Aug. 27, 1929. E. C. HAKE 1,726,148

ADVERTISING DEVICE

Filed June 21, 1926 2 Sheets-Sheet 1

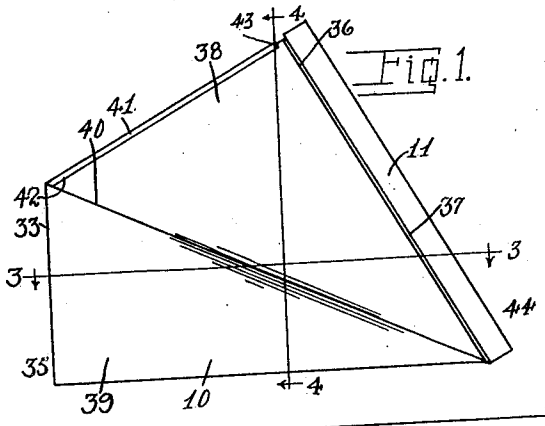


Fig. 1.

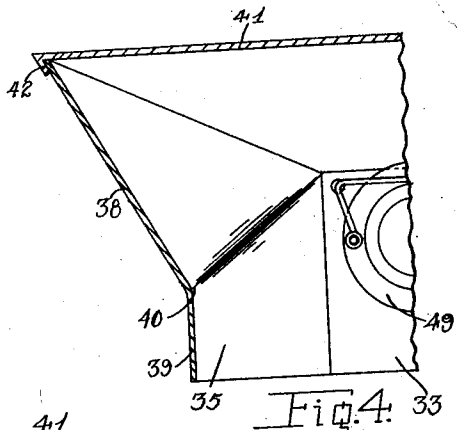


Fig. 4.

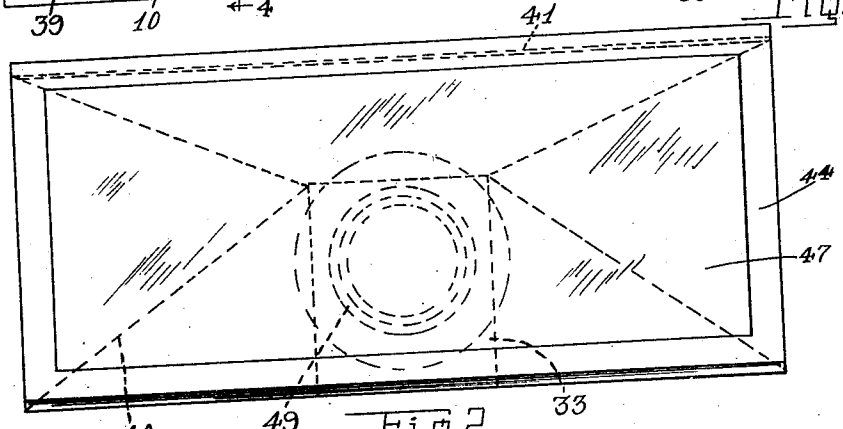


Fig. 2.

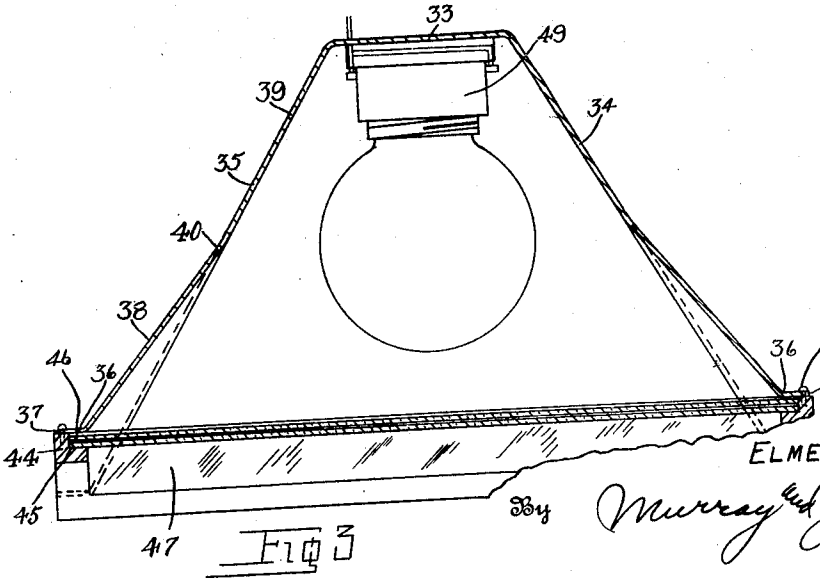


Fig. 3

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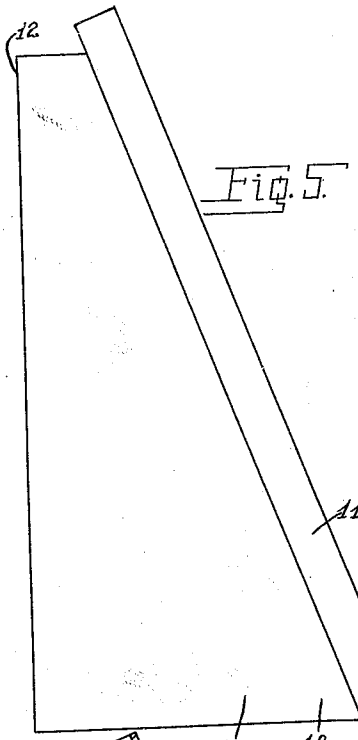


Fig. 5.

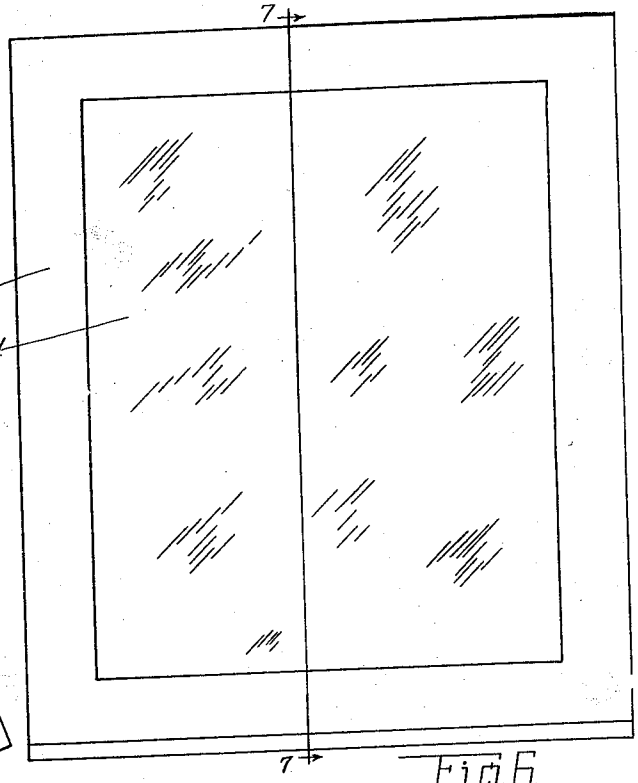


Fig. 6.

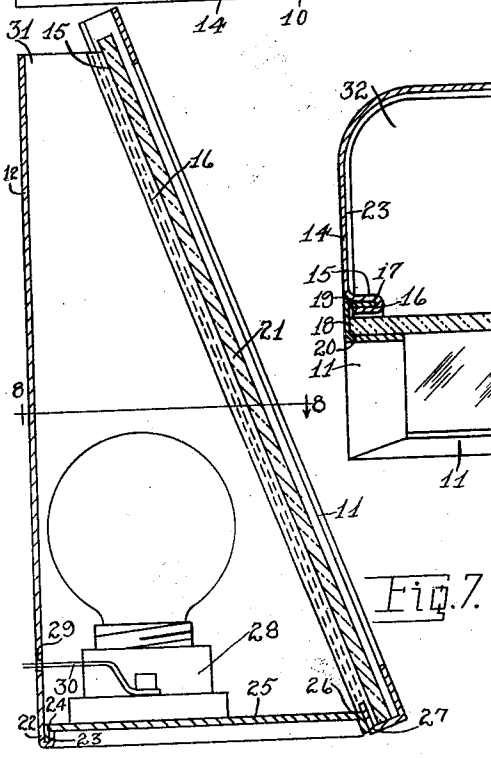


Fig. 7.

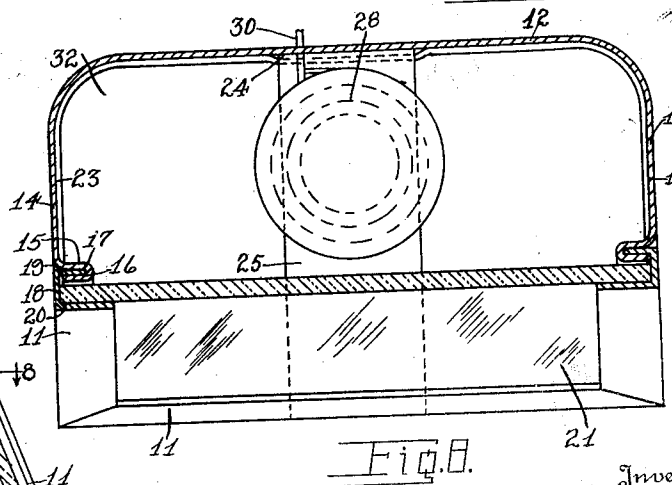


Fig. 8.

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Patented Aug. 27, 1929. 1,726,148

UNITED STATES PATENT OFFICE.

ELMER C. HAKE, OF CINCINNATI, OHIO, ASSIGNOR TO THE LUDLOW MANUFACTURING COMPANY, OF LUDLOW, KENTUCKY, A CORPORATION OF KENTUCKY.

ADVERTISING DEVICE.

Application filed June 21, 1926. Serial No. 117,364.

This invention relates to improvements in electric display signs.

An object of my invention is to provide an electric sign that is simple of construction, wherein the sign casing is bent into form in one stamping operation.

Another object of my invention is to provide a sign comprising a one piece casing having an inclined front whereby the indicia carried by the front of the sign may be easily read from all directions.

Another object of my invention is to provide a device of this type that is inexpensive to manufacture and presents a neat and pleasing design when it is complete. These and other objects are attained by the means described herein and disclosed, in the accompanying drawings, wherein:

Fig. 1 is a side elevation of a display sign having embodied therein my invention.

Fig. 2 is a front elevation of the device shown in Fig. 1.

Fig. 3 is a sectional view taken on line 3—3 of Fig. 1.

Fig. 4 is a sectional view taken on line 4—4 of Fig. 1.

Fig. 5 is a side elevational view of a modified form of a display sign having embodied therein my invention.

Fig. 6 is a front elevation of the device shown in Fig. 5.

Fig. 7 is a sectional view taken on line 7—7 of Fig. 6.

Fig. 8 is a sectional view taken on line 8—8 of Fig. 7.

Broadly, my invention contemplates a casing 10 having secured thereto a rectangular frame 11. The casing 10 comprises a back 12 and side members 13 and 14. The free edge 15 of the sides 13 and 14 are biased and extend upwardly toward the back 12. The free edge 15 of the sides 13 and 14 are bent upon themselves, whereby a U-shaped structure 16 results, having a way 17 extending the length of the sides 13 and 14. The way 17 is adapted to receive and retain in position the rectangular frame 11.

The frame 11 may be of sheet metal having a substantial U-shaped cross section, as shown in Fig. 8. The frame 11 comprises a base 18 from which may extend the legs 19 and 20. The leg 19 is adapted to be received in the way 17 formed along the inclined end 15 of the sides 13 and 14. The frame 11 receives between its forward leg 20 and the edge 15 of the casing 10 a suitable transparent or translucent sign 21.

A lower end 22 of the back 12 may be bent upon itself to form a seam 23 in which one end 24 of a strap 25 may be received. The opposite end 26 of the strap 25 is secured in any suitable manner to the lower end 27 of the frame 11. The strap or reinforcing bar 25 serves as a base upon which a suitable lamp socket 28 may be mounted. The back 12 may be provided with a perforation 29 through which the feed or electric wires 30 may be passed to be secured to the lamp socket 28.

It should be noted that the sign disclosed in Figs. 5 to 8 inclusive comprises a single piece of sheet metal from which the back 12 and ends 13 and 14 are formed. It should further be noted that this structure provides an open top 31 and open bottom 32 thereby affording sufficient circulation through the sign to prevent undue heat within the casing 10.

The device disclosed in Figs. 1 to 4 inclusive comprises, similar to device disclosed in Figs. 5 to 8, a back 33 and sides 34 and 35 formed from a single piece or strip of sheet metal. The sides 34 and 35 are bent at an obtuse angle to the back 33, the free edges 36 of which are biased and extend upwardly and toward the back 33. The free edges 36 of the sides 34 and 35 are bent at an angle to the said sides 34 and 35 to a plane parallel with the back 33 whereby a flange 37 is provided. The sides 34 and 35 are divided into two portions, an upper portion 38 and a lower portion 39, by a bend 40 extending from opposite corners of the sides. The lower portion 39, as was stated above, is bent at an obtuse angle to the back 33 and the upper portion 38 is bent at an obtuse angle to the lower portion 39, as disclosed in Fig. 4. A suitable cover 41 may be provided, having the opposite ends thereof bent at an angle to provide a flange 42 whereby the cover 41 is secured to the sides 34 and 35. It should be noted that the forward edge 43 of the cover 41 is spaced from the free edge 36 of the sides 34 and 35 whereby an opening is provided through which heat may escape from within the casing.

A suitable rectangular frame 44 may be provided for attachment to the flange 37 formed at the forward end of the sides. As shown in Fig. 3 this frame, 44, may be solid having a notch 45 formed therein whereby a way 46 is formed intermediate the frame

44 and flange 37. The way 46 being adapted to receive a transparent or translucent plate 47. The frame 44 being secured to the casing in any suitable manner such as by nails or the like 48 fastened through the flange 47 into the frame 44.

A suitable light socket 49 may be secured to the back 33 of the casing and extending longitudinally thereof.

It should be noted that the flange 37 of the sides 34 and 35 may be bent upon itself to form a seam whereby a frame similar to frame 11 may be used in lieu of the frame shown in Fig. 3. Conversely, the seam disclosed in Fig. 8 may be eliminated and a flange formed thereon to which the frame disclosed in Fig. 3 may be used with the casing disclosed in Fig. 8.

It must be readily evident that these devices are cheap to manufacture, yet produce a device that is pleasing to the eye and sturdy of construction.

What I claim is:

1. A display sign of the class described comprising a casing having a back and integral sides, the free edges of the sides being bent upon themselves to form grooves and being inclined toward the back to provide a restricted opening at the upper ends of the sides and back, a front frame comprising flanges in spaced relation one of the flanges being received in the grooves to secure the frame to the casing, and an advertising card slidably received in the frame between the flange and the free edges of the sides.

2. A display sign of the class described comprising a casing having a back and integral sides, the free edges of the sides being bent upon themselves to form grooves, and being inclined toward the back to provide a restricted opening at the upper end of the sides and back, a front frame comprising flanges in spaced relation, one of the flanges being received in the grooves to secure the frame to the casing, a reinforcing bar having its opposite ends secured to the lower ends of the back and front frame, a light generating means secured to the reinforcing bar, and an advertising card slidably received by the front frame through which the light rays may penetrate.

In testimony whereof, I have hereunto subscribed my name this 18th day of June, 1926.

ELMER C. HAKE.