Sept. 12, 1950 A. L. BAUERS ET AL 2,522,157

POSTER PANEL

Filed Nov. 20, 1944 2 Sheets-Sheet 1

Fig. 1

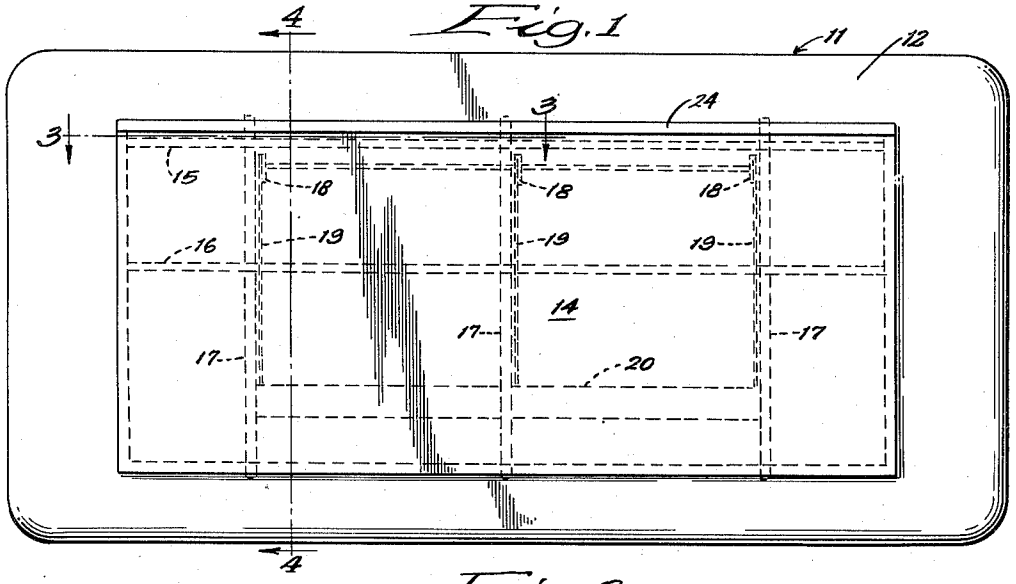
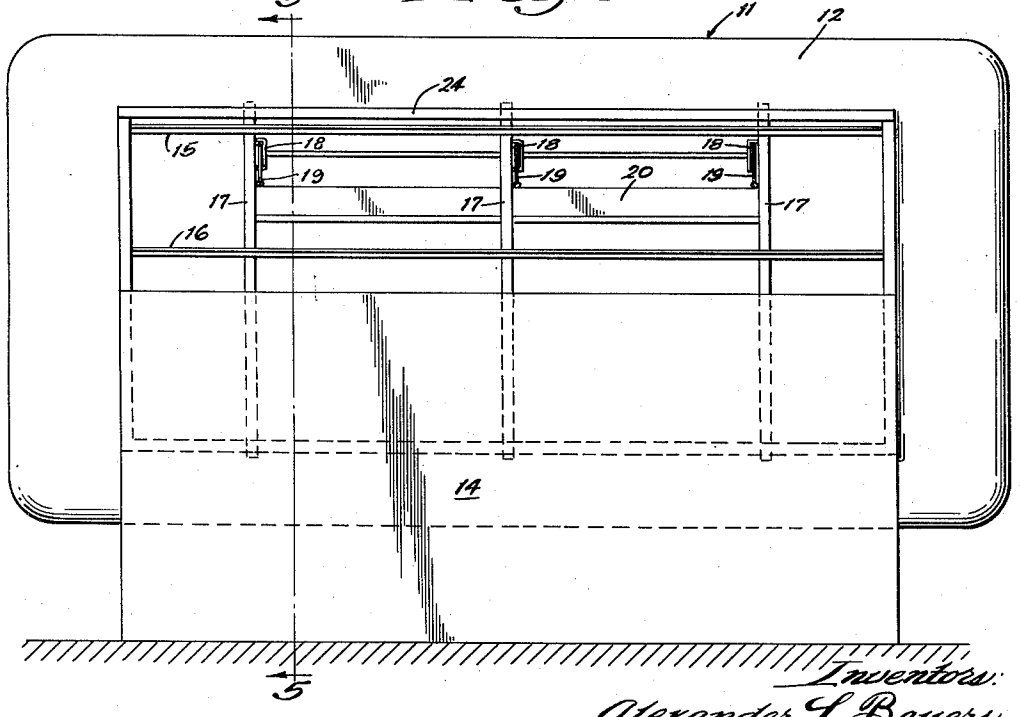


Fig. 2



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Fig. 3

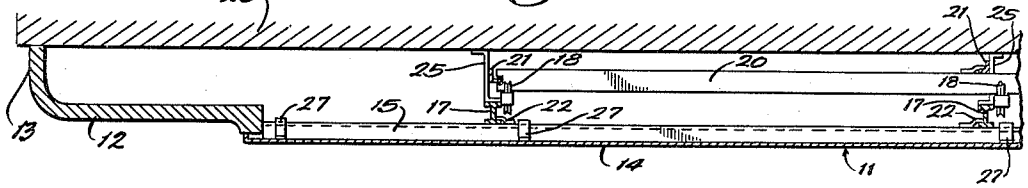


Fig. 4

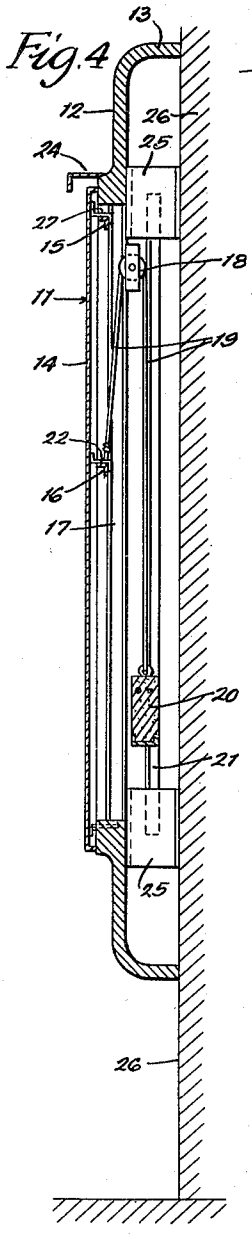


Fig. 5

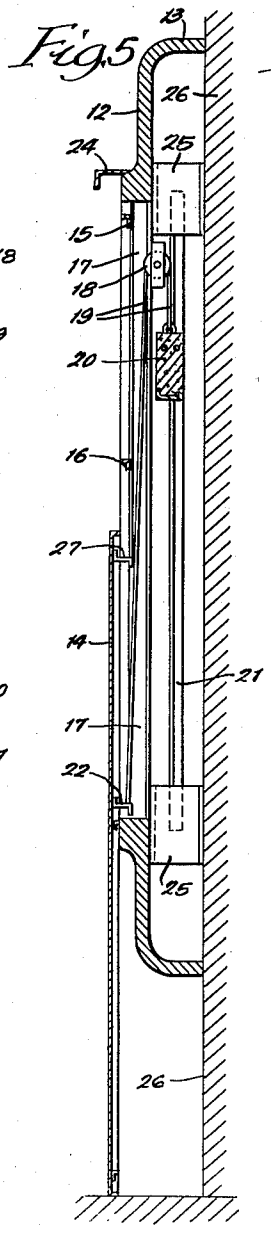
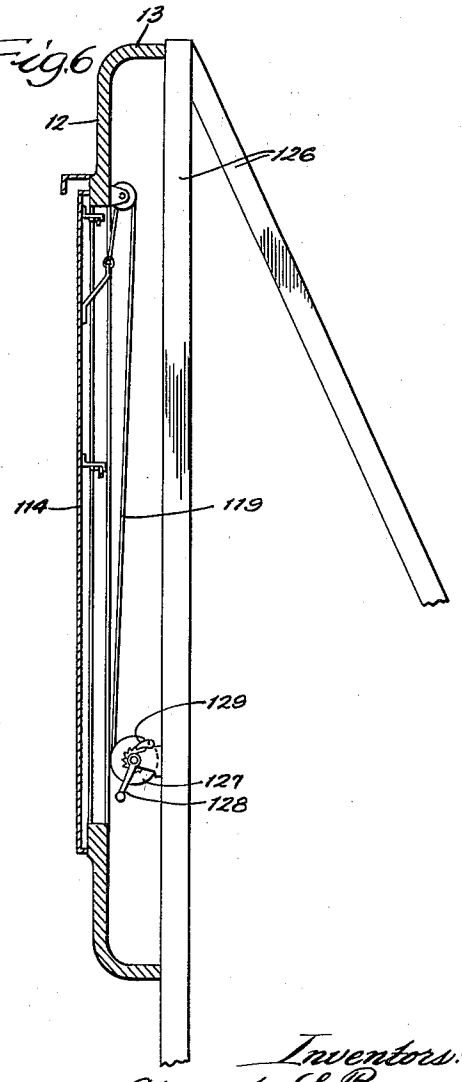


Fig. 6



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POSTER PANEL

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Application November 20, 1944, Serial No. 564,347

1 Claim. (Cl. 40—125)

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This invention relates to an advertising display structure or poster panel, commonly called a billboard. An object of this invention is to provide an advertising display structure which in appearance and function is identical with the conventional poster panel but which is provided with means for the temporary displacement of the display panel for the purpose of replacing the advertising copy, poster, or display thereon.

A further object of this invention is to provide a poster panel with a panel removable for servicing, which is easily serviced without scaffolding or special long-handled brushes, and requires a minimum of operating equipment, and which may be operated without the use of any special tools or devices to facilitate lowering of the display panel from its display position to a servicing position.

Another object of the invention is to provide a poster panel in which the danger of defacing or soiling the permanent border or frame of the display panel while changing the copy or replacing the display thereon is reduced.

A further object of the invention is to provide a poster panel with a removable display panel which requires no clearance about the poster panel to permit the display panel to be removed from its display position adjacent the poster panel frame to a servicing position beneath the display position.

Another object of the invention is to provide a poster panel which can be mounted on walls, roofs, and upon high supporting structures in which the removable display panel may be lowered from the structure itself to a position convenient to the ground for servicing.

A further object of the invention is to provide a poster panel with a removable display panel which, if mounted where high winds may endanger it, the removable display panel can be lowered to reduce the area exposed to the wind and thus avoid the possibility of destruction by wind-storms.

Still another object of the invention is to provide a poster panel in which the removable display panel cannot only be lowered from its display position to a servicing position convenient to the ground but in which the display panel itself may be detached from the frame on which it is supported and carried away from the poster panel for servicing or for replacement.

In the use of poster panels, commonly known as billboards, a difficult problem of servicing arises from the fact that the display panel of the poster panel is normally located at some height

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above the ground and is inaccessible unless approached by a scaffold or the use of long-handled tools. The display upon a poster panel is easily replaced by repainting the surface of the display panel or by applying prepared printed advertising material thereto with suitable adhesives or other means of attachment. Frequently the problem of servicing is further complicated by the fact that the poster panel is mounted upon the side wall of a building and there is no area available about the poster panel to permit the erection of the scaffold or the operation with long-handled brushes or tools.

Another problem that arises in the servicing of poster panels is that the use of paint or adhesives in replacing the display makes the soiling of the border about the display panel quite common.

All of these problems are met by the use of the poster panel of this invention in which the display panel can be readily lowered from its display position within the border of the poster panel to a servicing position in which practically all of the areas of the display panel are accessible to the attendant who is required to service the display.

These and other features of the invention will be seen from the following detailed specification read in connection with the accompanying drawings forming part thereof and in which—

Fig. 1 is a front elevation of a poster panel of this invention with the display panel in display position;

Fig. 2 is a front elevation of the poster panel shown in Fig. 1 with the display panel lowered into servicing position;

Fig. 3 is a partial section taken on the line 3—3 of Fig. 1;

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

Fig. 5 is a vertical section taken on the line 5—5 of Fig. 2; and

Fig. 6 is a vertical section corresponding to that shown in Fig. 5 of a modified form of the invention suggested for use where the poster panel is mounted on high structures and it is necessary to lower the display panel far below the poster panel.

Referring to the drawings, the poster panel 11 is constructed of suitable structural elements by which the poster panel is mounted upon the ground at some height above the ground. The poster panel comprises the frame or border 12, which may be of suitable ornamental appearance, with the flange 13 about its entire perim-

eter. Mounted within the frame or border 12 is the display panel 14 which may be of conventional panel construction and removably supported on suitable horizontal frame members 15 to give it necessary rigidity and strength.

The poster panel is constructed of suitable materials and may be supported on the horizontal supports 16 and the vertical supports 17. Secured to the vertical supports 17 are the pulleys 18 over which run the cables 19 by means of which the horizontal supports 15 and the display panel 14 supported thereon are suspended in proper position within the border 12 of the poster panel. The cables 19 are preferably run over the pulleys and are secured to the counterweight 20 which, if desired, may be of sufficient length to reach across between the outer vertical frame members 17 and be guided in its movements by the rails 21 secured to the Z-members 25 which are secured to the vertical frame members 17 and to the wall 26 or other support for the poster panel as best shown in the details of Figs. 3–5.

Secured on the back of the display panel are the Z-clips 22 which override the rails forming part of the vertical frame members 17 and maintain the display panel 14 in its normal plane with respect to the remainder of the poster panel.

The display panel 14 has secured to it the clips 27 which are so formed as to permit the display panel 14 to be hung on the horizontal supports 15 and maintained there by the weight of the display panel.

If desired, the poster panel may be fitted with a retainer channel 24 to receive the upper edge of the display panel when it is moved upwardly in display position and to protect the display panel from any unnecessary flow of rain from the upper portion of the border 12 over the display panel.

The modified form of the invention shown in Fig. 6 is designed for use where the poster panel is mounted on roofs or high framework structures and it is desired to make provision for lowering the display panel a substantial distance below the poster panel for servicing.

Referring to the drawing, the poster panel is here shown mounted on the frame 126 which may be of conventional structural elements. Because the range of movement of the display panel is much greater than in the other forms of the invention shown provision must be made for counterweights which have a corresponding range of movement or, as shown in the drawing, the cables 119 may be run over a sheave 127 which has a crank 128 and a pawl and ratchet mechanism 129 by which the movement of the cables and the raising and lowering of the display panel 114 can be controlled.

Obviously, the proportions and dimensions of the various structural elements disclosed in the illustrative embodiment herein shown can be modified over a wide range and a wide variety of materials may be employed in the construction of the invention. The number and location of the various structural elements may also be varied in number, size and form.

Method of operation

All that is required in the use of the poster panel of this invention is that the operator apply sufficient force to the display panel to pull it from its display position shown in Fig. 1 to the servicing position shown in Fig. 2. Because of the counterweight 20 this can be done quite readily and locking means (not shown) may be provided, if desired, to lock the display panel in either its servicing or its display position.

While the servicing is being attended to upon the display panel in its lowered position, both because of the accessible disposition of the display panel and because the display panel covers the lower member of the border 12, the possibility of soiling or defacing the permanent border 12 of the poster panel is greatly reduced.

When the servicing has been attended to, the display panel may be readily restored to its display position merely by pulling downwardly upon the counterweight 20 or lifting upwardly on the display panel 14.

If it is desired to remove the display panel 14 for replacement with another panel or for servicing at a location removed from the location of the poster panel structure, the panel 14 which is suspended on the horizontal frame members 15 by means of the clips 27 may be lifted free of the frame member and carried away from the location and, if desired, replaced by a similar display panel. Obviously if this is done, some means must be employed for sustaining the counterweights while the interchange is effected.

In the modified form of the invention shown in Fig. 6 where it is desired to lower the display panel, it is only necessary to release the pawl and ratchet mechanism 129 and by means of the crank 128 the cable can be unreeled from the sheave 127 and the display panel 114 thereby lowered whatever distance is required. Obviously, in a structure of that character it is necessary to provide means to release the guide clips 22 (shown in Fig. 3) from the vertical supports 17. This may be done by making suitable provision at the base of the vertical supports 17 so that the Z-clips 22 may clear the adjacent parts of the structure and slide free of the guide rails or by making the Z-clips 22 rotatable so that they may be turned free of the vertical supports 17.

Any of these structures lends itself readily to lowering of the display panel from its display position at any time that high winds endanger the poster panel such as when the panel is mounted in an exposed location on the roof of a building or on a high or exposed framework. This problem does not arise when the poster panel is mounted against a wall. In the event that it is desired to lower the display panel to protect the structure against high winds, the same method of operation is employed as when the display panel is lowered for servicing purposes.

Having thus shown and described two embodiments of the invention, it is to be understood that it is capable of many modifications. Changes, therefore, in the construction and arrangement may be made without departing from the spirit and scope of the invention as disclosed in the appended claim, in which it is intended to claim all novelty inherent in the invention as broadly as permissible, in view of the prior art.

What is claimed is:

A poster panel comprising, a stationary border, a frame work for the border including a plurality of vertical frame members, a movable display panel within and in front of the stationary border, a plurality of pulleys secured to the upper portion of the frame work, a plurality of cables secured to the display panel and engaging the pulleys by which the display panel may be moved from a display position within and in front of

the border to a servicing position below the display position, and guide means carried by the back of the display panel for slidably engaging the vertical frame members for guiding the movement of the display panel between display and servicing positions.

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