April 18, 1950 A. H. LUITJENS ET AL 2,504,556

DISPLAY SIGN

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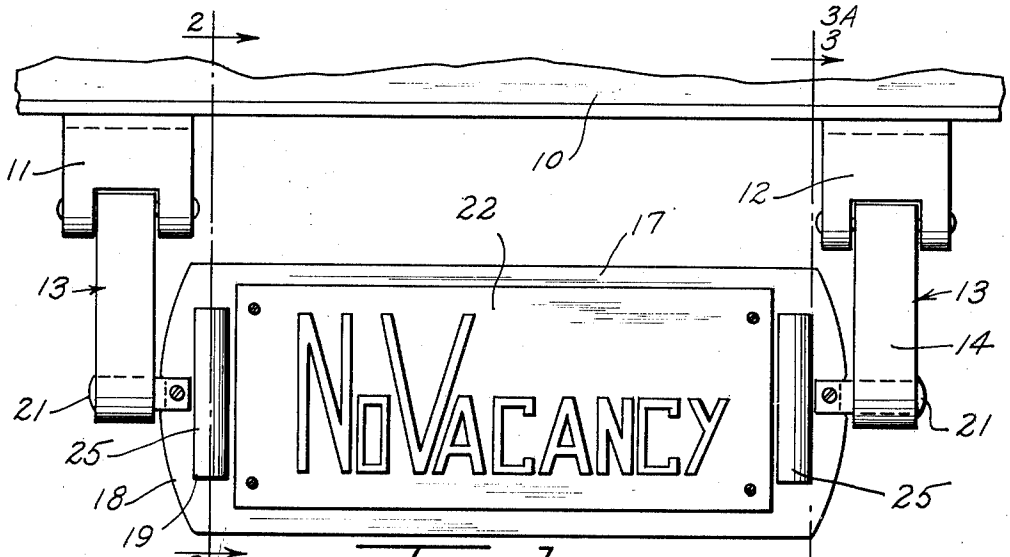


Fig. 1

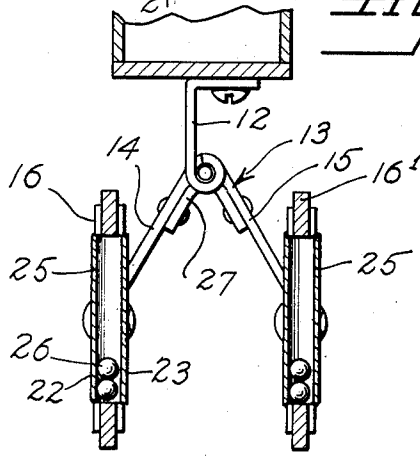


Fig. 2

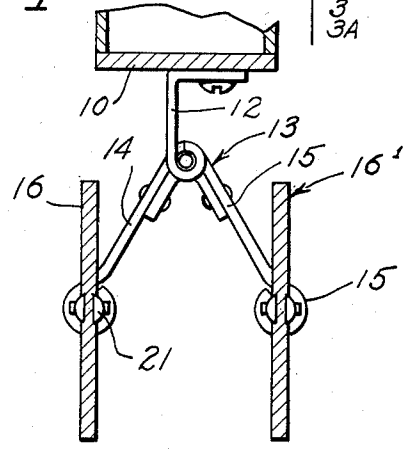


Fig. 3

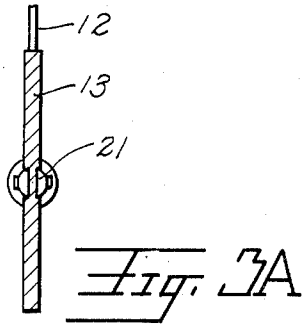


Fig. 3A

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DISPLAY SIGN

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1 Claim. (Cl. 40—125)

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This invention relates to display signs and more particularly to a sign adapted to display a duplicate message, one message at one time and a second message at another time.

It is an object of the present invention to provide a display sign which has two different messages thereon which can be alternately portrayed to the public and wherein the same message can be displayed from two directions at the same time.

It is another object of the present invention to provide a sign adapted to be adjusted to display different messages for different adjustments wherein the adjustment is effected by the simple operation of rotating the sign bearing the message to be displayed and wherein there is contained within the sign devices for retaining the sign in its pivoted position automatically without the necessity of additional adjustment or tightening of elements.

It is still another object of the invention to provide in a sign adapted to be rotated to display different messages a weight device which will shift as the sign is rotated so as to maintain the sign in the vertical position against rotation while in use, and wherein these weight devices can be confined within the sign without being apparent to the person viewing the sign and wherein the same will not take up a great deal of space which would detract from the space required for the message.

For other objects and for a better understanding of the invention reference may be had to the following detailed description taken in connection with the accompanying drawings, in which:

Figure 1 is a front elevational view showing the sign displaying one message suspended from below a main sign which may bear the name of the hotel or place being advertised.

Figures 2 and 3 and 3*a* are respectively cross sectional views taken on lines 2—2, 3—3, 3*a*—3*a*, and looking in the direction of the arrows thereof, the Figure 2 being taken through the weight device for retaining the sign in its inverted position and against its rotation while placed in that position.

Referring now to the figures, 10 represents a main sign which will designate the name of the hotel or if in the case of a tourist place the name of that place and from which there is depended hinge brackets 11 and 12. The main sign 10 is carried upon some building or tourist place. From the brackets 11 and 12 there is hingedly connected a suspended inverted and substantially V-shaped hanger 13 including an apex and downwardly-

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diverging arms terminating in free ends. Such arms 14 and 15 have parallel bearings formed in the free ends thereof. Between the arms of each of these hangers 13 there is pivotally connected a display sign indicated generally at 16. There are two of these signs connected between the spaced fixtures. One sign is connected to the arms 14 of one fixture. A second display sign which may be indicated at 16' is connected between the respective arms 15 of the respective hangers 13. The sign 16 is thus located in advance of the sign 16'. These two signs are close enough together so that the message displayed on the one sign from its reverse side is covered up by the second display sign. Thus at one time only one message can be seen upon the respective signs. The message upon the reverse side of these respective signs will not be observed until the signs have been inverted in a manner to be described.

Each of the signs 16 and 16' comprises generally a board 17 having rounded ends 18 and vertically extending slots 19 adjacent the rounded ends. To each of the rounded ends there is connected an axle or pivot pin 21 adapted to be journaled in the arms 14 and 15 of the suspension hanger 13. On the board 17 there is placed a sign plate 22 bearing a message to be displayed. This sign plate is located upon one side and bearing one message while upon the other side there is located a second sign plate 23 bearing an entirely different message. Each of the signs 16 and 16' have duplicate message plates disposed thereon. The message plate on the opposite side may be designated by the numeral 23. While the message plate 22 bears the message of "No vacancy" the message plate 23 may bear the message of "Vacancy." The display signs are so rotated that the same message will appear when looking from opposite directions upon the signs. To change the message both signs are rotated through 180 degrees.

In order to maintain the signs in their rotated positions and extending vertically at all times after they have been adjusted there is disposed in each of the slots 19 at the opposite ends of the board 17, a tube 25 of Dural, copper or other metal containing two or more ball bearings 26 or similar material which can flow from one end of the tube to the other and which will always be located below the axis of the pivot pins 21 whereby to give weight and balance to the sign in order that the correct message may always be maintained visible to the public.

While the arrangement has been shown utiliz-

ing a pair of display signs it will be apparent that certain features of the invention may be incorporated in a single display sign as shown in Figure 3*a*. This display sign will be used when the main sign parallels with the front of the building rather than at right angles thereto and over the sidewalk.

Within the suspension hanger **13** a V-shaped member **27** retains the arms **14** and **15** against movement. Where a single sign is being used one of the parts can be severed from the suspension bracket by disconnecting the V-shaped member **27** and the other part can be permitted to be suspended straight downwardly to receive the single display sign. This single display sign may have the usual weight retaining device as described above including a tube **25** and the ball bearings **26**.

Having described the invention, we claim:

In a display sign for a pair of reversible sign boards adapted to be mounted in spaced and aligned relation so as to present outer faces displaying like indicia in opposite directions with each sign board concealing indicia formed on the inner surface of the other sign board, the improvement comprising a pair of laterally-spaced and substantially inverted V-shaped hangers each including an apex and downwardly-diverging arms terminating in free ends, means pivotally connecting said free ends of each pair of arms to like ends of said sign boards, a bracket for each hanger, and axially aligned means pivotally connecting said apexes of said hangers to said brackets.

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