June 4, 1935. E. E. JOHNSTON 2,003,542

GAS PRICE SIGN

Filed Jan. 17, 1934

Fig. 1.

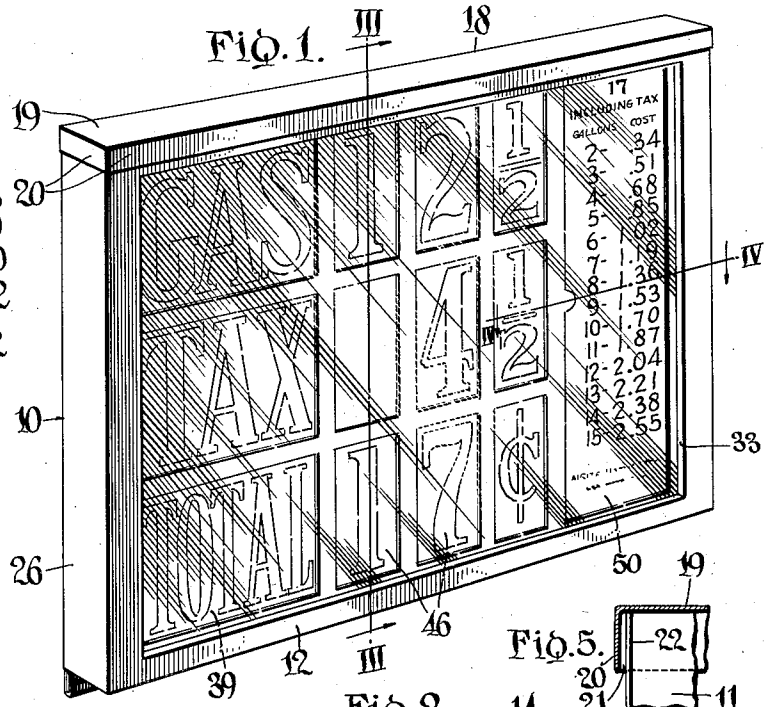


Fig. 3.

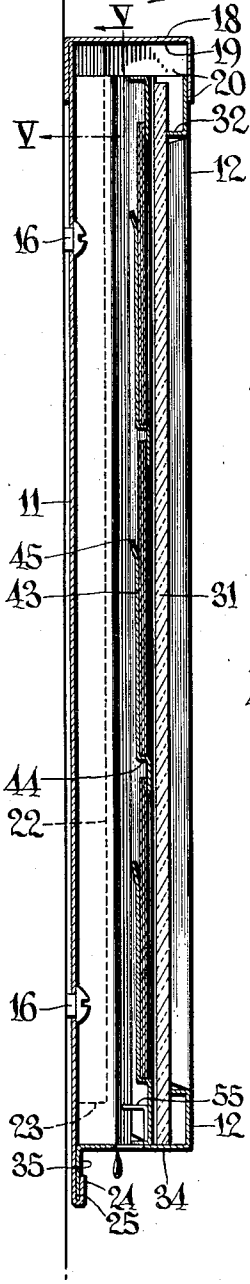


Fig. 5.

Fig. 2.

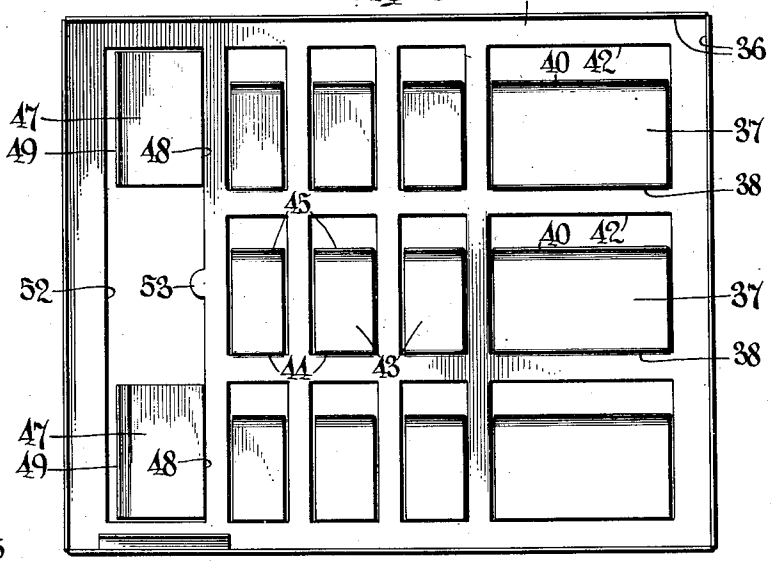
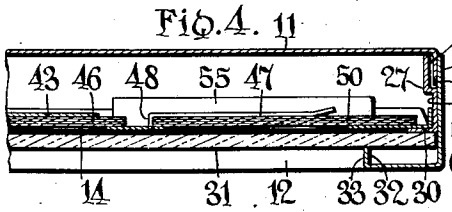


Fig. 4.



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Patented June 4, 1935 2,003,542

UNITED STATES PATENT OFFICE

2,003,542

GAS PRICE SIGN

Eugene E. Johnston, Buffalo, N. Y.

Application January 17, 1934, Serial No. 707,033

7 Claims. (Cl. 40—64)

This invention relates to signs and it has particular relation to a tag or card displaying sign suitable for displaying changeable price tags for gasoline, or the like.

One object of the invention is to provide a multiple part sign which can be manually assembled and disassembled without the use of tools and is efficiently protected from various climatic conditions in its assembled relation.

Another object of the invention is to provide a sign for receiving a plurality of price tags or cards and in which a simple one-piece or unitary member is designed to receive various kinds of price cards.

Another object of the invention is to provide a multiple part sign in which improved structure and assembling elements are provided to facilitate convenient and efficient functioning of the sign.

In the drawing:

Fig. 1 is a perspective of the improved sign structure;

Fig. 2 is a rear elevation of a card holding panel constituting a part of the sign;

Fig. 3 is a vertical section taken substantially along the line III—III of Fig. 1;

Fig. 4 is a fragmentary cross section, on a larger scale, taken substantially along the line IV—IV of Fig. 1, and

Fig. 5 is a fragmentary vertical section taken substantially along the line V—V of Fig. 3.

An illustrative form of the invention is exemplified in a sign 10 which includes as its principle parts a supporting back 11, a windowed cover 12 and a one piece stamped panel 14. For purposes of convenience the supporting back is rectangular in shape and is provided with suitable fastening members 16 that secure the back to a suitable support 17 which may be in the form of a wall or post, or a part of a gasoline dispensing apparatus. The upper portion of the back is provided with a rigidly mounted forwardly extending inverted trough-like structure 18 which comprises a forwardly extending flange 19 and downwardly extending front and end flanges 20. This trough-like structure extends entirely across the upper portion of the back and slightly beyond the opposite edges thereof to provide spaces 21 between the end flanges 20 and upper portions of relatively narrow side flanges 22 that are bent forwardly from the back and extend vertically along the opposite edges of the back from the top to locations adjacent the lower edge thereof where each is cut away for a short distance, as indicated at 23. The lower marginal portion of the back is bent to form an upwardly extending flange 24 and to provide a groove-like recess 25 extending across the lower marginal portion of the back.

The cover 12 conforms in shape substantially to the shape of the back and is provided with rearwardly extending vertical side flanges 26 which are spaced a distance slightly greater than the distance between the flanges 22 of the back. Guide strips 27 are secured along the inner surfaces of the flanges 26 and provide therewith rearwardly opening guide recesses 28 for receiving the forwardly extending flanges 22 of the back. These guide strips are also bent to form opposed grooves or guides 29 for slidably receiving opposite edges of the panel 14. An inner flange 30 defining one side of each guide 29 also serves as a guide for a glass window 31 provided in the front portion of the cover. Rearwardly projecting flanges 32 defining an opening 33 behind which the glass is mounted cooperate with the flanges 30 to maintain the glass firmly in the cover.

Marginal flange 34 extends rearwardly from the lower portion of the cover and is further provided with a downwardly projecting narrower flange 35 which is substantially flush with the rear edges of the side flanges 26.

As best shown in Fig. 2, the panel 14 is provided with relatively narrow flanges 36 along its four edges and the body portion of the panel is stamped out to form adjacent one edge thereof upwardly extending card holding flanges 37 each of which is bent rearwardly to form a lower card supporting horizontal ledge 38 and then upwardly to form a support for the back of cards 39. The upper edge of each of these flanges has a rearwardly bent portion 40 to facilitate insertion of cards which are visible through openings 42 formed by the stamping operation and located directly behind the glass of the cover.

A second series of flanges 43 are stamped from an intermediate portion of the panel 14 and are aligned with respective flanges 37 of the first series. These flanges 43 are also formed with lower card supporting ledges 44 and rearwardly bent upper edges 45 and are adapted to receive numeral cards 46 for indicating the price of the substance to be sold, the amount of tax thereon, and the total.

Adjacent the marginal portion of the panel 14 opposite the flanges 37, additional card holding flanges 47 are stamped out to form vertical flange abutments 48 and rearwardly turned vertical edge portions 49 for retaining cards 50 which

abut along one edge against the abutments 48 and are visible through an opening 52 from which the flanges are stamped. A finger 53 which is formed by the stamping operation projects partially over the opening 52 at a location substantially midway between the flanges 47 and cooperates with the latter to maintain the cards in proper position. It will be observed that the body portions of the various stamped out card holding flanges are spaced rearwardly from the front face of the panel and that the marginal flanges 36 provide sufficient space to accommodate several thicknesses of cards without interfering with the proper sliding of the panel in the guides 29. A flange or angle member 55 is disposed horizontally immediately below the lower card holder 47 for properly gauging the position of the card or cards displayed at this location. Various data concerning the prices of goods to be sold can be applied to the cards.

In assembling the sign, price cards having the desired data thereon are arranged in the panel 14, e. g., in the manner shown in Figs. 2 and 3, and then the panel is slidably inserted in the guides 29 of the cover, the lower portion of the panel then resting upon the lower cover flange 34. Then the cover 12 with the panel therein is placed against the back in such manner that intermediate portions of the forwardly extending flanges 22 are partially inserted in the guides 28 and the cover is then moved upwardly. In this movement the upper portion of the cover is guided into the trough-like structure 18 until the lower cover flange 35 passes the upper edge of the upwardly extending lower back flange 24 and the flange 35 can then be snapped or dropped into the recess formed by the flange. It will be observed that the width of the flanges 20 is greater than the width of the lower back flange 24, and hence, when the weight of the cover is carried by the flange 35 in the recess 25, the upper portion of the cover maintained extending into the trough-like structure. The flanges 22 and flanges of the structure 18, prevent any material movement of the cover in all directions except upwardly, movement in the latter direction being resorted to only when it is desired to remove the flange 35 from the guide 25 in disassembling the sign. These flanges also protect the interior of the sign from rain or other adverse weather conditions. Preferably the back 11, cover 12, and panel 14 are composed of thin sheet metal which can be stamped and shaped into the proper shape, as described.

Although only one form of the invention has been shown and described in detail it will be apparent to those skilled in the art that the invention is not so limited, but that various changes may be made therein without departing from the spirit of the invention or from the scope of the appended claims.

I claim:

1. A sign structure comprising a supporting back, a front cover demountably carried by the supporting back and co-operating therewith to form a container, said back having an inverted trough-like upper portion and having an upwardly turned lower flange to form a recess, upright guide members formed along opposite edge portions of the back, rearwardly turned side flanges on the cover, a guide strip secured to each rearwardly turned flange, said guide strips and rearwardly turned flanges having spaced portions to form cover guides for receiving said upright guide members of the back, said guide strips being formed to provide opposed panel guides facing at angles to the cover guides, portions of the guide strips forming guides with the front portion of the cover to receive a transparent window section, and a unitary price tag supporting panel slidably mounted in the panel guides.

2. A sign structure comprising a supporting back, a front cover demountably carried by the supporting back, said back having an inverted trough-like upper portion and having an upwardly turned lower flange to form a recess, guide members formed on the back and cover for guiding the upper portion of the cover into the trough-like portion of the back, said cover having a lower portion movable upwardly beyond the upper edge of said upwardly turned lower flange and normally supported in said recess behind the flange, and a unitary price tag supporting panel slidably mounted in the cover, said trough-like portion overhanging the entire upper portion of the cover and back to protect the space between the back and cover from ingress of foreign matter.

3. A sign structure comprising a supporting back, a front cover demountably carried by the supporting back, said back having an inverted trough-like upper portion and having an upwardly turned lower flange to form a recess, overlapping guide members formed along opposite side edges of the back and cover for guiding the upper portion of the cover into the trough-like portion of the back, the lower portion of the cover being movable upwardly beyond the upper edge of said upwardly turned lower flange and normally supported in said recess behind the flange, said back and cover forming an inclosed space between them, a panel having portions stamped out to provide price tag supporting flanges, and means for slidably supporting the panel in the cover.

4. In a sign structure, a sheet of material having flanges stamped from the intermediate body portion thereof, the portion of the material from which the flanges are stamped defining window-like openings, said flanges facing the openings, each of said flanges being formed with bent portions providing a substantially horizontal support along one side of the adjacent opening, each flange having an outwardly turned guiding portion for guiding a card into position to be exposed through an opening, a card mounted upon the horizontal support of each flange and facing the adjacent window opening for exposure therethrough, each flange normally bearing yieldably against the respective card to hold the latter in place, said sheet of material having outer flanged edges providing an overall depth of structure greater than the thickness represented by the distance from the back of the flanges to the body of the sheet material.

5. In a sign structure, a sheet of resilient metal having flanges stamped from the intermediate body portion thereof, the body portion of the metal sheet from which the flanges are stamped defining window-like openings, a plurality of cards of greater area than the respective openings facing the latter for exposure therethrough, each of said flanges having a portion for supporting a card in registering relation with an adjacent opening, said flanges being resilient and normally yieldably bearing against the cards to hold them securely against the metal surrounding the openings, said sheet of metal having flanged edges to provide an overall depth sufficient to encompass the flanges and cards.

6. In a sign structure, a sheet of material having a plurality of window-like openings formed therein, flanges formed integrally with the sheet of material registering with said openings in offset relation to one surface of the sheet of material, a plurality of removable and interchangeable price tag elements registering with the openings and supported by the flanges against said one surface of the sheet of material for exposure through said openings, and flange portions formed along the edges of the sheet of material to provide an overall depth of sign structure sufficient to encompass the tag elements and flange supports therefor.

7. In a price sign, a casing structure, a sheet of material having a plurality of window-like openings formed therein, flanges formed integrally with the sheet of material registering with said openings in offset relation to one surface of the sheet of material, a plurality of removable and interchangeable price tag elements registering with said openings and supported by the flanges against said one surface of the sheet of material for exposure through said openings, flange portions formed along the edges of the sheet of material to provide an overall depth of structure sufficient to encompass the tag elements and flange supports therefor, and means for removably supporting the sheet of material with its tag elements in the casing structure.

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