Feb. 8, 1927. 1,617,100

W. R. BROOKINS

PRICE SIGN

Filed July 30, 1923

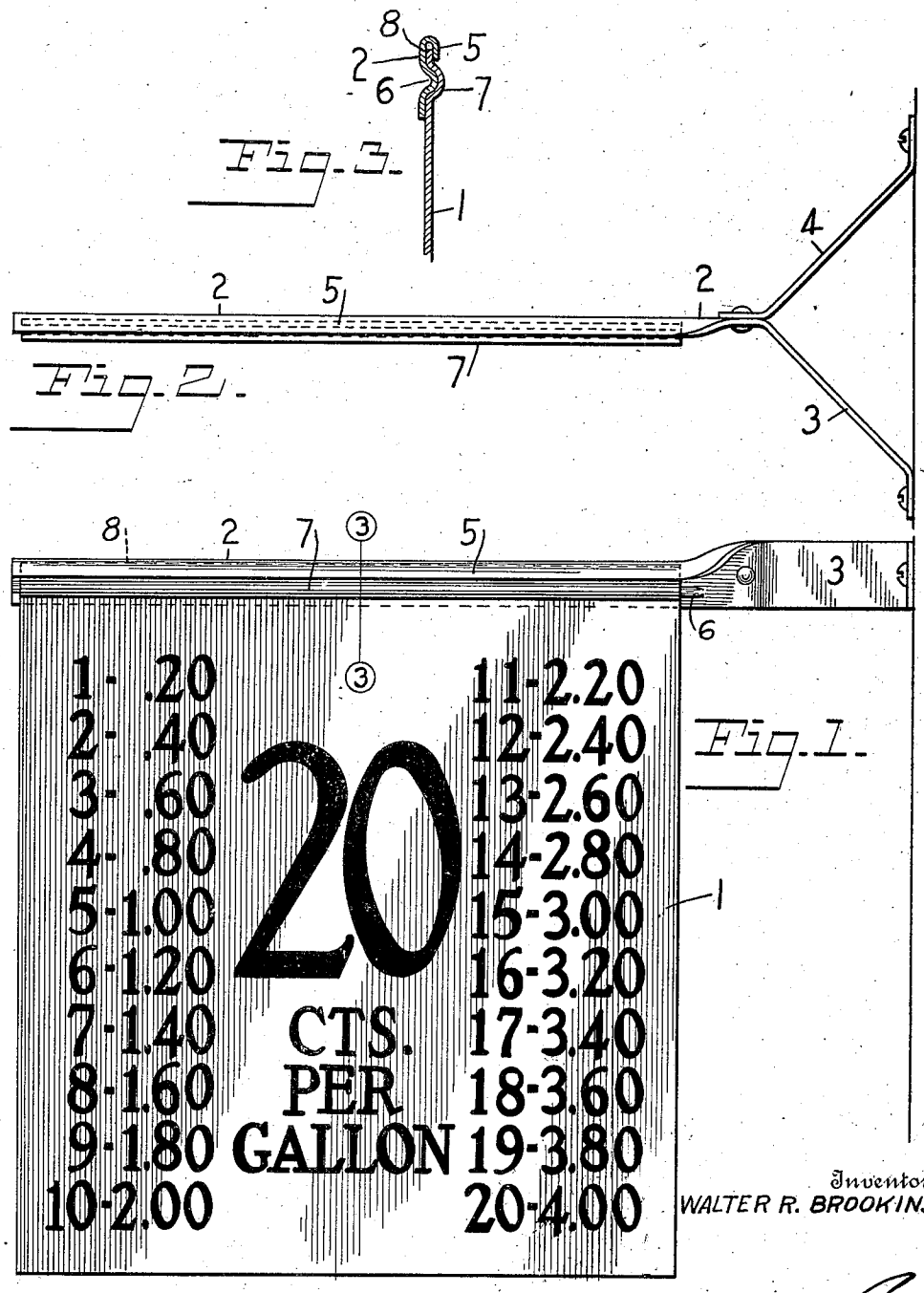


Fig. 3.

Fig. 2.

Fig. 1.

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UNITED STATES PATENT OFFICE.

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PRICE SIGN.

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This invention relates to changeable signs and is designed more particularly for use as a price sign at gasoline filling stations and the like.

One object of the invention is to provide a changeable sign in which the display card will be firmly held in position but may be quickly and easily removed when the sign is to be changed.

A further object of the invention is to provide the sign and the card with interlocking parts which will form a slidable connection between the same and will hold the card firmly against swinging or other transverse movement.

Other objects of the invention will appear as the device is described in detail.

In the accompanying drawings Fig. 1 is a front elevation of a device embodying my invention; Fig. 2 is a top plan view of the same; and Fig. 3 is a section taken on the line 3—3 of Fig. 1.

In these drawings I have illustrated one embodiment of my invention and have shown the same in connection with a particular style of price card designed for indicating the price of gasoline, but it will be understood that this embodiment has been chosen for the purposes of illustration only and that any suitable price indications may be used and that the device may take various forms without departing from the spirit of the invention.

As here shown the sign proper, or price card, is in the form of a rectangular plate, as shown at 1, which may be of any suitable material but which is, in the present instance, formed of metal having the figures lithographed thereon. The present card gives not only the price per gallon but also the computed price of any number of gallons from one to twenty. The price per gallon is arranged in large figures at the center of the card and the prices for the various quantities are arranged in two vertical columns on opposite sides of the price per gallon. Preferably similar signs appear on both sides of the card. This card is detachably mounted on a suitable supporting structure so that it will be held firmly in a position in which it will be readable by customers but will be supported in such a manner that it can be readily removed from the supporting structure and another card substituted therefor, when the price is to be changed. Thus by having at hand a series of cards covering all probable fluctuations in price the dealer can quickly change his sign to conform with changes in price.

The supporting structure may take various forms but, in the present instance, I have shown the same in the form of an elongated arm 2 having at its inner end parts constituting a bracket by means of which the structure may be attached to a wall, a dispensing pump, or the like. As here shown, the arm 2 is in the form of a bar formed of sheet metal and the inner end portion thereof is bent laterally, as shown at 3, to form one arm of the bracket, and a second arm 4 is rigidly secured to the bar 2 so that the arms 3 and 4 constitute a V-shaped bracket. Obviously however, this bracket may be of any suitable character. The supporting arm and the price card are provided with interlocking parts by means of which they may be slidably connected one to the other but the card will be held against swinging movement or other transverse movement relatively to the arm. To this end I have provided each of the two members with a guideway, each member having a part adapted to enter the guideway in the other member. In the present construction the arm 2 is formed from a strip of flat sheet metal and the upper edge of the arm is bent downwardly, as shown at 5, to provide a guideway extending lengthwise of the arm at the upper edge thereof. Arranged beneath this guideway but spaced some distance from the lower edge of the arm is a longitudinally extending bead 6 which projects from that face of the arm adjacent to the guideway. The card 1 has formed therein, near the upper edge thereof, a longitudinal groove 7 adapted to receive a bead 6 and fit snugly about the same. The upper edge portion of the plate projects above the groove 7, as shown at 8, and is adapted to enter the guideway at the upper edge of the arm. The edge of the plate enters the guideway a distance sufficient to hold the plate against turning movement about an axis extending lengthwise of the arm. The bead which enters the guideway or groove 7 in the plate holds the plate firmly against vertical displacement with relation to the arm, and that portion of the arm which extends below the bead forms a firm contact surface which assists in holding the plate in proper

relation to the arm. It will be apparent that the arrangement of the guideway and cooperating parts are such that the plate can be mounted on the arm only by bringing the guideways and their associated parts into alinement at the outer end of the arm and then sliding the plate onto the arm until it occupies the position shown in the drawings. When thus mounted on the arm the card will be held firmly in position because the interlocking parts of the arm and the card are such as to prevent all transverse movement and the frictional contact between the cooperating parts will be such as to hold the card against longitudinal movement on the arm until positive force is applied thereto.

It will be apparent from the foregoing description that I have provided an interchangeable price sign which is very simple in its construction, which can be produced at a relatively small cost and in which the sign may be very quickly and easily changed.

While I have shown and described one embodiment of my invention I wish it to be understood that I do not desire to be limited to the details thereof as various modifications may appear to a person skilled in the art.

Having now fully described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. A sign of the character described comprising a supporting arm and a display card, one of said members having its upper portion turned downwardly in a plane substantially parallel with the body thereof to form a guideway to receive the upper edge of the other member, said member also having a longitudinal portion projecting from that side thereof adjacent to said guideway, extending parallel with said guideway and spaced from both the upper and lower edges of said member, and said other member having a groove spaced from the upper edge thereof and arranged to receive said projecting portion of the first mentioned member when the upper edge thereof is inserted in the guideway of said first mentioned member.

2. In a sign of the character described, an arm having a longitudinal edge portion bent into a plane substantially parallel with the body thereof to form a longitudinal guideway and having a bead extending parallel with said guideway on the same side of said arm and spaced from the longitudinal edges of said arm, and a display card having a flat edge portion adapted to enter said guideway and also having a groove spaced from said edge thereof, extending parallel with said bead and adapted to receive the same when said flat edge portion of said card is inserted in a guideway of said arm.

In testimony whereof, I affix my signature hereto.

WALTER R. BROOKINS.