Feb. 9, 1932. A. M. DONALDSON 1,844,545

SIGN

Filed Feb. 7, 1931

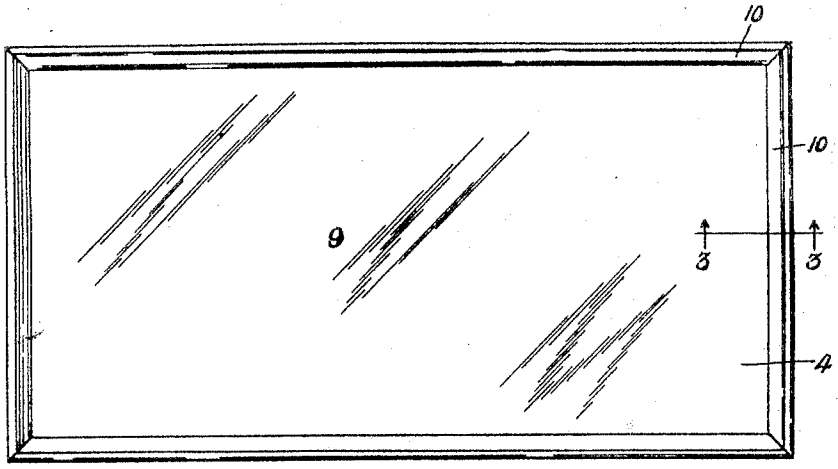

Fig.1.

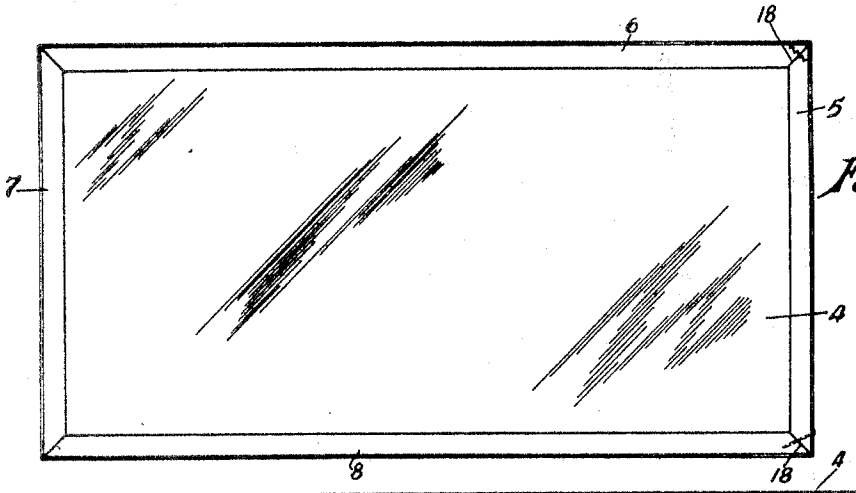

Fig.2.

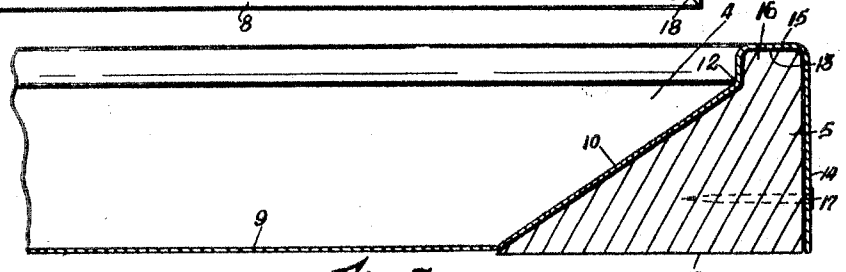

Fig.3.

Fig.4.

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UNITED STATES PATENT OFFICE

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SIGN

Application filed February 7, 1931. Serial No. 514,116.

This invention relates to an advertising sign or billboard.

An object of the invention is to provide an advertising sign or billboard of light weight, exceedingly inexpensive construction, having many of the advantages of the more expensive signs or billboards. The sign or billboard of the invention, besides being inexpensive of manufacture, is weather-proof, fireproof, and light of weight, and will effectively withstand more rough treatment after long usage, than will the heavier signboards commonly used.

Another object of the invention is to provide a metal sign with a reinforcing wooden insert that is completely hidden from view when the sign is in use, said insert providing a backing or reinforcement for the exposed thin-metal peripheral edges that could otherwise become easily bent during use or handling. The completely hidden insert, though simple and inexpensive, lends ample strength and rigidity to the sign board.

The above and other objects are attained by the means described herein and disclosed in the accompanying drawings, in which:

Fig. 1 is a front elevational view of the signboard of the invention.

Fig. 2 is a rear elevational view of the same.

Fig. 3 is an enlarged fragmental cross-sectional view taken on line 3—3 of Fig. 1.

Fig. 4 represents one character of securing means that may be employed in the construction of the device.

Signboards of the general type disclosed herein ordinarily were made to hold a metal or other character-bearing panel, by means of a peripheral wooden frame surrounding the panel edges, which edges were maintained in position by means of strips of wood or metal placed in abutment upon the marginal portions of the panel and nailed or otherwise secured to the wooden frame. In other constructions, a wood frame was provided onto one face of which the panel was directly attached. In each of the above constructions, and in others as well, it was common to provide a rather heavy and well built frame or body, the building up of which was necessarily a tedious, expensive and time-consuming operation. It will become evident, as the description proceeds, that much time, labor and expense are saved by resorting to the manner and means of construction set forth herein, and that there is presented a more durable, lighter, and less expensive signboard structure than those heretofore known and used.

The sign, if it be rectangular as shown, consists of but five parts, namely, the body 4, and the four wooden substantially triangular inserts or frame members 5, 6, 7 and 8. The body is a stamping of sheet metal, which, because of the novel construction of the device, may be of very light thin gauge metal. The body comprises the panel or character-bearing face 9, bounded on each side by a wide forwardly projecting surface or slope 10 inclined at an acute angle to the plane of the panel. The outwardly flaring or projecting surfaces or slopes 10 bound the panel, and at their peripheral limits 12 they may be directed forwardly, outwardly and rearwardly to provide the channel 13 and the rearwardly extending flange 14. The exterior 15 of the channel may provide a peripheral border of any desired shape.

The flange 14 extends rearwardly to an imaginary line lying substantially in the plane of the panel 9, the flange being preferably, though not necessarily, substantially at right angles to said plane. The channel 13 and the substantially triangular space included between the wall portions 10 and 14, are adapted to receive a longitudinal wooden member or insert 5 which is substantially triangular in cross section. The bead or longitudinal extension 16 may be provided to fill the channel 13 and afford a support which will oppose denting of the border portion 15. The flange 14 may be nailed or otherwise secured to the insert 5, as indicated at 17.

From the foregoing it should be apparent that those portions of the sign which are most liable to be damaged or injured, are afforded adequate backing or support, without materially adding to the weight of the sign.

Furthermore, the portions 10, 15 and 14 afford, to the wooden inserts, complete pro-

tection against the effects of the weather. The inserts are mitered at their opposite ends, as at 18, and the abutting mitered ends may be secured together by nailing or by means of any other suitable connecting devices (Figs. 2 and 4). The rear wall 19 of each insert 5 lies substantially in the plane of the panel 9.

The sign is made by pressing or drawing the entire thin sheet metal shape, including the panel 9, slopes 10, channels 13 and flanges 14, then placing in position preformed wood inserts 5 and securing them together and to the flanges 14. The drawing or shaping may be accomplished on a small press, due to the thinness of the metal, and as another advantage the nails or fasteners 17 may easily be driven through the metal and into the inserts. The signs, therefore, can be made in a fraction of the time required for the making of the ordinary, commonly used sign. The rear of the panel is unsupported and will yield when struck by an object, for example a stone or the like, and such object therefore will not readily pierce the panel. The slopes 10 aid in the provision of the yielding or shock absorbing quality of the panel.

The sign may either be hung, secured to a support from the rear, or may simply be nailed onto a support by driving a nail through from the front thereof. The border and channel 13 may be of any desired shape, the bead 16 being correspondingly shaped in the preferred form of the device.

What is claimed is:

1. A signboard comprising a thin flexible metallic panel and forwardly extending slopes extending from each edge of the panel, said slopes terminating to provide a plurality of longitudinal channels, flanges extending rearwardly from the channels, and rigid substantially triangular inserts having two of their outer surfaces covered by the flanges, channels, and the material of the slopes, the third surface of each insert being disposed substantially in the plane of the metallic panel, and means for securing the inserts together and to the flanges only, thereby leaving the slopes free to yield when pressure is applied to the panel.

2. A signboard comprising a thin flexible metallic body shaped to provide a panel and forwardly extending slopes, an outwardly and rearwardly extending flange extending from each slope whereby to form with each slope a channel for reception of an in insert, and rigid inserts disposed adjacent each cooperative slope and flange, the inserts being secured to the flanges only, thereby leaving the slopes free to yield.

3. As a new article of manufacture a light weight reenforced weather-proof outdoor advertising sign comprising a one-piece stamped light gauge metallic panel having forwardly extending integral slopes extending from each edge of the panel, said slopes terminating to provide a plurality of longitudinal channels, flanges extending rearwardly from the channels, and rigid substantially triangular wooden strips having two of their faces covered by the flanges, channels, and the material of the slopes, and means for securing the inserts together and to the flanges only, thereby leaving the slopes free to yield, the third face only of each triangular strip being exposed at the rear of the signboard and lying substantially in the plane of the panel.

In testimony, whereof, I have hereunto subscribed my name this 5th day of February, 1931.

ARCH M. DONALDSON.