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I. W. SMITH

1,735,883

ADVERTISING DISPLAY DEVICE

Filed Dec. 6, 1926

Fig. 1

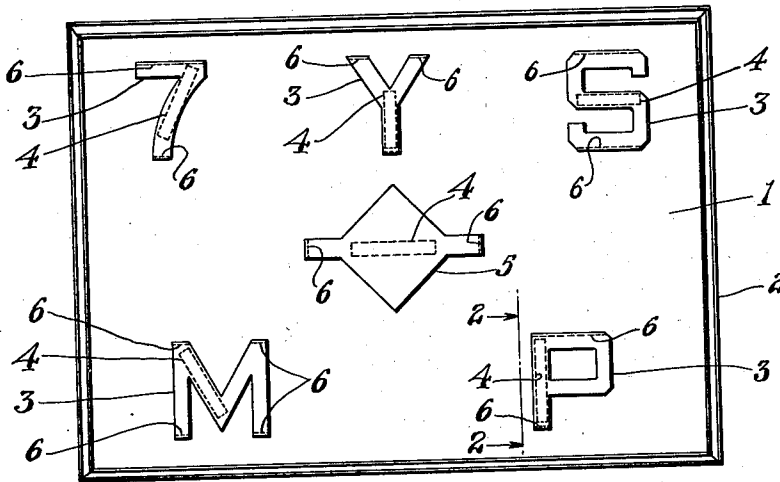


Fig. 2

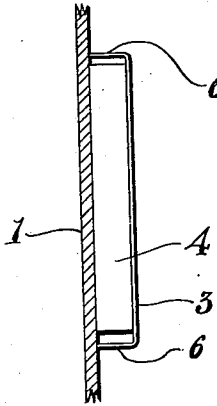


Fig. 3

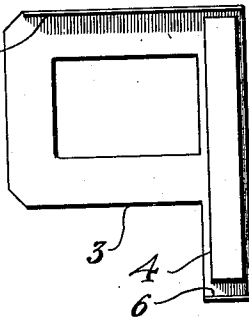


Fig. 4

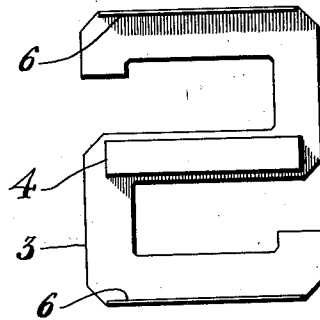


Fig. 5

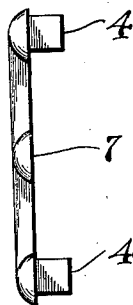
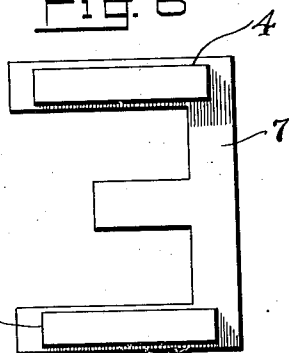


Fig. 6



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ADVERTISING DISPLAY DEVICE

Application filed December 6, 1926. Serial No. 152,833.

This invention relates to advertising display signs upon which the letters, numerals, characters or a facsimile of the article to be advertised are placed in any desired manner and which are caused to be held in position by means of magnetism.

The object of this invention is to produce an advertising display sign having a backing member or supporting surface of a magnetic metal such as soft iron to which small permanent magnets are held by their magnetic attraction; said permanent magnets having fastened to them, letters, numerals, characters or a facsimile of an article or articles to be advertised.

Another object of my invention is to produce a letter, numeral or facsimile of an article to be advertised to be used in connection with magnetic display signs, said letters, numerals, characters or facsimile being composed of a non-magnetic material such as card board, bakelite, insulating material, composition material, or preferably celluloid to which is securely fastened by any suitable means a small permanent magnet.

Another object of my invention is to produce a letter, numeral, character or facsimile of an article to be advertised which will be flexible and not easily destroyed when handled, and which will be very light in weight so that a small permanent magnet secured to its rear surface may hold it in any desired position upon a supporting surface of magnetic metal.

Another object of my invention is to produce a display sign upon which letters, numerals, characters or a facsimile of an object or article may be placed in any desired order and which may be readily changed at will without defacing the supporting member or injuring the letters, numbers, characters or facsimile.

A further object of my invention is to produce a magnetic display sign which will be a permanent fixture due to its characters being magnetically applied and which will be attractive in appearance, and inexpensive to manufacture.

With these and other objects in view, to be more fully set forth hereinafter, the inven-

tion consists in the novel construction, combination of elements and arrangement of parts which will be exemplified in the operation and construction herein described in the following specification and illustrated in the accompanying drawings.

The invention will first be described in connection with the accompanying drawings, wherein similar reference characters are used to designate corresponding parts throughout the several views, and more specifically defined and indicated in the appended claims.

The inventive idea involved is capable of receiving a variety of mechanical expressions, one of which, for the purpose of illustration is shown in the accompanying drawings, in which:—

Fig. 1 illustrates a front view of my magnetic display sign with letters, numerals and a facsimile of an object or article to be advertised in position;

Fig. 2 is an enlarged side view taken on the line 2—2 of Fig. 1 (letter P) illustrating how the letters, numerals or a facsimile is magnetically held in position upon the supporting member;

Fig. 3 is a rear view of the letter P;

Fig. 4 is a rear view of the letter S;

Fig. 5 is an end view of a modified form of letter of non-magnetic material having two permanent magnets secured thereto to hold it in position upon a magnetic metal due to its increased weight; and

Fig. 6 is a rear view of same.

Referring to the drawings, numeral 1 represents a supporting member of magnetic metal such as soft sheet iron around which is placed the frame or edging 2. The letters and numerals 3 and the facsimile 5 may be of any desired type and size, and composed of any non-magnetic material which will be flexible and light in weight, preferably celluloid, the surface of which may be decorated to suit a particular article to be advertised or to match any desired color scheme. The permanent magnet 4 is securely fastened to the rear surface of the letters and numerals 3 and facsimile 5 by means of cement or any one of many other suitable means. The flanges 6, integral with the letters, numerals

and facsimile, serve to preserve the relation of the latter parallel with the surface of the supporting member when one permanent magnet is used as illustrated in Figures 1, 2, 3 and 4. The flanges 6 serve as spacing members which when placed in contact with the supporting member 1, but with the letters or numerals 3 slightly canted, space the magnets from the background or member 1. In this position the letters can be moved around freely, spaced and adjusted and, when in proper position, can be rotated upon their flanges 6 as fulcrums, bringing the magnets down upon the surface of the member 1, to retain the letter in position and thus avoid all sliding or frictional movement of the hard steel magnets over the finished surface of the member 1.

In Figs. 5 and 6 I have illustrated a modified form of letter 7 composed of heavy material in which the supporting edge 6 is dispensed with, but owing to the weight of the letter I employ a plurality of permanent magnets 4 to retain or hold the same in proper position on the supporting member 1.

In accordance with the provisions of the patent statute, I have described my invention, but I desire it understood that it is not confined to the particular form shown and described, the same being merely illustrative, and that the invention can be carried out in other ways without departing from the spirit of my invention, and therefore, I claim broadly the right to employ all equivalent instrumentalities coming within the scope of the appended claims, and by means of which, objects of my invention are attained and new results accomplished, as it is obvious that the particular embodiments herein shown and described are only some of many that can be employed to attain these objects and accomplish these results.

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

1. In a display device, a background member having a magnetic surface and a detachable character unit, the latter comprising a plate having a fulcrum member of non-magnetic material, upon its rear face adjacent a margin thereof, a permanent magnet secured to said rear face in spaced relation to said fulcrum member, said magnet being so proportioned as to contact with and adhere to said surface when said fulcrum member is placed upon said surface and said plate is swung upon said fulcrum member to a position substantially parallel to said surface.

2. In a display device, a background member having a magnetic surface and a detachable character unit, the latter comprising a plate having a fulcrum member upon its rear face, said member comprising spacing means of non-magnetic material adjacent a margin of said plate, a permanent magnet secured to

said rear face in spaced relation to said fulcrum member, said magnet being so proportioned as to contact with and adhere to said surface when said plate is swung upon said fulcrum member to a position substantially parallel to said surface.

3. In a display device, a background member having a magnetic surface and a detachable character unit, the latter comprising a plate having a fulcrum member upon its rear face, said fulcrum member comprising a non-magnetic marginal flange, a permanent magnet secured to said rear face in spaced relation to said flange, said magnet being so proportioned as to contact with and adhere to said surface when said plate is swung upon said flange to a position substantially parallel to said surface.

4. In a display device, a background member having a magnetic surface and a detachable character unit, the latter comprising a plate of thin non-magnetic material having an integral backward turned marginal flange, a permanent magnet secured to the rear face of said plate in spaced relation to said flange, said magnet being so proportioned as to contact with and adhere to said surface when said flange is placed upon said surface and said plate is rotated upon the edge of said flange as a fulcrum to a position substantially parallel to said surface.

This specification signed this 29th day of November, 1926.

IRA W. SMITH.