

March 7, 1944.

E. F. BLECHTA

2,343,741

PLACARD

Filed June 14, 1941

2 Sheets-Sheet 1

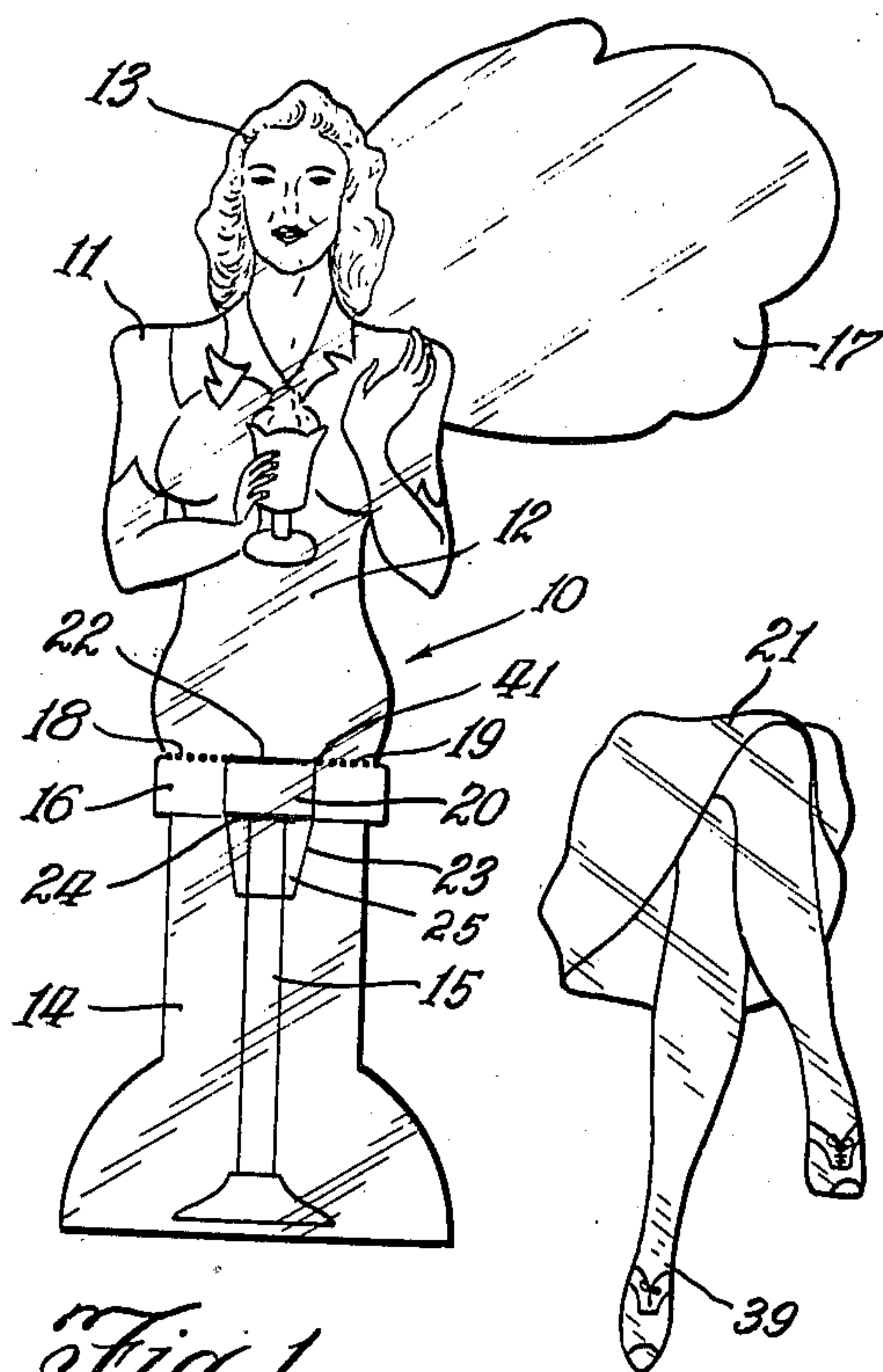


Fig. 1.

Fig. 2.

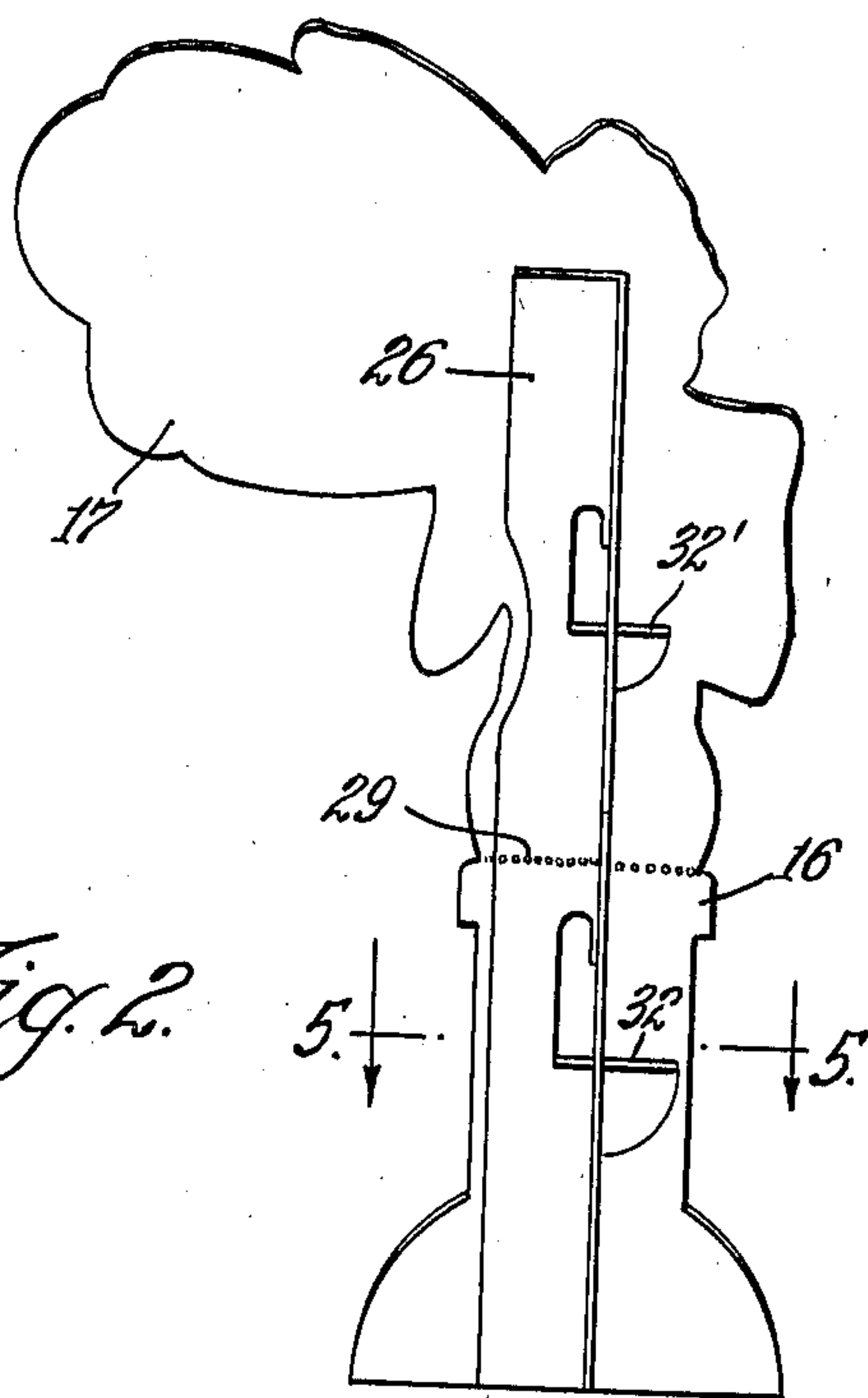


Fig. 4.

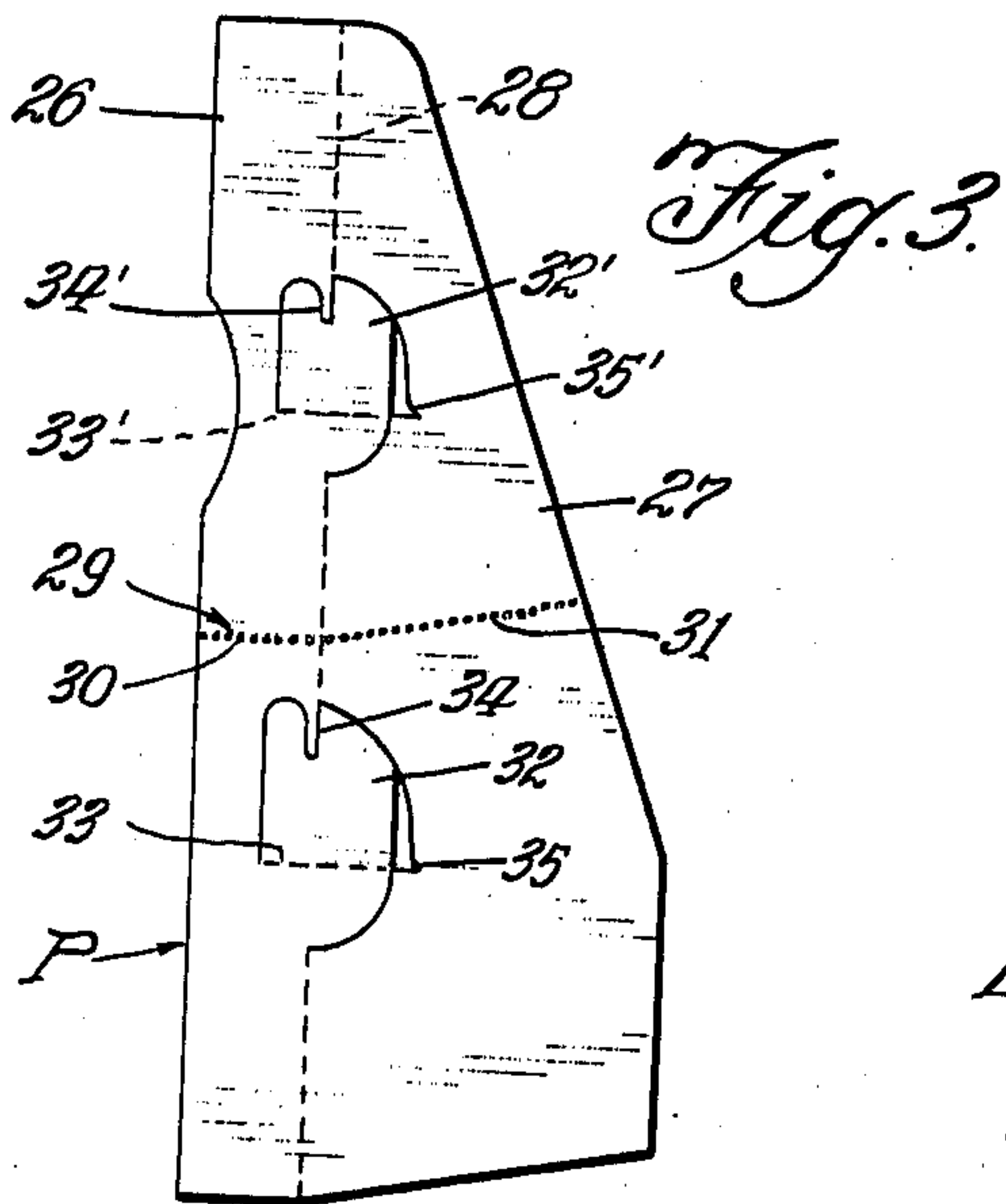


Fig. 3.

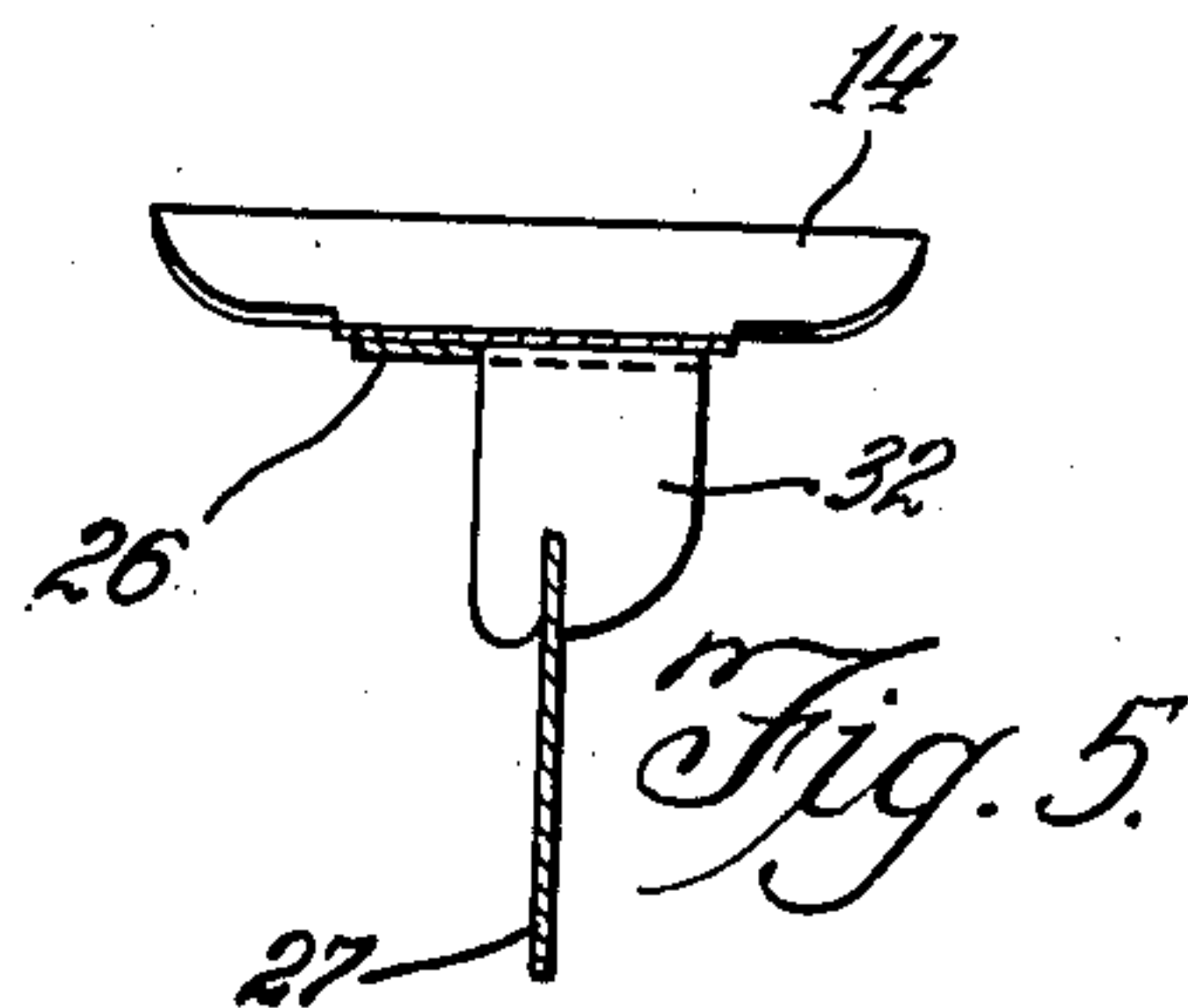


Fig. 5.

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Fig. 6.

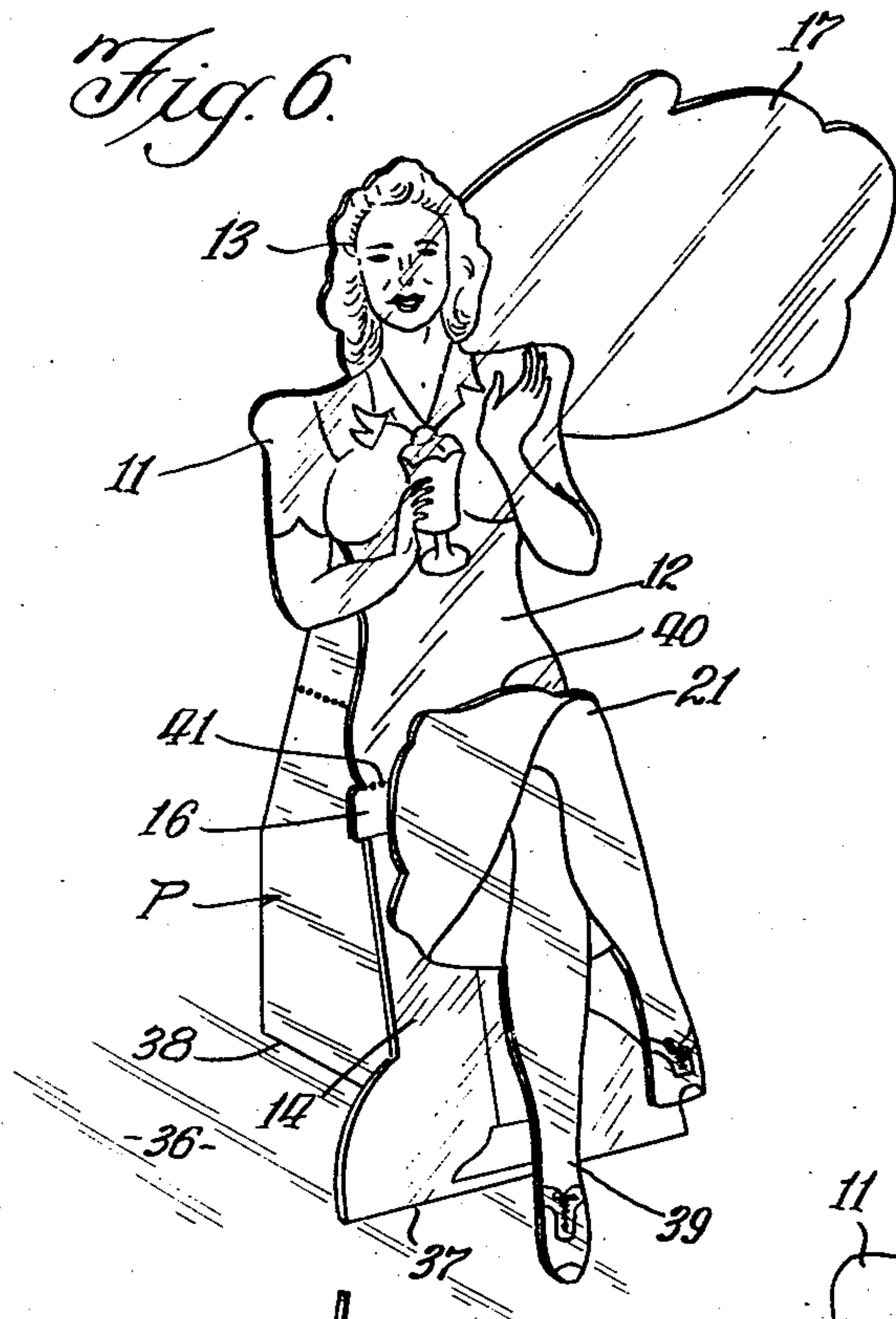


Fig. 8.

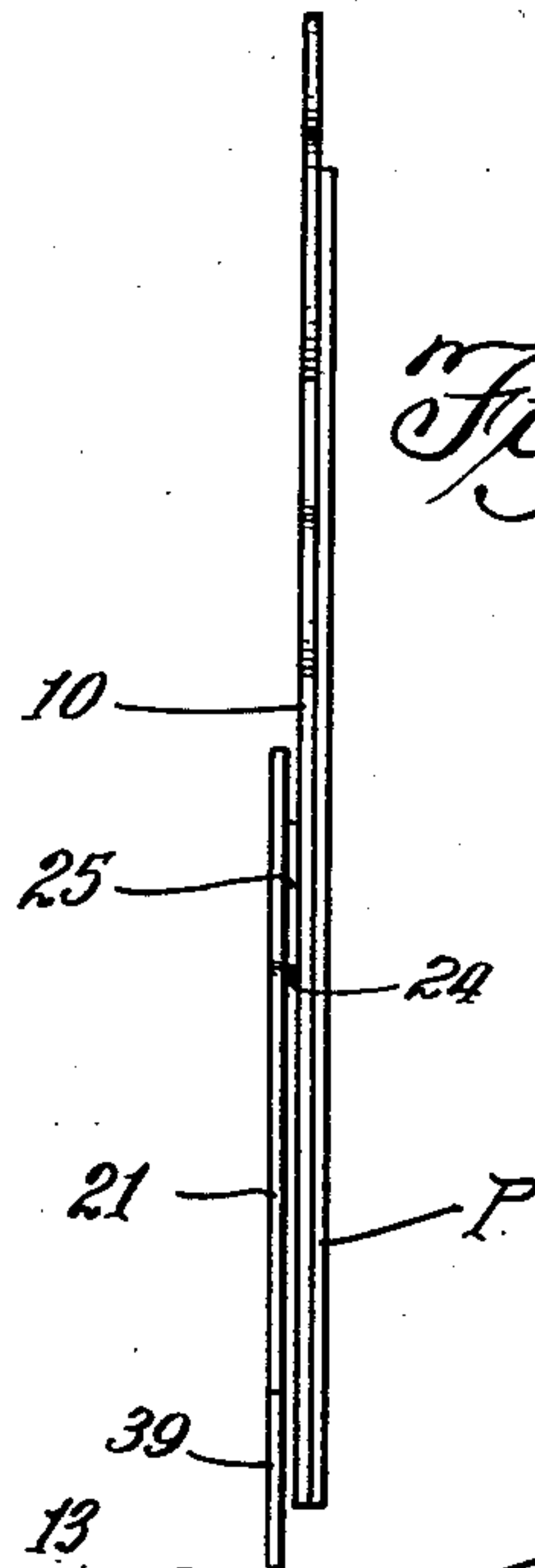


Fig. 7.

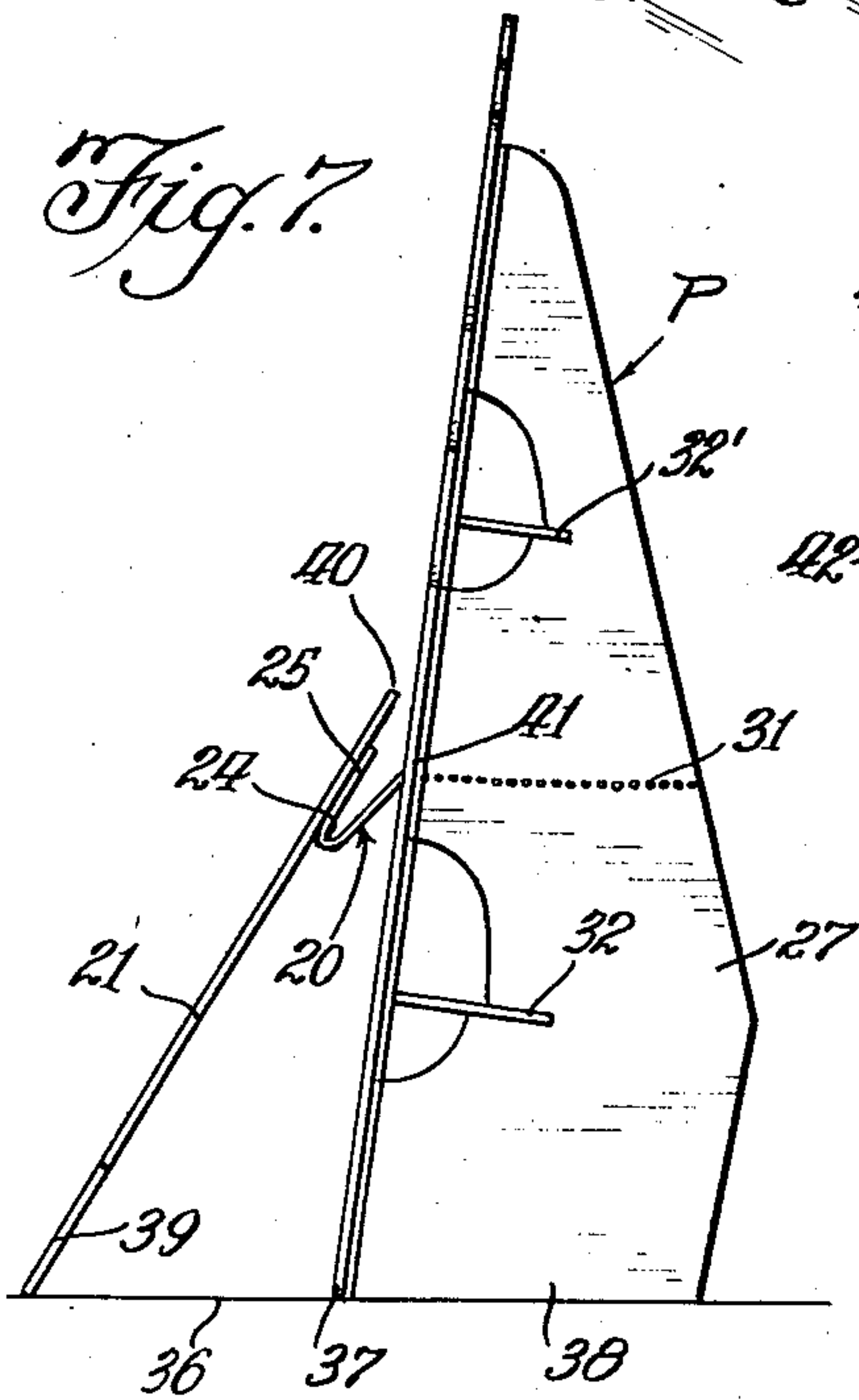
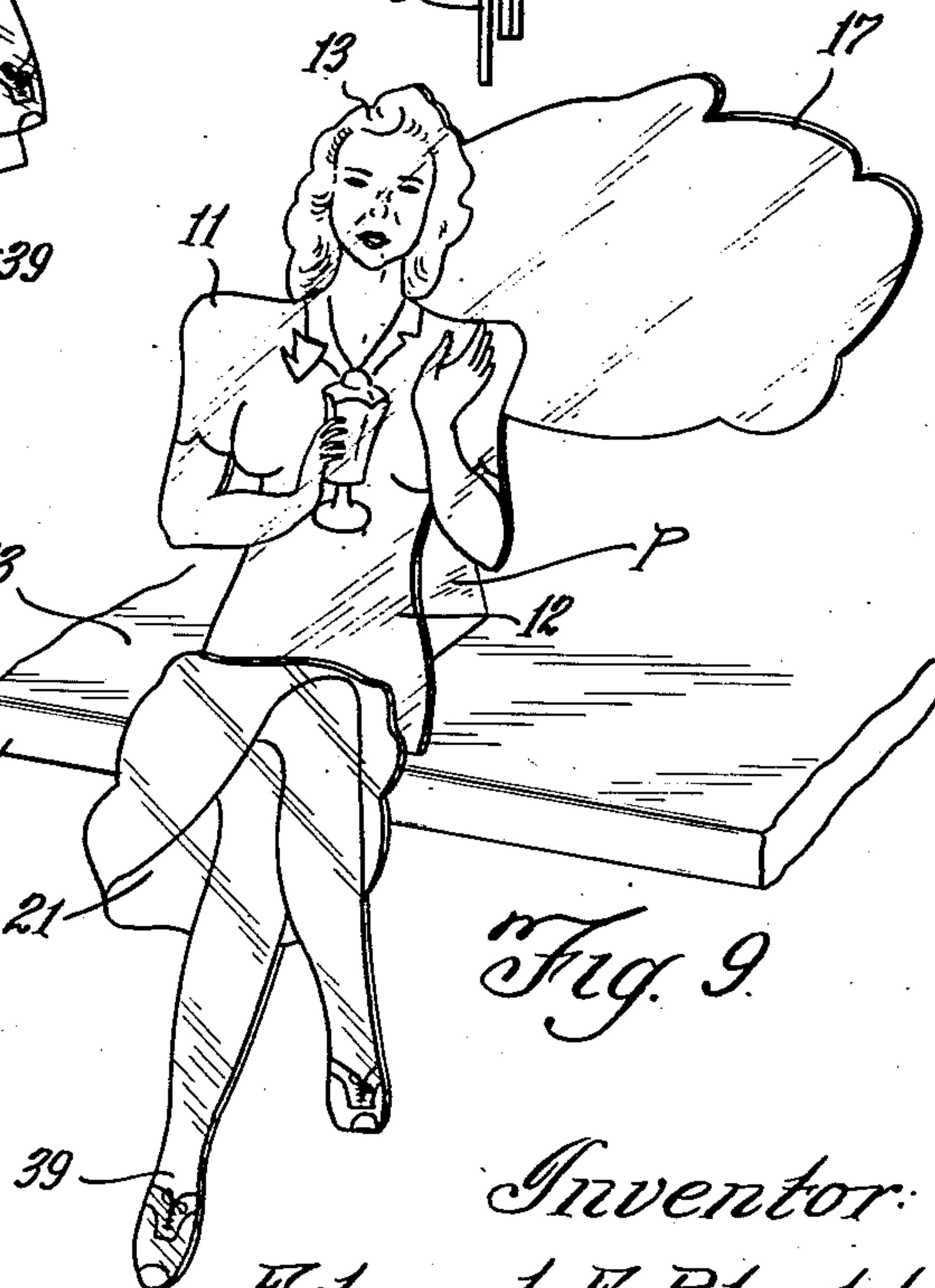


Fig. 9.



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UNITED STATES PATENT OFFICE

2,343,741

PLACARD

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Application June 14, 1941, Serial No. 398,092

5 Claims. (Cl. 40—124.1)

This invention relates to a placard and more particularly to such a device that is of a simple, inexpensive, easily fabricated and attractive structure especially adapting it for use in the commercial advertising field, though not restricting it to this use.

The objects of the present invention further include:

The provision of a placard upon which a common subject is depicted upon different parts which are relatively adjustable to enhance the three dimensional display of the subject.

The provision of a placard device of the easel type operable to display its subject in one pose while resting upon a substantially flat surface, and being provided with a frangible line or the equivalent along which the device can be broken for removal of a part and thereby render it operable to display the subject in an alternative pose.

A placard according to any of the above objects and of the self-supporting collapsible type.

These and other desirable objects will become apparent from the following description and the appended claims, together with the annexed drawings, wherein:

Fig. 1 is a front elevational view of a part of a placard constructed according to the principles of the present invention;

Fig. 2 is a front elevational view of a part attachable complementally to the part shown in Fig. 1 in forming the placard;

Fig. 3 is a plan view of a foldable prop adapted to be assembled on the back of the placard part shown in Fig. 1, to serve with the parts shown in Figs. 1 and 2 in completing the device and making a self-supporting easel type of structure;

Fig. 4 is a back elevational view of the completely assembled device set up for use;

Fig. 5 is a horizontal sectional view looking downwardly upon the line 5—5 of Fig. 2;

Fig. 6 is a perspective view of the completely assembled device set up for use in one of its alternative arrangements;

Fig. 7 is a side elevational view of the device set up as illustrated in Figs. 4 and 6;

Fig. 8 is a side elevational view of the device in its folded or collapsed condition which adapts it for packaging; and

Fig. 9 is a perspective view taken generally from the front and illustrating the device set up for use in the other of its alternative conditions.

The device herein illustrated is preferably assembled from stampings of suitably stiff sheet material such as cardboard. One of these stamp-

ings is indicated generally at 10 in Fig. 1, it comprising an upper body portion 11 shaped according to the outline of a human torso 12 and head 13, and a seat portraying portion 14 on which there is depicted a stool consisting of a standard 15 having a seat 16 thereon. The upper body portion 11 is preferably colored or otherwise shaded to impart to this part of the device a pictorial significance corresponding to its silhouette outline. There may be an extension 17 upon the upper body portion 11 to have printed thereon advertising matter such as printed words, indicating something being said by the portrayed subject.

The upper body portion 11 is set off from the seat portraying portion 14 by perforated lines 18 and 19, the material from which the device is formed being sufficiently thick and stiff, and the perforations in the lines 18 and 19 being sufficiently proximate to cause the stamping to be frangible along these lines. There depends from the upper body portion 11 an articulated ligature or tab 20 by means of which a lower body portion 21 shown in Fig. 2 is attachable to the device as presently described. The tab 20 is actually cut out of the lower body portion 14 and when bent forwardly therefrom about a fold line 22 leaves an opening 23 in said seat portraying portion. It will be noted that the tab 20 bears printed matter complemental with the printed matter upon the portion 14 in portraying the seat 16 and the adjacent part of the seat standard 15.

A fold line 24 divides the root part of the tab 20 from a securing part 25 thereof wherefore the latter is readily bent upwardly about the fold line 24. Subsequently to bending the tongue 29 in this manner the then forward side of its section 25 will be connected with an upper back-side section of the lower body portion 21 which portrays, in the present instance, legs complemental with the torso and head portrayed upon the upper body portion 11. The connection between the tab 20 and the lower body portion 21 may be effected by an adhesive or small comparatively invisible staples.

In Fig. 3 there is shown a prop member P which is also constructed of sheet material as cardboard. This member has a base portion 26 for attachment as by means of an adhesive to the back of the stamping 10 in the manner illustrated in Fig. 4, the part 26 being separated from a wing portion 27 by a vertical fold line 28. A frangible section 29 formed by a horizontal perforated line 30 of perforations traversing the base portion 26 and an intersecting line 31 of

perforations in the wing portion 27. These lines 30 and 31 are arranged in this relatively angular position so they will occupy a common horizontal plane when the wing member 27 is turned backwardly at right angles to the base portion 26 as illustrated in Figs. 4 and 7. There is the usual locking tab 32 cut from the body of the prop member P and bendable backwardly about a fold line 33 to carry a notch 34 therein into interlocking association with a notch 35 in the wing part 27 when the latter is bent at right angles to the base portion 26, to thus retain the wing member in the propping position. A tab 32' in the upper part of the prop member is foldable backwardly about a fold line 33' for carrying a notch 34' into interlocking relation with a notch 35' to serve as an auxiliary locking means for holding the wing 27 in the perpendicular position illustrated in Figs. 4 and 5.

The completely fabricated device is adapted to be set up from the collapsed condition illustrated in Fig. 3 wherein the prop member P, while in the flat condition, and the lower body portion 21 are disposed flatly adjacently to and in respective planes parallel with that occupied by the stamping 10. In setting up the device for use as upon a flat surface 36 illustrated in Fig. 6, the wing 27 of the prop member will be bent backwardly 90 degrees about the fold line 28 and the tabs 32 and 32' bent backwardly about their fold lines 33 and 33' in the fashion illustrated in Figs. 4 and 5. The device will then be placed upon the surface 36 with the lower edge 37 of the seat portraying portion 14 upon the surface 36 and with the lower edge 38 of the wing member 27 also upon said surface. It will be observed in Figs. 6, 7 and 8 that one of the legs, 39, of the lower body portion 21 is sufficiently long for its lower end to engage the surface 36 and be retained thereby forwardly of the seat portraying portion 14. The articulated tab 20 which pivotally secures the lower body portion 21 to the device has its section 25 connected at such a position upon said member 21 adjacently to its upper edge 40 that said upper edge will occupy a position somewhat above the lower edge 41 of the upper body portion 11. The tab 20 is also adapted to maintain the upper part of the lower body portion 21 slightly forwardly of the upper body portion 11, and this together with maintaining the upper edge 40 above the lower edge 41 while the lower body portion 21 occupies an inclined position illustrated in Fig. 7, causes the device to possess a life-like three-dimensional effect.

The device is adapted for alternative use with the seat portraying portion 14 and that part of the prop member P below the frangible section 29 removed, these parts being readily removed by simply breaking them away along the perforations. When the device is so conditioned it is adapted to rest adjacently to the edge 42 of a surface 43 while the upper body portion 11 is maintained in substantially the upright position by the remaining part of the wing member 27 and while the lower body portion 21 depends over and downwardly from the edge 42. When used in this position the present device gives to the subject the effect of sitting naturally upon the surface 43.

While I have herein shown and described a single embodiment, it is to be understood that the invention is not limited thereto but comprehends other constructions, arrangements of parts, de-

tails, features or the like encompassed by the spirit thereof.

I claim:

1. In a placard having a lower edge upon which it is adapted to rest, a generally upright seat portraying portion of which the portrayed seat constitutes part of a pictorial subject, an upper body portion at and extending upward from the upper edge of the seat portraying portion and portraying a human torso disposed upright upon such seat, a lower body portion portraying human legs complementary with said torso, means pivotally supporting the lower body portion with its upper part slightly above and forwardly of the lower part of said torso, and said pivot means facilitating forward displacement of the lower part of said lower body portion.

2. The combination set forth in claim 1, and wherein the lower body portion is of a length that its lower edge is adapted to engage a substantially flat supporting surface for the placard to retain said lower part of such portion spacedly in front of the seat portraying portion.

3. In a placard having a lower edge upon which it is adapted to rest, a seat portraying portion bearing such lower edge, an upper body portion divided from the seat portraying portion by a frangible section and portraying a human torso as part of a subject, a lower body portion portraying a torso appendage as a part of said subject, means pivotally connecting the lower body portion to the upper body portion and with its upper part adjacent to and slightly forward of the lower part of said torso, means operable for propping the placard to cause it to rest generally in the upright position upon said lower edge and conditionable to prop the upper body portion for resting generally in the upright position upon its lower edge subsequent to separation of the seat portraying portion at the frangible section and while the lower body portion depends downwardly over an edge of a supporting surface for the placard.

4. In an easel type of placard device, an upper body portion portraying part of a subject, a seat portraying portion depicting a seat upon which the subject appears to rest and divided from the upper body portion by a frangible section, a lower body portion also portraying a part of said subject, means effecting a pivotal connection between said upper and lower body portions to support the lower portion slightly forward of the upper portion for fore and aft pivotal displacement, prop means secured to the back of said upper body portion and having a frangible section aligned substantially horizontally with the aforesaid frangible section, and the part of the prop means below its associated frangible section and said seat portraying portion being removable from the device along said frangible sections to adapt said device for resting upon a supporting surface while the lower body portion projects over and downwardly from an edge thereof.

5. In a collapsible easel type of placard device, an upper sheet-like body portion portraying part of a subject upon its obverse face, a sheet-like seat portraying portion integral with the upper body portion and portraying upon its obverse face a seat upon which the subject appears to rest, there being a frangible section dividing said portions, an articulated tab having a root portion depending from a lower part of the upper body portion and also having a securing portion separated from the root portion by a generally horizontal fold line, a sheet-like lower body portion

also portraying upon its obverse side a part of the subject and connected at an upper part of its reverse side with the securing portion of the tab, prop means secured to the reverse side of the upper body portion and collapsible into a sheet-like formation within a plane adjacently to and parallel with said upper body portion and said seat portraying portion, said prop means having a frangible section aligned substantially hori-

5 zontally with the aforesaid frangible section, and the part of the prop means below its associated frangible section and said seat portraying portion being removable from the device along said frangible sections to adapt said device for resting upon a supporting surface while the lower body portion projects over and downwardly from an edge thereof.

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