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REVERSIBLE DISPLAY

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2 Claims. (Cl. 40—124.1)

This invention relates to new and useful improvements in display posters and the like, and it pertains more particularly to display posters of the type which employ a panel supported in display position by a support generally in the form of a prop.

It is one object of the present invention to provide a novel construction in posters of the aforementioned type whereby either of the faces of a display panel may be exposed to view thereby permitting of the use of different advertising copy upon opposite faces of the panel and obtaining the results of two display devices with a single panel.

It is another object of the invention to provide a novel construction of support or prop for the display panel which will permit of use of the support or prop to retain the display panel in display position with either of its faces exposed to view.

A feature of the invention resides in a novel construction whereby the device is a unitary structure having no separate elements or parts.

A further feature of the invention resides in a novel construction which permits of a folding of the support or prop flat against either face of the display panel which results in a relatively thin flat structure suitable for shipping purposes.

Other objects of the invention will be apparent as the nature of the invention is better understood for which purpose reference will now be had to the accompanying drawing and the following specification and claims.

In the drawing,

Figure 1 is a view in elevation illustrating the display panel in viewing position with one of its faces exposed,

Figure 2 is a view similar to Figure 1 with the opposite face of the display panel exposed to view.

Figure 3 is a fragmentary view in elevation on an enlarged scale illustrating the supporting means folded flat against one of the faces thereof, and;

Figure 4 is a transverse sectional view on an enlarged scale, taken substantially on the line 4—4 of Figure 1.

The display panel is designated 10, and it may be constructed of any of the materials from which display panels are formed, but preferably paper board is employed.

As herein illustrated, the panel 10 is of rectangular shape or form, but other shapes or forms within limitations may be employed.

Upon one of its faces, the panel is scored as at 11, there being two of these score lines ar-

ranged one closely adjacent each of two opposite side edges of the panel.

This construction divides the panel 10 into a central section 9 and two side extensions 12, which latter are each hingedly connected to the central section 9 by means of the respective score lines by which they are formed.

Considering the unscored face of the panel as the front face thereof, it will be apparent that although the side extensions 12 lie normally in the same plane as the main section 9, they are each capable of movement about the hinged joint formed by their respective score lines, to position behind the main section 9 as illustrated in dotted lines in Figure 4.

The supporting means comprises two separate elements 13 which are hingedly connected to the side extensions 12 in a manner which will be hereinafter described.

In the present embodiment of the invention, each of the elements of the supporting means consists of a substantially L-shaped member of cardboard. The horizontally extending leg of one of these members is provided with a slot 16, the horizontally extending leg of the other member being formed with a tab or tongue 17 constructed for interlocking engagement with the slot 16 aforementioned to detachably connect these members together to form a supporting prop for the panel 10.

One of these elements is secured to each of the side sections 12 preferably by pasting its vertically extending leg to the face of the section opposite to its respective score line 11 as illustrated in Figure 4 of the drawing.

That face of each of the elements 13 which contacts the section to which it is secured is scored as at 14, and these score lines 14 permit of hinged movement of each element 13 relatively to the side section 12 to which it is attached.

By this construction, it is obvious that each of the elements 13 has hinged movement relatively to its respective side section about the hinge formed by its score line 14 and hinged movement relatively to the panel, upon the score line 11 of its respective side section.

The operation and manner of use of the device will now be described.

Considering as before stated, the unscored face as the front face of the display, to support the panel 10 with its front face in viewing position the elements 13 of the supporting means are moved about the hinged connection formed by their own score lines 14 and interlocked together as heretofore described. This position of the

parts is illustrated in Figure 1 of the drawing and also in full lines in Figure 4 thereof.

When it is desired to expose to view the opposite or rear face of the panel 10, the elements are moved to the opposite side of the panel 10 by swinging the side sections 12 about the hinged joints formed by their respective score lines 11 and interlocking the elements 13 as heretofore described. The several parts are illustrated in this last described position in Figure 2 of the drawing and in dotted lines in Figure 4 thereof.

By reference to Figure 4 of the drawing, it will be obvious that if disconnected from each other, the elements 13 of the supporting means may be folded flat against either face of the panel 10.

Thus it will be apparent that the present invention provides a reversible display in which either face of a display panel may be exposed to view thereby providing for display of two advertising copies in a single device.

Having thus described the invention, what I claim to be new is:

1. A reversible display poster comprising in combination, a rigid main display panel bearing display copy upon each of its faces, a relatively narrow extension hingedly connected to each of two opposite sides of the main display panel, and a supporting means for said main display panel, said supporting means comprising a separate support hingedly connected to each of the relatively narrow side extensions, said supports being movable upon their own hinged connections with the relatively narrow extensions to position upon one side of the main display panel and movable together with the relatively narrow side extensions about their respective hinged connections with the main display panel to position upon the oppo-

site side of the main display panel, and means for connecting the free ends of the supports together upon either side of the main display panel to provide said supporting means.

2. A reversible display poster comprising a rigid main display panel bearing display copy upon each of its opposite faces, a score line upon one face of said display panel closely adjacent each of two side edges thereof to provide oppositely disposed hinged extensions foldable upon said score lines to position to the rear of that face of the main display panel upon which the score lines are formed, and means for supporting said display panel in its display position with either of its opposite faces in viewing position, said supporting means comprising a separate member hingedly connected to that face of each of the oppositely disposed hinged extensions corresponding to the face of the main display panel upon which the aforementioned score lines are formed, whereby the oppositely disposed hinged extensions and the separate members of the supporting means may be moved about the score lines of the display panel into a plane parallel to that of the display panel when the oppositely disposed hinged extensions are moved to the rear of that face of the main display panel upon which said score lines are formed, and a score line formed upon each of said separate members, upon which said members are movable from said last mentioned position into interlocking position to the rear of the main display panel when its scored face is in viewing position, and upon which the members may fold to interlocking position independently of the score lines of the main display panel when its unscored face is in viewing position.

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