Feb. 21, 1956 I. R. GRANT 2,735,204

ADVERTISING SIGN

Filed June 19, 1952

Fig. 1

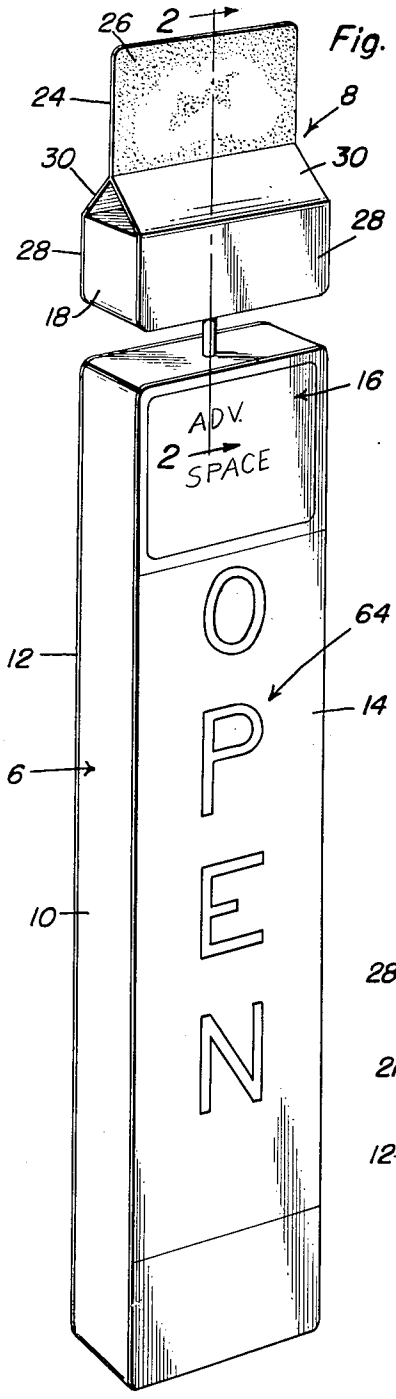


Fig. 2

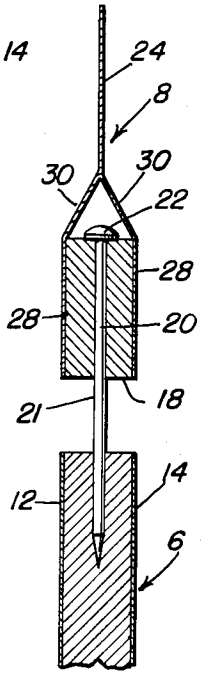


Fig. 3

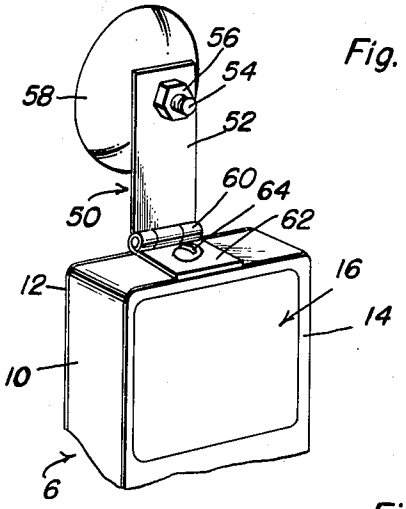


Fig. 4

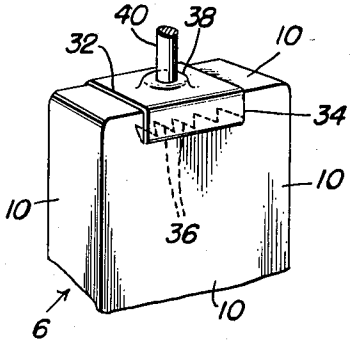
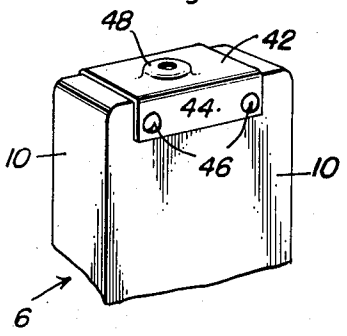


Fig. 5



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ADVERTISING SIGN

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1 Claim. (Cl. 40—128)

The present invention relates to an advertising sign construction, generally speaking, and has more particular reference to one which is susceptible of practical and economical production by an advertiser and which is also possessed of usefulness by a storekeeper, business proprietor, or any other similar user thereof.

Signs in the category herein under consideration have also become known as reversible and changeable indicators in that the panel portion which is provided with the advertising media is also available to carry and display a message of one type or another, for example such as "Open" or "Closed" or "Vacancy" or, "Sale" and so on and so forth. As the preceding explanation implies and instant subject matter has to do with a reversible sign which is characterized by just such a panel and wherein the panel has flat sides or surfaces, one of which is adapted to rest rather firmly against a store window, glass door panel or the like, whereby it will "stay put" when the "Open" or other message is in its display position.

Another object of the invention has to do with a sign construction which is characterized by the aforementioned multi-purpose panel, the normal upper end of which is swivelly connected with hanger means and said hanger means being attached in one manner or another to the stated store window or other equivalent stationary support.

More specifically stated, a preferred embodiment of the invention has to do with a simple and economical cardboard or wooden panel with the signs, labels or equivalent means pasted on the usable sides of the panel, said hanger means being interconnected with a coacting end of the panel by way of a swivel pin or the like and said hanger means being sufficiently flexible that it is possible for the panel to be swung momentarily away from the support surface so that it may clear said surface during the act of bringing the swivel connection into play and, obviously, changing the sign from one type to another.

Other objects, features and advantages will become more readily apparent from the following description and the accompanying sheet of drawings.

In the accompanying sheet of drawings wherein like numerals are employed to designate like parts throughout the views:

Figure 1 is a perspective of a sign construction perfected in accordance with the principles of the present invention and showing one embodiment thereof.

Figure 2 is a fragmentary vertical section taken on the line 2—2 of Figure 1 looking in the direction of the arrows.

Figure 3 is a fragmentary perspective view showing a modified hanger construction.

Figures 4 and 5 are fragmentary perspective views showing differing ways of connecting the swivel-pin with the upper end of the panel.

The over-all construction is characterized, broadly speaking, by two essential components or units; namely, panel means 6 and hanger means 8. The means 6 may

be an elongated wooden or equivalent lightweight body. The material should, of course, be such that it may be subjected to out-of-doors use although this is not necessary since in many instances the device will be attached to the interior side of a door panel, a show window, and so forth. In any event, the panel may be thought of a lightweight durable body which is preferably rectangular or polygonal in cross-section. It will generally be rectangular as shown and will therefore embody a plurality of flat faces as conveniently denoted by the numeral 10. The main flat surfaces of the panel means as seen in the form of the invention in Figures 1 and 2 have paper or equivalent labels or the like adhesively attached thereto. These labels are denoted by the numerals 12 and 14 for convenience of designation. The printed advertising media and other instructions and messages on the labels will, of course, vary. As a matter of fact this reversible aspect of advertising signs is in itself old and is therefore being touched upon lightly here. To this end the label 14 will have printed in one manner or another the announcement "Open." On the other hand the label 12 on the back will, obviously, have printed thereon the instruction "Closed." In the space conveniently provided at 16 will be the emblem, insignia or other advertising message or media of the advertiser who under ordinary circumstances will furnish the sign and give it to the storekeeper or other proprietor for use as an "Open" and "Closed" indicator. As far as the detailed description has gone it will be seen that the panel and labels are identical in all of the figures. Therefore the same numerals are conveniently employed.

The hanger means forming the embodiment seen in Figure 1 for example, comprises a wooden or equivalent block 18. The shank of a nail passes through the central passage 20 in the block as shown in Figure 2 with the head of the nail abutting the block as at 22. The pointed end of the shank is driven firmly into the upper end of the wooden panel. The opening 20 is such that a swivel connection between the panel and block 18 is thus had. Suitable gummed paper tape means is employed and this embodies an attaching flap 24 whose gummed surface 26 is adapted to be attached to the store window or other support (not shown). The wing portions 28 are glued to the front and back surfaces of the block 18 and the diverging flexible web portions 30—30 connect the flap with the wings and at the same time provide a "hinging" connection between said block and flap. This connection is important because in swiveling or turning the panel to reverse it from one position to another it is necessary to actually lift one flat side of the panel away from supporting window or other surface and to swing it out slightly in an obvious manner whereupon it will be clear so that it can be turned on the vertical axis provided by the swivel-pin, here in the form of a nail.

In Figure 4 instead of using the anchor arrangement of Figure 2 one might prefer to utilize a clip 32 which has flanges 34 with lateral teeth 36 which are driven into the front and back sides of the panel. The web or intermediate portion of the clip is formed with a projecting socket 38 and the adjacent end of the swivel-pin 40 in this adaptation may be headed or otherwise formed to provide a suitable swivel arrangement. The idea is in all instances to have some sort of a pin connection between the hanger means and the panel means which not only operatively joins the two means or units but also permits the relative swiveling thereof.

In the form of the invention shown in Figure 5 the clip comprises a plate or web portion 42 having flanges 44 which are positively secured by headed fasteners 46. The raised or embossed socket here for the pin (not shown) is denoted by the numeral 48.

The hanger means in Figure 3, a modification, takes

the form of a twin leaf hinge which is denoted by the numeral 50. One leaf, the vertical one is denoted by the numeral 52 and is secured by a stud 54 and nut 56 to the center of a rubber vacuum cup 58 which in practice is attached to the window or other support. The hinge connection is denoted at 60 and this joins the shorter leaf 62 to the longer one 52 and the leaf 62 is connected by a wood screw or the like 64 with the end of the wooden panel and the screw connection is sufficiently loose as to provide the desired "swivel" action. In both hanger units 8 in Figure 1 and 50 in Figure 3 there is a "hinge" joint between the hanger means and panel means.

In practice the hanger means is attached to a store-window or other fixed support and the panel is thus suitably supported so that it may be reversed from time to time in order to change the message 64, in an obvious manner.

Minor changes in the shape, size and arrangement of details coming within the field of invention claimed may be resorted to in actual practice, if desired.

Having described the invention, what is claimed as new is:

In an advertising sign construction, an elongate flat-faced panel adapted to rest with one of its flat faces bearing removably against a stationary support such as a store window pane or the like, the respective front and back faces of said panel being adapted to carry and display selectively usable advertising media, a relatively small rectangular block, of a thickness corresponding to said panel and of a length corresponding to the width of said panel and coplanar with and spaced from one end of said panel, a nail passing through a central passage provided therefor in said block and driven into the adjacent end of said panel and swivelly suspending said panel from said block, a gummed attaching flap adapted to be adhesively fastened to said pane, and a flexible hinge forming connection joining said flap with said block to permit the block and panel to be conjointly suspended from the flap and to permit the user to lift one flat side of the panel away from the supporting pane and to swing it out to a clearing position and to turn it relative to the block by way of the swivel in the manner and for the purposes described.

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