Feb. 11, 1958 J. H. SALYERS ET AL 2,822,634

MEANS FOR MOUNTING ADVERTISTING PLACARDS ON PUBLICLY DISPLAYED DEVICES

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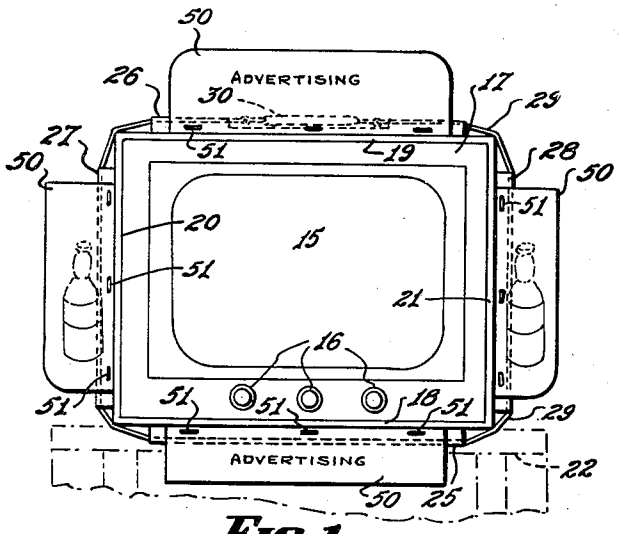


FIG. 1.

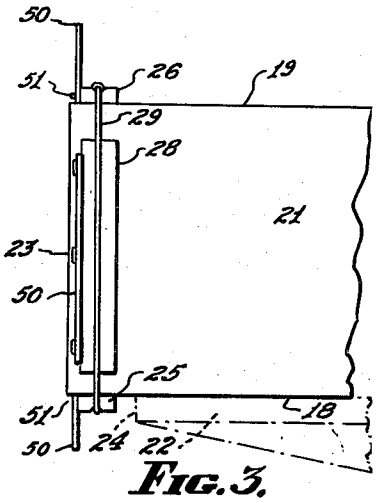


FIG. 3.

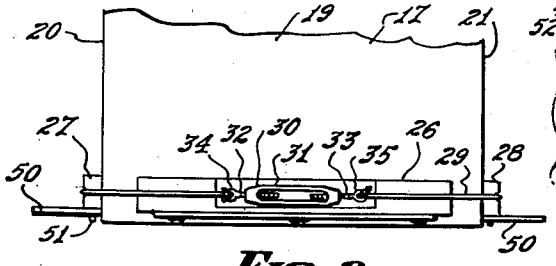


FIG. 2.

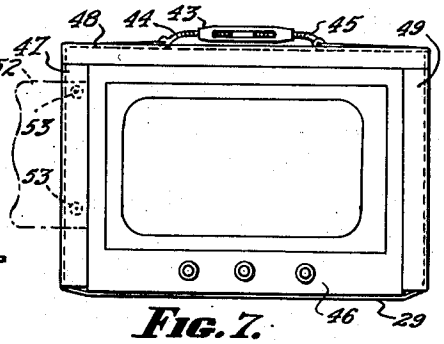


FIG. 7.



FIG. 9.

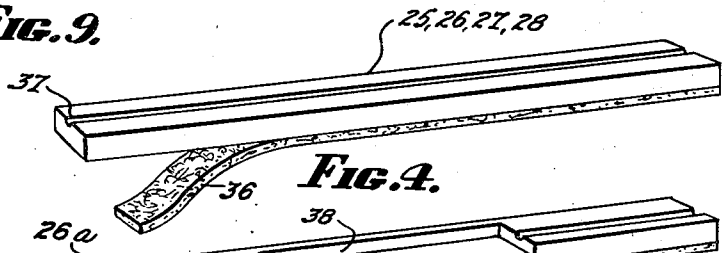


FIG. 4.

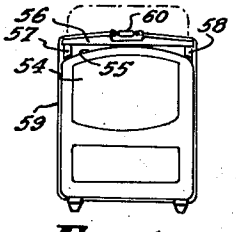


FIG. 10.

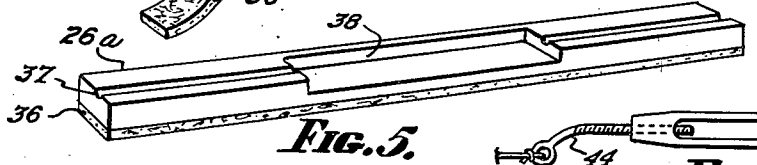


FIG. 5.



FIG. 8.

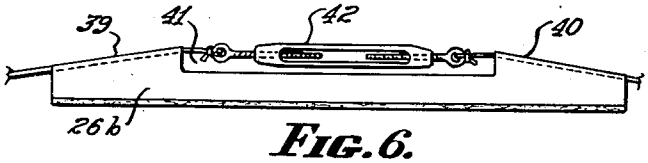


FIG. 6.

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MEANS FOR MOUNTING ADVERTISING PLACARDS ON PUBLICLY DISPLAYED DEVICES

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3 Claims. (Cl. 40—125)

Our invention relates to a novel arrangement for mounting advertising matter such as paperboard placards or signs.

More specifically our invention relates to an arrangement for affixing advertising placards to television receivers, vending machines, clocks, record players and other devices such as commonly encountered in public places and which comprise cabinets protecting vulnerable parts of the devices.

An important object of our invention is to provide an arrangement whereby advertising placards may be demountably affixed to such publicly displayed devices, the arrangement being advantageous in that placards may be conveniently and expeditiously mounted and demounted as desired without damage to the cabinets of the devices.

An equally important object of our invention is to provide an arrangement as above set forth which is extremely inexpensive to produce and which also is advantageous in that it is simple and expeditious to employ.

Another object of our invention is to provide an arrangement as above set forth comprising placard supporting elements affixed to the cabinet of a public device and adapted to coact with fastening means serving to mount placards, the arrangement being advantageous in that the placard supporting elements or panels thus serve as mountings for placards and as various placards are affixed thereto or removed therefrom, no damage is imparted to the cabinet of the device involved.

Still another object of our invention is to provide an arrangement as just above set forth and wherein the placard supporting elements are detachably affixed to the cabinet by means of a clamping device, the arrangement being surprisingly efficacious in that the placard supporting elements may be conveniently affixed to or removed from the cabinet without marring or damaging the surfaces thereof.

Other objects and advantages of our invention will be apparent with an understanding of the ensuing description.

Referring now to the drawings, wherein like parts are indicated by like reference numerals throughout the various figures:

Figure 1 is a front elevational view illustrating an exemplary embodiment of our invention as adapted for use with a television receiver.

Figure 2 is a plan view thereof.

Figure 3 is an elevational view taken from the right side of Figure 1.

Figure 4 is a detailed perspective view showing a placard supporting element.

Figure 5 is a similar view showing a modified placard supporting element.

Figure 6 is a front elevational view showing still another modified placard supporting element.

Figures 7 and 8 illustrate a further modified arrangement of parts.

Figure 9 is a sectional view illustrating a suitable type of cable which may be employed, and

Figure 10 is a small scale front elevational view somewhat diagrammatic in character and illustrating our invention as adapted for use with a cabinet comprising a convexly curved surface.

With reference now to Figures 1 through 5 of the drawings, we have illustrated a preferred embodiment of our invention wherein a conventional television receiver having a picture screen **15** and control knobs **16** is mounted within a rectangular cabinet **17** comprising a bottom panel **18** and a top panel **19** joined by sidewall panels **20** and **21**.

In various public places it is common practice to exhibit such a television receiver by placing it upon a suitable and usually elevated support, such as a table or shelf generally indicated in dotted lines at **22**. In addition it is also common practice, or it is readily permissible, to so position the receiver that its front face **23** extends forwardly of, or overhangs, the front edge **24** of the support **22**, as shown in Figure 3. The foregoing description with reference to the drawings is all well known in the art and forms no part of our invention as will readily be understood.

However, and in accordance with the concepts of our invention we provide the cabinet **17** with placard supporting elements **25, 26, 27** and **28** of substantial width arranged as shown and respectively detachably affixed to the panels **18, 19, 20** and **21** by virtue of a cable **29** which, as shown in Figure 9, comprises a rubber covering **29a** to obviate marring of the cabinet and which cable surrounds the various supporting elements arranged about the cabinet, the cable being highly tensioned by means of a turnbuckle or the like **30**, so as to effectively clamp the placard supporting elements to the cabinet. It is a feature of our invention that the position of the cable is intermediate the width of the placard supports so that they will be supported in non-rocking position.

Referring briefly to Figure 2 the turnbuckle **30** comprises a main body portion **31** fitted with oppositely threaded screws **32** and **33** which respectively provide eyes **34** and **35** to receive the ends of the cable **29**. In attaching the placard supporting elements to the cabinet the ends of the cable **29** are passed through the eyes of the turnbuckle and manually drawn taut whereupon the ends of the cable are twisted or tied so as to effect a semi permanent attachment. With the cable thus initially engaging the various placard supporting elements the main body portion **31** of the turnbuckle will be turned to draw the screws **32** and **33** toward each other, thus severely tensioning the cable whereby the placard supporting elements are firmly and securely clamped to the cabinet **17** with no tendency to rock.

With reference to Figure 4, the placard supporting elements **25** through **28** may comprise rectangular strips of white pine or other material which may be readily cut to length, as may be convenient for attachment to various sizes of cabinets, and is suitably adapted to receive thumb tacks or thin staples as may preferably be employed for mounting the advertising placards. Each of the supporting elements is provided with a pad **36** to obviate marring of the cabinet and the opposite side thereto will be medially and longitudinally grooved as at **37** to receive the cable **29**, whereby the elements are retained in alignment with the front face **23** of the cabinet.

The pads **36** may be of thin felt-like material or may comprise a suitable friction imparting material such as rubber which aids to resist displacement of the elecents when placards are mounted or demounted.

With reference to Figure 5, the supporting element

26*a* is provided with an intermediate cut-out portion or recess 38 to receive the turnbuckle and to provide clearance therefor as the turnbuckle is rotated to tension the cable. Figure 6 shows an alternate arrangement whereby the element 26*b* has inclined end portions 39 and 40 and a cut-out portion 41 to provide clearance for the turnbuckle 42. Figures 7 and 8 show a further alternate method of providing clearance for the turnbuckle 43 whereby the outer ends of the screws 44 and 45 are bent downwardly as shown, thus elevating the main body portion of the turnbuckle sufficiently to allow rotation thereof.

It will be clear that our invention is not limited to use of a placard supporting element on each side of a cabinet. Thus in Figure 7 the cabinet 46 is provided with placard supporting elements 47, 48 and 49 clamped in place by reason of the cable 29 tensioned by the turnbuckle 43. This arrangement may be employed where it may not be feasible to arrange the cabinet with its front face extending forwardly of the support, the relatively small diameter of the cable passing beneath the cabinet being negligible in regard to appearance or operation of the device.

With reference to Figure 1, it will be apparent that the placard supporting elements 25 through 28 need not extend fully to the corners of the cabinet. In the arrangement of Figure 7 however, the elements have been extended to meet at corners of the cabinet, the lengths of the elements being a somewhat arbitrary matter inasmuch as the cabinet will not be marred in either arrangement.

In Figure 1 of the drawings the placard supporting elements 25 through 28 serve to mount placards generally indicated at 50, and which are mounted thereto by means of wire staples generally indicated at 51. In Figure 7 a placard as indicated at 52 may be affixed as by thumb tacks 53. Adhesive may of course, be employed for affixing the placards but for purposes of expediency we prefer the use of staples or thumb tacks.

It will be clear that the sizes and shapes of the placards as well as the matter imprinted thereon form no part of our invention and various modifications thereof may be readily devised without departing from the scope of the appended claims.

It will be readily apparent that by obvious modifications our invention is readily adaptable for use with devices comprising cabinets having curved surfaces. Thus with reference to Figure 10, a cabinet 54 having a convexly curved upper surface 55 may obviously be provided with a similarly curved placard supporting element (not shown) fitted thereto. However, for purpose of expediency and inexpensive construction we prefer to use a straight placard supporting element 56, formed as above described, and to employ short vertically disposed pieces 57 and 58, which may be quickly cut to length and positioned as shown, to support the outer ends of the element 56 as the cable 59 is tensioned by means of the turnbuckle 60. The cable 59 serves to clamp the placard mounting element 56 firmly to the cabinet and also to retain the upright pieces 57 and 58 in position.

In some modifications only a top panel may be provided in which event it is preferable to have the top panel of greater length than the width of the set as suggested in Figure 7. At the bottom corners we may provide pad covered corner pieces which will hold the cable out from the corners. The cable then, when it is tightened, will not mar the side walls of the set and a single advertising placard may be attached to the top panel.

Various modifications and adaptations of our invention will readily occur to those skilled in the art without departing from the spirit of our invention or the scope of the appended claims.

Having thus described our invention what we claim as new and desire to secure by Letters Patent is:

1. An advertising display supporting device adapted for ready attachment to television sets and the like comprising placard supporting panels of substantial width having lengthwise grooves extending medially along the outer surfaces of the panels and a cable of sufficient length to enclose the top, side and bottom walls of the set with the panels in position thereon, and a turn buckle conveniently adjustable to tension the cable and clamp the panels in secure position whereby advertising displays may be secured to the front walls of the panels, and said cable being coated with a resilient outer cover, said placard supporting panels having their under surfaces coated with thin resilient material and one of the placard supporting panels being recessed to receive the turn buckle.

2. An advertising display supporting device adapted for ready attachment to television sets and the like comprising at least one supporting panel of substantial width having a lengthwise groove extending medially along the outer surface of the panel, said panel being of greater length than the width of the set and a cable of sufficient length to enclose the top, side and bottom walls of the set with the panel in position thereon, said cable being received within the groove in the panel, and a turn buckle conveniently adjustable to tension the cable and secure the panel in firm position for the attachment thereto of advertising displays.

3. An advertising display supporting device as set forth in claim 2 wherein the panel is recessed to receive the turn buckle.

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