April 15, 1930. W. G. BROWNE ET AL 1,754,932

ADVERTISING SIGNBOARD STRUCTURE

Filed Sept. 12, 1927

Fig. 1.

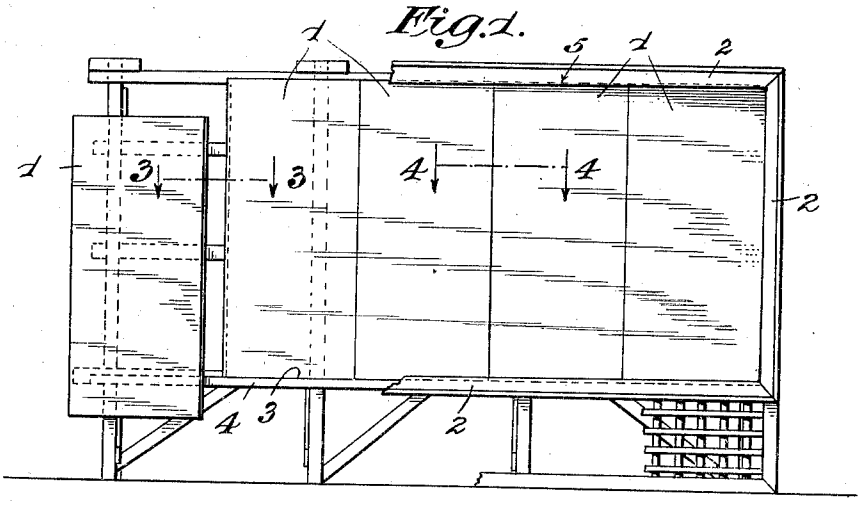


Fig. 2.

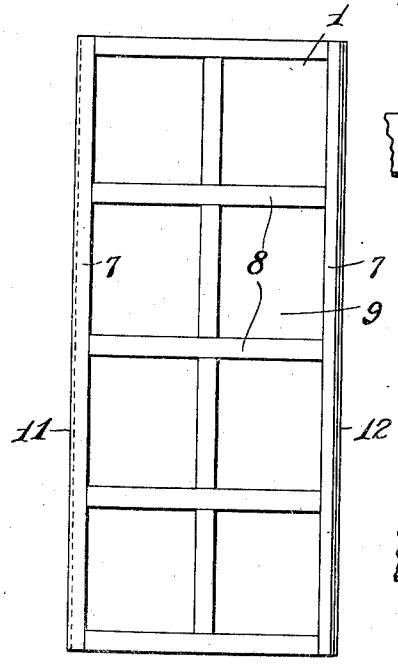


Fig. 3.

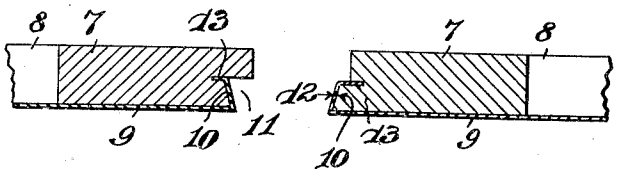


Fig. 5.

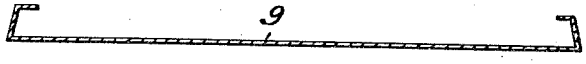
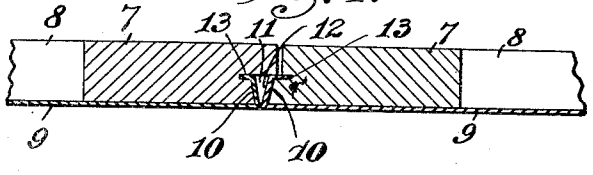


Fig. 4.



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UNITED STATES PATENT OFFICE

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ADVERTISING SIGNBOARD STRUCTURE

Application filed September 12, 1927. Serial No. 218,973.

This invention relates to advertising sign board structures and has for an object the provision of a structure for displaying posters and the like, either in the form of a painted advertisement or one constituted by a number of sheets, attached to the structure and each containing sections of the advertising matter, the characteristic features of the invention being a plurality of panels, adapted to be assembled in abutting relation, within a suitable frame work, to present a flush surface to receive the poster, the panels being readily removable from the supporting structure, so that others may be substituted or the entire structure may be dismantled and transferred to another place for display.

Another object of the invention is to provide panels for the above purpose, each including a skeleton support or frame, preferably made of wood, and a sheet metal covering, said sheet metal being preferably applied to its frame in such a manner that when the panels are assembled with their edges in abutting relation, the sheet metal portions surrounding said edges are contiguous in the face plane of the structure, and these sheet metal faces of said panels combine to form a smooth, substantially continuous surface throughout the portion of said body adapted to receive and display the advertising matter. Another object of the invention is to provide such co-operating panels with means extended across the joints between the panels, to render said joints weather tight, said means being preferably spaced rearward from the plane of the face, so that the joining means does not interrupt the smooth continuity of the display surface.

The above, and other objects of the invention, are illustrated and described fully in the accompanying drawings and specification, and are pointed out in the claims.

In the drawings,

Fig. 1 is a view in front elevation, of an advertising sign board structure in the construction of which this invention is embodied, one of the panels being shown in course of emplacement.

Fig. 2 is a view in rear elevation of one of the component panels, taken separately.

Fig. 3 is a fragmentary view in horizontal section on an enlarged scale on the line 3—3 of Fig. 1, showing portions of two of the panels adjacent the joint therebetween, ready for assembly.

Fig. 4 is a similar view on the line 4—4 of Fig. 1, showing the panels assembled to complete a joint.

Fig. 5 is an end view of a sheet metal element for one of the panels.

In the now preferred form of the invention, selected for illustration and description, the parts designated generally by the reference numeral 1 are panels, of which there may be any suitable number, and which, in pursuance of the invention are adapted to be assembled with their edges in abutting relation, and to be thus supported in a suitable frame work, such as that indicated at 2, only enough of this frame work being shown to permit proper understanding of the manner in which the sign structure is assembled.

In Fig. 1 the lower margins of the panels are shown as placed in a recess 3 of a ledge 4, formed as part of the frame work, and their upper edges enter a similar recessed ledge 5 of the frame work, the recessed portion of the latter being suitably larger than the recess 3, so that the upper edges of the panels may be inserted first in the upper recessed ledge 5, and then the lower edges of the panels may be moved rearwardly into registry with the lower recess 3 and dropped into the latter. Thus the panels are supported in place without the need for driving nails through their structure.

If desired, a nail or screw may be inserted in the upper ledge above the edge of each panel, and upon removal of this nail or screw the panel may be removed readily from the ledges by lifting the panel and withdrawing it forwardly and downwardly, the panel remaining intact, with its section of advertising matter uninjured. This absence of nails is of considerable importance when it is desired to make repeated use of the panel structure in different places of display, as frequently is desirable for the reason that

often the best places for display are upon vacant lots, near a railroad or highway, where gradually the vacant spaces are built up and so the advertising structures must be moved on. If the component panels are pierced by nails frequently, their usefulness soon becomes impaired, and in any event the labor and time required for nailing panels in place and removing the nails frequently constitutes a prohibitive item of expense.

Accordingly we have devised a special form of panel adapted to serve in combination with other similar panels to make up a sign board of desired area, each of the panels being preferably so constructed that it combines with adjacent panels to present a flush metal surface for the poster or other advertising matter, and of such structure that the joints are weather-tight, and no special degree of skill is required for assembling the structure.

For the above purpose, we prefer to make each panel in the form of a frame work or skeleton of wood having longitudinal members 7 and cross members 8, suitably framed together, and upon each such frame work we provide a covering 9 of sheet metal, the face of which extends entirely across the frame work, the margin of the metal covering for each panel being formed in such a manner as to overlap the edge of the wooden panel structure, presenting a clearly defined straight edge adapted to form in contact with the similar edge of a contiguous panel a very close joint, so that the metal surface is practically continuous across the entire area occupied by the panels.

For the better accomplishment of the above purpose, we prefer to relieve or cut away the edges of the longitudinal wood strips as shown at 10, so that the metal can be bent inward somewhat, forming a straight edge for contact with a similar straight edge on the adjacent panel.

In further pursuance of the invention, we provide for closing each joint in such a manner as to make it weather-tight, so that the wind cannot pass through from either side, nor will rain be driven from the rear outwardly against the under surface of the poster, causing the same to be blistered and eventually ruined.

For this purpose any suitable means may be adopted and as a now preferred form of such means we provide for so shaping the sheet metal at the region of the joint as to constitute an effective seal, and this may be conveniently accomplished by recessing one edge of each panel as at 11, and if desired forming a projection 12 upon the co-operating edge of an adjacent panel so that the metal portions overlapping the joints receive suitable support from the walls of the recesses of the co-operating edges.

The metal sheets may be preformed to the shape of their supporting frames, as illustrated in Fig. 5, and may then be slipped readily over the ends of the frames and slid along into desired position.

We may form slots in the edges of the frame members 7, as at 13, to receive portions of the sheet metal covering, so that the latter fits snugly at all points, being free from sharp, projecting edges that are liable to injure workmen or posters, or are liable to be themselves bent out of place and so interfere with proper assembly of the panels.

We claim:

1. In a structure for displaying posters and the like, a sectional body comprising a plurality of panels, each including a skeleton support having side rails with rearwardly bevelled front edges, and a sheet metal covering, said sheet metal being applied to each skeleton support in such a manner that when said panels are assembled with their edges in abutting relation the sheet metal portions surrounding said edges are divergent and acutely contiguous in the face plane of the structure and the sheet metal faces of said panels combine to form a smooth, substantially continuous surface throughout the portion of said body adapted to receive and display the poster or the like.

2. In a structure for displaying posters and the like, a sectional body comprising a plurality of panels, each including a skeleton support having side rails with rearwardly bevelled front edges, and a sheet metal covering, said sheet metal being bent around the front edges of said rails in such a manner that when said panels are assembled with their edges in abutting relation, the sheet metal portions surrounding said edges are divergent and acutely contiguous in the face plane of the structure and the sheet metal faces of said panels combine to form a smooth, substantially continuous surface throughout the portion of said body adapted to receive and display the poster or the like and each of said panels having one of its rail parts formed with a lateral projection to extend beyond its metal covered portion and across the joint with an adjacent panel, throughout the length of the joint.

3. A structure of the class described including a frame having side strips, there being a longitudinal tongue in the front of the outer side of one side strip and in the rear of the outer side of the other side strip, each side strip having a groove on its outer side at the base of the tongue, and a smooth metal panel having inturned channel forming side flanges embracing the front portions of the side strips, said panel being slidable longitudinally of the strips into engagement therewith.

In witness whereof we have signed this specification.

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ROGER W. OLMSTED.