Feb. 2, 1932. S. H. POGUE 1,843,883

ADVERTISING SIGN

Filed July 10, 1930

Fig. 2.

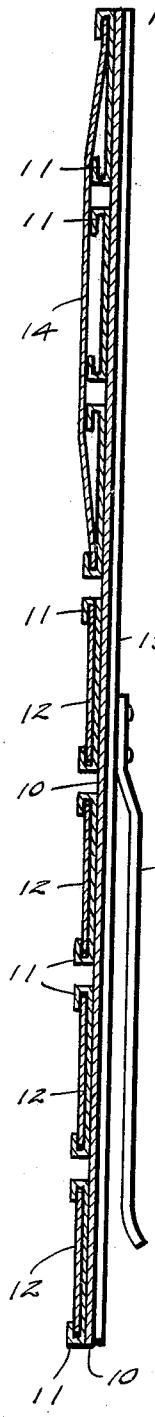


Fig. 1.

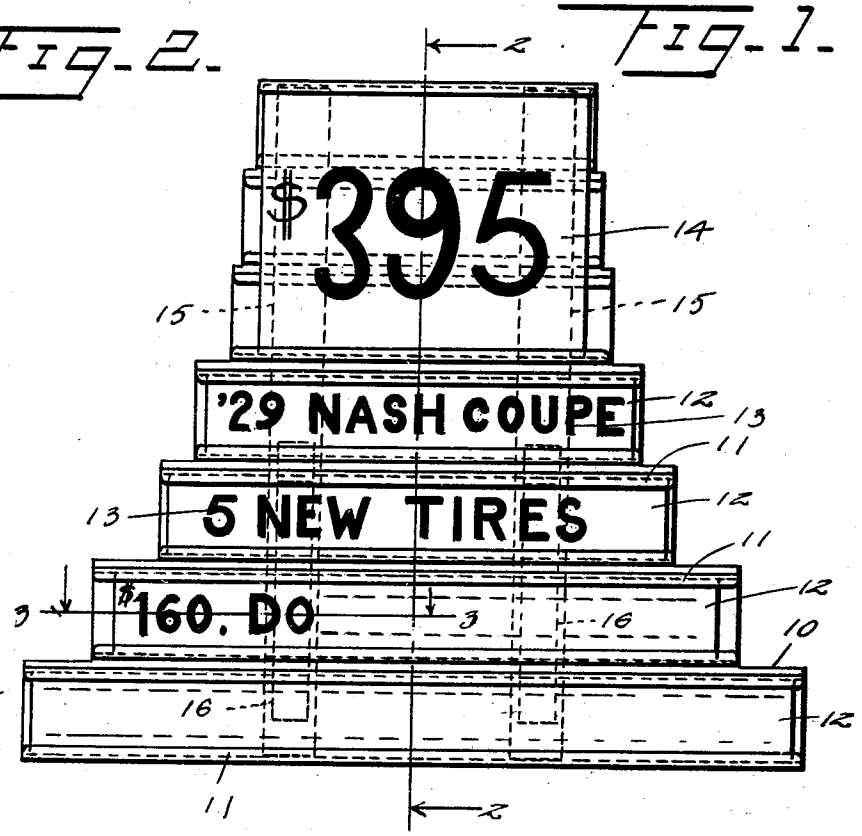
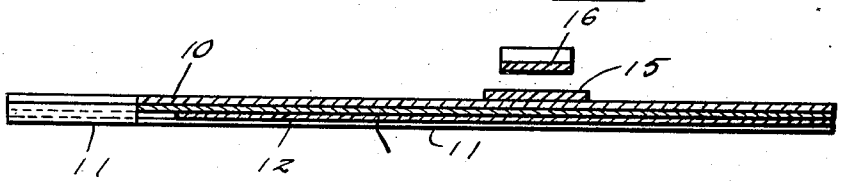


Fig. 3.



Inventor

S. H. Pogue

By Watson E. Coleman

Attorney

Patented Feb. 2, 1932 1,843,883

UNITED STATES PATENT OFFICE

STEPHEN H. POGUE, OF PINE BLUFF, ARKANSAS

ADVERTISING SIGN

Application filed July 10, 1930. Serial No. 467,060.

The present invention relates to advertising signs and more particularly to a sign which is so constructed that the characters or wording on the sign may be readily changed.

An object of this invention is to provide a sign which is so constructed that the indicia or characters thereon may be readily changed to suit varying conditions and changes provided with means by which the sign may be removably mounted on a supporting structure.

Another object of this invention is to provide a removable sign of this character with a plurality of horizontally disposed guides which are adapted to receive plates having suitable characters or legends positioned thereon, the guides being so arranged and certain of the plates being so constructed as to extend or bridge a plurality of guides so that certain sections of the sign may be considerably enlarged from the remaining sections.

The above and various other objects and advantages of this invention will in part be described in and in part be understood from the following detailed description of the present preferred embodiment, the same being illustrated in the accompanying drawings wherein:

Figure 1 is a detail front elevation of a sign constructed according to the preferred embodiment of this invention;

Figure 2 is an enlarged sectional view taken on the line 2—2 of Figure 1; and

Figure 3 is an enlarged sectional view taken on the line 3—3 of Figure 1.

Referring to the drawings wherein like numerals of reference designate corresponding parts throughout the several views, the numeral 10 designates generally a body plate of suitable size and configuration which in the embodiment herein disclosed is shown as a plate having a relatively large or long base portion, the marginal edges of which are constructed in substantially stepped relation or in pyramid form so as to provide a body having a substantially large base and a restricted upper end portion.

A plurality of longitudinally disposed guides 11 are secured to the front face of the body plate 10, the guides 11 being adapted to removably receive a legend plate 12 which is adapted to be slidably positioned in the guides 11 and to have suitable indicia or legends 13 positioned on the outer face thereof. The plate 12 may be painted a suitable color and in like manner the body plate 10 and the guides 11 suitably painted and the indicia or legends 13 may be shown in a contrasting color so that they will readily attract attention.

As shown in Figures 1 and 2, an enlarged sign plate 14 is removably mounted in the guides 11 and is adapted to extend over a plurality of the guides, being mounted at the lower end in the lower edge portion of one of the guides and at the upper end mounted at the upper portion of another of the guides so that a relatively large sign plate may be used in combination with the relatively narrow sign plates 12.

In practice, the large sign plate 14 is adapted to have positioned thereon relatively large indicia showing the price of the article, and the smaller sign plates 12 are provided with suitable indicia or markings so as to give the details or terms under which the article on display may be sold. In the present instance the sign herein disclosed has been particularly constructed for use in connection with the sale of motor vehicles and the large plate 14 is provided with a suitable price so as to designate the total price of the vehicle and the smaller plates 12 are adapted to give the details or terms under which the vehicle is to be sold.

In order to removably mount the body 10 in desired position I have provided a plurality of vertically disposed braces or bars 15 which are secured to the back of the body plate 10 in any desired manner as by welding, bolts or the like, and a resilient clamp 16 is secured to each of the vertically disposed bars 15 adjacent the lower end portion thereof, the resilient clamp 16 being so constructed as to engage the bumper or the like of a motor vehicle for holding the body plate in a substantially vertically disposed position on the front of the vehicle.

It is of course understood that the present

construction of bumpers is such that a clamp constructed after the manner disclosed by the clamp 16 will readily slide over the front and rear faces of the bumper, most of the bumpers being relatively flat so that the body plate may be readily secured to practically any type of bumper. However, I do not wish to be limited to the construction of the clamp 16 as herein disclosed in view of the fact that certain bumpers are of circular or semi-circular construction in cross section and the construction of the clamp 16 may readily be varied to engage a round or half-round bumper.

In the use of this device, the body 10 may be removably positioned on the bumper of a motor vehicle or upon any desired supporting structure, the clamp 16 cooperating with the vertically disposed bar 15 so as to removably secure the body 10 on the supporting structure. The sign plates 12 may be provided with the desired legends or indicia so as to clearly describe the article on display and when properly painted or marked, the plates 12 may be removably positioned in the horizontal guides 11. The large sign plate 14 is preferably adapted to receive on the outer face thereof numerals or indicia indicating briefly the price of the article on display and may then be slid into the guides 11, being bent outwardly so as to engage against the outer edges of the guides 11 which are bridged thereby.

While the body plate 10 has been disclosed as being formed with a relatively large lower end or base portion, the side marginal edges being formed in stepped relation I do not wish to be limited to this particular construction as the configuration of the body plate may be changed or varied in any desired manner consistent with the scope of the claim. In like manner, while the sign plates 12 and 14 are shown as carrying indicia or legends, I do not wish to be limited to the particular type of sign plates disclosed, as if desired the plates 12 and 14 may be so constructed as to have only one indicium thereon, the small plates being inserted in the guides 11 so as to form or make up the desired legend.

It is, of course, understood that various changes and modifications may be made in the details of construction and design of the above specifically described embodiment of this invention without departing from the spirit thereof, such changes and modifications being restricted only by the scope of the following claim.

What is claimed is:—

A sign of the character described comprising a body plate, a plurality of guides secured to one face of said plate, sign plates disposed in said guides, certain of said sign plates bridging certain of said guides, a pair of vertically disposed bars secured in parallel relation to each other to the opposite face of said body plate, and clamping members secured one to each of said bars intermediate the ends thereof.

In testimony whereof I hereunto affix my signature.

STEPHEN H. POGUE.