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E. O. CASTLETON

ADVERTISEMENT MOUNTING DEVICE

Filed August 2, 1926

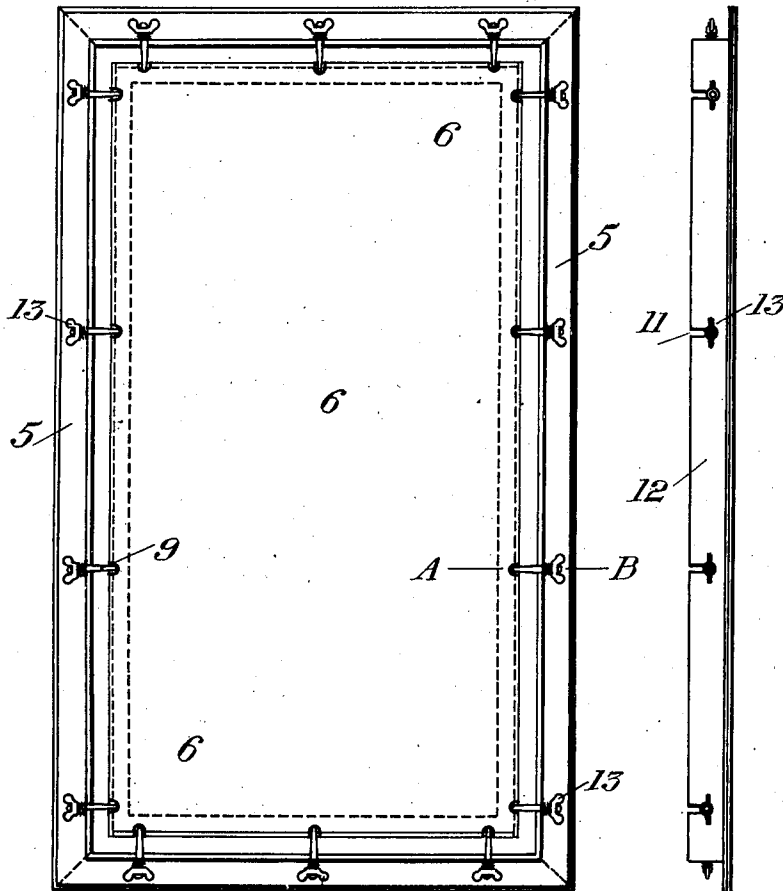


Fig. 1

Fig. 2

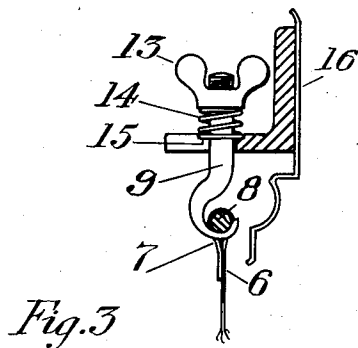


Fig. 3

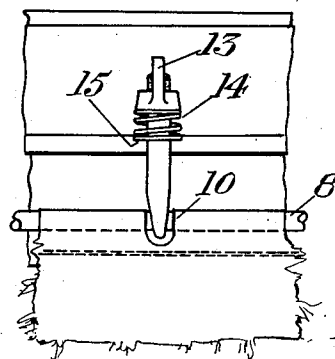


Fig. 4

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UNITED STATES PATENT OFFICE.

ELDRED O. CASTLETON, OF VANCOUVER, BRITISH COLUMBIA, CANADA, ASSIGNOR OF
 TWENTY-FIVE PER CENT TO HARRY FRIEDMAN AND CARL HOCHMUTH, BOTH OF
 VANCOUVER, BRITISH COLUMBIA.

ADVERTISEMENT-MOUNTING DEVICE.

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This invention relates to advertisement mounting devices having more particular reference to that department of advertising concerned with billboards.

Its prime object is to simplify, systemize and reduce the expenditure which is at present inescapable with reference to display signs and more especially those which must be hand painted.

Further objects relate to the facility of exchanging and replacing of such advertisements without incurring the labour, cost, and the delay which are incident to the handling of display signs as such work is commonly practised.

It is easy to recognize that existing methods of handling public display signs involves much laborious work, particularly in regard to that class of advertising that is of a more permanent character and demands the use of hand painted signs, these latter being more usually of a very cumbersome character, difficult in transport and correspondingly costly. So much is this the case that in an effort to avoid these expenditures skilled men are sent out frequently to isolated places and considerable distances to repaint signs on the spot, a procedure that is necessarily dependent upon weather conditions and other indeterminate factors which add greatly to the expense of such work.

It is the knowledge of these various defects which has suggested the aims of this invention which largely eliminates most or all of them.

Instead of using wood or metal surfaces permanently installed with the sign painted thereon, I adopt as the sign surface material, canvas fabric primed by coatings of oil, paint or otherwise suitably prepared with damp resisting medium.

Each outer edge of the canvas is supported by a rigid bar which in turn is removably secured to a special framework, the latter alone forming the permanent installation of the sign.

By this arrangement the sign itself is made not only removable from its site, but is also rendered extremely portable, both as regards lightness and bulk.

The sequence of this arrangement is such that advertising signs of any description may be prepared within the workshop in an

organized system and at a minimum of cost.

When so prepared they can be cheaply transported to their location and quickly installed by unskilled labour.

It will be readily seen that my device lends itself to a greatly extended variety of advertising business and to styles which are completely excluded from the ordinary advertising methods, as for instance, with that class of repetition advertisement which depends for their vitality and arresting character on sudden changes of subject matter, say on the side of vehicles, and and in conspicuous public places where the possibility of quick change would necessarily be a determining factor.

My invention is clearly exhibited in the drawings herewith which form part of this application and in which:

Fig. 1 is a plan view, and

Fig. 2 is a side elevation.

Fig. 3 is a cross section on line A—B.

Fig. 4 is a view at right angles to Fig. 3.

From the drawings it will be noted that Fig. 1 is a back view of a rectangular framework 5 within which is stretched and secured a sheet of prepared canvas 6. Each edge of the canvas is folded over and secured upon itself enclosing within the fold 7 a straight rod 8 which is gripped by a series of hooks 9, the points of which pass through gaps 10 at the edge of the canvas where the rod 8 is engaged by the hooks.

The stems of the hooks are inserted in the slots 11 in the angle iron 12 of which in this case the rectangular framework is formed.

The wing nuts 13 seated upon a light spring washer 14 secure the canvas and the rod reinforcements to the angle iron frame which is recessed at 15 to form a locking device for the bolts. The face of the frame may be finished with a light moulding which is shown in section at 16.

For signs of the smaller size a simple wood framework fulfils all the necessary conditions.

From the above description it will be seen that the work entailed by the removal and replacement of the sign is a matter of but a few minutes to accomplish, the wing nuts 13 being merely slackened sufficiently for the bolt to swing over along the top sides, the hooks along the bottom edge re-

maintaining in position as the canvas is released from them and the process reversed when a fresh sign is installed.

What I claim as my invention is:—

- 5 1. In an advertisement mounting device the combination comprising, a rectangular frame, a rectangular sheet of canvas fabric supported within and separated from the interior of said frame, each edge of said
10 canvas being folded over longitudinally and secured by a longitudinal seam to the said sheet, a rod inserted into each longitudinal cavity so formed, means for removably securing said rod to said frame.
- 15 2. In an advertisement mounting device, the combination comprising a rectangular frame, a rectangular sheet of canvas fabric supported within and separated from the interior of said frame, rods reinforcing the
20 edges of said canvas, gaps in the edges of said canvas fabric at spaced intervals exposing said rods, means for removably securing the said rods to the said frame including hingeable hooks, the point of said
25 hooks being inserted through the said gaps and engaging said rods, wing nuts on the stems of said hooks, a helical spring washer between said nut and said frame, slots in said frame at right angles to the edge there-

of and corresponding to the said spaced intervals to receive said bolts, recesses in said frame to receive said spring washers.

3. In an advertisement mounting device, the combination comprising a rectangular frame, a rectangular sheet of canvas fabric supported within and separated from the interior of said frame, rods reinforcing the edges of said canvas, gaps in the edges of said canvas fabric at spaced intervals exposing said rods, means for removably securing the said rods to the said frame including hingeable hooks the point of said hooks being inserted through the said gaps and engaging said rods, wing nuts on the stems of said hooks, a helical spring washer between said nut and said frame, slots in said frame at right angles to the edge thereof and corresponding to the said spaced intervals to receive said bolts, recesses in said frame to receive said spring washers, an exterior finishing moulding secured to said frame and projecting beyond the interior edge of said frame and beyond the exterior edge of said canvas.

In testimony whereof I affix my signature.

ELDRED O. CASTLETON.