

Jan. 20, 1931.

A. H. BRACKENSEY

1,789,667

ADVERTISING SIGN

Filed Jan. 27, 1925

2 Sheets-Sheet 1

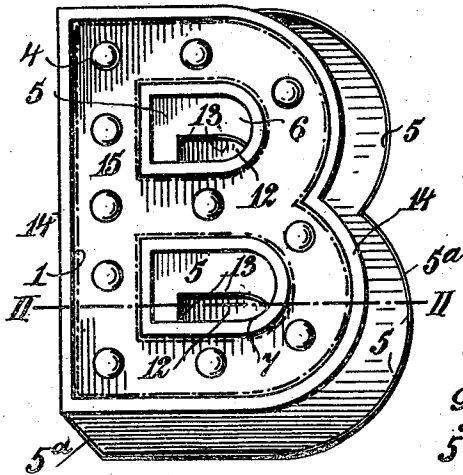


Fig. 1.

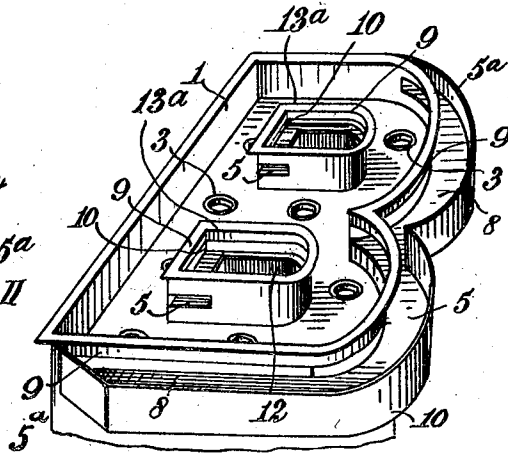


Fig. 3.

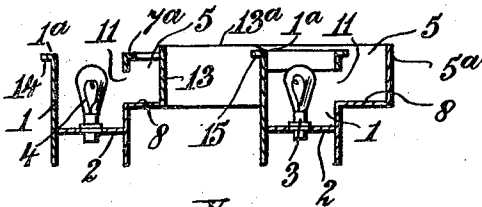


Fig. 2.

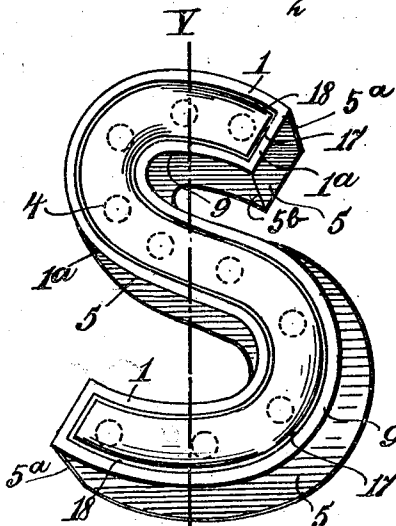


Fig. 4.

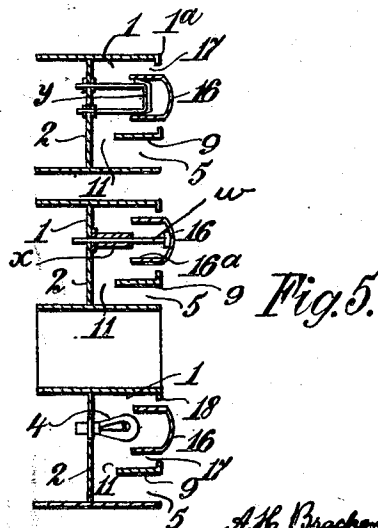


Fig. 5.

A. H. Brackensy
Inventor.
per: R. B. Bowden
Attorney.

Jan. 20, 1931.

A. H. BRACKENSEY

1,789,667

ADVERTISING SIGN

Filed Jan. 27, 1928

2 Sheets-Sheet 2

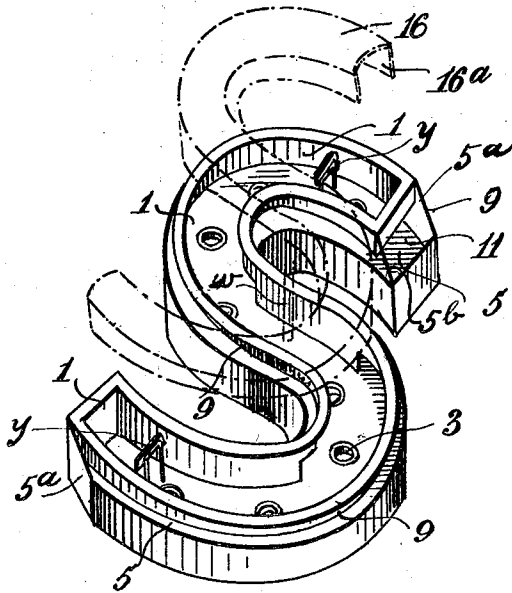


Fig. 6.

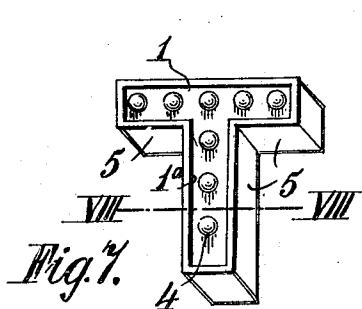


Fig. 7.

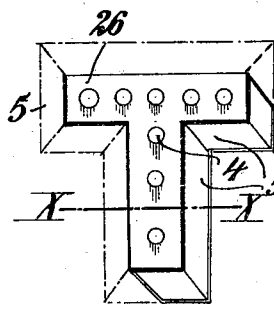


Fig. 9.

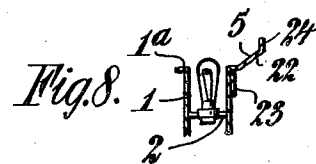


Fig. 8.

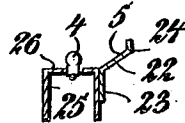


Fig. 10.

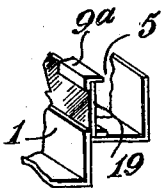


Fig. 11a.

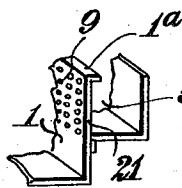


Fig. 11.

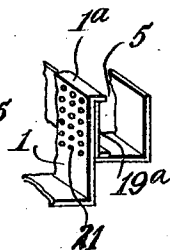


Fig. 12.

A. H. Brackensy
Inventor
per: R. Bowden
Attorney.

UNITED STATES PATENT OFFICE

AUGUSTE HARRY BRACKENSEY, OF LONDON, ENGLAND, ASSIGNOR TO THE FRANCO-BRITISH ELECTRICAL COMPANY, LIMITED, OF LONDON, ENGLAND, A COMPANY OF ENGLAND

ADVERTISING SIGN

Application filed January 27, 1928, Serial No. 250,009, and in Great Britain February 1, 1927.

This invention relates to illuminated advertising letters and like signs for day and night display, and has for its object to considerably increase the luminous area and attractiveness thereof, and also to render the display effective through a much greater angle of aspect than has hitherto been possible.

Advertising letters and signs of the kind referred to are commonly made in solid and trough forms, and illuminated by electric or other lamps arranged upon the surface of the solid forms of signs and letters, or housed in the trough-like bodies of trough letters or the like.

The display faces of advertising letters and signs of trough form are left open or are partially or wholly glazed, or have letters or devices arranged in the open face or faces of the trough so as to leave between the edges of the trough and the adjacent edges of the letter or device a marginal space through which light is transmitted from the interior of the trough so that the device or letter is outlined or silhouetted against the trough by a margin of light.

According to the present invention illuminated advertising sign letters and the like of the kind referred to are formed or provided with open lateral extensions that serve as shading or contrasting borders to the display faces of the signs, which borders are adapted for illumination by the electric or other lamps that are arranged as usual in or on the main body of the sign.

The lateral extension or extensions may be formed on or attached to the main body of the sign letter or the like in any preferred manner and position, and may if desired be arranged to completely surround the latter.

In a trough letter or the like the open lateral extension or extensions may be formed on or attached to the flanks or sides of the trough, or the trough body may be shaped and dimensioned to form open lateral extensions adapted to serve either as shading or contrasting borders which are preferably divided from the adjacent main portions of the trough by means of baffles or partitions so as to increase the definition of the sign, but if de-

sired such baffles or partitions may be dispensed with.

When the open lateral extensions are subdivided from the trough body by baffles or partitions, these latter may be transparent, glazed or perforated, or may comprise relatively shallow strips that are arranged and supported so as to leave a space or spaces between the bottom edges of the partition and the adjacent lower surfaces of the trough.

The trough letter or the like is illuminated by the electric or other lamps arranged as usual in the main body of the trough, the open lateral extensions thereof being also illuminated by light from the lamps which is transmitted through the transparent, glazed or perforated partitions, or by the light which passes through the gap or gaps between the lower edges of the partitions and the lower surfaces of the trough, so that the whole sign, comprising the main trough and its lateral extension or extensions, is illuminated by the lamps or light sources contained in the main trough body with contrasting effect arising from the unequal distribution and the reflection of the light in the main trough and the lateral extension or extensions thereof, while if desired the main trough body may be wholly or partly glazed in known manner.

When a silhouette letter or device is arranged in the main trough body the shading or contrasting borders formed by the illuminated open lateral extension or extensions of the trough considerably increases the luminous area, brilliance and effectiveness of the sign.

To increase the effectiveness of such silhouette letter or device signs when viewed at an angle, the letter or device arranged in the main trough is formed or provided with depending flanges, and is preferably considerably domed or arched above such flanges, while the adjacent edges of the main trough are formed or provided with inturned flanges so that the lamps or the like arranged within the trough are concealed by the flanges.

Colour effects of various kinds can be obtained by employing coloured lamps in the main trough or by using variously tinted transparent partitions or baffles or glazing of

various tints, while the interior surfaces of the open lateral extensions may be coated with reflecting enamels of any required tints.

In the case of a sign letter or the like of solid form, the open lateral extension or extensions may be formed on or attached to the flanks or sides of the letter or the like, and are conveniently made in metal which may be arranged at an angle so as to catch and reflect light transmitted from the lamps or other light sources by which the sign letter or the like is illuminated in the ordinary manner.

When the lateral trough-like extensions are gilded, the reflecting surfaces thereof are preferably broken, as for example by sprinkling the same with rape seed or the like which is coated with paint and afterwards gilded so as to form a kind of matt surface from which the light is evenly and efficiently reflected, thus considerably enhancing the effectiveness of the illuminated gilded surfaces.

The invention is further described with reference to the accompanying drawings wherein similar references indicate like parts.

Figure 1 is a front view, and Figure 2 a cross-section on the line II—II (Figure 1), and Figure 3 a perspective view, illustrating one construction of an open trough or of a silhouette letter "B" in accordance with the present invention.

Figure 4 is a front view, Figure 5 a cross-section on the line V—V (Figure 4), and Figure 6 a perspective view, illustrating another construction in accordance with the present invention embodied in a silhouette letter, or an open trough letter "S".

Figure 7 is a front view, and Figure 8 a cross-section on the line VIII—VIII (Figure 7), illustrating a modified construction of open trough letter in accordance with the present invention.

Figure 9 is a front view, and Figure 10 a cross-section on the line X—X (Figure 9), illustrating one application of the invention to an ordinary solid or block letter.

Figures 11, 11a and 12 are detail views illustrating modified constructions presently referred to.

Referring first to the open trough letter "B" illustrated at Figures 1, 2 and 3, such letter comprises the main trough 1 provided as usual with a platform or support 2 for carrying the holders 3 of the electric lamps 4 by which the sign is illuminated, the crowns of such lamps being preferably coated with translucent white enamel, or furnished with opal caps so as to diffuse the light in known manner.

In the construction illustrated the main trough body 1 is formed with open lateral extensions 5 which are arranged to form shading or contrasting borders at the centres

6 and 7 of the letter as well as at the periphery or outline of the letter.

As shown at 8 (Figure 2) the bordered sides of the main trough body 1 are stepped at a convenient distance above the platform or support 2 so as to form the open lateral extensions 5, which latter are subdivided from the main trough body 1 by baffles or partitions 9 that are shaped and arranged in the stepped portions 8 of the trough so as to complete or maintain the ordinary outline of the letter formed by the main trough body.

As shown, the baffles or partitions 9 comprise relatively shallow flanged strips that are connected to the sides of the trough and supported by wires 10 so as to leave gaps 11 between the lower edges of such strips and the stepped portions 8 of the trough through which gaps the light passes from the lamps 4 of the main trough 1, and thus illuminates the open lateral extensions 5.

The front edges 5a of the open lateral extensions 5 are made to extend slightly above the front edges 1a of the main trough 1 so as to prevent scattering of light and to increase the definition of the sign.

The contrasting borders are formed at the centres 6 and 7 of the letter by reducing the usual centre openings indicated at 12 which are bounded by the vertical walls 13, the upper edges 13a of which project slightly above the upper edges 6a and 7a of the centres; the centres of other letters being similarly adapted as required to obtain the contrasting effects.

In the construction illustrated the boundary edges of the display face of the main trough 1 are formed or provided with external flanges 14 and 15, which flanges may be gilded or otherwise adorned so as to contrast with the colour of the interior surfaces of the main trough 1 and those of the open lateral extensions 5 which in the example shown are white and red respectively.

In the construction illustrated at Figures 4, 5 and 6, a silhouette letter or device 13 is supported in the open face of the main trough body 1 so that the letter or device 13 is outlined in known manner by a clear marginal space 17 between the edges 1a of the main trough and the adjacent edges of the letter or device 13.

As shown, the main trough body 1 is shaped and dimensioned to form the open lateral extensions 5 which are subdivided from the main body 1 of the trough by the baffles or partitions 9, which latter are shaped and arranged so as to complete or maintain the ordinary outline of the letter or device adjacent the open lateral extensions 5 so that the latter form shading or contrasting borders on the display face of the sign.

To enhance the shading or relief effect of the lateral extensions 5 the ends 5a thereof

are made oblique and a cross wire 5b is arranged at the intersecting angles of the outline, as indicated at Figures 4 and 6.

The baffles or partitions 9 comprise relatively shallow strips that are connected to the sides of the main trough body 1 and supported by wires 10 so as to leave gaps 11 between the lower edges of such strips and the platform or support 2 which is arranged as usual in the main trough 1 so as to carry the holders 3 of suitable electric lamps 4 by which the sign is illuminated.

The front edges 1a of the main trough 1 and of the baffles or partitions 9 are formed with internal flanges 18, and the adjacent edges of the device 16 are formed with depending flanges 16a, above which the front or display face of the device 16 is arched or domed so as to project beyond the front edges 1a of the main trough.

The letter or device 16 is detachably supported in the open face of the main trough 1 by means of the pin w secured to the back of the device 16 so as to frictionally engage with a counterpart socket x mounted upon the base 2 of the trough 1 (see Fig. 5); standards y (see Figs. 5 and 6) being also arranged in the trough 1 so as to engage the flanges 16a of the device 16 and thus facilitate correct centering of the latter in the open face of the main trough 1.

When the sign is illuminated the light from the lamps 4 is transmitted as usual through the marginal space 17 and also through the gaps 11 in the partitions 9, thus illuminating the open lateral extensions 5 and also silhouetting the device 16 against the outline of the main trough.

The baffles or partitions 9 may be constructed in various ways. Thus, the same may comprise glazing bars as 9a which serve to support plain or colored glass 19, as shown at Figure 11a, or the baffles or partitions may consist of perforated metal or other strips as indicated at 21, Figure 11, which strips extend to the adjacent bottom surface of the trough. The light from the main body of the trough is transmitted through the perforated partitions 9 to the open lateral extensions 5, while to obtain color effects the perforated partitions 21 may be covered with thin strips 19a of tinted celluloid or other suitable transparent material, as indicated at Figure 12.

As illustrated at Figures 7 and 8, the open lateral extensions 5 may be formed by shaped angular strips of metal which are secured to the sides or flanks of the main trough 1. In the constructions shown the open lateral extensions 5 are formed by angular metal strips 22 formed with flanges 23 which are riveted or otherwise secured to the flanks or sides of the main trough 1 so that the angular faces forming the lateral extensions 5 spring from the front edges 1a of the main trough and

terminate in a lip 24 so that such angular faces catch and reflect light transmitted from the electric or other lamps 4 arranged as usual in the main trough body 1 and thus form illuminated shading or contrasting borders.

A similar construction may be applied to letters of solid form, as illustrated for example at Figures 9 and 10, wherein 25 indicates the main body of the letter upon the display face 26 of which electric or other lamps 4 are arranged as usual, the open lateral extensions 5 being formed by flanged angular strips 22, the flanges 23 of which are attached to the flanks of the letter 25 so that the angular faces thereof spring from the display face of the letter, and are illuminated by light from the lamps 4.

If desired, the open lateral extensions 5 may be arranged so as to completely surround the letter, as is illustrated for example by dotted lines in Figures 7 and 9, which construction is particularly effective for single letters or devices such as monograms and the like, the illuminated lateral extensions 5 being preferably coloured or tinted so as to form a contrasting field or background to the display face of the sign, and also serve as a shading when the latter is viewed from various directions.

The construction described with reference to Figures 1 to 6 and Figures 11, 11a and 12, may be similarly modified by forming the troughs so that the open lateral extensions 5 completely surround the normal outline of the letter formed by the baffles or partitions 9 mounted and arranged so as to subdivide the trough and enclose the electric lamps 4 which also illuminate the extensions 5 as previously described.

I claim:—

1. An advertising letter or like sign of trough form, wherein the trough body is shaped and dimensioned to comprise open lateral extensions adapted to form contrasting borders or shading, the normal contour of said trough being defined against said open lateral extensions by partitions consisting of shaped bars supported in said trough so as to leave gaps between the adjacent bottom surfaces of the trough and the said bars, through which gaps light is transmitted from lamps arranged in said trough to illuminate said open lateral extensions, in which latter cross-pieces are arranged at the angles of the outlines of the letter.

2. An advertising letter or like sign of trough form, wherein the trough body is shaped and dimensioned to comprise open lateral extensions adapted to form contrasting borders or shading, the normal contour of said trough being defined against said open lateral extensions by partitions consisting of shaped bars supported in said trough so as to leave gaps between the adjacent bottom surfaces of the trough and the said bars;

tinted glazing being arranged in said gaps, through which glazing light is transmitted from lamps arranged in said trough to illuminate said open lateral extensions, in which latter cross-pieces are arranged at the angles of the outlines of the letters.

3. An advertising letter or like sign of trough form, wherein the trough body is shaped and dimensioned to comprise open lateral extensions adapted to form contrasting borders or shading, the normal contour of said trough being defined against said open lateral extensions by partitions consisting of shaped perforated strips supported in said trough so that light from lamps arranged in the trough is transmitted through said partitions to illuminate said open lateral extensions, in which latter cross-pieces are arranged at the angles of the outlines of said letter.

4. An advertising letter or like sign of trough form, wherein the trough body is shaped and dimensioned to comprise open lateral extensions adapted to form contrasting borders or shading, the normal contour of said trough being defined against said open lateral extensions by partitions consisting of shaped perforated members with strips of tinted, translucent material so as to form translucent colored partitions through which light is transmitted from lamps in said trough to illuminate said lateral extensions, in which extensions cross pieces are arranged at the angles of the outlines of said letter.

5. An advertising letter or like sign of trough form wherein the sides of the trough body are stepped and shaped and dimensioned to comprise open lateral extensions adapted to form contrasting borders or shading about said trough; shaped translucent partitions being mounted in the stepped portions of said trough so as to complete the outline of the latter against said open lateral extensions; the edges of said trough and of said partitions being flanged, while the front edges of said open lateral extensions extend slightly above the flanged front edges of said trough and its translucent partitions.

6. An advertising letter or like sign of trough form wherein the trough body comprises open lateral extensions adapted to form contrasting borders or shading, the normal contour of said trough being defined against said open lateral extensions by shaped translucent partitions supported in said trough, in the open face of which a silhouette device is arranged so as to leave a clear marginal space between the adjacent edges of the silhouette device and of said trough and its translucent partitions, so that light sources arranged within the trough are screened by said device which is outlined and silhouetted against the trough by light transmitted through said marginal spaces, while said open

lateral extensions are illuminated by light transmitted through said translucent partitions.

7. An advertising letter or like sign of trough form wherein the trough body comprises open lateral extensions adapted to form contrasting borders or shading, the normal contour of said trough being defined against said lateral extensions by shaped translucent partitions supported in said trough; a counterpart device arranged in the open face of said trough so as to screen light sources arranged therein, while leaving an outlining marginal space between the edges of said device and said trough, said silhouette device having a domed front and depending flanges that extend below horizontal flanges on the front edges of said trough and its translucent partitions.

8. An advertising letter or like sign of trough form wherein the trough body comprises open lateral extensions adapted to form contrasting borders or shading the normal contour of said trough being defined against said lateral extensions by shaped translucent partitions supported in said trough; a device detachably mounted in the open face of said trough so as to leave an outlining marginal space between the adjacent edges of said device and trough respectively, said silhouette device having a domed front and depending flanges.

In testimony whereof I affix my signature.
AUGUSTE HARRY BRACKENSEY.