March 31, 1931. L. GANS 1,798,199

ADVERTISING SIGN

Filed May 11, 1928

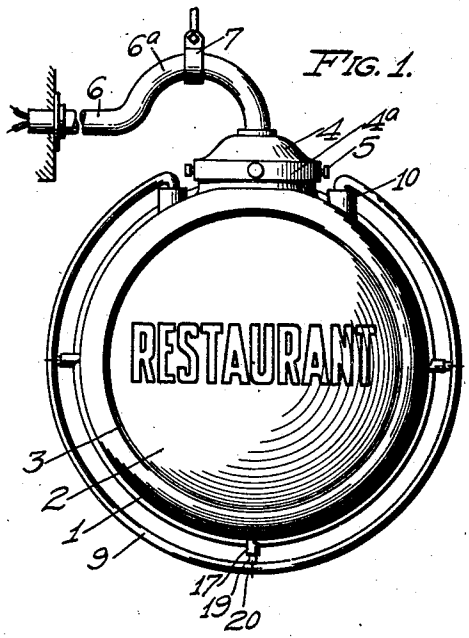


FIG. 1.

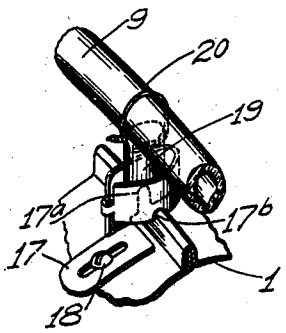


FIG. 4.

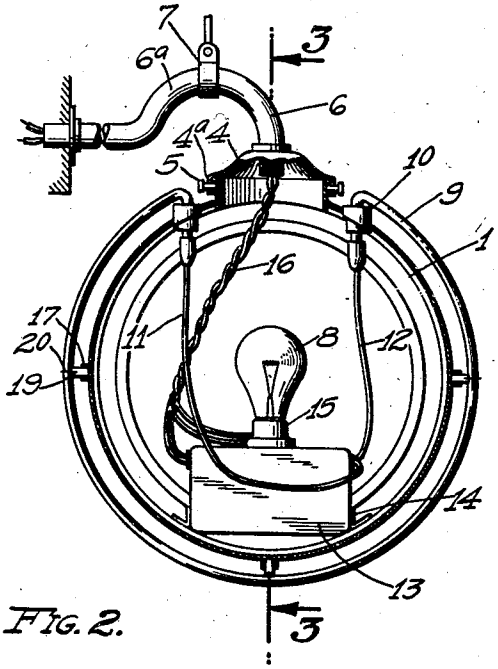


FIG. 2.

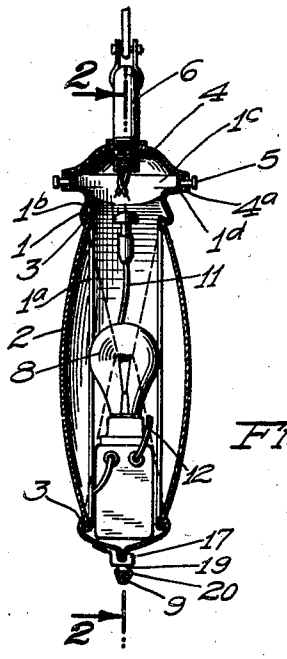


FIG. 3.

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Patented Mar. 31, 1931 1,798,199

UNITED STATES PATENT OFFICE

LOUIS GANS, OF LOS ANGELES, CALIFORNIA

ADVERTISING SIGN

Application filed May 11, 1928. Serial No. 276,978.

My invention relates to signs, such as used for advertising places of business, particular goods, and the like.

The objects of my invention are: first, to provide a compact sign having the attractive features of the commonly known neon tube light signs, and also providing space for considerable reading matter and illustrations in connection therewith in various colors, if desired; second, to provide a sign of this class in which the advertising matter at the opposite sides of the sign is illuminated by single illuminating means, or illuminating compartments at the central portion, and in which the neon tube lighting can be seen from both sides alike, thus producing an effective sign at both sides with single illuminating means; third, to provide a sign of this class in which ordinary illuminated advertising matter is surrounded by a band of neon light tubing so as to attract attention to the advertising matter and also in appearance to considerably increase the size of the sign; fourth, to provide a sign of this class consisting of ordinary incandescent lamp lighting and also neon tube lighting which is made in a compact and complete unit so that the sign may be installed by an inexperienced person; fifth, to provide a sign of this class in which the illuminating casing is as small as practicable and in which a transformer for the neon light is so placed as not to interfere with the illumination of the advertising matter; sixth, to provide novel means for supporting a neon tube at the outer side of the main casing; seventh, to provide as a whole a novelly constructed sign of this class; and, eighth, to provide a sign of this class which is particularly simple and economical of construction, durable, and which will not readily deteriorate or get out of order.

With these and other objects in view, as will appear hereinafter, my invention consists of certain novel features of construction, combination and arrangement of parts and portions, as will be hereinafter described in detail and particularly set forth in the appended claims, reference being had to the accompanying drawings and to the characters of reference thereon which form a part of this application in which:

Figure 1 is a side elevational view of my sign in its preferred form of construction, showing the same suspended from the side of a building, the means for supporting the same thereon being shown fragmentarily; Fig. 2 is a sectional elevational view thereof taken through 2—2 of Fig. 3; Fig. 3 is a transverse sectional elevational view thereof, taken through 3—3 of Fig. 2; and, Fig. 4 is an enlarged fragmentary perspective view, showing the means for supporting the neon light tube on the main casing of the sign.

The casing of my sign, designated 1, is preferably a sheet metal casing in annular form and preferably made of two annular bands secured together at the central portion of the casing. This casing is provided at its opposite sides with large openings 1*a* which are surrounded by annular channels 1*b* in which the peripheral edges of outwardly bulged or convex glass plates 2 are positioned, the edges thereof being retained in said annular channels by retaining rings 3, or other means of suitable construction. At one side of the peripheral portion of the casing is provided a large opening 1*c* surrounded by an upwardly directed flange 1*d*. Over this opening is positioned a cap 4 which is provided at its peripheral portion with a downwardly extending flange 4*a* which is positioned outside of the flange 1*d*. Through this flange 4*a* are extended a plurality of retaining screws 5 which engage the outer side of the flange 1*d*. To the central portion of the cap 4 is screwed the one end of the combined gooseneck conduit and bracket 6 which is adapted to secure the sign to the wall of a building or other suitable support. To the gooseneck portion 6*a* of the member 6 is attached a suitable clip or other means for bracing the bracket relative to or suspending the outer end of the bracket from the wall. The glass plates 2 are preferably only translucent so that the light will be uniformly distributed over the entire surface. On either the inside or outside of the glass plates is painted or otherwise provided any suitable advertising matter or illustration for ad-

vertising the particular business in connection with which it is used. The illumination of the compartment between the two glass plates or the compartment within the annular casing 1 is effected by an illuminating means 8 consisting preferably of a single incandescent electric bulb so positioned as to direct light to the whole of the interior sides of the glass plates.

It will be noted that the inwardly extending portions at the opposite sides of the casing are relatively narrow so that the illuminating portions of the glass plates 2 are as large as possible commensurate with the ornamental features of the casing.

The neon lighting means of my sign consists of a circular tube 9 of larger diameter than the peripheral portion of the casing and extends substantially therearound except for the opening and upwardly extending flange at the upper side of the casing. The ends of the tube 9 are bent inwardly and extend through insulating and supporting members 10 in the peripheral wall of the casing 1. The inner ends of the tube are connected by wires 11 and 12 to one end of the transformer 13 which is adapted to reduce the electro-motive force for the neon light tube. This transformer is supported within the casing 1 and may be secured thereto by clips 14. The positioning of the transformer 13 is preferably at the side of the casing opposite the opening 1*c* and is positioned between the inwardly extending flanges forming the opening 1*a* and the channel 1*b*. The thickness of the transformer is such that the rays of light from the incandescent lamp 8 shall not be obstructed from illuminating the whole of the interior side of the glass plates 2, as shown by dotted lines in Fig. 3, which represent the rays from the bulb. To provide a fixed relation between the bulb and the transformer 13, the latter is preferably mounted in a socket 15 secured to the upper side of the transformer, as shown. The electric current for the bulb 8 and for the neon light tube is supplied through a cable 16 which extends through the gooseneck bracket 6, said cable being connected to the transformer, and leads thereof being connected to the socket 15.

The neon tube 9 is spaced centrally around the casing 1 and supported thereon by supporting means, illustrated best in Fig. 4. This means consists of a clip 17 which is secured to the outer side of the casing by a screw 18, a rubber spacer 19, and a piece of wire 20 securing the neon tube 9 to the outer end of the rubber member 19. The rubber member is clamped into the upper end of the clip 17 by bending a portion of the clip around the rubber member substantially as shown. The portion of the clip between which and the aforementioned bent portion of the clip the rubber spacer is clamped, extends inwardly toward one of the annular bands or casing members in the form of a leg which is bent at a substantial right angle at its inner end forming a foot through which the screw 18 extends, as shown in Figs. 3 and 4. The clip is aligned with the casing by notching the clip, as indicated by 17*a* and 17*b*, the notched portions extending over the flange formed in connecting the two annular bands forming the casing.

Though I have shown and described a particular construction, combination and arrangement of parts and portions, I do not wish to be limited to this particular construction, combination and arrangement, but desire to include in the scope of my invention the construction, combination and arrangement substantially as set forth in the appended claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. In a sign of the class described, an annular casing having an opening at one side of its peripheral portion and open at its opposite sides intermediate the peripheral portion, translucent plates positioned over the openings at the opposite sides, illuminating means within said casing, and a colored lighting tube positioned around the peripheral portion of said casing and terminating at and extending inwardly at the opposite sides of the opening at the peripheral portion of the casing, said tube being spaced at the portions intermediate said ends outwardly from the casing.

2. In a sign of the class described, an annular casing having an opening at one side of its peripheral portion and open at its opposite sides intermediate the peripheral portion, translucent plates positioned over the openings at the opposite sides, illuminating means within said casing, a colored lighting tube positioned around the peripheral portion of said casing and terminating at and extending inwardly at the opposite sides of the opening at the peripheral portion of the casing, and resilient means for resiliently supporting and spacing the portion of the tube intermediate the ends thereof relative to the peripheral portion of said casing.

3. In a sign of the class described, an annular casing having large openings at its opposite sides, convex transparent plates positioned over said openings and provided with advertising matter thereon, a transformer positioned within said casing at one side thereof and spaced from the convex translucent plates at the opposite sides, an illuminating bulb mounted on said transformer adapted to direct rays of light therefrom between said transformer and said translucent plates, and a neon light tube mounted on and around said casing adapted to be visible from the opposite sides thereof, the ends of said

tube being extended into said casing and connected to said transformer.

4. In a sign of the class described, an annular casing having large openings at its opposite sides, convex translucent plates positioned over said openings and provided with advertising matter thereon, a transformer positioned within said casing at one side thereof and spaced from the convex translucent plates at the opposite sides, an illuminating bulb mounted on said transformer adapted to direct rays of light therefrom between said transformer and said translucent plates, a neon light tube mounted on and around said casing adapted to be visible from the opposite sides thereof, the ends of said tube being extended into said casing and connected to said transformer, and a tubular supporting bracket connected to one side of said casing and a single electric cable extending through said tubular bracket and connected to said bulb and to said transformer.

5. In a sign of the class described, an annular casing having large openings at its opposite sides, convex translucent plates positioned over said openings and provided with advertising matter thereon, a transformer positioned within said casing at one side thereof and spaced from the convex translucent plates at the opposite sides, an illuminating bulb within the casing inwardly from the transformer adapted to direct rays of light therefrom between said transformer and said translucent plates, and a neon light tube mounted on and around said casing, the ends of the tube being extended into the casing and connected to the transformer.

In testimony whereof, I have hereunto set my hand at Los Angeles, California, this 22nd day of March, 1928.

LOUIS GANS.