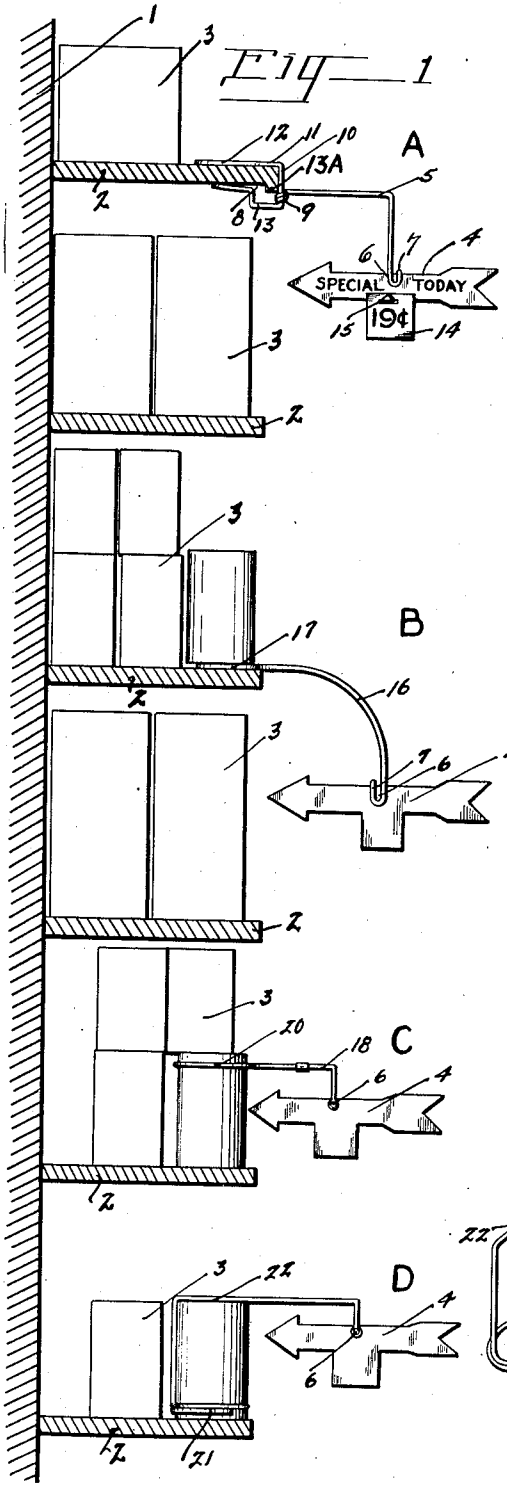
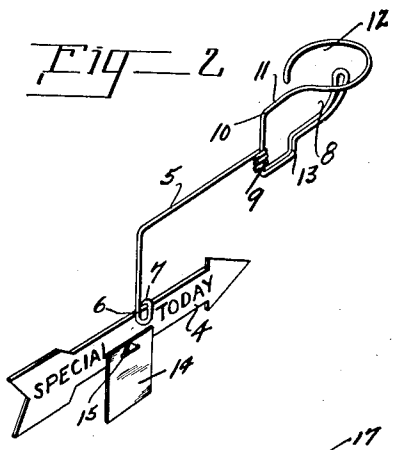
Sept. 20, 1938. E. C. BROWNELL 2,130,945

PORTABLE SIGN

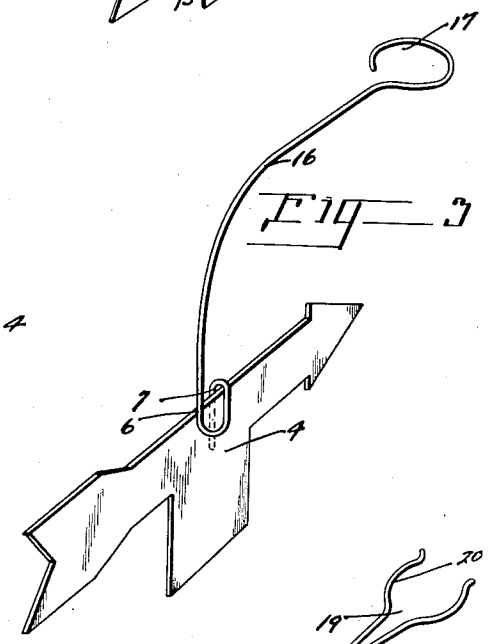
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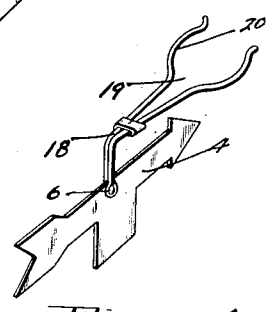
Fig—1



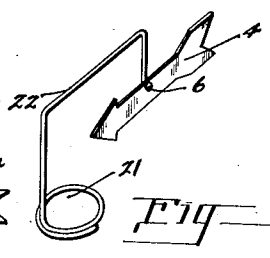
Fig—2



Fig—3



Fig—4



Fig—5

INVENTOR
EARL C. BROWNELL
BY
ATTORNEY

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PORTABLE SIGN

Earl C. Brownell, Pasco, Wash.

Application December 21, 1937, Serial No. 181,038

2 Claims. (Cl. 40—11)

This invention relates to portable signs and is particularly adapted for use on display racks, drawing the customer's attention to specially priced merchandise.

The primary object of the invention is to provide an indicating sign, either in the form of an arrow or indicating hand directed towards merchandise in plain view of the customers.

Another object of the invention is to provide means for holding a directing sign relative to display racks, by simple supporting arms.

A still further object of the invention is to provide a holding bracket for a sign that can be clamped to the shelving supporting the merchandise to be advertised.

And a still further object of the invention is to provide means on the sign for changing information carried thereon.

These and other incidental objects will be apparent in the following specifications and claims.

Referring to the drawing:

Figure 1 shows a sectional end view of shelving holding merchandise thereon and illustrating a number of different style signs connected thereon.

Figure 2 is a perspective view of the sign assembly shown at A of Figure 1.

Figure 3 is a perspective view of the sign assembly shown at B of Figure 1.

Figure 4 is a perspective view of still another modification of a sign bracket as shown at C of Figure 1.

Figure 5 is another type of bracket shown at D of Figure 1. In this type the merchandise itself holds the sign.

In the drawing:

1 indicates a display rack for displaying merchandise, shelves 2 are provided having merchandise 3 resting thereon. The object of my invention is to draw the customer's attention to merchandise 3, which may be on special sale throughout the length and breadth of the shelving or display of merchandise within a grocery store or any place where merchandise is being displayed.

My new and improved sign may be of any suitable shape or design, such as an arrow or an indicating hand, pointing towards the merchandise to be drawn to the attention of the customer.

I have shown in my drawing the main body of the sign 4, shaped as an arrow, but as stated before I do not wish to be limited to any particular design, as my invention is intended to draw the attention of the customer to a particular display of merchandise.

A bracket arm 5 may be secured to the sign at 6 by any suitable arrangement. For instance the sign may be clamped in between off-sets 7, as shown in Figure 3. In fact any suitable arrangement may be adapted for holding the body of the sign relative to the bracket arm 5. The opposite end of the bracket arm may be clamped to the shelf 2, illustration A of Figure 1, and shown in more detail in Figure 2 wherein the end of the arm 5 terminates in a clamping jaw 8 which has been formed by a loop in the wire 5 twisted at 9 brought up at 10 and across at 11 and terminating in a loop 12 forming an upper jaw for engaging the upper surface of the shelf 2. The lower jaw 8 is looped down at 13 for clearing the face of the shelf 2 at 13A. The upright portion 10 provides a stop to engage the edge of the shelf in positioning the display rack so that all signs along the shelf may extend the same distance beyond the shelf both for convenience and appearance. The depression or offset 13 is provided for permitting the clamp to avoid the bottom molding of the average shelf, as indicated at 13A in Figure 1.

Referring to Figure 2, a changeable sign portion 14 may be secured to the sign by hooking over the hook 15 which forms part of the sign 4, or it may be removably secured thereto by any other suitable means. The idea being to make it easy to interchange price tickets etc. without changing the main sign.

Figure 3 shows another preferred form of embodiment wherein a holding bracket 16, having a loop 17 for engaging the top surface of the upper shelf and being held there by the weight of the merchandise 3, supporting the sign 4. In this particular type of sign I show the sign itself made from one piece of material and removably connected to the holding arm 16 at 7.

Figure 4 shows still a further modification of my invention wherein the bracket arm 18 is formed of two pieces spread open at 19 for encircling the merchandise as shown in illustration C. A loop 20 may be used to hold the portion 19 securely around the merchandise. This particular sign may take the form of any of the others shown.

Referring to Figure 5, in this form of embodiment is shown an adjustable loop 21 for engaging the lower end of the merchandise while the upper end of the bracket 22 rests against the merchandise as shown in illustration D.

It is quite evident that the portable sign, particularly the form shown in Figure 3 which as illustrated is supported from one shelf with the

arrow element directed to goods on the next shelf below, may be reversed in position so that the arrow may point to goods on the next shelf above, and this without any change in the parts.

While I have shown several specific forms of mechanical construction of my invention, I do not wish to be limited to these particular forms of embodiment, as my invention may take other forms and shape still coming within the scope of the claims to follow.

What is claimed to be new is:

1. A portable sign of the class described, comprising a support formed from a single piece of wire, the inner free end of which is bent in circular form to provide one member of a clamp, thence bent at right angle and bent rearwardly and thence back on itself to form a companion member of a clamp, the wire being twisted on the right angular portion and extended forwardly and downwardly, and a sign supported on the downwardly extended portion, the two clamp members serving as a means to mount the device.

2. A portable sign of the class described, comprising a support formed from a single piece of wire, the inner free end of which is spread out in bended form to provide a flat upper clamp member, thence bent at right angle and bent rearwardly and upwardly toward the upper clamp member and thence back on itself to form a lower companion clamp member, the wire being twisted on the right angular portion and extended forwardly and downwardly, the terminal being bent upwardly and thence downwardly to form a sign attaching means, and a sign supported by the sign attaching means at the terminal of the downwardly extended portion, the two clamp members serving as a means to mount the device.

EARL C. BROWNELL.