June 17, 1930. H. NATHANSOHN 1,764,639

DISPLAY SIGN

Filed June 16, 1928

Fig. 1.

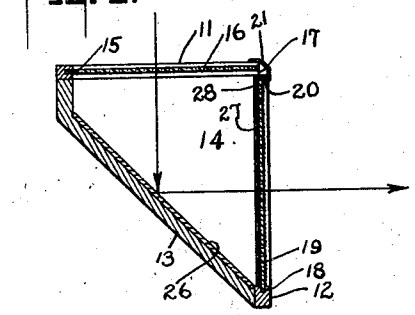


Fig. 2.

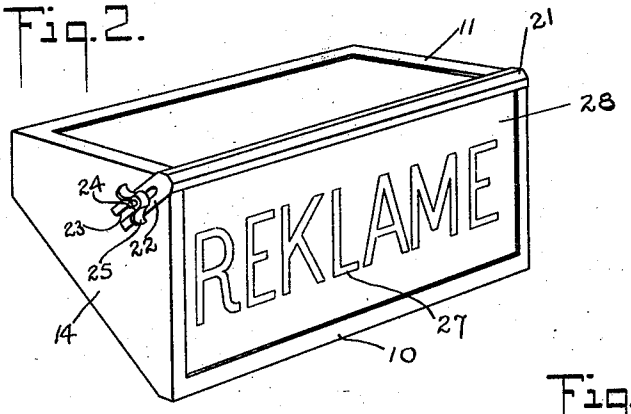


Fig. 3.

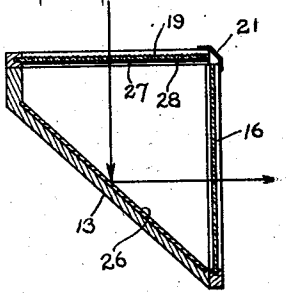
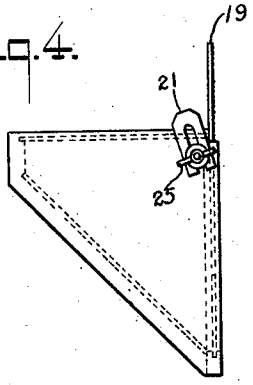


Fig. 4.



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Patented June 17, 1930 1,764,639.

UNITED STATES PATENT OFFICE

HENRY NATHANSOHN, OF OSLO, NORWAY

DISPLAY SIGN

Application filed June 16, 1928, Serial No. 286,002, and in Norway October —, 1927.

This invention relates to show plates or signs; more particularly to show plates or signs which have a high degree of brilliancy in the daytime, preferably utilizing day light as the illuminating agency.

It is an object of my invention to provide a show plate or sign having maximum brilliancy and contrast characterized by viewing a substantially transparent or translucent sign through transmitting light, preferably restricting the light to predetermined portions forming letters, characters or the like.

My invention still further has for an object thereof the provision of a show plate or sign in which the letters, characters or like portions thereof may be mounted upon opaque backgrounds or objects and yet impart to the letters, characters or the like portions of the sign maximum brilliancy and contrast characterized by outlining the letters, characters or the like on transparent, translucent plates, granulated glass or the like, blocking out or masking other portions and transmitting daylight therethrough whereby the show plate or sign may be viewed from a direction normal to the sign.

It is a still further object of my invention to provide a show plate or sign which may be mounted upon opaque or solid backgrounds and which may be viewed from a direction normal thereto and have the letters, characters or the like portions of the sign have maximum brilliancy and contrast characterized by providing a box-like enclosure including rectangularly disposed walls and obliquely disposed walls, one of said rectangular walls including a transparent, translucent plate or granulated glass plate or the like having blocked out or masked letters, characters or the like, and a mirror or like reflecting surface to transmit or reflect daylight for making the letters, characters or like portions of the sign visible with maximum brilliancy and contrast. It is contemplated by my invention to provide a show plate or sign comprising mounting means including a box-like member, the walls whereof may include a transparent or translucent plate or a granulated glass plate or the like including blocked out or masked out portions comprising letters, characters or the like and a reflecting mirror, the box-like member including mounting means for said plate whereby various characters of plates or the like may be readily replaced to modify the character of the sign and the reflecting mirror permitting of visibility of the letters, characters or the like with maximum brilliancy and contrast of the letters, characters or the like and illumination obtained by day light.

To attain these objects and such further objects as may appear herein or be hereinafter pointed out, I make reference to the accompanying drawing forming a part hereof, in which—

Figure 1 is a vertical, transverse section taken in the direction of lines 1—1 of Figure 2;

Figure 2 is a perspective view of my device;

Figure 3 is a transverse view of another embodiment of my invention;

Figure 4 is a side elevation of the embodiment shown in Figure 2 with parts positioned for replacement.

Making reference to the drawing, my show plate or sign comprises a box-like member 10 having a horizontally disposed frame 11 and a vertically disposed frame 12 connected by an angularly disposed bottom wall 13, and opaque end walls 14. The upper frame 11 is suitably mortised at 15 to retain the plate 16. Preferably, the end 17 is left open for purposes which will appear as this description proceeds. The front frame 12 is also suitably mortised at 18 to retain a plate 19. Preferably the frame is open at 20 at the joint adjacent the end 17 previously described. For retaining plates 16 and 19 against displacement, I provide a longitudinal molding strip 21, of a cross-sectional contour adapted to enclose the corner of the frames 11 and 12 and provided with end straps 22, having along the length thereof a slot 23 serving to straddle the end bolt 24. The strap may be affixed by a wing nut, such as 25. The

angular bottom wall 13 has at its interior a reflecting surface, such as a mirror 26. By the construction shown, the frames 11 and 12 may have mounted therein plates 16 or 19, either one of which comprises a transparent, translucent or granulated glass plate having outlined thereon letters, characters or the like, leaving other portions blocked out or masked. These plates may be suitably colored to impart a distinctive and desirable tinge to the letters, characters or like portions of the sign. In the embodiment shown in Figures 1 and 2 the front plate 19 comprises a glass plate, the front of which is granulated or roughened. On the back of this plate there are outlined certain desirable letters, characters or the like, which are to form the advertising matter of the sign, as shown at 27, the portion 28 being blocked out or formed from a mask, stencil or the like and made of material which is entirely opaque to light, such as metal, paper or dark paint. In this construction, the plate 16 is preferably clear glass but it will be understood that this may be omitted entirely, serving in this embodiment as means to exclude dust or rain.

By the construction shown with the box-like member disposed to be viewed in the direction normal to the plane of the surface 19, light from overhead, such as the sky, will be reflected from the mirror 16 and transmit the same through the portions 27 forming the blocked out letters or characters. By this construction, the sign may be disposed against a dark background and be viewed by transmitting light with maximum brilliancy and contrast, the light always being ample from the sky overhead. It is understood that artificial light from overhead will also be collected and transmitted through the sign. The panels 16 and 19 may be interchanged, however, or the front panel 19 replaced by other desirable advertising matter simply by disengaging the wing nut 25 to permit the strap to be pivoted as shown in Figure 4. In this position either of the plates 16 and 19 may be removed from the frames 11 and 12, respectively.

In Figure 3 I have shown the box or mounting means 10 with the frames 11 and 12 having the panels 16 and 19 reversed so that the plate carrying the letters, characters or like portions of the sign are submitted to the direct illumination from overhead, such as the sky. The transparent plate 16 may then be omitted from the vertical frame 12. In arranging the panels as shown in Figure 4, daylight will be transmitted directly through the plate 19 and will be observed through a frame 12 by an observer by the reflection from the mirror 26. In this form of construction, the end walls 14 will serve to exclude daylight or extraneous light, giving greater contrast to the reflected image from the mirror. It will be observed, further, that in mounting the box-like member, particularly with the construction shown in Figure 4, it is preferred to forwardly extend the frame 11 so as to shield the mirrored surface and this may be accomplished by forwardly tilting the entire box.

Having thus described my invention and illustrated its use, what I claim as new and desire to secure by Letters Patent is—

1. A display sign including a box-like member comprising relatively rectangularly disposed frames, either one of which is adapted to hold a plate comprising blocked out characters in sliding engagement and having a common corner, an angularly disposed reflecting surface substantially, equally reflectively positioned to each of said frames and a readily disengageable corner molding strip over said common corner whereby either of said plates may be replaced or interchanged.

2. A display sign including a box-like member comprising relatively rectangularly disposed frames, either one of which is adapted to hold a plate comprising blocked out characters in sliding engagement and having a common corner, an angularly disposed reflecting surface substantially, equally reflectively positioned to each of said frames and a readily disengageable corner molding strip over said common corner, end wall engaging arms for holding said strip and means on said end walls for permitting adjustable positioning of said strip whereby either of said plates may be replaced or interchanged.

3. A daylight illuminated sign including a box-like member comprising frame members rectangularly disposed and an interconnecting angularly disposed bottom wall, a reflecting surface interiorly disposed of said angular wall, one of said frames including a light transmitting plate comprising blocked out characters in relative sliding engagement in the frame therefor and a corner strap for holding said plate against dispacement, said strap comprising end wall engaging arms and pivotal mounting means for said arms.

In witness whereof I have hereunto set my hand this 14th day of June, 1928.

HENRY NATHANSOHN.