Aug. 9, 1938. J. B. HAMILTON 2,126,008

SIGN DEVICE

Filed May 17, 1937

Fig. 1.

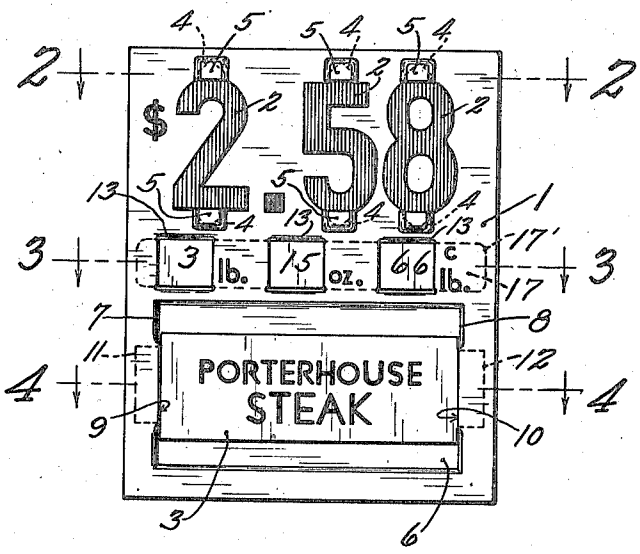


Fig. 2.

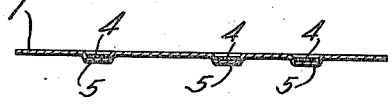


Fig. 3.

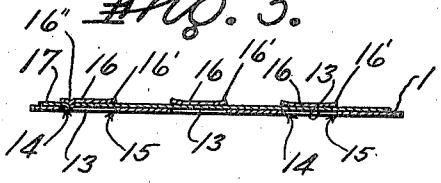
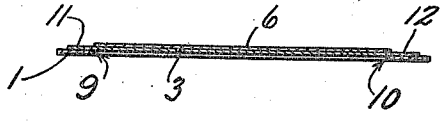


Fig. 4.



INVENTOR
JENNIE B. HAMILTON
BY
Clapp & Neal
ATTORNEYS

Patented Aug. 9, 1938 2,126,008

UNITED STATES PATENT OFFICE

2,126,008

SIGN DEVICE

Jennie B. Hamilton, Westfield, Mass.

Application May 17, 1937, Serial No. 143,078

2 Claims. (Cl. 40—5)

This invention relates to a sign device and is an improvement over that form of such sign device shown in my previous Patent No. 1,933,013. The particular features of improvement are comprised in the arrangement and mounting of the removable indicia bearing members upon the main supporting member with a view to enhancing the appearance of the sign, simplifying its structure and cheapening its cost. To this end the main supporting member is formed with a minimum amount of retaining offset portions and the few but necessary slits therein are effectually covered and concealed when the sign is in use, giving it the characteristic appearance of permanency and durability.

Further advantages and improved features of the present device will be apparent from the specification, taken in connection with the accompanying drawing, in which

Fig. 1 is a top plan view of the complete sign device;

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

Fig. 3 is a sectional view along the line 3—3 of Fig. 1; and

Fig. 4 is a sectional view along the line 4—4 of Fig. 1.

The sign device is adapted for association with or to be attached to commodities for sale, such as meat products, grocery products, etc. The main plate of the device indicated at 1 consists of any suitable material adapted to be formed into shape by stamping or pressing. Celluloid and other synthetic materials having a glossy surface are preferred for this purpose. The plate is adapted to have removably mounted thereon for being changed, indicia members preferably of like material as the plate, to convey information as to the name, style, price, quantity, or other data concerning the commodity being marked, and it will be understood that because of the durable and easily cleaned character of the material used, these signs may be used over and over for a long period and on different commodities by replacing or changing the indicia members to suit the particular commodity being marked.

In the present embodiment of my device, numeral members 2 in the form of flat cut-outs are mounted at the upper part of the plate 1 to indicate the total price of the commodity, in this case porterhouse steak, which is printed or otherwise marked on a name card 3 removably mounted at the lower part of the plate 1. The numeral members 2, preferably of the same material as the main plate, are of contrasting color so that as mounted on the face of the plate they show up clearly. Each of said numeral members is formed with an extension tab 4 at its upper and lower ends adapted to be received in tab pockets 5, three pairs of which are shown in the upper part of said plate 1. The tab pockets 5 are formed by offsetting the portions of the plate upwardly from its face and by cutting a slit at one side of each raised portion to provide facing openings for the opposite pockets of each pair. The name card 3 is adapted to be received in a depressed rectangular panel 6 formed by offsetting the lower part of the main plate downwardly from the face thereof. The opposite side walls 7 and 8 of said depressed panel 6 each have a slit 9 and 10 respectively cut through the same at an intermediate part of said side wall and of a length less than that of said side wall so as to provide shoulders adjacent each end of each slit 9 and 10. The name card 3 is flat and is provided at each end with reduced extensions 11 and 12 of less width than the card, and adapted to pass through the slits 9 and 10. The extensions 11 and 12 fit closely in the slits 9 and 10 and the shoulders of said extensions abut the shoulders in the offset side walls 7 and 8 of said panel to align and fixedly secure the card in the panel against displacement. The name card 3 may be of such dimensions as to completely fill the panel 6, or it may be just wide enough to form shoulders at each side of its extensions 11 and 12 which abut the shoulders of the side walls of the panel 6.

Preferably located in a part of the main plate 1 intermediate the depressed panel 6 and the position of the numeral cut-outs 2, is a line of rectangular window openings 13. Each of these window openings is formed by offsetting a portion of the main plate downwardly from its face and by cutting slots through said plate at the sides 14 and 15 of each of said windows 13, whereby the offset portions of the plate form retaining straps 16 one behind each window. A continuous flat and straight strip card 17 bearing indicia for display through the window openings is slidably received between the underside of said plate 1 and the several retaining straps 16 behind the window openings 13. This strip card 17 is preferably of such material that it may be written upon in pencil for carrying the indicia thereon which is to be displayed through the window openings. As shown in Fig. 1, there is preferably printed adjacent each of the window openings, suitable data such as lbs., oz., and ¢ lb., so as to

give the proper information in conjunction with the indicia marked on the strip card.

It will be understood that the strip card 17 is frequently removed from the main plate 1 either for more convenient writing of indicia thereon or for replacement by another strip card. In order to facilitate the insertion of such a strip card the entrance slots 14 therefor are made bell mouthed by flaring backwardly the adjacent edge 16' of each strap 16 as shown in Fig. 3. The corners 17' of the strip card 17 are also rounded off as shown in Fig. 1 to further facilitate the insertion of said card through said slots 14.

In order that an inserted strip card will be retained in place on the back of the main card 1 and will not be easily shifted in position with respect to said main card, one or more of the straps 16 is formed with an inwardly projecting nib 16'' which presses frictionally against the inserted strip card 17 as shown in Fig. 3. The strip card 17 fits rather loosely in the space between the straps 16 and the main card 1 for the easy insertion therein and can be forced with little extra pressure beneath the nib 16' whereby the latter securely holds the card 17 in place.

It is intended that the strip card 17 will be inserted by pushing it from right to left, viewing Fig. 3. Therefore the entrance slots 14 at the right edge of each strip 16 are made bell mouthed as shown, whereas the holding nib 16'' is formed in a localized area of the strap 16 adjacent the left hand slot 15 thereof. It will generally be sufficient to form a nib 16'' in only the strap 16 farthest to the left as shown in Fig. 3, but if desirable similar nibs may be formed near the left hand edge of the other straps 16 as well.

The advantages of my improved sign service will be apparent from the foregoing description, and it is to be understood that various equivalent changes in the details of construction and arrangement of the same may be made without departing from the spirit and scope of the invention as hereinafter claimed.

I claim:

1. As an article of manufacture, a sign device of the type which carries price indicia thereon for marking commodities for sale, comprising a supporting plate of Celluloid and the like, having a series of spaced rectangular window openings in line formed by a plurality of pairs of parallel cuts through said plate member with the portions between each pair of cuts offset backwardly from the surface of said plate member to form retaining straps behind the window openings, and a slidable strip card bearing indicia for display through said window openings removably received between the underside of said plate and said several retaining straps, and one or more of said retaining straps having an inwardly depressed nib to frictionally engage the inserted strip and hold it from displacement.

2. As an article of manufacture, a sign device of the type which carries price indicia thereon for marking commodities for sale, comprising a supporting plate of Celluloid and the like, having a series of spaced rectangular window openings in line formed by a plurality of pairs of parallel cuts through said plate member with the portions between each pair of cuts offset backwardly from the surface of said plate member to form retaining straps behind the window openings, a slidable strip card bearing indicia for display through said window openings removably received between the underside of said plate and said several retaining straps, the cut free edges at corresponding sides of said offset straps being flared backwardly from the plate to provide bell mouthed openings for the easy insertion of said slidable strip, and one or more of said retaining straps having an inwardly depressed nib to frictionally engage the inserted strip and hold it from displacement.

JENNIE B. HAMILTON.