrangement and proportion of parts, and equivalents may be substituted, without departing from the spirit and scope of the invention.

I claim as my invention:

1. A laminated display mount comprising a mounting board having spaced openings adjacent the corners along one edge thereof, and a face board in face engagement with said mounting board and having therethrough an opening defining a display material receiving well, said well defining opening having an edge partially overlapping one of said spaced openings to form a restraint pocket opening into the well for receiving a corner of display material mounted in the well.

2. A laminated display mount comprising a mounting board having spaced triangular shaped openings therethrough, a face board in face engagement with said mounting board and having therethrough an opening defining a display material receiving well, the corner edges of certain of the corners in said well opening and the corner edges in adjacent triangular shaped openings being arranged generally in alignment, said certain corners of the well opening each having a diagonal edge extending intermediately of the corner edges of the adjacent triangular shaped opening thereby forming a restraint pocket opening into the well for receiving a corner of display material mounted in the well, and a covering member in face engagement with said mounting board on the face thereof opposite the engagement by said face board.

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