

No. 878,301.

PATENTED FEB. 4, 1903.

A. B. MACKIE.
ADVERTISING DEVICE.

APPLICATION FILED OCT. 25, 1905.

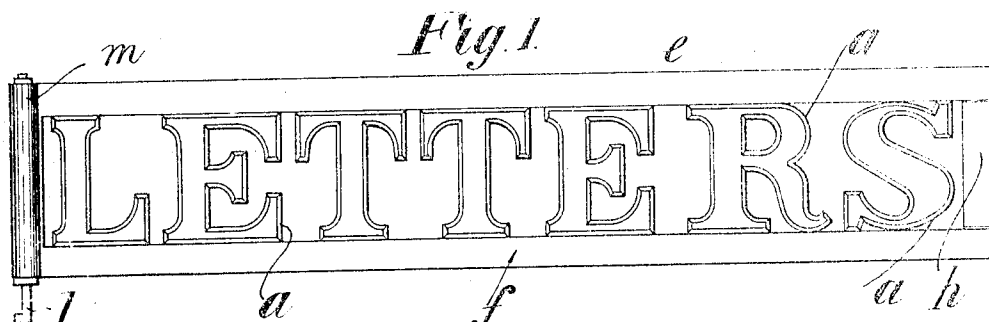


Fig. 2.

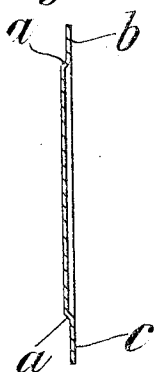


Fig. 3.

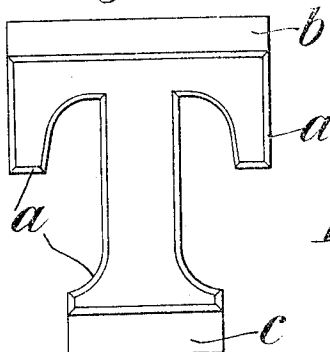


Fig. 4.

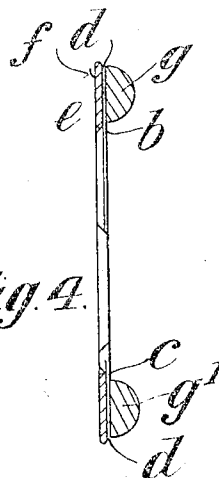


Fig. 7.

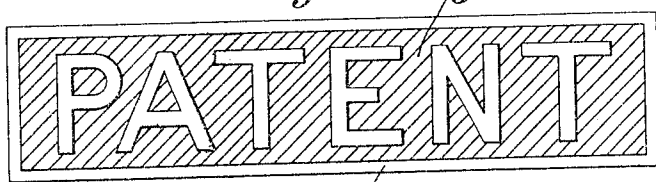


Fig. 8.

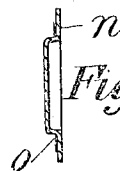
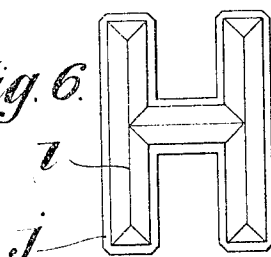


Fig. 5.



Fig. 6.



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UNITED STATES PATENT OFFICE.

ADAM BLACKWELL MACKIE, OF GLASGOW, SCOTLAND.

ADVERTISING DEVICE.

No. 878,301

Specification of Letters Patent.

Patented Feb. 4, 1908.

Application filed October 25, 1905. Serial No. 284,340.

To all whom it may concern:

Be it known that I, ADAM BLACKWELL MACKIE, of 37 Jamaica street, Glasgow, Scotland, enameler, have invented an Advertising Device, of which the following is a specification.

This invention relates to advertising devices.

Under this invention the letters or other devices are molded or stamped out of thin sheet celluloid in a special manner and are then put in a frame or attached to a window or other surface by means of an adhesive.

Figure 1 shows some of the celluloid letters fitted in a frame which can be hung or fixed against a wall or hinged to the side of a window. Fig. 2 is a vertical section and Fig. 3 a front view of one of the letters. Fig. 4 is a cross section of the frame with the letters therein. Fig. 5 is a cross section and Fig. 6 a front view of a letter suitable for attachment to a shop window. Fig. 7 is a front view and Fig. 8 a section of a celluloid notice or sign.

Referring to Figs. 1 to 4 each letter is made of thin celluloid and is stamped or molded with a narrow and beveled rearwardly projecting edge *a* all round it. This edge gives the appearance of solidity to the letters while at the same time stiffening them so that they do not readily bend. Each letter has flat extensions *b*, *c*, at top and bottom and these extensions are adapted to fit into slits or openings *d* in a thin wood frame *e*. This frame may have a flat front part *f* and rounded pieces *g*, *g'* at the back which extend longitudinally at top and bottom and give rigidity to the frame. It will be understood that the frame consists of the front part *f* which is rectangular but open at one end and that the strips *g* and *g'* are secured to it so as to leave the longitudinal slots or spaces *d* between the same and the part *f*, said strips being glued or otherwise fastened to the said frame along their edges and at their ends so as to leave the spaces or slots for the insertion of the letters. These letters can be either slid in from one end or bent slightly and their extensions *b*, *c*, pushed into the slots. After the letters have been inserted in the slots *d* of

the frame they may be secured in place by cement. The frame is closed by means of an end piece *h*. The frame with its lettering thereon can be hung against a wall or other surface or hinged or otherwise secured to it. When the frame is hinged to a wall or the like it may be provided with a pivot pin *l* which fits in a socket *m* in the end of the frame. The celluloid letters are colored and the light shining upon or through them gives a very pleasing effect.

The arrangement is very suitable for advertising articles in shops and public places.

For the purpose of advertising on shop windows or like surfaces I make the celluloid letters or devices in the manner shown at Figs. 5 and 6. The celluloid is stamped or molded of a hollow angular or prismatic shape as shown at *i* with a flat narrow edge *j* running all round. This edge serves for securing the letters to the window by means of an adhesive cement.

In the case of single letters or figures, etc. they would be preferably stamped out of sheet celluloid by means of a die or dies and thereafter cut and trimmed to shape. When there are a number of letters forming a word or words they may all be directly stamped or formed by means of a die or dies in a thin sheet of celluloid which latter with the words thereon can be secured to the surface or otherwise displayed.

Figs. 7 and 8 show a notice or sign which consists of a sheet of celluloid *n* which has the lettering or device embossed on it—thus the word "Patent" is shown embossed in Fig. 7. The celluloid is coated with a thin opaque varnish or the like indicated by the lines *o* round about the letters. The light shows through the letters only and makes a very attractive advertisement.

The celluloid is preferably made very thin so that the light will pass through and it may be colored with any desired color. As the letters are semi-transparent they form an advertisement by night as well as by day.

Having now fully described my invention, what I claim and desire to secure by Letters Patent is:—

A letter formed with a narrow beveled pro-

jecting edge all around it with flat extensions
beyond said edge at top and bottom, com-
bined with a frame inclosing said letter and
having strips thereon with slots between said
5 strips and the front part of the frame into
which said flat extensions fit, and means
closing the frame at one end, the other end
of said frame having a socket extended

across the width thereof and forming the end
of said frame and receiving a pivot pin. 10

In testimony whereof I affix my signature
in presence of two witnesses.

ADAM BLACKWELL MACKIE.

Witnesses:

WILLIAM FLEMING,

WILLIAM GALL.