

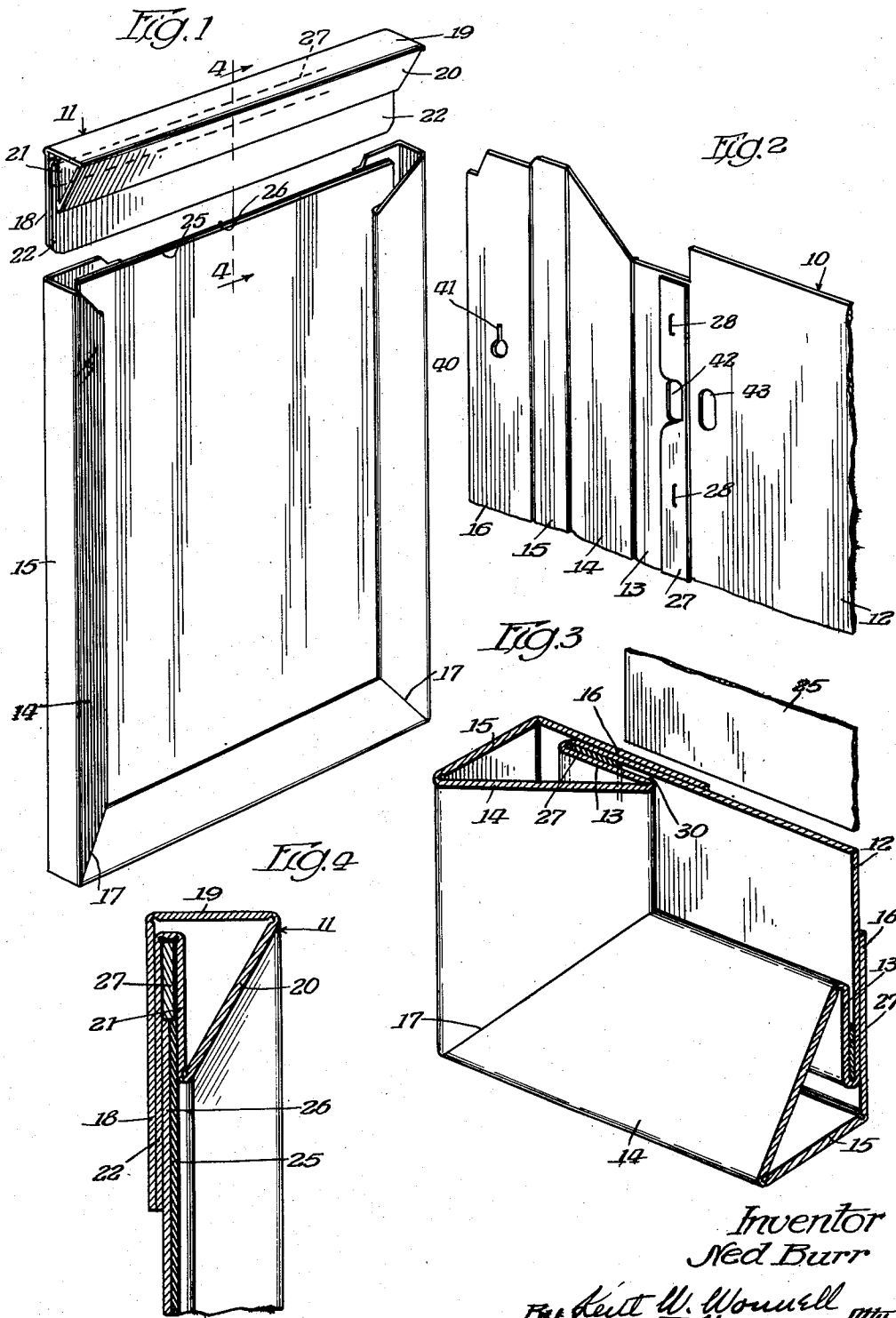
June 16, 1953

N. BURR
DISPLAY FRAME

2,641,858

Filed March 20, 1946

2 Sheets-Sheet 1



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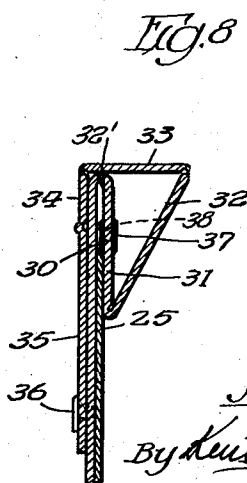
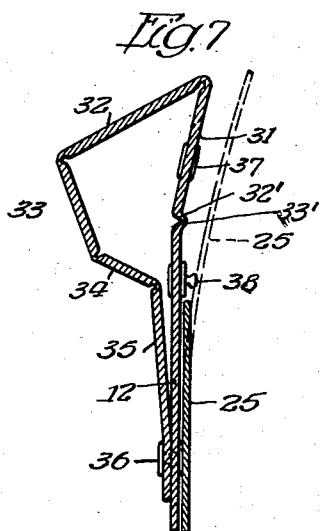
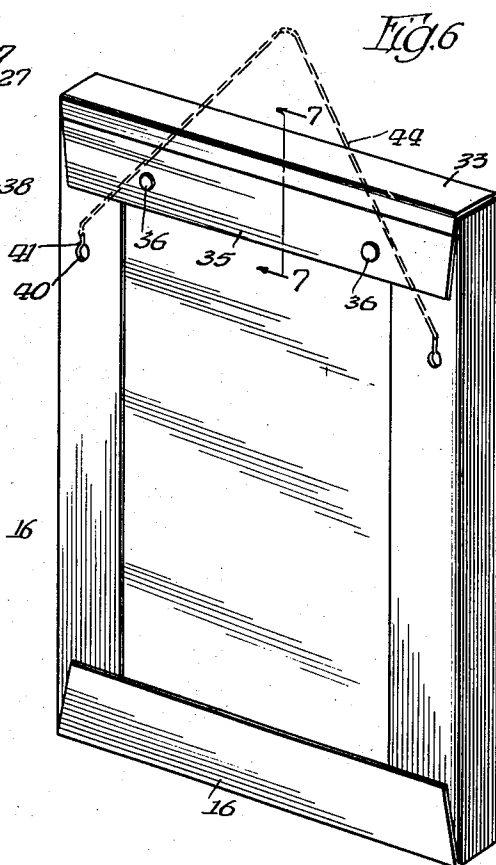
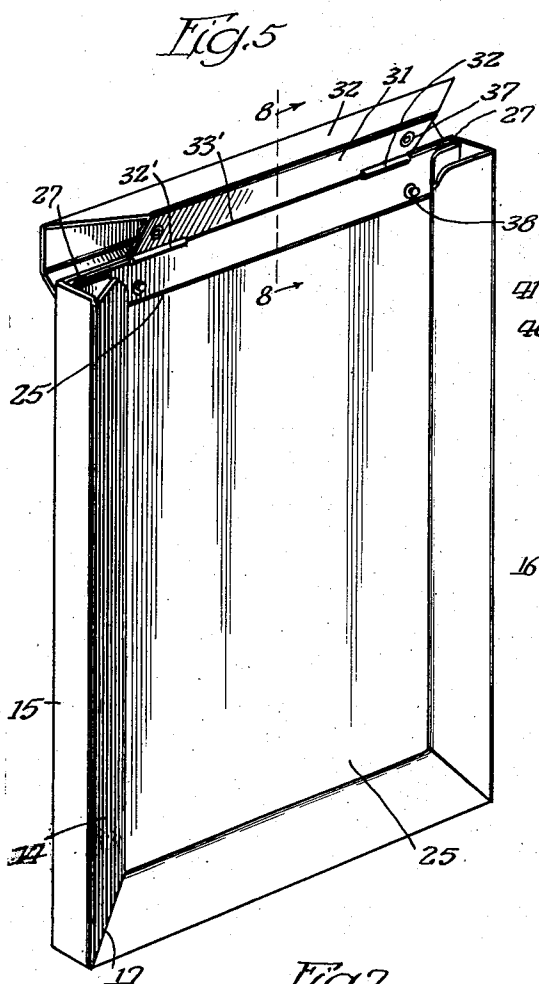
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DISPLAY FRAME

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UNITED STATES PATENT OFFICE

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DISPLAY FRAME

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1 Claim. (Cl. 40—155)

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This invention relates in general to a display frame made of folded cardboard or other similar material to simulate an actual framed picture.

An important object of the invention is to provide a folded display with a frame-like edge, one portion of which is removable to change picture plates within the frame.

A further object of the invention is to provide a picture display with adjacent marginal frame elements foldable out of the material of a sheet at the edges thereof, and with a similar removable frame section to complete the frame.

A still further object of the invention is to provide a picture display in the form of a framed picture from a single sheet of cardboard, or the like, in which three or more side edges are folded to form a fixed frame, and one section of the frame is displaceable to insert or remove a separate picture from the frame.

A still further object of the invention is to provide a foldable picture frame of cardboard, or the like, having frame-like edges spaced from a picture supporting plane to provide a marginal space all around the inside below the frame for inserting separate picture planes therein and holding them in place.

Other objects of the invention will appear in the specification and will be apparent from the accompanying drawings in which,

Fig. 1 is a perspective of a framed display in accordance with this invention showing a removable frame section raised from the remainder of the frame;

Fig. 2 shows one corner of a blank from which the folded frame is made;

Fig. 3 is a perspective of a corner of the frame shown in Fig. 1 and a portion of a picture plate relating thereto;

Fig. 4 is a section taken on the line 4—4 of Fig. 1 omitting the filler;

Fig. 5 is a perspective of a modified form of frame in which a hinged picture admitting section is shown in partially raised position;

Fig. 6 is a rear perspective of the frame of Fig. 5 in closed or folded position and hung from a support;

Fig. 7 is a sectional view showing the hinged section in raised position to admit a picture; and

Fig. 8 is a section taken on the line 8—8 of Fig. 6 showing the hinged frame section in closed position.

For display and advertising purposes, a folding picture frame may be made of a single sheet of material, such as cardboard, printed on one side, scored, and folded to simulate a wooden

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or other frame enclosing a picture. Heretofore the picture has been printed or separately applied to the central or back plate of the foldable sheet of which the framed edges are made, but the present invention is for the purpose of providing a frame of this kind having a displaceable or removable frame section to provide a space for inserting and removing a separate sheet to the interior of the frame, enclosed, and covered by the inner edges of the frame. To more readily accommodate inserted picture plates, the frame sections are spaced from the back plate of the frame leaving an inner marginal recess within which the corresponding edges of a picture plate are inserted, and by which the edges of the picture plate are engaged for holding it in place, thus making it possible to vary or change the picture within the frame from time to time without requiring a new frame for each picture. This may be valuable or important for advertising purposes in changing the pictures within the frame, and for varying the illustrations or advertisements of the display.

Referring now more particularly to the drawings, a display picture frame as shown in Fig. 1 is made up from a blank 10 of material, folded inwardly at the edges, and a separate removable section 11 similarly folded and applicable at one edge to complete the frame.

In forming a display of this kind, each of three sides is cut, scored, and folded about a central or picture backing portion 12 to form the frame sections. Parallel marginal portions are formed at each edge and folded to form a frame section. These comprise an inwardly folded section 13 overlying the marginal edge of the central back plate 12 and outwardly inclined portion 14, a rearwardly extending edge portion 15, and an inwardly turned back portion 16 which is adhesively or otherwise secured to the rear marginal edge of the plate 12. The adjacent frame sections overlap and fit together closely in an inclined line 17 at the lower edges of the frame.

The top or removable section 11 has portions scored and folded to form a similar frame section adapted to embrace and engage the upper ends of the back section 16 and the central picture plate 12 therebetween. In this section, there is a back portion 18, a marginal edge 19, an inclined inner edge 20, an overlying portion 21, and a short front piece 22. By securing adjacent faces of the back piece 18 and the front piece 21 together, the frame is resiliently held in its folded position, and the natural resilience of the material is suffi-

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cient to hold the top in place and in engagement completing the frame.

A picture may be printed or applied directly to the front face of the central picture plane 12 and the exposed edges of the frame portions 14 and 15 are also disposed on this same side of the sheet or blank so that they may be printed at the same time, or be a part of the same printed sheet which is applied to this side of the cardboard. In order to provide means for inserting a separate picture plate 25, or a plurality of such plates, or with a filler 26, the frame sections are spaced from the marginal edges of the back picture plane 12 by means of an insert 27 somewhat narrower than the overlapping portion 13 of each frame section, the insert being attached to the portion 13 by an adhesive, by staples 28, or any other suitable means. A filler 26 is sometimes provided if the picture plate 25 is made of thin material and requires more thickness to fill the space between the picture plane and the inner edges of the frame sections to be engaged and held in place thereby in the frame. Leaving a space 30 between the inner edge of the frame and the front face of the picture plate corresponding to the thickness of the insert. The top section 11 is also provided with a similar insert 27 which terminates at a distance within the ends of the section.

With this construction, one or more picture plates 25 or a picture plate and a backing 26 may be inserted within the frame by simply removing the top section 11, removing any other picture or backing which may be in the frame and inserting the new picture with or without a backing. The marginal space 30 extending entirely around the frame, provides means for seating all of the edges for the picture plate therein, holding the picture in place and making it more closely resemble an actual picture such as a pointing in a separate wooden frame.

In the form shown by Figs. 5 to 8, there is a similar folding frame structure for the three sides with space inserts, if desired, but the top instead of being separate and removable, is formed as a continuation of the same sheet of material and is foldable over and attachable to the remainder of the frame, and is also displaceable and movable to open the top for the insertion and removal of a picture plane within the frame.

This top has an overlapping section 31 directly hinged at the top of the picture plane or it may have hinges 32' at the ends with a central connecting slit 33' between them. An inclined portion 32, an edge portion 33, and two back portions 34 and 35 are provided for securing this section in place, these sections being all scored and hinged together in a well known manner. The back portion 35 may be adhesively attached to the back of the picture plate, or it may be attached by one or more snap fasteners 36 leaving the other back portion 34 free to hinge and swing the frame section outwardly as shown more clearly in Fig. 7 in order to admit and remove a picture card 25 from the frame. In this form, it is also desirable to attach the inner portion of the top section in closed position by means of cooperating snap fasteners 37 and 38 located on the portion 31 and upper edge of the picture plate respectively, above the edge of an inserted picture plate 25 but covered by the top section when it is returned to its enclosing position.

With this construction, it will be seen that it is only necessary to disengage the snap fasteners 37

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and 38 to swing the top section upwardly and then to insert and remove the pictures as desired. In order to support these picture frames in hanging position, the back portion 16 of each of the two opposite side frames is formed with an opening 40 having a reduced slot 41 extending therefrom and the corresponding portion 13 and the adjacent margin of the picture plane are provided with openings 42 and 43 respectively embracing the opening 40 and the slot 41 so that a knot on the end of a suspension cord 44 may be inserted through the opening 40, engaged in the slot 41 and freed from any inner obstruction by the opposite openings 42 and 43. By suitably adjusting the length of the cord, the display may be suspended from any suitable support.

I claim:

A foldable display picture frame comprising a single sheet of flexible sheet material, three marginal edges of which are cut, scored and foldable inwardly over a central picture plate, then outwardly, rearwardly and attached to the back of the plate at the three corresponding edges of the frame to provide a hollow inwardly beveled raised frame surrounding the picture frame, a fourth frame section of similar sheet material cut, scored and foldable over inwardly, then outwardly and rearwardly and the end portions attached together so that they will slidably engage over the open end of the first frame, all of said folds and score lines being parallel to each other and to the center panel, and a spacer enclosed within the inward fold of each of the frame sections and also of the fourth frame section and terminating at a distance within the edge of each section, the spacers extending entirely around the frame so that a picture may be inserted at the fourth end of the first frame when the fourth frame section is removed and slipped into place parallel with the spacers, and the edges of a picture plate being contained within the inwardly turned marginal edges of all of the sections.

NED BURR.

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