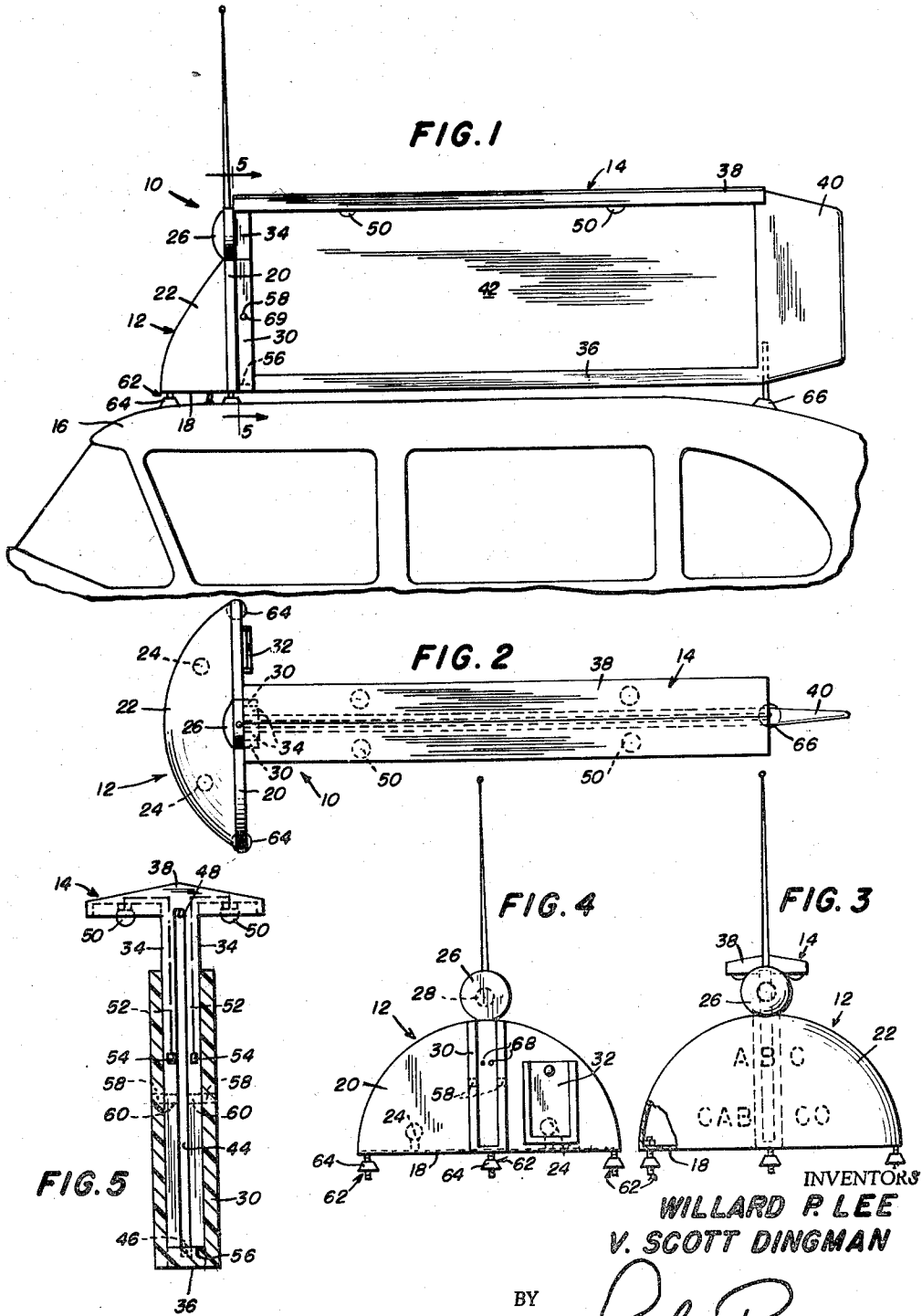


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W. P. LEE ET AL
SIGN DISPLAY DEVICE
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SIGN DISPLAY DEVICE

Willard Pearce Lee, 1817 Everette St., and V. Scott Dingman, 2312 Red Bud Lane, both of Winston-Salem, N.C.

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This invention relates to sign display devices and more particularly to display apparatus for mounting advertising panels on the tops of automobiles.

Many types of sign display devices for automobile tops have been devised; however, none of them have been completely satisfactory for many reasons, among them being the inability to develop a device suitable for use on vehicles having different top contours.

In view of this it is an object of this invention to provide a sign display device for vehicle tops which is adaptable for use on vehicle tops of different contours.

It is another object to provide a sign display device in which it is simple and easy to change the advertising panel carried by the display device.

It is yet another object to provide a device such as the above which will be light, durable and reasonably inexpensive to manufacture.

It is still a further object to provide a sign display device for vehicle tops wherein the device comprises a front crosspiece having an illuminated forwardly extending curved shield with an illuminated lens portion positioned directly above and a stem assembly extending rearwardly from the crosspiece, said stem assembly being T-shaped in vertical cross-section and having a longitudinal window for receiving an advertising panel carried in a centrally disposed vertical longitudinal slot in the upright portion of the T-shaped stem, and illuminating means positioned on the horizontal portion of the stem to illuminate the advertising panel.

The above and other objects will become apparent from the following detailed description and drawing showing by way of example a preferred embodiment of this invention and wherein:

Fig. 1 is a side elevational view showing the sign display device mounted on a vehicle top;

Fig. 2 is a top plan view of the sign display device;

Fig. 3 is a front view of the crosspiece portion of the sign display device;

Fig. 4 is a rear view of the crosspiece; and

Fig. 5 is a vertical cross-sectional view taken along line 5—5 of Fig. 1.

Referring particularly to Figs. 1 and 2, the sign display device 10 comprises a crosspiece assembly 12 and a rearwardly extending T-shaped stem assembly 14 and is mounted on an automobile top 16.

As best illustrated in Figs. 2, 3, and 4, the crosspiece assembly 12 comprises a semi-circular base 18 with its curved portion extending forwardly and a semi-circular back 20 extending upwardly from the straight side of the base and at a right angle thereto thus forming between them what amounts to approximately one-quarter of a sphere. This area is covered by a curved translucent shield 22 illuminated by one or more electric light bulbs 24. A truncated hemispherical lens 26 illuminated by an electric light bulb 28 is positioned on and directly above the shield 22. A U-shaped support 30 is centrally and vertically disposed on the rear face of the back 20 with its open portion facing upwardly. The base of

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the support 30 is generally flush with the base 18. The back 20 is also provided with a sliding panel 32 to allow access to the interior of the area covered by the shield 22.

The stem assembly 14 is generally T-shaped in vertical cross-section and, as best shown in Figs. 1, 2, and 5, comprises a pair of parallel spaced upright members 34 connected at the bottom by a rearwardly extending longitudinal base 36 and connected at the top by a rearwardly extending longitudinal top 38. A vertically extending generally rectangular tailpiece 40 connects the rearward ends of the base 36 and the top 38 thus forming a rectangular window adapted to receive an advertising panel 42.

The parallel vertical members 34 form a slot 44 through which the advertising panel 42 is introduced for positioning within the window. The base 36 has a longitudinal groove 46 as does the top 38 wherein the groove is numbered 48. These grooves serve to form a better means for holding the advertising panel 42 in place.

The underside of the top 38 carries a plurality of light bulbs 50 adjacent each longitudinal side and connected by suitable wiring 52 to contacts 54 on upright members 34.

As illustrated in Figs. 1 and 2, the T-shaped stem assembly 14 is connected to the crosspiece assembly 12 by sliding the parallel upright members 34 down between the parallel sides of the support 30 so that the offset portion 56 of the base 36 will engage and rest on the bottom of the U-shaped support 30. The holes 58 in the support 30 are aligned with the holes 60 in the members 34 and a pin 69 passed therethrough to hold the two assemblies in position.

The crosspiece assembly 12 is mounted on the vehicle top 16 by means of three anchor bolt assemblies 62 which include seal members 64 fitting down tight on the roof. Obviously these anchor bolt assemblies have enough adjustability to allow for mounting on vehicles having tops with different contours.

The tail member 40 on the rear portion of the stem assembly is positioned on the automobile top 16 by means of an anchor pin 66 which fits in a vertical hole in the tail member 40.

The rear face of the crosspiece upright member 20 has a pair of electrical contacts 68 which engage contacts 54 on the stem assembly to furnish current to the lights 50. The lines supplying electrical power to the contacts 68 also supply current to the lights in the crosspiece assembly.

In order to replace panel 42 in the device, it is merely necessary to remove the retaining pin 69 positioned in holes 58, 60 in the crosspiece and stem, and then lift up on the stem assembly to remove it from the assembly. After this the advertising panel 42 may be removed through slot 44 and a new one introduced.

The sign display device of this invention may be made from any suitable material; however, it has been found that plastic is particularly well adapted for this use.

What we claim as novel and desire to obtain by Letters Patent of the United States is:

1. A sign display device for mounting on vehicle tops comprising a front crosspiece, adjustable anchoring means adapted to secure the crosspiece to a vehicle top, connecting means on the rear face of the crosspiece, a stem assembly comprising a rectangular frame having a longitudinal slot formed therein with the open end of the slot on the forward end of the frame, said slot being adapted to receive an advertising panel, illuminating means on the stem assembly to illuminate both sides of the panel, the forward end of the stem frame engaging the connecting means on the crosspiece to secure the crosspiece and stem assembly together, and supporting means adapted to be secured to the vehicle top and en-

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gage the rear portion of the frame to retain the stem assembly in position.

2. A sign display device for mounting on vehicle tops comprising a front crosspiece having a translucent forwardly extending shield, means for illuminating the crosspiece, adjustable anchoring means adapted to secure the crosspiece to a vehicle top, connecting means on the rear face of the crosspiece, a stem assembly generally T-shaped in vertical cross-section, said stem assembly comprising a rectangular frame, the top portion of the frame being wider than the ends and bottom thus constituting the horizontal portion of the T, said frame having a vertical longitudinal slot formed therein with the open end of the slot on the forward end of the frame, said slot being adapted to receive an advertising panel, illuminating means on the frame to illuminate both sides of the panel, the forward end of the stem frame engaging the connecting means on the crosspiece to secure the crosspiece and stem assembly together, and supporting means adapted to be secured to the vehicle top and engage the rear portion of the frame to retain the stem assembly in position.

3. The device as described in claim 2 and wherein the connecting means on the rear face of the crosspiece comprises a U-shaped bracket positioned with its open end upward so that the forward end of the stem frame carried thereby may be dropped into place and lifted for removal.

4. A sign display device for mounting on vehicle tops comprising a front crosspiece having a base with a back

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extending upwardly therefrom and a curved shield covering the area included between the base and back to form a display surface, means for illuminating the display area, adjustable anchoring means adapted to secure the crosspiece to a vehicle top, a U-shaped connecting member on the back of the crosspiece, said connecting member being positioned with its open end uppermost, a stem assembly generally T-shaped in vertical cross-section, said stem assembly comprising a rectangular frame, the top portion of the frame being wider than the ends and bottom thus constituting the horizontal portion of the T, said frame having a vertical longitudinal slot formed therein with the open end of the slot on the forward end of the frame, said slot being adapted to receive an advertising panel, illuminating means on the top portion of the frame to illuminate both sides of the advertising panel, the forward end of the stem frame slidably fitting within the U-shaped connecting means of the crosspiece back to secure the stem assembly to the crosspiece, and supporting means adapted to be secured to the vehicle top and engage the rear portion of the stem frame to retain the stem assembly in position.

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