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2,498,956

DISPLAY SIGN FOR STACKED MERCHANDISE

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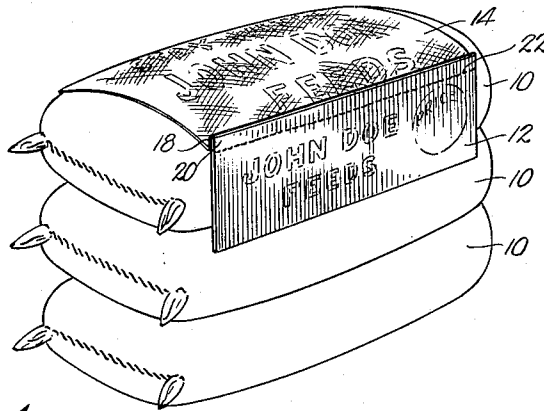


Fig. 1.

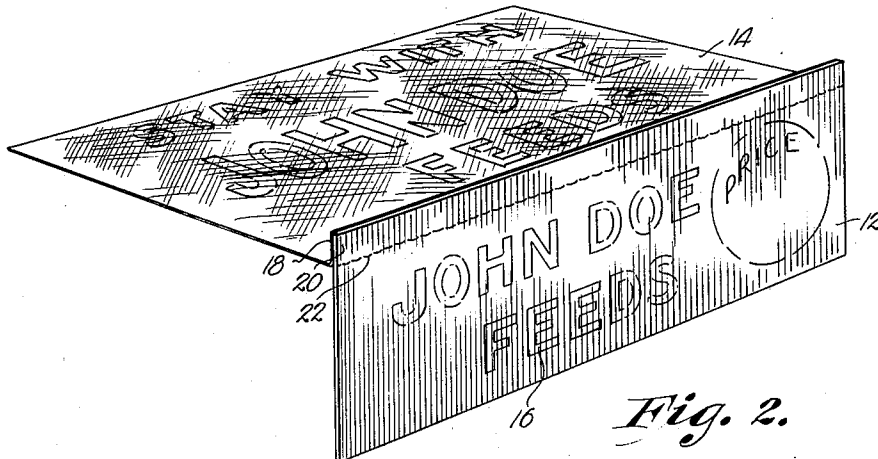


Fig. 2.

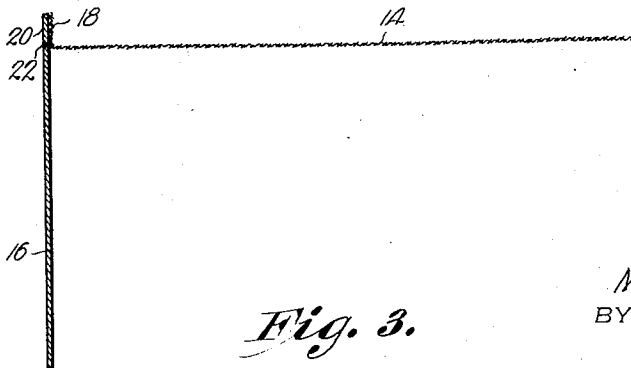


Fig. 3.

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DISPLAY SIGN FOR STACKED
MERCHANDISE

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1 Claim. (Cl. 40—2)

1

This invention relates to a display sign adapted for operative association with merchandise for marking the same with respect to character, price, quality, etc., and at the same time afford a unique means for advertising such merchandise.

The primary aim of this invention is to provide a display sign that is inexpensive to manufacture; easy to place in operative use in association with the merchandise to be displayed; and which is virtually self-sustaining when in operative use if such disposition with respect to the merchandise is desired.

The most important object of this invention is the provision of a display sign, particularly for stacked merchandise, having a panel provided with indicia thereon indicating the type of goods on display as well as the price and other information and having associated therewith a fabric apron for disposition in covering relation with such merchandise, whereby to hold the sign in position.

Many minor objects, including the specific form and details of construction, will be made clear or become apparent during the course of the following specification, reference being had to the accompanying drawing, wherein:

Fig. 1 is a perspective view of the display sign showing the same inoperative relationship with a number of stacked sacks of feed or the like.

Fig. 2 is a perspective view of the display sign per se disassociated from the merchandise, and

Fig. 3 is an end elevational view thereof.

It is contemplated that the display sign about to be described be adaptable for use with numerous kinds of merchandise and, therefore, the sacks of feed designated by the numeral 10 and illustrated in Fig. 1 are for illustrative purposes only. It is common knowledge that such sacks of feed 10 are usually stacked in relative superimposed relationship in the feed store or warehouse and ordinarily segregated as to kind, size and/or price. It is, therefore, extremely advantageous to have a sign which clearly designates the contents of each row or stack of merchandise, whether for public information or for use by the warehousemen or other workmen. Such sign should be virtually self sustaining when placed on the merchandise, to the end that time is not lost by the necessity of pinning or otherwise clamping the same to the merchandise and, furthermore, so that the sign will not fall or otherwise become displaced when part of the merchandise is removed from its respective stack.

The display sign chosen for illustration comprises a panel 12 and an apron 14. This panel

2

12 is relatively stiff being formed from a heavy cardboard or other inexpensive material suitable for having indicia as at 16 printed thereon. While this panel 12 is shown as being substantially rectangular it is understood that the same may have other polygonal shapes or be circular if desired, however, in the case of stacked feed, it has been found more practical to make panel 12 in the shape and size illustrated. The apron 14 is formed from fabric or other flexible material to the end that the same will conform to the contour of the stacked merchandise. Such shape conforming characteristic of the apron 14 is clearly illustrated in Fig. 1, wherein the same shows the curved contour of the feed sacks 10. It has been found that burlap is a highly suitable material for forming this apron 14, inasmuch as the same has a relatively coarse nap, which makes the same cling to the merchandise when the panel 14 is disposed in the covering relationship therewith. The apron 14 extends laterally from the depending panel 12 and the proximal marginal edges 18 and 20 of apron 14 and panel 12 respectively are secured together by a line of stitching 22, extending the entire longitudinal lengths of the panel 12 and the apron 14, to the end that the panel 12 will hang evenly. It is preferable that the length of apron 14 be substantially the same as the length of panel 12. Furthermore, the length and width of the apron 14 should be virtually the same as the width and length of one face of the sacks 10, to the end that the same is almost entirely covered when placed thereon.

It is clear from the foregoing that the inherent fuzzy nature of the fabric apron 14 and the fact that the same completely covers the sacks 10 and results in the display sign remaining in operative position, even though a number of sacks 10 are removed from the stack. In other words, this sign is particularly adapted to be sandwiched between superimposed sacks of feed 10 and, therefore, may be disposed at any height desired. While any mode of securement of apron 14 to the panel 12 may be used other than the stitching 22, this method is extremely inexpensive since feed store operators particularly are usually equipped with machines for closing the sacks 10 or making the same. The material from which the display sign is made is easily procurable upon the open market and the entire assembly may be made quickly and at little cost and may be used throughout many successive operations without likelihood of damage beyond reuse.

While only one form of a display sign for stacked merchandise has been illustrated and

3

described, it is understood that many changes and modifications may be made, which fairly come within the scope of this invention as defined by the appended claim.

Having thus described the invention, what is claimed as new and desired to be secured by Letters Patent is:

A display sign for filled, fabric sacks of merchandise disposed in stacked relationship, said sign comprising a relatively stiff polygonal panel, adapted to have advertising indicia placed on one face thereof; and an apron extending laterally from the opposite face of said panel, the proximal marginal edges of the panel and the apron respectively being coextensive and stitched together, said apron covering substantially the entire surface of one face of one sack of the stacked merchandise when operatively associated

4

therewith and being formed from fabric whereby the same conforms to the contour of and clings to said one sack when disposed in covering relationship thereof.

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