Dec. 25, 1928. 1,696,878

E. J. BLISS

DISPLAY SIGN

Filed June 5, 1925 3 Sheets-Sheet 1

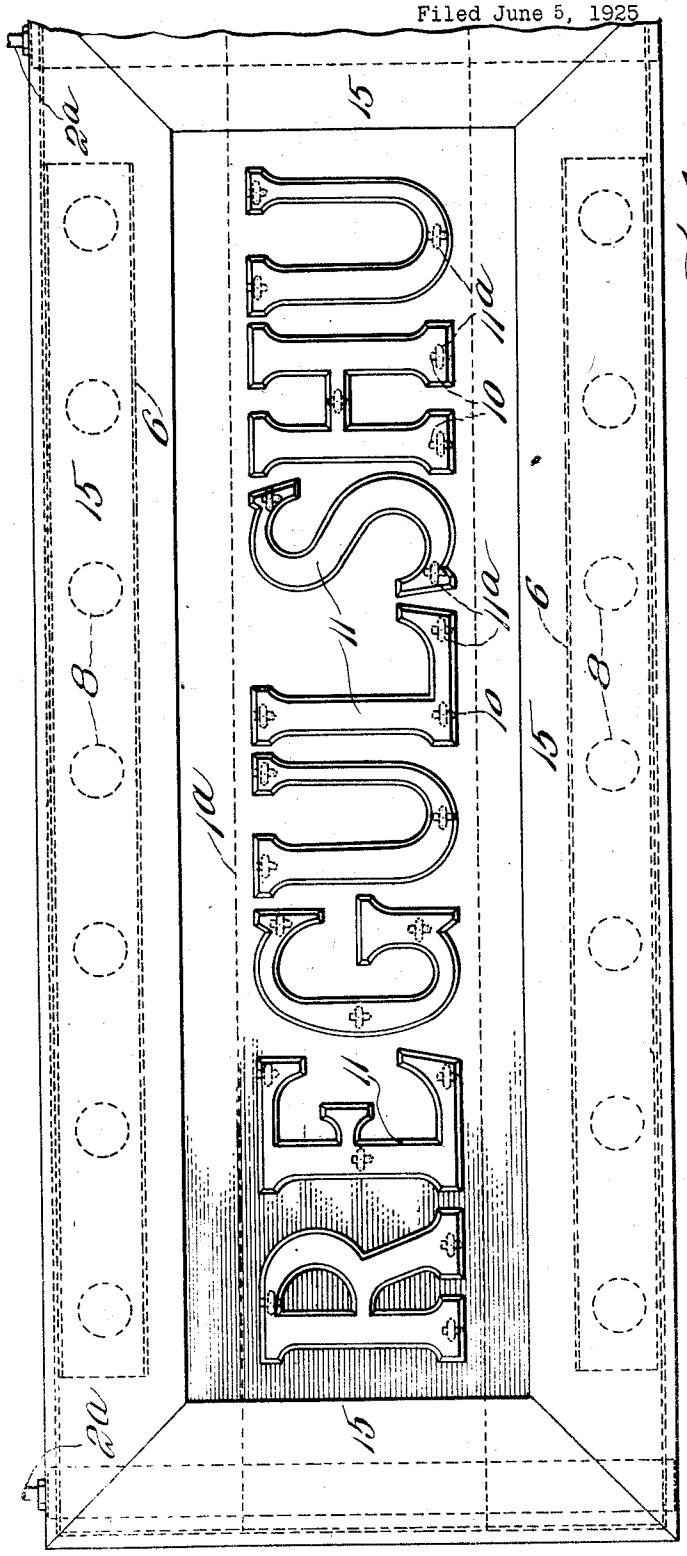


Fig. 1.

Fig. 2.

Inventor:
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Fig. 5.

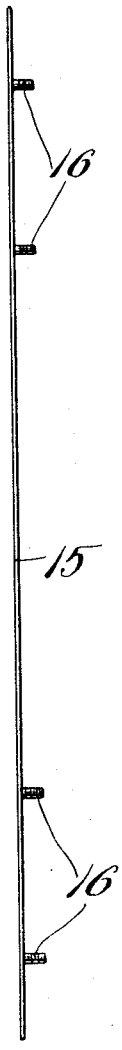


Fig. 3.

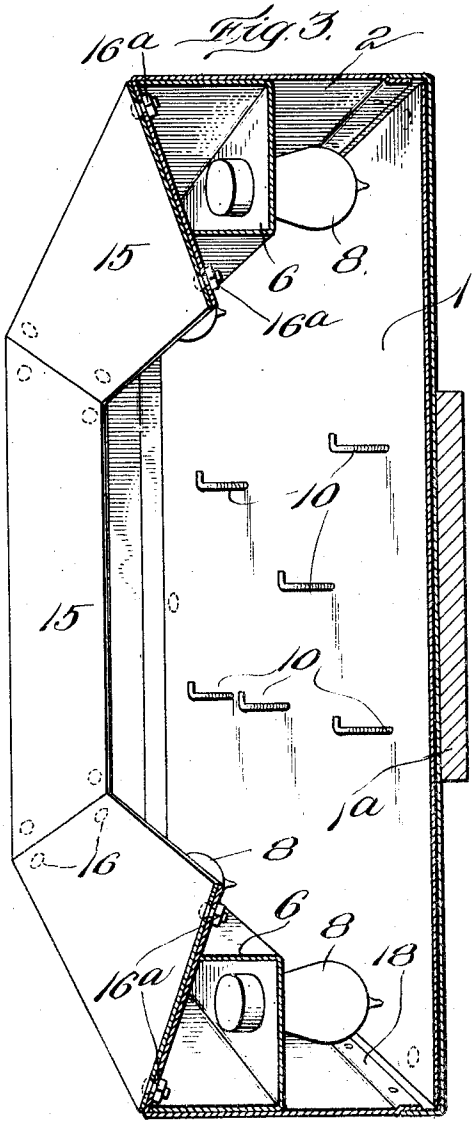
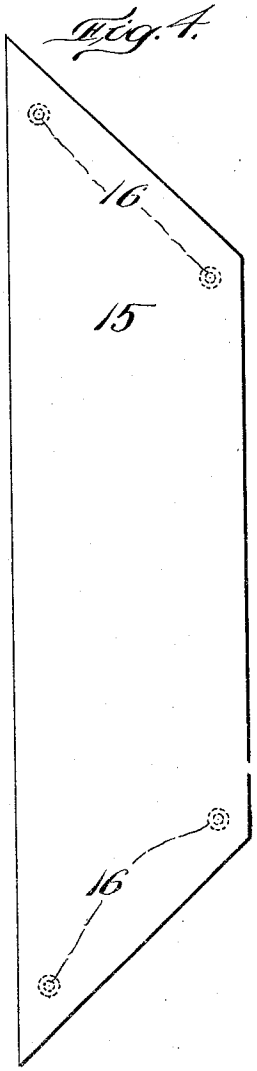


Fig. 4.



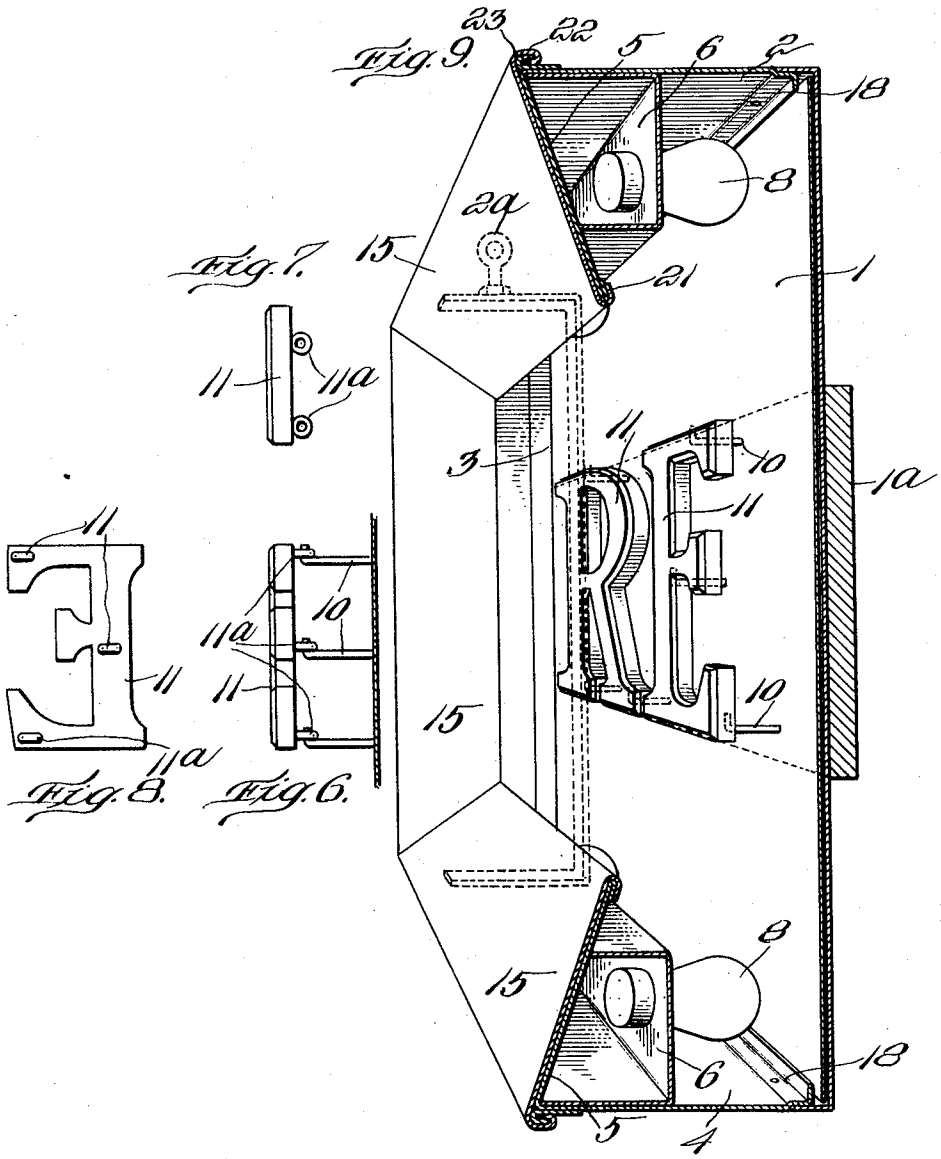
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UNITED STATES PATENT OFFICE.

ELMER J. BLISS, OF BOSTON, MASSACHUSETTS, ASSIGNOR TO REGAL SHOE COMPANY, OF WHITMAN, MASSACHUSETTS, A CORPORATION OF MASSACHUSETTS.

DISPLAY SIGN.

Application filed June 5, 1925. Serial No. 35,102.

This invention relates to display signs and is intended to provide a device of this character adapted for public display on stores or elsewhere which shall combine simplicity of construction with considerable variety in the effects produced so that anyone, without technical skill, may be able to vary the display conveniently by changing the character or appearance of the constituent elements of the sign.

With this object in view the invention comprises, generally speaking, a sign embracing a hollow casing adapted to form a frame or border for the display of letters or other insignia, arranged in conjunction with interior illuminating lamps to be brightly illuminated and rendered conspicuous while, at the same time, the letters or other insignia may be removed and replaced with others of different color or appearance, provision being made also for changing the removable front or border of the frame so that the name, for example, may be displayed in different colors or different styles of lettering in conjunction with a border or frame which may also be varied at will. These and other features of the invention will be described in the following specification and will be defined in the claims hereto annexed.

In the accompanying drawings I have illustrated a construction and arrangement embodying the principles of this invention, in which:

Figure 1 is a front elevation showing the parts in assembled position.

Figure 2 is a top plan view showing the suspension means for supporting the sign.

Figure 3 is a vertical section, the farther end of the casing being shown in perspective.

Figure 4 is a front elevation of one of the removable border members.

Figure 5 is an edge view of such border member showing the attaching studs.

Figure 6 is a detail showing means for supporting one of the letters to the back of the sign.

Figures 7 and 8 are detail views of individual letters and their attaching elements.

Figure 9 is a perspective sectional view, similar to Figure 3, showing a slightly modified attaching means for attaching the removable border members in service position.

In the practice of my invention, according to the form illustrated in the drawings, I provide a hollow or box-like casing preferably made of sheet metal, though other suitable material may be employed, and comprising a back or wall 1, preferably reenforced through its middle portion by a reenforcing board or strip 1^a into which the letter attaching hooks 10 are driven through the back wall 1.

The top and bottom walls 2 and 4, as well as the end walls 3, are of similar construction and form the peripheral walls of the hollow box or casing.

The front of the casing is open in the middle and comprises an inwardly projecting border comprising top, bottom and side members 5 that are preferably inclined inwardly toward the back, leaving a large display opening exposing to view the back-wall.

Behind the border 5 is disposed a channel or angle plate 6 which not only affords reenforcement for the inner portion of the border but also serves as a mount or support for a series of illuminating or incandescent lamps 8. Symbols or letters 11, of any desired type or design, usually comprising different letters to spell the name or words on the sign, are provided with suitable means for removably attaching them to the back-wall of the sign and, in this case, comprise screw eyes 11^a screwed at suitable portions of the back of each letter to engage the above-mentioned hooks 10, as indicated in detail in Figure 6.

In order to permit varying the border, as well as the display matter comprising the letters, I provide removable border members or plates 15, provided with rearwardly projecting threaded studs 16, adapted to pass through apertures in the permanent border wall 5, and to be secured in place by nuts 16^a, as shown in Figure 3. These border covers or removable border members 11 will be painted or enameled in various colors and designs so that, by removing one set of border covers and replacing them with another, a sign of different color or appearance will be easily and conveniently produced. At the same time another set of letters of different style, color or appearance may be substituted on the back-wall so that a complete change in the entire appearance of the sign is readily effected.

The electric lamps, while themselves concealed from the observer by the overhanging border, are nevertheless so arranged as to

throw a strong light upon the front face of the letters, thus causing them to stand out vividly as in an illuminated picture frame.

The attaching studs 16 are preferably formed with flush heads, soldered or otherwise secured in the removable borders, and preferably obscured from sight by the ornamental coating of paint or enamel which covers the front face of the removable border members.

Other ways of removably attaching the border covers may be employed, and one such alternative is illustrated in Figure 9. In that form the covers 20 are provided with a reversely folded or hook-like edge, as shown at 21, which hooks over the edge of the permanent border and has its outer edge rolled or turned back, as shown at 22, and clamped under a flanged strip 23 secured to the front edge of the top 2.

To give desired strength or stiffness angle iron bar 18 may be secured at the corners where two angularly disposed walls meet, and to conveniently suspend the device where it is desired to suspend it the top is provided with suspension hooks or eyes 2^a projecting upwardly, and secured in braces 30 having top and bottom horizontal extensions.

A sign of this type can always be kept fresh with the appearance of newness besides being capable of giving a greatly varied display, since both the display letters and the border can be changed very quickly without disturbing the permanent frame-work. It is by making the display border in sections a greater variety of appearances can be produced by using top and bottom members contrasting in color or appearance with the side members.

The angle plates or channel 6 are secured to the permanent casing by soldering or spot welding at intervals to provide the desired stiffness and reinforcement.

What I claim is:

1. A display sign embracing in its construction a hollow casing comprising a back wall for the display of illuminated letters, peripheral walls projecting forwardly from the back wall, and a peripheral border inwardly projecting from the front edge portions of the peripheral walls to form an open frame through which the middle portion of the interior is exposed, supporting angle plates connecting the back of the border with the peripheral walls, said angle plates being provided with lamp sockets for holding lamps in position to illuminate objects displayed on the back wall while concealing the lamps from outside view.

2. A display sign embracing in its construction a hollow casing comprising a back wall, peripheral walls projecting forwardly therefrom, and an interior border inclined inwardly to expose its front face to view and also to the light of concealed illuminating lamps when arranged behind the border in position to illuminate objects exposed on the back wall, display cover plates of relatively distinctive appearance detachably secured to the front face of the border in order to transform the appearance of the sign as desired, by the substitution of different cover plates.

3. A display sign embracing in its construction a hollow casing comprising a back wall, peripheral walls projecting forwardly therefrom, an inwardly inclined border projecting from the forward edges of the peripheral walls, to form an open front, demountable display covers of relatively distinctive appearance secured to the front faces of said border, demountable display letters attached to said back wall behind the open front portion of the border to permit the substitution of different letters, illuminating lamps arranged forwardly of the back wall and behind the border to illuminate both display letters and the border.

In witness whereof, I have subscribed the above specification.

ELMER J. BLISS.