

(No Model.)

J. V. REED.
COMBINED SIGN AND PRICE CURRENT.

No. 485,229.

Patented Nov. 1, 1892.

Fig. 1

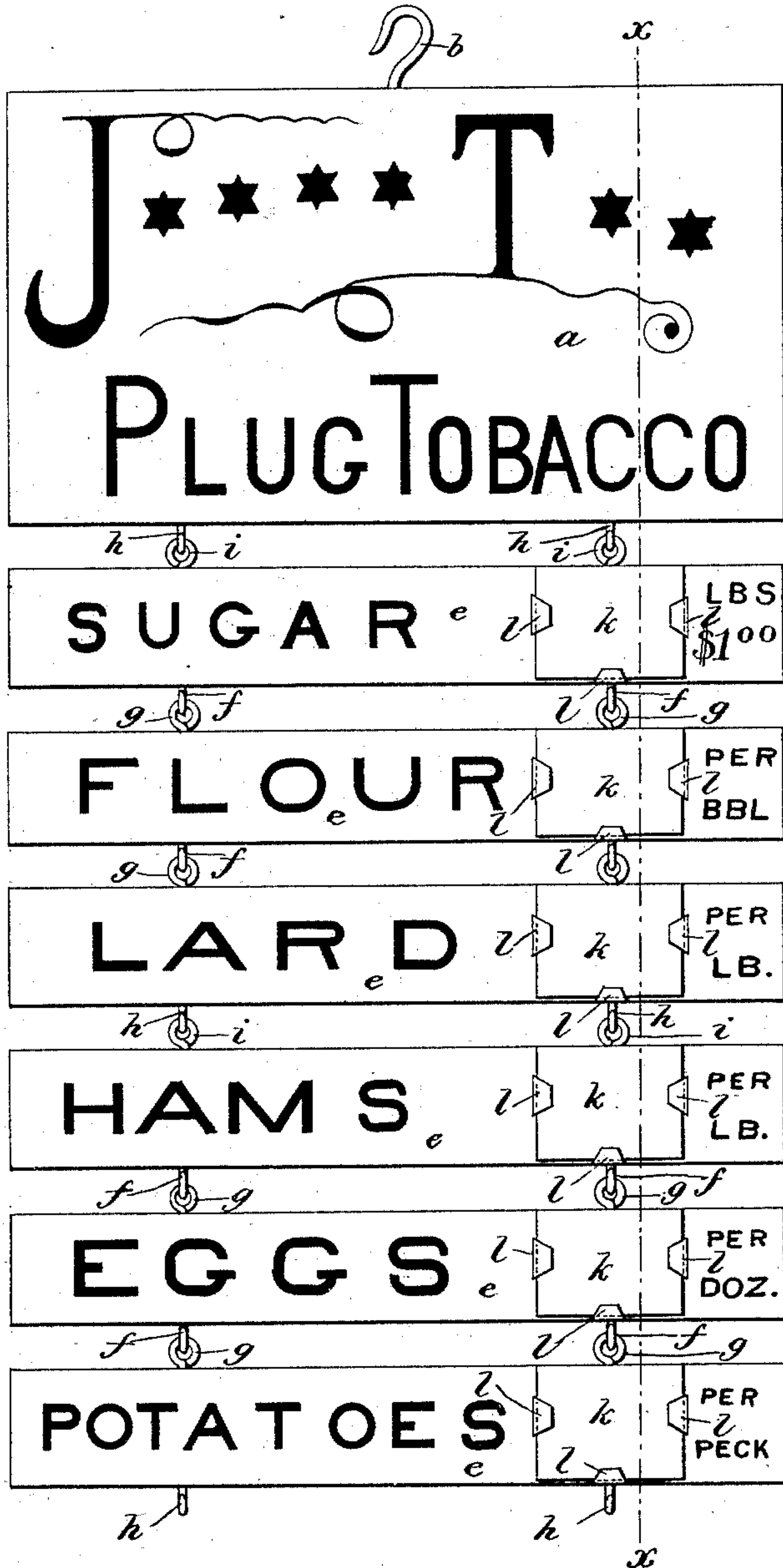


Fig. 2

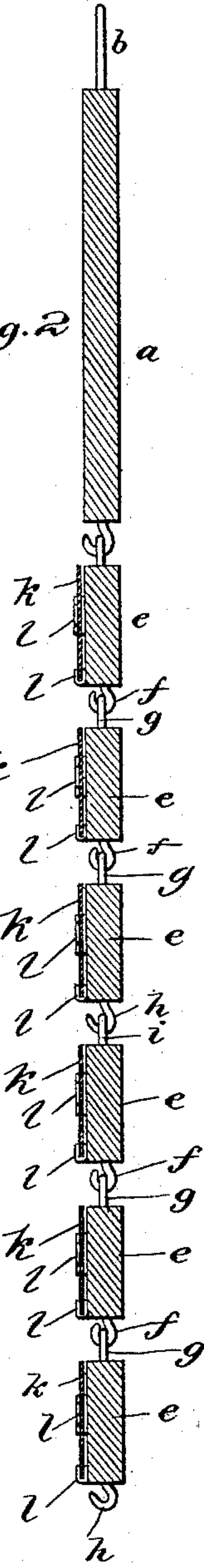
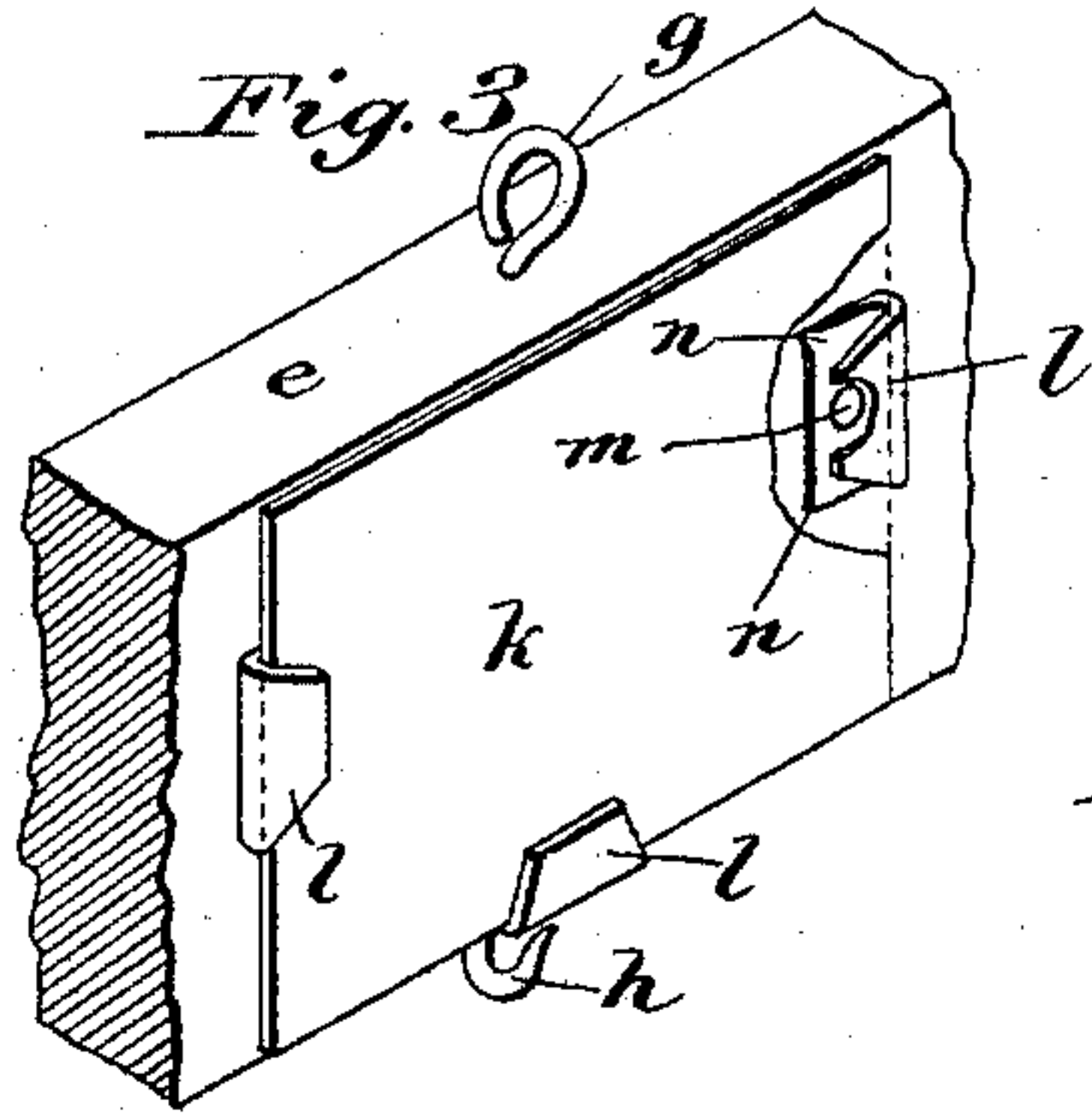


Fig. 3



Witnesses.

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UNITED STATES PATENT OFFICE.

JOSEPH V. REED, OF JEFFERSONVILLE, INDIANA.

COMBINED SIGN AND PRICE-CURRENT.

SPECIFICATION forming part of Letters Patent No. 485,229, dated November 1, 1892.

Application filed May 12, 1892. Serial No. 432,743. (No model.)

To all whom it may concern:

Be it known that I, JOSEPH V. REED, a citizen of the United States, residing at Jeffersonville, in the county of Clark and State of Indiana, have invented a certain new and useful Improvement in a Combined Sign and Price-Current, of which the following is a full, clear, and exact description.

The object of this invention is to provide manufacturers with a sign for advertising their goods, which, outside of and apart from the immediate advertising purpose and the intrinsic excellence or beauty of the sign itself, shall contain or comprehend additional signs in the nature of price-currents for use by dealers handling other classes of goods—for example, staple merchandise—the additional signs being provided as an inducement for dealers to display the sign as a whole. The additional sign or signs are provided with movable cards, upon which the changes in market-prices may be noted as they occur. These additional signs are made in sections and are provided with separable connections to permit of interchangeability with relation to the main sign and one another. When the price-current signs are made of wood, narrow boards are used and linked together in sections for economical use of lumber. Inasmuch as these signs are to be given away with the goods advertised in the main sign, it is advisable, if not necessary, that they should be of such form as to pack most economically for transportation, and this consideration also is a controlling influence in making the signs in sections.

Having thus stated in a general way the nature and object of my invention, I will proceed to describe the same in detail, and will point out and distinctly state what I claim as my invention.

In the accompanying drawings, illustrating my invention, in the several figures of which like parts are similarly designated, Figure 1 is an elevation; Fig. 2, a longitudinal section taken in the plane of line $x x$ of Fig. 1 and looking toward the left; and Fig. 3 is a partly-mutilated perspective of portion of a price-current sign.

The letter a designates the main sign containing the advertisement of a brand or line

of goods it is desired to push in the market. A suspending device, as a screw-hook b , is applied to this sign; but of course any other kind of suspending or fastening device may be used.

The price-current signs c and d (only two sections of which are shown) are composed of a number of strips e , which when flexibly or movably connected together, as by screw hooks and eyes f and g , in separable sections correspond in width and length to the main sign. Each section of three (more or less) strips e is adapted to be interchanged with the others and with the main sign by means of hooks h on the bottoms and eyes i on the tops. The hooks used in connecting the strips should be closed about the eyes in order to prevent accidental disconnection of such strips. Any other connecting mediums may be substituted for the screw-hooks and screw-eyes; but these will be used, preferably, because of their cheapness and ready applicability, especially if the sign be made of wood.

The strips of the price-current signs are designed to contain the names of staple merchandise of the trade in which they are to be used. The drawings sufficiently illustrate my meaning without extended description. For example, a brand of plug-tobacco is to be advertised. The manufacturer, desiring to place his goods with grocers or general-store keepers, furnishes with the main sign a number of sections—say two—of price-current signs, and on the strips composing these price-current signs he displays the words "Sugar," "Flour," "Lard," &c., being the names of staple goods usually kept in such stores and the prices of which fluctuate. For the information of salesmen and customers these fluctuations may be posted on these price-current signs, and for this purpose the signs may be provided with permanent quantity-marks, as "Lbs., \$1.00," meaning, obviously, so many pounds for so much money, or "Per Bbl.," "Per Lb.," &c., and immediately adjacent to these arbitrary marks I arrange movable cards k , on which may be posted the fluctuations in prices as they occur. Holders for these cards are made fixtures on the strips e , and a cheap and efficient holder may be made of bits of tin l , bent

upon themselves, but first secured to the strips by tacks *m* and by punching into the sign their corners *n* to prevent lateral displacement. Three such devices may be employed for each card. Of course I may use other forms of card or label holders. As each strip is complete in itself, and each section of strips likewise complete, it follows that the sections may be interchanged with one another and with the main sign, as desired.

The signs may be made of any suitable material and inscribed by painting, printing, embossing, or otherwise, and may be elaborate in design and execution or otherwise.

The sections are of substantially-equal width and length, so as to be bundled compactly for economy in transportation.

What I claim is—

1. A combined sign and price-current comprising a main sign containing a permanent or standing advertisement and a number of price-currents composed of strips containing permanently the names of goods or merchan-

dise and also having movable price-cards, such strips being flexibly connected together and forming sections of substantially the dimensions of the main sign, said sections being interchangeable with one another and with the main sign, substantially as described.

2. A combined permanent sign and movable or changeable price-current composed of a number of sections separably connected together, one of the sections being solid and the others constructed of a series of flexibly-connected strips, all of the sections being of essentially-equal length and width to admit of the formation of a compact and even package for transportation and storage purposes, substantially as described.

In witness whereof I have hereunto set my hand this 9th day of May, A. D. 1892.

JOSEPH V. REED.

Witnesses:

E. V. EMERSON,
W. H. SMITH.