Dec. 4, 1945. C. N. CROSS 2,390,294

DISPLAY MOUNT

Filed Oct. 14, 1942

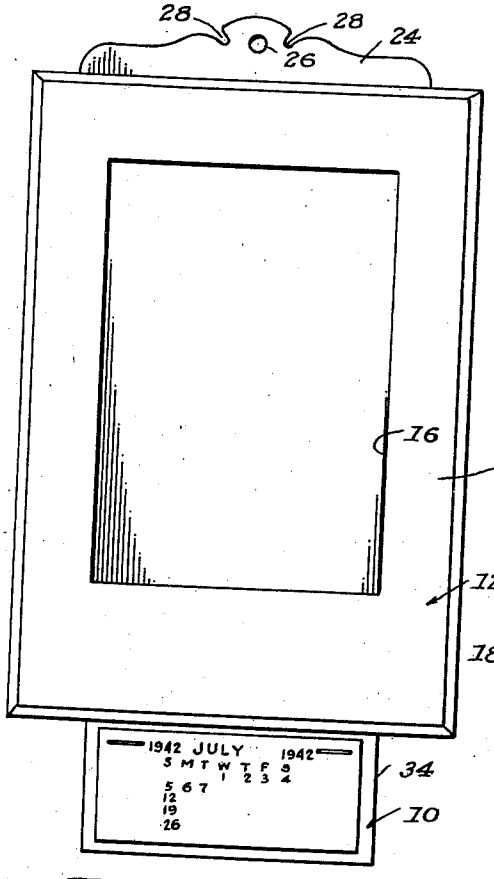


Fig. 1.

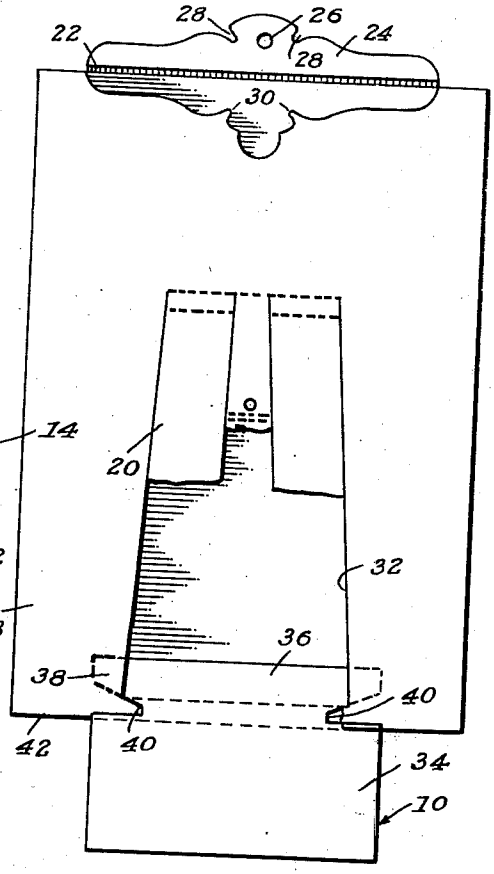


Fig. 2.

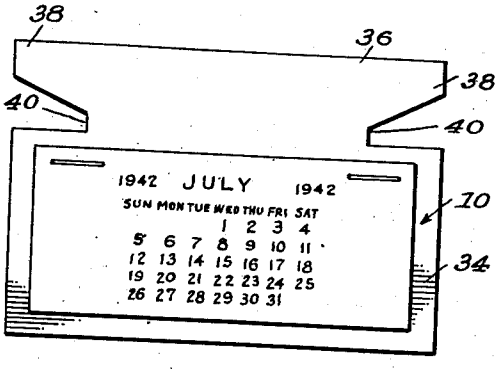


Fig. 3.

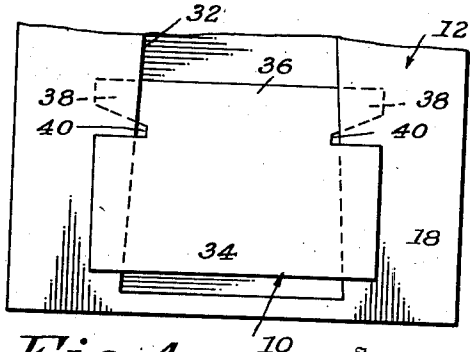


Fig. 4.

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DISPLAY MOUNT

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Application October 14, 1942, Serial No. 461,983

2 Claims. (Cl. 40—18)

This invention relates to display mounts and it relates more particularly to that type of mount used for advertising purposes.

It is a particular object of this invention to provide an indicia panel adapted to carry an advertisement, a calendar, or other matter, and being of such construction as to be readily associated with the display mount in such manner that the panel may be moved into display position beyond an edge of the mount, or, if desired, to a concealed position at the back of the mount.

To the end that the objects of the invention may be realized, the construction herein embodies an indicia panel having an indicia-bearing portion and a mount-engaging portion. The mount-engaging portion of the panel is formed with a pair of oppositely extending wings that are adapted to pass through a slot in the back board of a mount with which the panel is to be associated and to engage the under surface of the back board whereby the panel is held in sliding engagement with the mount.

The objects and advantages of the invention will be more readily understood by reference to the following description read with regard to the drawing forming a part hereof in which drawing like reference numerals indicate like parts and in which:

Figure 1 is a face view of a display mount having an indicia panel associated therewith in indicia-displaying position;

Figure 2 is a back view of the mount having portions thereof broken away to show underlying structure;

Figure 3 is a face view of the indicia-bearing panel; and

Figure 4 is a fragmentary view from the rear of a mount showing the indicia-bearing panel in an elevated or concealed position at the rear of the mount.

In the illustrative embodiment of the invention an indicia-displaying panel 10 is associated with a display mount 12 of which the detailed construction is of no particular importance. In the embodiment disclosed herein, the mount 12 consists of a face board 14 having therein a picture-displaying window 16 and a back board 18 having therein a mount supporting easel 20 (the easel 20 having been broken away in Figure 2 of the drawing in order to facilitate illustration). The face board 14 and the back board 18 are preferably bound together into a unitary structure by means of a decorative flexible binding material 22 that extends over the face, around the edges and over the back of the mount. The mount is preferably provided with a hang-up tab 24 having a nail or hook engaging passage 26 therein. The hang-up tab 24 is adapted to swing angularly about the upper edge of the mount on the binding material 22 forming a hinge for this purpose. The tab 24 is preferably formed in the upper edge of the back board 18 and the same is provided with relatively narrow notches 28 that are adapted to engage complementary locking projections 30 in the back board so that the tab may be retained in closed or folded position without danger of undesired separation.

The back board 18 has provided therein a slot 32 which in the illustrative embodiment of the invention is produced by the formation of the mount supporting easel 20. It is evident, of course, that the slot 32 may be provided in the back board 18 without regard to any easel structure, but by forming a mount supporting easel in the back board, there is accomplished the dual purpose of adapting the mount supporting easel for display on a plane surface as well as providing therein means for engaging the indicia-displaying panel 10 as will be more fully described hereinafter.

The indicia-displaying panel 10 is composed of an indicia-display portion 34 and a mount-engaging portion 36. The mount-engaging portion 36 is provided with a pair of oppositely extending wings 38 that are adapted to pass through the slot 32 in the back of the mount and engage the under surface of the back board 18. The notches 40 that define the wings 38 permit the panel 10 to be moved beyond the lower edge 42 of the mount 12 so that the indicia-bearing portion 34 of the panel will lie in display position as shown in Figure 1 of the drawing. However, should it be desired to move the indicia panel 10 to a concealed position behind the mount, such concealment can be easily accomplished by sliding the panel 10 upwardly into the position shown more particularly in Figure 4 of the drawing. This latter position of the indicia panel 10 is used when the mount is supported on a horizontal surface by bringing the supporting easel 20 into operation. When the wings 38 are inserted between the two flexibly joined boards there is a tension that holds the display 10 in elevated position when the easel is in use yet permits lowering of display 10 by manual means.

Herein the indicia panel has been shown as of rectangular shape and the notches 40 that define the oppositely extending wings 38 have been

shown as being formed in opposite edges of the panel.

The term "face board" as used herein designates a board or mount member superimposed on the back board, whether or not such board is actually the board constituting the face of the mount.

It is evident, of course, that the shape and relative size of the panel 10 can be altered in any way to adapt the same to a particular use and the practice of the invention is accordingly not limited to precise details of construction shown herein and these precise constructions shall not be regarded as limitations when identified in the subjoined claims.

I claim:

1. In combination with a display mount composed of at least a back board and a superimposed face board joined together along the edges thereof, a vertically disposed passage in said back board, said passage having spaced upwardly converging side walls and having a bottom wall spaced inwardly from the bottom of said mount, a rectangular indicia-bearing panel having an indicia-bearing portion disposed at the exterior of said back board, and a mount-engaging portion at the top of said panel, said mount-engaging portion comprising a pair of oppositely extending wings defined by aligned notches in a pair of opposite edges of said panel, said wings extending through said passage and lying between said boards and being of such length as to extend beyond the outer walls of said passage at its widest point whereby said wings are held in sliding engagement between said boards and with respect to said slot, the distance between the bottoms of said notches being greater than the distance between the side walls of said passage in its upper portion but being less than the distance therebetween at its lower portion whereby said panel may be retained in elevated position by frictional engagement between the bottom of said notches and the side walls of said passage and whereby the bottom wall of said passage limits the downward movement of said panel.

2. In combination with a display mount composed of at least a back board and a superimposed face board joined together along the edges thereof in face to face contact, a vertically disposed passage in said back board, said passage having spaced side walls and having a bottom wall spaced inwardly from the bottom of said mount, a rectangular indicia-bearing panel having an indicia-bearing portion disposed at the exterior of said back board, and a mount-engaging portion at the top of said panel, said mount-engaging portion comprising a pair of oppositely extending wings defined by aligned notches in a pair of opposite edges of said panel, said wings extending through said passage and lying between said boards and being of such length as to extend beyond the outer walls of said passage whereby said wings are held in sliding engagement between said boards and with respect to said slot, the facing surfaces of said boards being in close contact with each other in the area adjacent said passage whereby said panel may be retained in elevated position by frictional engagement between the faces of said wings and the contacting surfaces of said boards and whereby the bottom wall of said passage limits the downward movement of said panel.

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