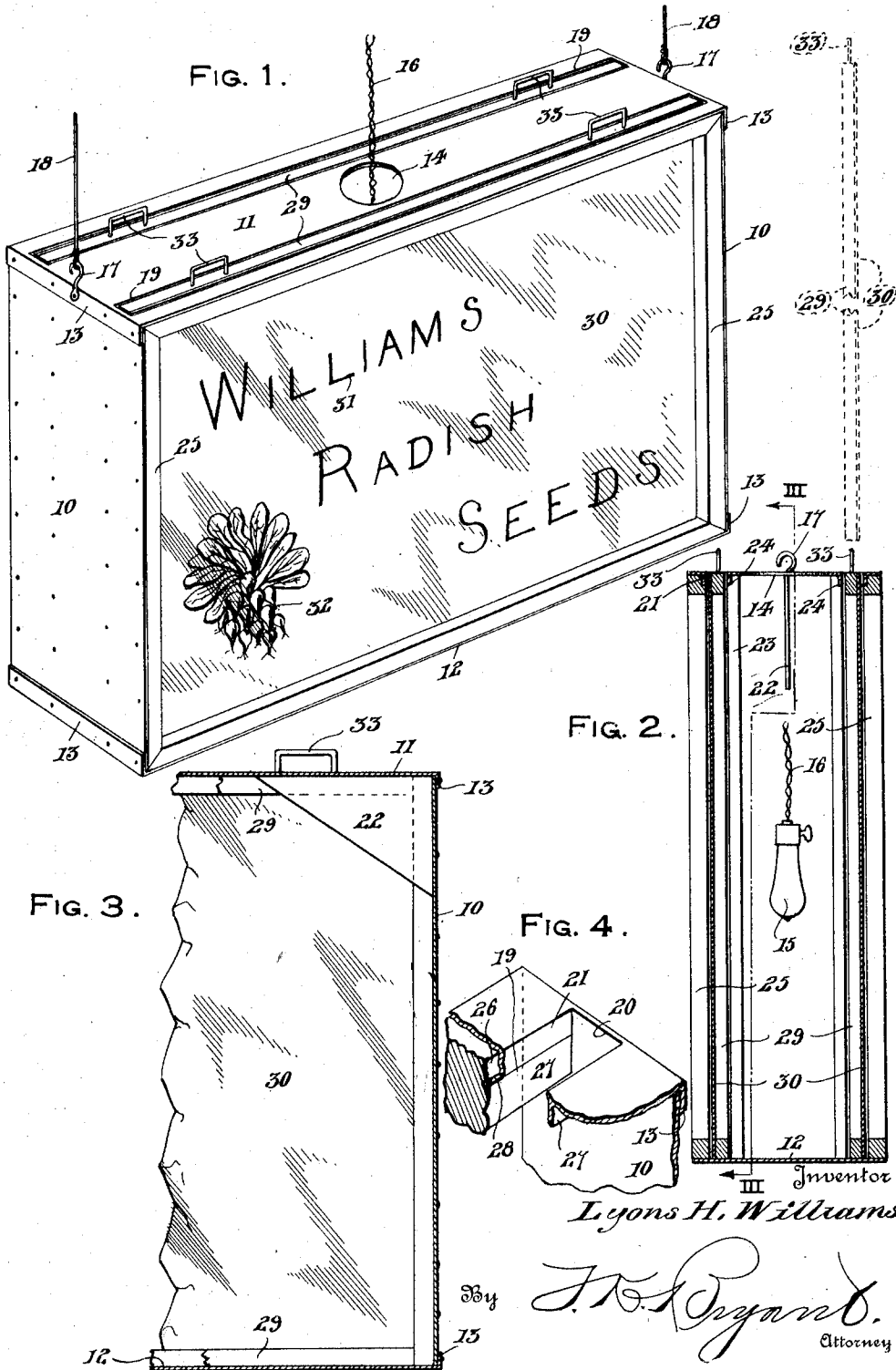


L. H. WILLIAMS.
 CHANGEABLE ILLUMINATED DISPLAY DEVICE.
 APPLICATION FILED MAR. 9, 1920.

1,385,236.

Patented July 19, 1921.



UNITED STATES PATENT OFFICE.

LYONS H. WILLIAMS, OF NORFOLK, VIRGINIA.

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Specification of Letters Patent.

Patented July 19, 1921.

Application filed March 9, 1920. Serial No. 364,452.

To all whom it may concern:

Be it known that I, LYONS H. WILLIAMS, a citizen of the United States of America, residing at Norfolk, in the county of Norfolk and State of Virginia, have invented certain new and useful Improvements in Changeable Illuminated Display Devices, of which the following is a specification.

The primary object of the invention is the provision of a display device primarily designed for illumination that is exceedingly simple and inexpensive to manufacture, as well as light in weight calculated for easily and quickly changing the subject matter visually displayed to the purchasing public.

In carrying out my invention I have aimed at producing a casing or holder possessing great strength and durability as well as lightness in weight by the particular manner of its construction from sheet metal and wood, the desideratum being the provision of an advertising device highly ornamental in appearance and of such low cost that any merchant having one or more sales departments cannot afford to be without the device.

The usual lighting facilities of a building such as electric lights are adapted for employment with the invention without requiring additional connections while display members or signs made as artistic and attractive as desired are instantly changed at the will of the owner.

My invention consists of the novel combination and arrangement of parts herein-after more fully described in the accompanying drawing setting forth the preferred embodiment thereof, and in which like reference characters designate corresponding parts throughout the several views.

In the drawing,

Figure 1 is a perspective view of the complete invention illustrating its manner of use.

Fig. 2 is a central transverse vertical sectional view thereof illustrating by dotted lines one of the slides or signs removed from the casing and broken away.

Fig. 3 is a vertical longitudinal sectional view of an end portion of the device taken upon line III—III of Fig. 2, and

Fig. 4 is an enlarged detail perspective view of an upper corner portion of the device, showing the slot formation employed.

Referring more in detail to the drawing, my invention comprises a rectangular metal

frame of box shape formation having its ends 10, top 11 and bottom 12, formed of sheet metal with the top and bottom having angularly bent end flanges 13, overlapping the upper and lower edges of the ends 10 and secured in any desired manner. A circular opening 14, centrally of the top 11, of the frame, is adapted to receive an electric drop light such as 15, suspended by the usual conducting cord 16. Hooks 17 at the ends of the frame are attached to supporting wires or similar means 18, whereby the frame is suspended at the proper elevation for maintaining the drop light or lamp 15, substantially centrally within the device.

Parallel slots 19 are formed in the top 11 by cutting the metal forming the top longitudinally and transversely at 20, forming the ends of the slots 19, with opposite portions of the severed metal bent angularly inwardly forming parallel guide flanges 21, at the opposite margins of the slots 19. A triangular sheet metal brace 22 within the upper corners of the frame are soldered or otherwise secured centrally between the adjacent portions of the ends 10 and top 11 as shown in Figs. 2 and 3 of the drawings. Upright guide strips 23 arranged in parallelism are flatly secured to the inner sides of the ends 10 having the adjacent inner flanges 21 of the slots 19 countersunk in the other ends of said strips as at 24.

A rectangular margin member or stay 25 formed of wood is closely fitted within each open side of the metal frame heretofore described, with longitudinal grooves 26 provided in the upper rail 27 of each stay member 25, adapted for snugly receiving the adjacent outer flange 21 of the slots 19 when the stays 25 are in their assembled positions with the outer faces of the stays 25 flush with the edges of the top, bottom and ends of the frame. The fitting of the stays 25 into the outer sides of the frame insures great strength and stability to the device by reason of the flanges 21 which strengthen the top 11 and are incapable of vertical edgewise bending being fitted within the grooves 26 with the inner edges of the flanges contacting the longitudinal shoulders 28 at the bottom or lower sides of said grooves 26.

Display slides or signs 29 are provided with semi-transparent panels 30 upon which panels suitable advertising matter or announcements are arranged such as the

words 31 and picture 32. The slides 29 are provided with handles 33 upon the top thereof, and it will be understood that my means are handles 33. The signs 29 may be readily inserted through the slots 19 for sliding downwardly into the frame between the stays 25 and end strips 23 with the panels 30 positioned outwardly substantially contacting the inner faces of the stays 25 for viewing therethrough. The drop light 15 illuminates the panels rendering the words 31 and picture 32 more distinct while it will be understood that the signs 29 are readily removed from the frame by means of the handles 33 for changing the signs to advertise different goods or display any different subject matter that may be found desirable.

A sheet metal frame of the form herein described having the corner braces 22 and strengthening flanges 21 cooperating with the marginal stays 25 provides a structure of light weight and great strength, the formation of the slots 19 in the manner described providing serviceable entrance guides for the signs 29. In stores the different counters, booths or departments may be properly designated by the use of my device and the signs displayed thereby varied and changed at will.

The opening 14 for accommodating the electrical connections for the lamp 15, may be changed to suit requirements, such as providing a small tube or conduit through the top 11 of the frame through which the wire 16 will pass. It will be evident that the construction disclosed may be formed completely of metal or wood excepting the

panels 30 while the different kinds of wood such as mahogany may be used and suitable finishing such as oak or other finish may be provided for either the metal or the wood.

While the form of the invention herein set forth is believed preferable, it will be understood that changes may be made therein without departing from the spirit and scope of my invention.

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

A device of the class described comprising a metal rectangular frame with top, bottom and ends, the top of the frame having a central opening adapted for the reception of a lamp therethrough, and with a longitudinal slot having inwardly projecting oppositely positioned marginal flanges adapted for the guiding reception of a sign when positioned within the frame, upright guide strips secured to the ends of the frame between the top and bottom thereof with the inner one of said flanges counter-sunk in the upper end portions of said strips and a rectangular stay closely fitted within the open side of the frame having a longitudinal groove in the upper rail of the stay snugly receiving the outer flange of the slot when the device is assembled with the outer face of the stay flush with the adjacent edges of the top, bottom and ends of the frame.

In testimony whereof I affix my signature.

LYONS H. WILLIAMS.