Dec. 3, 1940. W. WAGNER 2,224,069

DISPLAY SIGN

Filed June 14, 1938

Fig. 2.

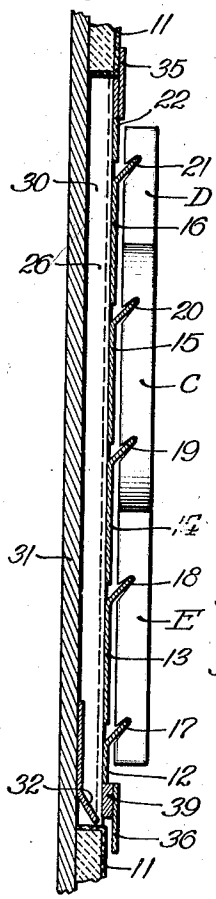


Fig. 1.

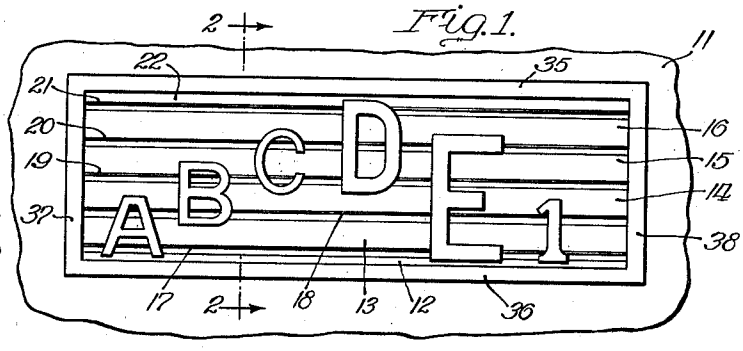


Fig. 3.

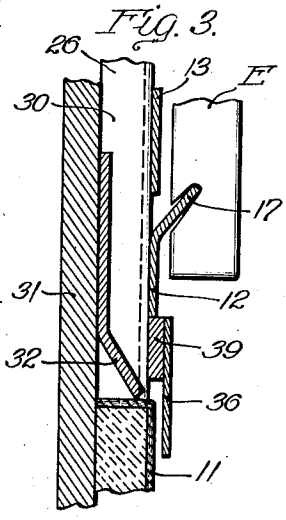


Fig. 4.

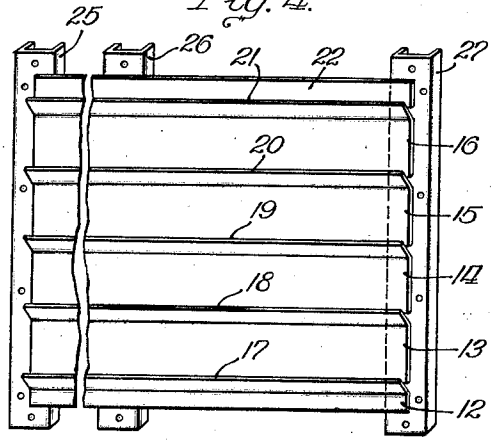


Fig. 5.

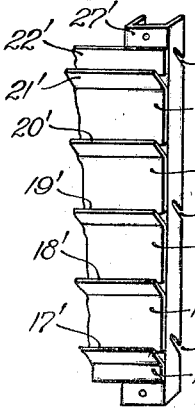
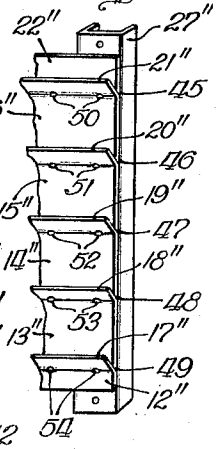


Fig. 6.



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2,224,069

DISPLAY SIGN

Walter Wagner, Chicago, Ill., assignor to Wagner Sign Service, Incorporated, Chicago, Ill., a corporation of Illinois

Application June 14, 1938, Serial No. 213,603

7 Claims. (Cl. 40—140)

This invention relates to new signs, and is particularly concerned with novel structures for removably and interchangeably supporting and displaying articles, such as characters, letters, symbols, figures, numerals and the like, forming a desired message against a uniformly finished background.

The new sign and display means disclosed herein are especially useful in connection with surfaces made of tiles, enameled or porcelain finished blocks or plates, glass, or other glazed or vitreous uniform or composite surfaces, including certain types of natural or artificial stones, such as are increasingly being used in building structures, and especially in providing store fronts or the like.

Any sign displayed on such a building structure or surface must harmoniously blend and merge with it and must not disturb its unity or appearance or detrimentally affect its maintenance. The display structures made in accordance with this invention meet the above intimated and other requirements.

The various objects and features of the invention will appear in the course of the detailed description which is to be rendered later on with reference to the accompanying drawing. However, some of the important features may be briefly stated as follows:

One object is concerned with the provision of a sign structure particularly for use with glazed or vitreous wall surfaces comprising a plurality of horizontally extending strips or plates forming a frontally substantially uninterrupted display surface of uniform appearance lying in a plane parallel to the wall surface, with portions of said strips or plates extending angularly of said plane and providing edges or ledges for the support of characters to be displayed thereon.

Another object relates to the provision of a building structure, and particularly to the combination of a glazed or vitreous wall structure with the novel means for displaying a message thereon.

The terms "glazed or vitreous" as used herein and also in the appended claims are intended to comprehend any of the building elements mentioned before, including glass or ceramic bricks, tiles, enameled or porcelain finished material and the like. The term "characters" as used herein is intended to cover any letter, figure, symbol, numeral or sign for display on the new sign or sign structures.

The objects noted above and other objects and features not yet specifically mentioned will appear in the course of the detailed description rendered below with reference to the drawing, wherein—

Fig. 1 shows a portion of a glazed or vitreous building surface on which is provided an embodiment of the new sign;

Fig. 2 represents a somewhat enlarged section through the structure taken along line 2—2 of Fig. 1;

Fig. 3 illustrates the lower portion of the structure shown in Fig. 2 on an enlarged scale; and

Figs. 4, 5 and 6 show fractional embodiments of various carriers that may be used with the new sign.

Like parts are indicated in the drawing by like reference numerals.

Referring now to Fig. 1, numeral 11 indicates part of a uniformly finished surface of a building structure, for example, the front wall of a building. This surface may be made of any desired material or of the class of glazed, ceramic or vitreous materials, as previously defined. Thus the surface may be made of tiles or of porcelain finished plates, or it may be made of glass bricks, or plates of natural or artificial stone or the like, its chief characteristic being its smooth and uniform surface, texture and appearance, with all the incidental advantages that result from the use of such material, one of which is that the surface may be easily washed. Signs or sign structures heretofore known are not entirely successful in connection with such wall surfaces because they do not harmonize either with their functional design or with their materials. Signs for use with such walls must conform to the new structural principles incorporated therein.

The new sign displayed on the wall surface 11 comprises a number of horizontally disposed strips or plates 12, 13, 14, 15 and 16, one edge of each of which is bent slightly forward at an angle to the plane of the body portion, thus furnishing horizontal edges or ledges as indicated at 17, 18, 19, 20 and 21. These carrier edges extend horizontally across the entire sign and are in this embodiment spaced equally apart. They serve for removably supporting characters as indicated in the drawing. Three of these characters, namely, those shown at A, B, C, are of identical size; each character is supported on two carrier edges of the sign. The character D is of a larger size and is supported on three carrier edges, namely, 19, 20 and 21. The character E is of a still larger size and is supported on four carrier edges, namely, 17, 18, 19 and 20. The numeral 1 is substantially the

same size as the letters A, B, C and is supported on the same carrier edges as the letter A, namely, 17 and 18.

Five carrier edges 17, 18, 19, 20 and 21 are shown in this sign structure only for the purpose of description. The number of carrier edges used will depend on the need in any given structure. The same is, of course, true with reference to the overall size of the sign and to its general proportions.

The characters to be used in conjunction with the sign structure, such as shown in Fig. 1, may be of the type shown in Patent No. 2,048,040, issued July 21, 1936; that is, each character may be provided with peripheral flanges which are notched at intervals for engaging the carrier edges as shown particularly in Figs. 2 and 3. The configuration and manner of attachment of the strips or plates 12 to 16 shown in Fig. 1 is also indicated in Figs. 2 and 3. It will be seen that the strips are of substantially the same width, with the exception of the bottom strip 12. The carrier portions of each strip are angularly disposed with respect to the body portions and project from the plane of attachment of the strips. They thus provide the carrier edges 17—21, inclusive. At the top of the structure is shown a flat strip 22 which terminates the assembly and takes the place with reference to the angular portion 21 of strip 16 as the bottom edge of each strip underneath takes to the adjacent angular portions of the successive strips.

These carrier strips are secured on upright supporting members, such as 25, 26 and 27, which may be of a channel shape, with the strips or plates welded to them or otherwise attached in any desirable manner. The carrier strips or plates may be made of convenient or required lengths and in the case of unusually large signs they may be composed of sections. The left hand section in Fig. 4 has been shown broken away from the main section to indicate the size and, if required by circumstances, the sectional character of the sign.

The carrier structure, as described above, constitutes the main portion of the sign. The sign is mounted in place in a recess 30 which may be originally provided in the building wall 11, or may be cut out therefrom. The size of this recess corresponds roughly to the overall size of the sign which is to be mounted therein. In the structure shown in Figs. 2 and 3, it is assumed that the wall or building surface 11 is made up of porcelain finished plates or slabs or of metal plates having a glazed surface. Behind the plates forming the surface 11 is the internal building structure comprising wooden members 31. The assembled display or carrier portion of the sign, for example, the one shown in Fig. 4, is placed in the recess 30 and is attached to the wooden backing 31 or to the rear portion of the wall by means of screws or bolts or the like projected through holes in the upright members such as 25, 26 and 27. At the base of the recess 30 is provided an angular member 32 for draining moisture, for example, rain water, from the recess to the outside.

Finishing strips, as indicated at 35—36 and 37—38, are attached circumferentially to the skeleton or upright members of the display sign and extend slightly beyond the internal edge of the recess, thus covering and neatly finishing the edges of the sign and forming a border therefor. These border or finishing strips may be offset as indicated in Figs. 2 and 3 in case the frontal plane of the main body of the strips or plates 12—16, inclusive, is substantially in the plane of the surface 11, so as to compensate for the thickness of the strips and to place the inner surface of the finishing or border strips substantially adjacent the surface 11. The bottom border strip 36 may be offset or may be provided with an intermediate attaching member 39 (Figs. 2 and 3) which is slightly thicker than the plate 12, so as to place the inner surface of the strip 36, or a part of the inner surface, at a slight distance from the surface 11 to facilitate the draining of moisture from the recess 30. The intermediate spacer members underneath the border strips, such as the member 39, are not required where the depth of the recess corresponds substantially to the depths of the carrier uprights. The bottom border strip, such as 39, may also be provided with a longitudinal notch serving as a drain channel, or with a number of transverse inside channels or notches through which moisture can drain to the outside. The finishing border strips may be in the form of a rectangular assembled frame attached to the carrier structure at critical marginal points, or may be attached individually.

It should be noted that the sign as above described is practically self-cleaning. The display surface which is made up of the horizontal strips is vertically interrupted, the angular portion of each strip overlying the adjacent plane edge of the successive strip. The visual sign or display surface is therefore frontally substantially uniform, uninterrupted or unobscured; that is, so far as the frontal appearance of the sign is concerned, there is no break in the vertical display surface. Certain portions project from the display surface and form the carrier edges of the sign, but the entire frontal appearance of the sign is to all intents and purposes uniform. The horizontal strips or plates are spaced from each other, the spacing being covered up by the angular carrier portions. The spacings between the strips which are concealed by the angularly projecting carrier ledges constitute drain channels for each strip at the bottom thereof. This structure prevents the vertical streaking of the sign which may be due to rain. Streaks could only form over the narrow width of the carrier plates. This can be neglected for practical purposes, inasmuch as the strips are only a few inches wide. If the display surface were made of one continuous plate, it is clear that streaks would form from the top to the bottom of the sign, which would affect the appearance of the sign and also the building surface as such. The angular forwardly protruding carrier ledges of the strips also protect the plane portions lying underneath. Rainwater will be directed in back of the sign through the recess 30 and expelled at the opening in back of the drain strip 36 instead of catching and collecting on or in the sign structure itself. It should be noted that the contours of all parts of the sign point downwardly to facilitate the drainage of moisture. The formation of ice on any part of the sign is therefore inhibited and the freezing of the characters on their supports is prevented. This is important because the characters must be readily removable in any weather, and freezing would interfere with the maintenance of the sign.

The display carrier structure, that is, the structure shown in Fig. 4, put in place as indicated in Figs. 1, 2 and 3, may be finished in any desired manner so as to merge with the general appearance and function intended by the wall

surface 11. Thus, presuming that this surface is made of porcelain finished building elements of any desired color, the carrier structure may be finished in the same manner or in any other manner desired or complementary to the building surface 11. This is, of course, also true of the alternate carrier embodiments shown in other figures.

The structure shown in Fig. 5 is of the same general character as the one shown in Fig 4. There are again a number of horizontally disposed strips or plates designated by primed reference numerals corresponding to the reference numerals applied in Fig. 4. The uprights such as 27' may in this case be provided with marginal notches, such as 40, 41 and 42, for engagement with suitable lateral studs or other supporting members which may be provided within the recess in the building wall in which the sign is to be mounted. This constitutes the only difference between this structure and the one discussed before. The advantage which such arrangement may give is that the horizontal carrier strips or plates may be carried to the outside edge of the end supports and that the attachment of the carrier is facilitated. This form of attachment will be found practical and useful particularly for small or medium sized signs, or in cases where the structure of the building wall is such as to demand or to suggest the use of laterally extending supporting means in preference to bolting the carrier on the backing of the corresponding recess in the wall.

In Fig. 6 is shown an embodiment which is also similar to the one shown in Fig. 4, double primed reference numerals indicating the various identical parts. Instead of spacing the horizontal strips or plates vertically as shown in the other embodiments, these plates abuts at the points indicated at 45—49, inclusive. In order to provide for draining the carrier ledges and to obtain substantially the same cleaning effect as in the other structures, these ledges may be equipped with suitably placed drain apertures as indicated at 50—54, inclusive, which take the place of the intermediate drain channels described previously.

If desired, a large backing plate may be used with or without the uprights shown in the drawing, Figs. 2 to 6, and the horizontal carrier strips or plates may be provided with drain apertures and may be attached to the backing plate, for example, by welding.

Changes may be made, if desired or required, within the scope and limits of the appended claims.

I claim:

1. In a building structure, the combination of a glazed wall with a sign disposed thereon, comprising a recess in said wall, vertically disposed supporting members secured in said recess, a plurality of elongated glazed plates attached to said supporting members and forming a frontally substantially uninterrupted and uniform display background lying in a plane which is parallel to the plane of the adjacent wall surface, integral portions of said plates projecting angularly forwardly therefrom and forming a series of horizontally extending parallel carrier edges, and character means removably supported on said carrier edges.

2. In a building structure, the combination of a glazed wall with a sign disposed thereon, comprising a recess in said wall, vertically disposed supporting members secured in said recess, a plurality of elongated glazed plates attached to said supporting members and forming a frontally substantially uninterrupted and uniform display background lying in a plane which is parallel to the plane of the adjacent wall surface, integral portions of said plates projecting angularly forwardly therefrom and forming a series of horizontally extending parallel carrier edges, character means removably supported on said carrier edges, and a ledge member circumferentially disposed around said background and covering the edges thereof and the edges of the recess in said wall.

3. In a building structure, the combination of a glazed wall with a sign disposed thereon, comprising a recess in said wall, vertically disposed supporting members secured in said recess, a plurality of elongated glazed plates attached to said supporting members and forming a frontally substantially uninterrupted and uniform display background lying in a plane which is parallel to the plane of the adjacent wall surface, integral portions of said plates projecting angularly forwardly therefrom and forming a series of horizontally extending parallel carrier edges, character means removably supported on said carrier edges, a ledge member disposed circumferentially around said background and covering the edges thereof and the edges of the recess in said wall, and means at the base of said recess for draining moisture therefrom.

4. In a building structure, the combination of a glazed wall with a sign disposed thereon, comprising a recess in said wall, vertically disposed supporting members secured in said recess, a plurality of elongated glazed plates attached to said supporting members and forming a frontally substantially uninterrupted and uniform display background lying in a plane which is parallel to the plane of the adjacent wall surface, integral portions of said plates projecting angularly forwardly therefrom and forming a series of horizontally extending parallel carrier edges, character means removably supported on said carrier edges, a ledge member disposed circumferentially around said back ground and covering the juncture with the edges of the recess in said wall, and apertures in said plates for draining moisture therefrom.

5. In a building structure, the combination of a glazed wall with a sign disposed thereon, comprising a recess in said wall, vertically disposed supporting members secured in said recess, a plurality of elongated glazed plates attached to said supporting members and forming a frontally substantially uninterrupted and uniform display background lying in a plane which is parallel to the plane of the adjacent wall surface, integral portions of said plates projecting angularly forwardly therefrom and forming a series of horizontally extending parallel carrier edges, character means removably supported on said carrier edges, a ledge member disposed circumferentially around said background and covering the uncture with the edges of the recess in said wall, apertures in said plates, and means at the base of said recess for draining moisture therefrom.

6. An open air display sign comprising, in combination, a plurality of spaced horizontally extending strips forming a vertically extending display surface, integral upper portions of said strips projecting angularly forwardly therefrom to conceal the spacing between adjacent strips so as to preserve a frontally substantially uniform and uninterrupted visual display surface and to form

ledges which angularly overlap said spacing to direct moisture from the face of each strip to the rear of the next successive lower strip, the forward edges of said ledges constituting horizontally extending carrier edges for removably supporting character means for open air display in front of said display surface formed by said strips, vertically disposed members for supporting said strips, and a ledge secured to said members and extending circumferentially around said display surface framing the same, the bottom part of said ledge being disposed so as to drain moisture from the entire sign at the base thereof.

7. An open air display sign comprising, in combination, a plurality of spaced horizontally extending strips forming a vertically extending display surface, integral upper portions of said strips projecting angularly forwardly therefrom to conceal the spacing between adjacent strips so as to preserve a frontally substantially uniform and uninterrupted visual display surface and to form ledges which angularly overlap said spacing to direct moisture from the face of each strip to the rear of the next successive lower strip, the forward edges of said ledges constituting horizontally extending carrier edges for removably supporting character means for open air display in front of said display surface formed by said strips, vertically disposed supporting members for mounting said strips, a fixed vertically extending background for said sign, and a recess in said background for securing said supporting members therein to dispose the display surface formed by said strips substantially parallel with the surface of said background.

WALTER WAGNER.