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SUN VISOR SIGN

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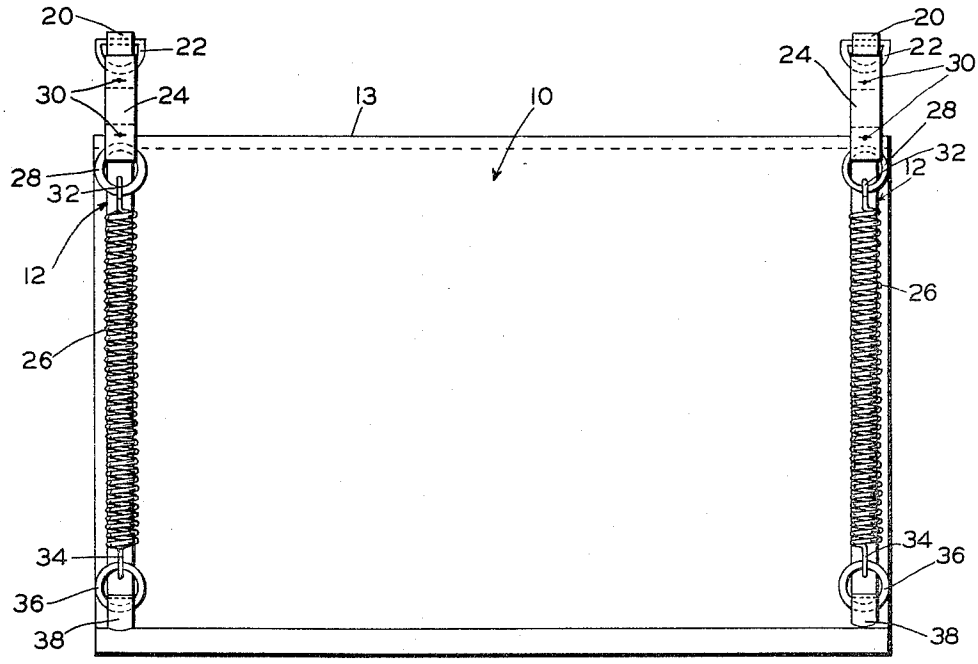


FIG. 1

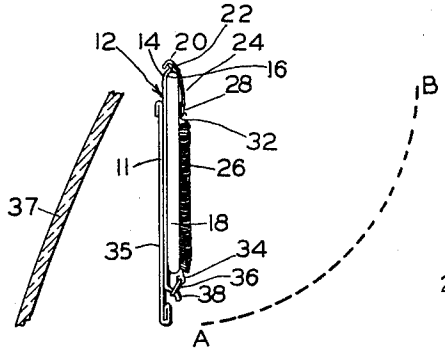


FIG. 2

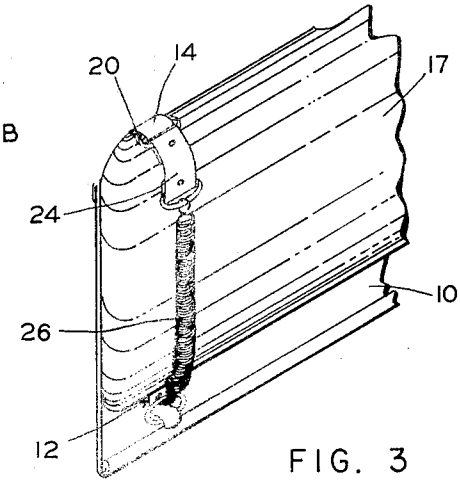


FIG. 3

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SUN VISOR SIGN

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This invention relates to a new and improved display sign to be attached to a motor vehicle sun visor whereon it is readily visible from outside the motor vehicle and is easily moved out of view when desired.

In selling of motor vehicles, especially those which are not new, aside from the physical appearance of the vehicle, the information of most interest to a potential customer frequently is the age of the vehicle and its price. Accordingly, it often has been the practice of dealers in used motor vehicles to use display signs on the vehicle itself to convey such information to interested persons and, preferably, in a manner clearly visible to a casual observer since it often is the case that knowledge of the age and price of a used automobile, coupled with a favorable impression gained from its appearance, converts a casual observer into a prospective buyer.

However, up to the present time, the communication of such information has presented a number of problems when an attempt has been made to place signs on the vehicles and what might, at first glance, seem to be a simple matter actually has proved, in many instances, to be troublesome. Among the problems are those of providing a clearly legible sign which does not interfere with operation of the vehicle by a prospective purchaser, providing a sign which is durable, waterproof, of low cost construction and adapted to be used with all types of motor vehicles.

Up to the present time, no generally satisfactory sign meeting all of these requirements was known.

Prior practice has employed several expedients, perhaps the most common being to paint the information to be displayed on the windshield or window. If such a sign is painted on the outside of the glass, it is susceptible to damage by rain, unless waterproof paint is employed. On the other hand, if the sign is painted on the inside of the glass, the problem of painting a mirror image of the desired display is encountered to have the sign read correctly from the outside of the vehicle. In addition, if painted on either side of the glass, the sign must be removed before the vehicle can be driven since the painting tends to obscure the driver's vision; hence, if a prospective customer wishes to test drive the vehicle, the painted-on sign must be removed and later repainted if a sale does not result, a task made more difficult if a waterproof paint is used. Moreover, removal of the paint from the inside of a windshield frequently involves discoloration of upholstery unless care is taken.

Another expedient has been the simple provision of paper or cardboard signs to be placed in or on the vehicle. Such signs, however, are subject to damage through rough handling, water, and the like. Hence, despite the low cost of such signs, this advantage is often outweighed by their disadvantages in use. It has also been proposed to employ paper or cardboard signs secured on or within the vehicle by rubber bands. However, such signs are subject to tearing in handling while the rubber at times suffers damage due to the high temperatures generated in closed vehicles.

The various problems discussed thus far perhaps would not be too significant in isolated cases. However, in the volume merchandising of motor vehicles, it will be appreciated that sales are facilitated by attractive, legible signs and that the prior available signs have suffered from one or more of the foregoing difficulties, which difficulties cumulatively have tended to discourage widespread use of display signs in the merchandising of motor vehicles.

Accordingly, it is a principal object of this invention to provide a new and improved display sign for motor vehicles which avoids the difficulties heretofore encountered.

A further object of the invention is the provision of a new and improved display sign to be attached to a motor vehicle sun visor.

These and other objects and advantages of the invention will more fully appear from the following description thereof.

The present invention is a display sign to be attached to a motor vehicle sun visor which comprises, in combination, a body portion, one side of which is to bear the display, having secured thereto, preferably on the opposite side, at least one, preferably two, rigid straps, one end of which extends beyond the body portion to which it is attached and terminates in a curvature dictated by the shape of the top of a motor vehicle sun visor to which it is to be attached, one end of said strap having pivotally secured thereto a flexible, non-extensible material, preferably of plastic or durable fabric such as canvas, which, in turn, is secured to a resilient connector, generally a coil spring, adapted to engage the other end of the rigid strap.

Referring now to the accompanying drawing:

Fig. 1 is an elevational view of a sign embodying the invention;

Fig. 2 is a fragmentary view, partially in section, and on a reduced scale, of a sign as shown in Fig. 1, operatively mounted on a sun visor for viewing through a vehicle windshield.

Fig. 3 is a fragmentary, perspective view of a sign of this invention operatively disposed on a padded sun visor.

Referring more particularly to the drawing, in Figs. 1 and 2 there is shown a sun visor sign of this invention adapted to be secured to a sun visor and comprising a body portion **10**, preferably rectangular, of proportions dictated by the type of sun visor to which it is to be attached and bearing a display sign-bearing surface **35**. At each end of the body portion **10** are provided identical rigid vertical straps **12** secured to the body portion by rivets (not shown). The rigid straps **12** extend beyond the top **13** of the sign **10** for a distance dictated by the distance between the top of the window or windshield and the top of the sun visor to which it is to be attached so that the entire sign is in full view when in an operative position. The upper end of each of the straps **12** has a concave curvature **14** corresponding to the convex curvature **16** of a sun visor **18**. This curvature **14** is terminated by a bent over loop **20** which fixedly, yet pivotally, secures therein a metal ring **22**. Secured to the ring **22** is a flexible, non extensible strap **24** generally formed of plastic, e.g., rug edging, or cloth, such as canvas webbing, it being a feature of this invention that this flexible, non-extensible strap **24** is of at least sufficient length to extend over the top of a sun visor to which the sign is attached whereby damage to the sun visor is avoided.

A preferred embodiment of the flexible, non-extensible strap **24** is of a length sufficient to extend at least to the thickest portion of the sun visor. While various means of securing the flexible, non-extensible strap **24** to rings **22** and **28** can be used, a typically practicable

method involves the use of staples 30. The length of the flexible non-extensible strap 24 should not exceed the length of a resilient connector, notably a coil spring 26 to which it is secured via metal ring 28 at 32. At the lower end 34, spring 26 is secured to a metal loop 36 which engages a hook 38 formed by an outward and downward bend of rigid strap 12.

Hence, it will be appreciated that a sun visor sign embodying the invention comprises a rectangular body carrying the desired display on one side and having two spaced-apart, vertically disposed, rigid straps extending above the top of the sign, the straps having secured thereto a resilient strap consisting of a flexible, non-extensible strap and a longer resilient connector adapted to fit around a motor vehicle sun visor and be readily secured adjacent the bottom of the sign.

Fig. 3 illustrates the application of a sign of this invention when applied to a so-called "padded" sun visor 17 formed of resilient material and having a greater thickness than other typical sun visors and tapering in cross section toward the bottom.

It is a feature of this invention that although the sign is firmly secured to the sun visor, the visor is not damaged as often would be the case if, for example, the flexible, non-extensible strap 24 were omitted and the spring 26 simply extended to engage loop 20 and hook 38.

In use (referring to Fig. 2), the sign of this invention is secured to a sun visor 18 by placing the concave curvature 14 against the forward top edge 16 of the sun visor 18. The ring 36 is then slipped over hook 38 and the display on surface 35 is in operative position for viewing through the windshield 37. On the other hand, when it is desired to drive the vehicle, it is not necessary to remove the sign but, on the contrary, the sun visor 18, with sign 11 attached simply is moved through the arc A—B into the conventional visor storage position. In such event, it is a feature of the present invention that when the sign is in a storage position, the sign can be pushed forwardly and the ends 20 of the straps 14 easily engaged under the conventional upper windshield moulding to provide means for locking the sign out of an operative position.

While the materials of construction of a sign of this invention can be varied somewhat, it is essential to employ a body portion of metal, preferably a light weight non-rusting metal such as aluminum. An especially preferred material is aluminum siding which is readily available in convenient widths.

It will be appreciated that a sign of this invention avoids all of the difficulties heretofore encountered and embodies a construction which is strong, low in cost, waterproof, affording display of a clear, legible sales message, and which is instantly movable out of position when it is desired to drive the vehicle. Since motor vehicle sun visors conventionally are mounted on a cantilever type support, a sign of this invention can readily be formed of such proportions as to fit over the unsupported end of substantially all types of sun visors without injury thereto.

It is to be understood that, although the invention has been described with specific reference to particular embodiments thereof, it is not to be so limited since, changes and alterations therein may be made which are within the full intended scope of this invention as defined by the appended claims.

What is claimed is:

1. A display sign for attaching to a motor vehicle sun visor, said sign comprising, in combination, a body portion one side of which is to bear the display and having secured thereto at least one rigid strap, one end of which extends beyond the body portion to which it is attached, and terminating in a curvature dictated by the shape of the sun visor to which it is to be attached, the one end of said strap having secured thereto a flexible, non-extensible strap which in turn is secured to a resilient connector having means thereon to engage said strap.

2. A sign as in claim 1 wherein said flexible, non-extensible strap is of a length such that said resilient connector defines a straight line when secured in an operative position about a sun visor.

3. A sign as in claim 1 wherein two vertically disposed rigid straps are provided, the corresponding curved ends of which extend beyond the body portion of the sign.

4. A sign as in claim 1 wherein the flexible non-extensible strap is of a length to extend from the curved end of the rigid strap approximately to the body portion.

5. A display sign for attaching to a motor vehicle sun visor, said sign comprising, in combination, a body portion one side of which is adapted to bear the desired display and the other side having secured thereto at each end a vertical reinforcing and mounting metal strap provided at its lower end with an outward downwardly curve forming a hook, the upper end of said strap extending above said body portion for a distance dictated by the distance between the top of a motor vehicle windshield and top of the sun visor whereby the entire display area of said body portion can be exposed to view through said windshield when attached to said sun visor, the upper end of said strap terminating in a slight bend conforming to the curvature of the sun visor, the top of said strap having secured thereto, successively, a strip of flexible, non-extensible material of a length dictated by the maximum thickness of said sun visor and a coil spring longer than said flexible, non-extensible strap.

6. A display sign for attaching to a motor vehicle sun visor, said sign comprising, in combination, a body portion one side of which is adapted to bear the desired display and the other side having secured thereto adjacent each end a vertical reinforcing and mounting metal strap provided at its lower end with an outward downwardly curve forming a hook, the upper end of said strap extending above said body portion for a distance dictated by the distance between the top of a motor vehicle windshield and top of the sun visor and sufficient to permit locking said visor out of the way by engagement of the upper edge of the windshield moulding whereby the entire display area of said body portion can be exposed to view through said windshield when attached to said sun visor, the upper end of said strap terminating in a slight bend conforming to the curvature of the sun visor, the top of said strap having secured thereto, successively, a first metal loop, a strip of flexible, non-extensible material of a length dictated by the maximum thickness of said sun visor, a second metal loop, a coil spring longer than said flexible, non-extensible strap and a third metal loop adapted to engage said hook.

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