April 12, 1932. M. W. SEND 1,853,703

DISPLAY SIGN

Filed Oct. 20, 1930 2 Sheets-Sheet 1

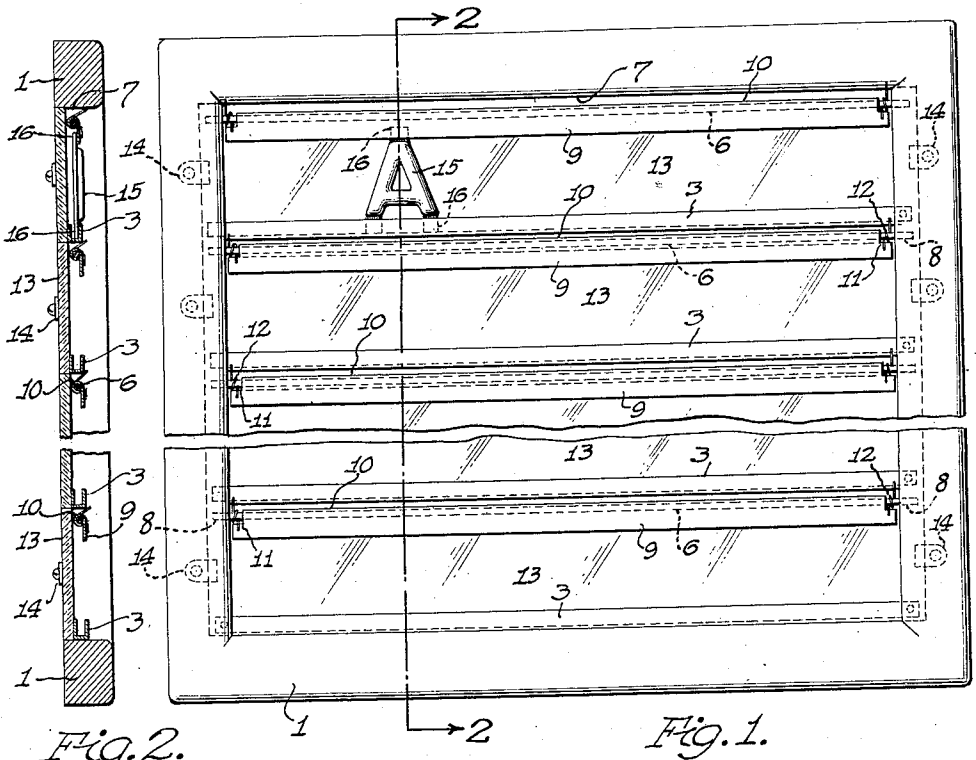

Fig. 2. Fig. 1.

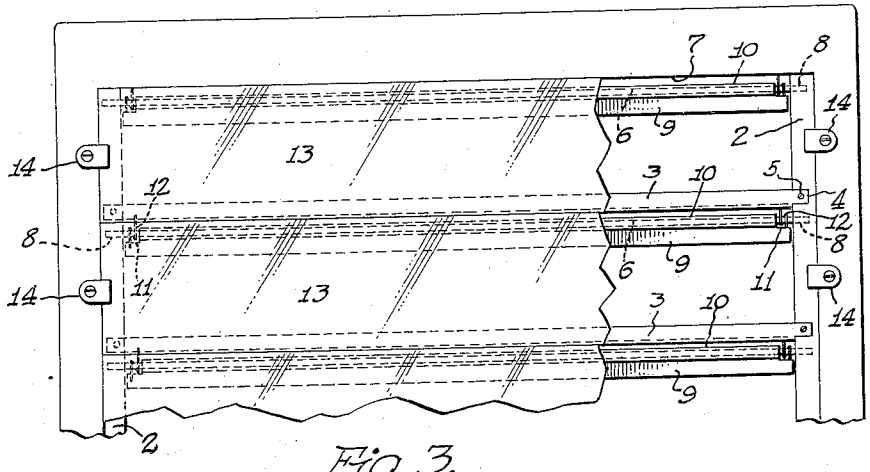

Fig. 3.

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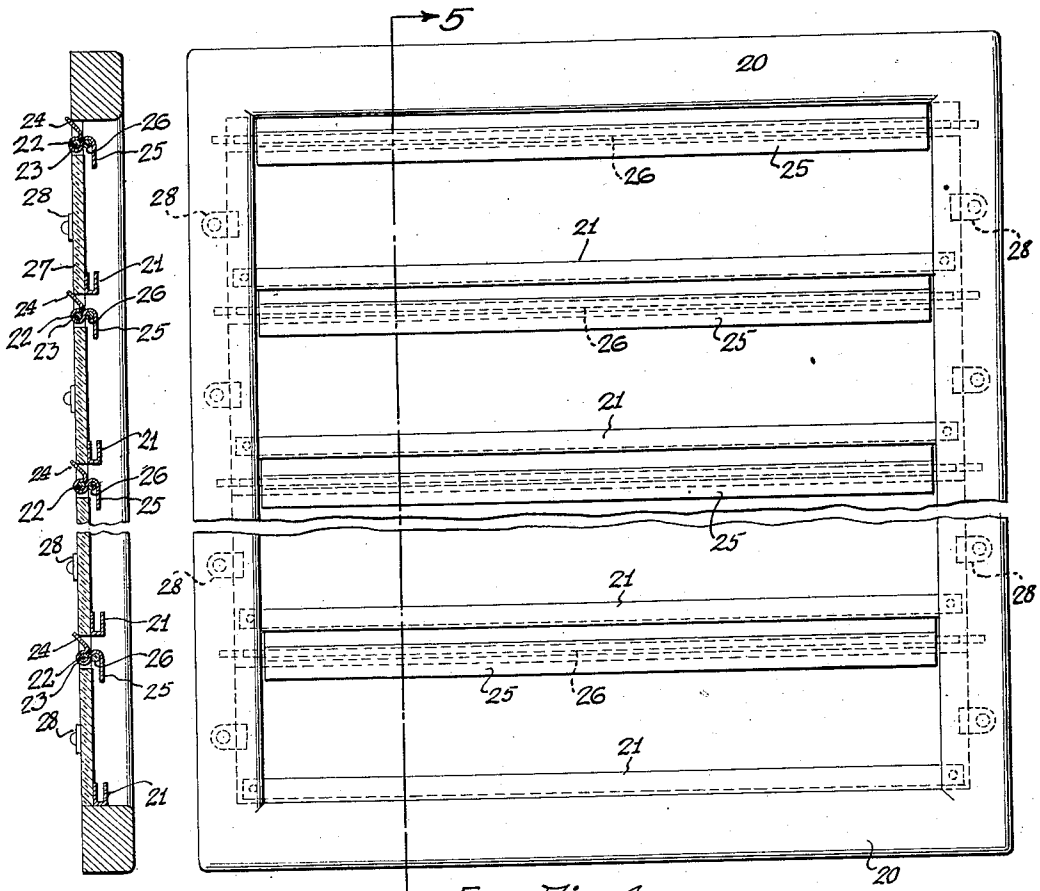


Fig. 5.

Fig. 4.

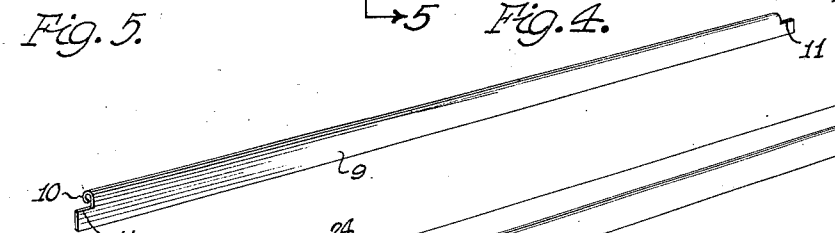


Fig. 6.




Fig. 7.




Fig. 8.

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Patented Apr. 12, 1932 1,853,703

# UNITED STATES PATENT OFFICE

MAURICE W. SEND, OF DETROIT, MICHIGAN

## DISPLAY SIGN

Application filed October 20, 1930. Serial No. 489,847.

The present invention pertains to a novel display sign for advertising or announcing processes and adapted particularly for use where an interchangeable sign is desired. This invention is an improvement on the sign disclosed in my Patent No. 1,779,190 of October 21, 1930.

As already indicated, the object of the invention is to provide an interchangeable sign and further to provide an easily handled arrangement for retaining the sign characters in the desired position and at the same time permitting them to be easily removed.

The invention comprises essentially a frame member having seat members, preferably in the form of channels, for receiving the lower ends of interchangeable sign characters. The improvement is directed more particularly to the movable means for engaging the upper ends of the characters to retain them normally in a substantially vertical position. These retaining members are in the form of depending strips which overlap the upper ends of the sign characters and thus prevent them from falling away from the general plane of the frame. In the present invention these retaining members are hingedly mounted on rods also extending across the frame. In one instance, they are normally retained in a depending position by means of springs and must be moved against the springs to be adjusted to make possible the changing of the characters. In another embodiment, the retaining members have a rather firm frictional mounting so that they tend to maintain any position in which they are set.

The invention further contemplates the use of backing material, such as transparent or translucent strips, for the frame. These members may abut each other or may be spaced apart at the retaining members. In the latter case, the retaining members are so formed as to close the space, thereby preventing the passage of undesired light therethrough.

The invention is fully disclosed by way of example in the following description and in the accompanying drawings in which—

Figure 1 is a front elevation of the device:

Fig. 2 is a section on the line 2—2 of Fig. 1;

Fig. 3 is a fragmentary rear elevation, partly broken away;

Fig. 4 is a front elevation of a modified construction;

Fig. 5 is a section on the line 5—5 of Fig. 4;

Fig. 6 is a perspective view of the retaining member shown in Fig. 1;

Fig. 7 is a perspective view of the retaining member shown in Fig. 4; and

Fig. 8 is a perspective view of the seat or channel member shown in Figs. 1 and 4.

Reference to these views will now be had by use of like characters which are employed to designate corresponding parts throughout.

A rectangular frame 1 of suitable dimensions is provided for the support and display of the sign structure. At the rear side of the frame, the vertical edges next to the opening are rabbetted at 2 for receiving pieces of glass as will presently appear. At suitable intervals across the frame are provided seat members 3 in spaced and parallel relation across the opening of the frame. One of these members preferably rests on the lower edge of the opening as shown in Figs. 1 and 2. One of the side walls of each channel member is extended at both ends as at 4 into the recesses 2 and secured therein by suitable fastening members 5.

Rods 6 extending across the frame are mounted directly beneath the members 3, excepting the lowest member, and also beneath the upper edge 7 of the frame opening. The rods are therefore parallel to each other and have their extremities 8 suitably secured in the frame as indicated in Figs. 1 and 3. Retaining members 9 of strip metal are rolled as at 10 around the rods 6 and therefore hang therefrom as shown more clearly in Fig. 2. The ends of the rolled portion are recessed as at 11 to accommodate coil springs 12 mounted on the ends of the rods 6 and having their ends bearing respectively against the corresponding retaining member and the superjacent seat 3 as may be seen more clearly in Figs. 1 and 2. In the case of the uppermost retaining member, where there is no seat member directly adjacent thereto, the upper end of the spring bears against the upper edge 7 of

the frame opening. The retaining members are therefore held in a downwardly extending position.

Behind the seat members 3 are mounted slabs 13 of glass having their ends lodged in the grooves 2. The slabs are so positioned as to cover the entire opening, and each slab is preferably of such width as to cover the space between adjacent members 3. These slabs may be of different colors, if desired, or the whole frame opening may be covered by a single plate of glass. At the grooves 2 the edges of the glass are engaged by clips 14 secured to the back of the frame.

Sign characters 15 are provided in the necessary quantity and variety. They are made preferably of stamped metal and having effective height equal to the distance between the upper edge of the member 3 and the lower edge of the next upper retaining member 9. Lugs or tabs 16 are extended from the upper and lower edges of the character 15. The lower lugs are mounted in the seating channel 3, and the upper lugs are concealed behind the corresponding retaining member 9. A character is inserted by first lifting the corresponding retaining member against the action of the springs 12 in order to put the upper lug behind the member 9, after which the member 9 is released, and the springs hold it in a depending position where it prevents the character from falling away from a substantially vertical position.

In the modification shown in Figs. 4, 5 and 7, a frame 20 is also provided with transverse seating members 21 similiar to the seating members 3 already described. Rods 22 are also supported in the frame space somewhat below the bottoms of the members 21 and in a more rearward plane.

For each of the rods 22 there is provided a retaining member consisting of an S-shaped body 23 having a stop flange 24 extending from one edge and retaining flange 25 extending from the other edge thereof. Stop rods 26 are secured across the frame immediately forward of the rods 22 and directly below the seating members 21. The S-shaped body parts 23 are mounted on the rods 22 and 26 in such a manner that the rods are received respectively in the loops of the body. The loops containing the rods 22 are rather tight on the rods in order to maintain any position in which they may be set. It will be seen in Fig. 3 that the stop flanges 24 extend upwardly from the rods 22, and the retaining flanges 25 downwardly from the rods 26.

Between adjacent rods 22 are inserted strips of glass 27 secured to the frame at their ends by means of clips 28. The retaining members are adjusted so that the flanges 24 engage the lower edges of the strips 26 or the upper edge of the frame opening, thereby functioning as shutters between adjacent strips of glass, thereby preventing the passage of undesired light between the members 27. The depending retaining flanges 25 perform a similar function.

Characters such as those shown in Fig. 1 are provided. The flanges 25 are swung upwardly around the rods 22 to permit proper insertion of the characters in the channels 21. These flanges are then swung downwardly to retain the upper lugs of the characters and are limited in such downward movement by the stop rods 26.

In either modification of the invention, the characters are readily changed when the retaining members are moved to a position permitting substitution of characters. This arrangement provides a simple and rapid means for changing the reading of the sign.

Although specific embodiments of the invention have been illustrated and described, it will be apparent that various alterations in the details of construction may be made without departing from the scope of the invention as indicated by the appended claims.

What I claim is:—

1. A display sign comprising a frame, seat members mounted transversely thereof, retaining members pivotally supported above said seat members, said seat members being adapted to receive the lower part of the sign character, and said retaining members being adapted to overlap the upper edges of such characters, backing strips mounted between adjacent retaining members and spaced therefrom, and means carried by said retaining members for covering the spaces between said strips.

2. A display sign comprising a frame, seat members mounted transversely thereof, rods mounted transversely of said frame above said seat members and parallel thereto, retaining members pivotally mounted on said rods and depending therefrom, said seat members being adapted to receive the lower part of the sign character, and said retaining members being adapted to overlap the upper edges of such characters, backing strips mounted between adjacent rods and spaced therefrom, and means carried by said retaining members for covering the spaces between said strips.

3. A display sign comprising a frame, seat members mounted transversely thereof, retaining members pivotally supported above said seat members, said seat members being adapted to receive the lower part of the sign character, and said retaining members being adapted to overlap the upper edges of such characters, backing strips mounted between adjacent retaining members and spaced therefrom, and flanges extending from said retaining members and adapted to co-operate therewith to cover the spaces between said strips.

4. A display sign comprising a frame, seat members mounted transversely thereof, rods

mounted transversely of said frame above said seat members and parallel thereto, retaining members pivotally mounted on said rods and depending therefrom, and stop rods mounted adjacent the first named rods and adapted to limit the downward movement of said retaining members, said seat members being adapted to receive the lower part of the sign character, and said retaining members being adapted to overlap the upper edges of such characters.

5. A display sign comprising a frame, seat members mounted transversely thereof, rods mounted transversely of said frame above said seat members and parallel thereto, retaining members pivotally mounted on said rods and depending therefrom, and stop rods mounted adjacent the first named rods and adapted to limit the downward movement of said retaining members, said seat members being adapted to receive the lower part of the sign character, and said retaining members being adapted to overlap the upper edges of such characters, backing strips mounted between adjacent rods and spaced therefrom, and means carried by said retaining members for covering the spaces between said strips.

In testimony whereof I affix my signature.

MAURICE W. SEND.