

1

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ADVERTISING STANDARD

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3 Claims. (Cl. 40—125)

The present invention relates to an adjustable advertising standard which is self-supporting, rigid and inexpensive to manufacture.

It is comprised of two parallel base channels each having two leg channels pivotally connected at either end thereof. Two rectangular sheet metal panels, which form the sign surfaces, are slidably mounted on corresponding pairs of said leg channels and pivotally engaged along the line of contact of their upper ends. The vertical position of the panels relative to the leg channels may be adjusted and fastened by means of screws passing through registering holes in the leg channels and along the sides of the panels.

An important feature of the invention is the novel manner in which the sides of the panels engage the outer legs of the leg channels in a double fold to permit adjustment of the vertical height of the panels relative to the leg channels and, at the same time, making the panels an integral part of the overall structure to provide increased rigidity. Another important feature of the invention is its versatility and adaptability. With minor changes the same sign may be self-supporting, mounted on a wall, or mounted on a post.

Accordingly, it is an object of the present invention to provide a rigid self-supporting advertising standard which will take the place of expensive woodback signs.

It is another object of the present invention to provide an advertising standard which facilitates manufacturing and erection, and reduces cost, shipping expense and the like.

It is a further object of the invention to provide an adjustable advertising standard having sheet metal sign panels which are an integral part of the supporting structure and are adjustable therewith.

Other objects and features of novelty of the invention will become apparent when referring to the following description taken in conjunction with the accompanying drawings, wherein:

Figure 1 is a perspective view of the advertising standard assembly;

Fig. 2 is a cross-section view taken along the line 2—2 of Fig. 1;

Fig. 3 is a front view of the advertising standard mounted on a wall; and

Fig. 4 is a cross-section view taken along the lines 4—4 of Fig. 3.

In Fig. 1, sheet metal panels 1 and 2 are slidably mounted on channels 5 and pivotally connected at their upper edge by screws 3. Channels 5 are pivotally connected to base channels 7 by screws 9 which may be removed to disassemble channels 5 from base channels 7. This triangular assembly, pivotally connected at its three corners, with the panels 1 and 2 slidably mounted on the channels 5, permits the vertical height of the panels to be adjusted relative to the channels 5. This feature is

2

important because advance knowledge of the most suitable height for such signs is seldom available. In addition, the height of the sign should be variable to provide for future changes in the placement of the sign.

Holes 11 are provided at the four corners and in spaced relation along the edges of panels 1 and 2 so that the panels may be fastened at each position relative to channels 5 at which holes 11 register with a plurality of corresponding holes 13 in channels 5. The upper and lower edges of panels 1 and 2 are flanged to increase their rigidity. Holes 17 are provided in base channels 7 to enable the advertising standard to be bolted to concrete or the like. Elongated holes 19 are provided at the lower ends of channels 5 together with corresponding holes at the ends of base channels 7 to enable hook-type anchors 21 to be inserted therethrough for anchoring the advertising standard to the ground. Provision for anchoring such signs is necessary to prevent them from being blown away by strong winds.

Fig. 2 more clearly illustrates the manner in which the sides of panel 1 are folded over the outside legs of channels 5 to provide a sliding relation for adjusting the vertical height of the panel. Of course panel 2 is similarly mounted on corresponding channels 5. Screws 8 are provided for fixing the position of panel 1 at any one of the positions at which holes 11 and 13 may register. The bottom flange 10 of panel 1 is substantially a right angle bend having slight clearance, at either end thereof, with channels 5.

In the past most advertising standards have been designed to be displayed in a specific manner. An important feature of the present invention is that the assembly shown in Fig. 1 can be disassembled and the individual panels 1 and 2 either, mounted separately on a wall as shown in Fig. 3 or, mounted on opposite sides of a post as shown in Fig. 5.

In Fig. 3 one of the panels, panel 1, is shown mounted on a wall 22. In this application, the channels 5 are inserted so that their ends are flush with the upper and lower edges of panels 1. The channels 5 are approximately the same length as panel 1 and therefore provide increased strength and rigidity along both sides of panel 1.

Fig. 4 more clearly illustrates a method of attachment of the wall assembly of Fig. 3 to the wall 22 by means of bolts 23 passing through the holes 11 at the four corners of panel 1, and registering holes 13 in channels 5.

What is claimed is:

1. An adjustable advertising standard including, in combination, a base member, a pair of supporting structures each comprised of two leg members pivotally connected to said base member, two rectangular sheet metal panels each slidably mounted on corresponding leg members of each of said supporting structures and removably connected together for pivotal movement about their upper edges to form a triangular cross-section and means for adjustably mounting the panels on said base members whereby the height of said sheet metal panels relative to said leg members may be varied.

2. An adjustable advertising standard including, in combination, a base member, a pair of supporting structures each comprised of two leg channels pivotally connected to said base member by removable pivot means, the flanges of said leg channels facing inwardly, two rectangular sheet metal panels each extending over a pair of said leg channels having the webs thereof disposed in the same plane, said panels having double folds along their sides which extend over and around the outer flanges of said pair of leg channels to slidably mount said panels thereon,

said panels having a single fold flange at their upper and lower edges to provide greater rigidity, means for adjustably mounting said sheet metal panels relative to said leg channels, and means for pivotally connecting said panels together at the upper ends thereof in a manner to permit them to be easily disconnected.

3. An adjustable advertising standard comprising two sign panels removably connected together at their upper ends for pivotal movement relative to one another, supporting members slidably mounted on each of said panels along the sides thereof, and means for adjustably mounting said supporting members relative to the panels.

5

10

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