Mar. 13, 1923.

1,448,625.

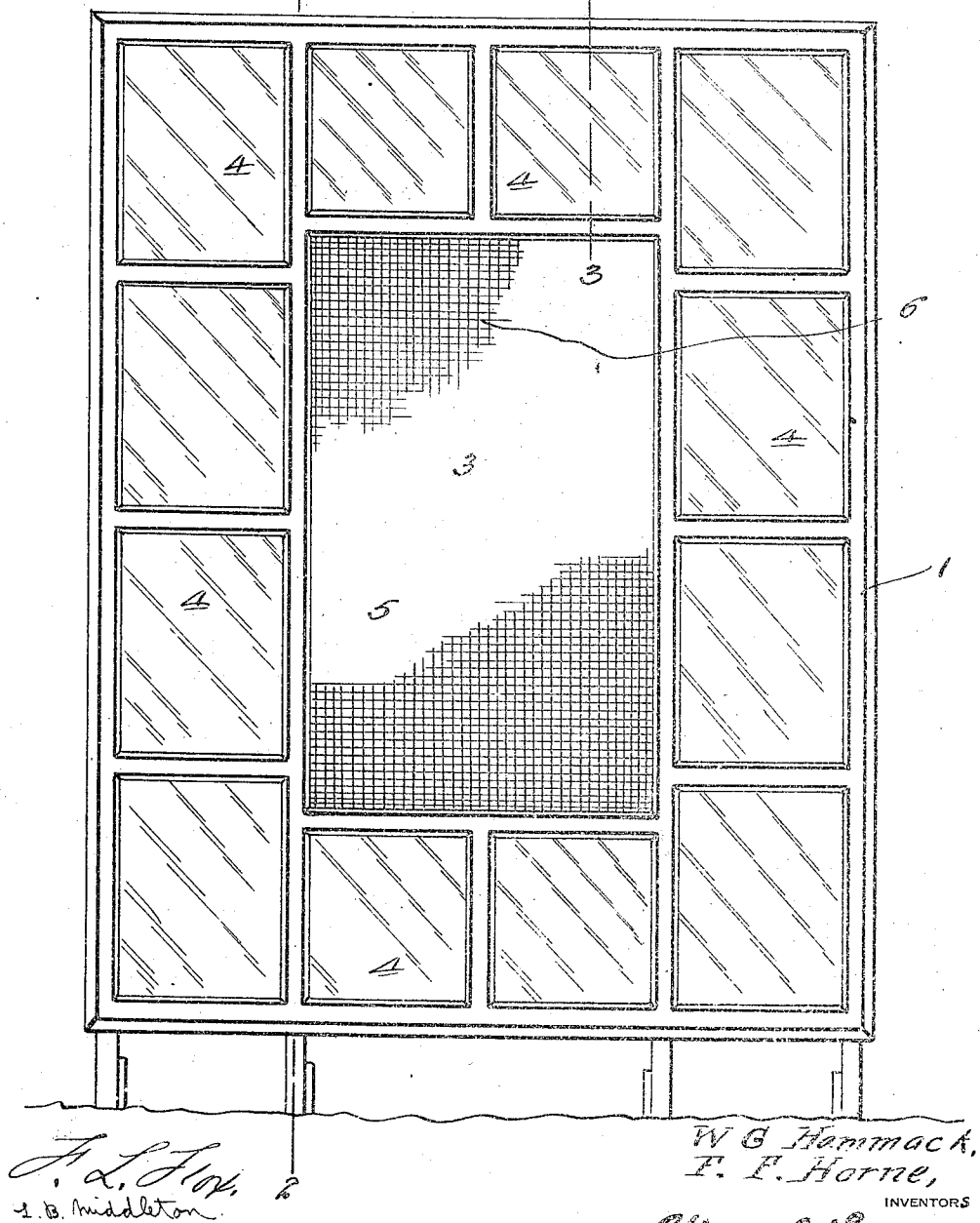
W. G. HAMMACK ET AL.

ADVERTISING DEVICE.

FILED JUNE 9, 1922.

3 SHEETS—SHEET 1.

Fig. 1.



F. L. Flint
J. B. Middleton
WITNESS

W. G. Hammack,
F. F. Horne,
INVENTORS

BY Victor J. Evans
ATTORNEY

Mar. 13, 1923.

1,448,625.

W. G. HAMMACK ET AL.

ADVERTISING DEVICE.

FILED JUNE 9, 1922.

3 SHEETS—SHEET 2.

Fig. 2.

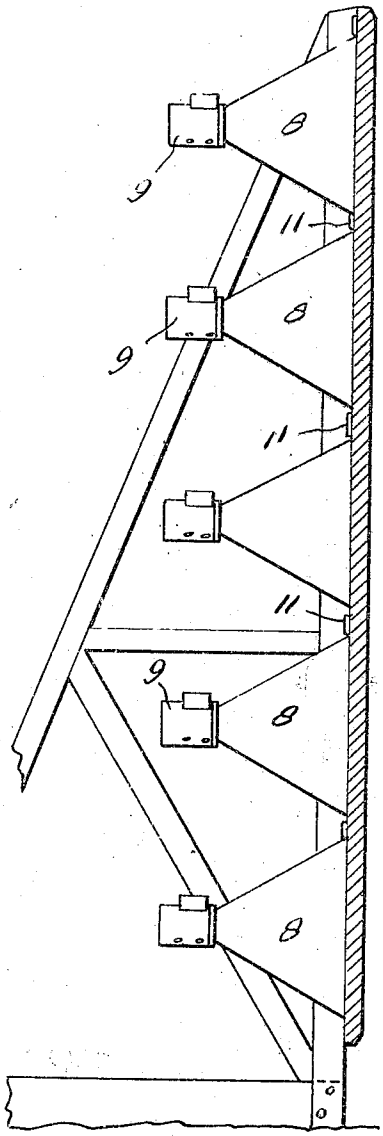


Fig. 3.

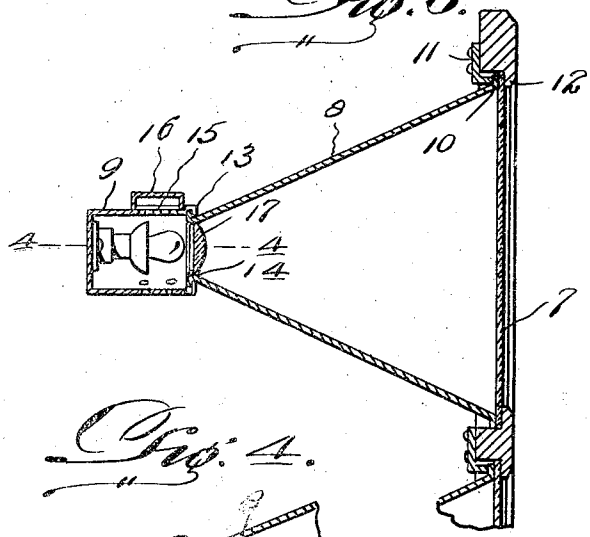


Fig. 4.

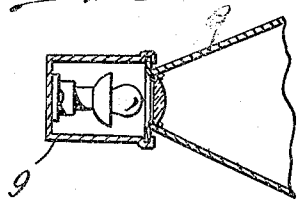


Fig. 5.

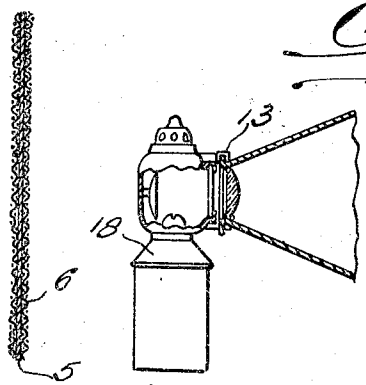


Fig. 6.

F. L. Fox
L. G. Middleton

WITNESS.

W. G. Hammack,
F. E. Horne,
INVENTORS

BY Victor J. Evans

ATTORNEY

Mar. 13, 1923. 1,448,625.

W. G. HAMMACK ET AL

ADVERTISING DEVICE.

FILED JUNE 9, 1922. 3 SHEETS—SHEET 3.

Fig. 7.

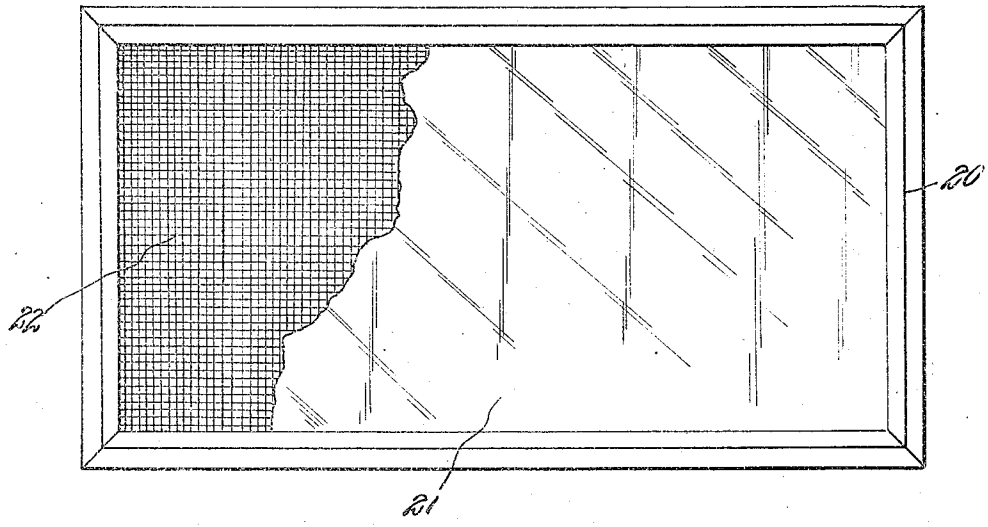


Fig. 8.

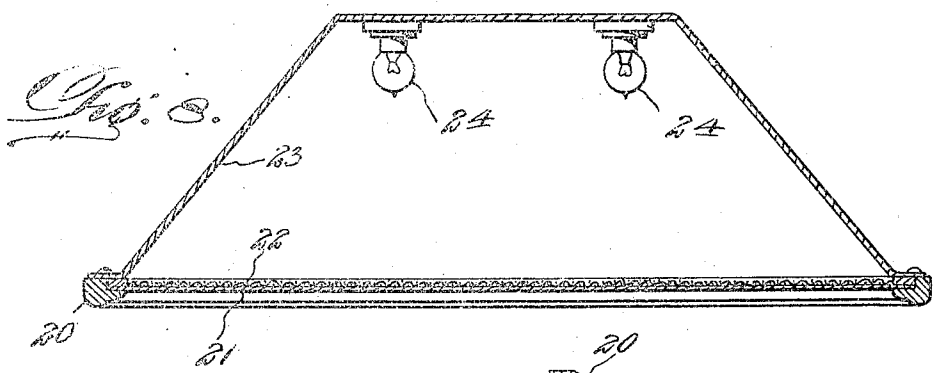
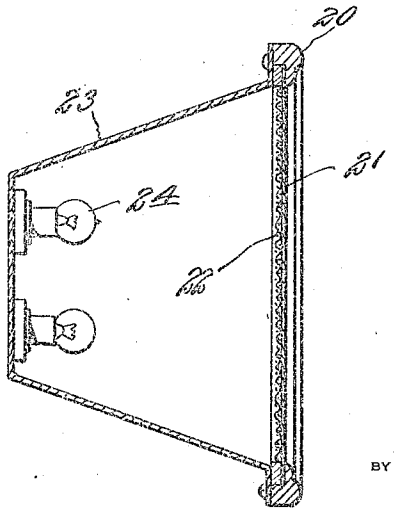


Fig. 9.



F. L. Fox
L. B. Middleton
WITNESS:

W. G. Hammock,
F. F. Horne,
INVENTORS
BY Victor J. Evans
ATTORNEY

Patented Mar. 13, 1923. BEST AVAILABLE COPY 1,448,625

UNITED STATES PATENT OFFICE.

WALTER G. HAMMACK AND FREDERICK F. HORNE, OF HATTIESBURG, MISSISSIPPI, ASSIGNORS, BY DIRECT AND MESNE ASSIGNMENTS, TO ILLUMNO SIGN COMPANY, OF HATTIESBURG, MISSISSIPPI, A CORPORATION OF MISSISSIPPI.

ADVERTISING DEVICE.

Application filed June 9, 1922. Serial No. 567,090.

To all whom it may concern:

Be it known that we, WALTER G. HAMMACK and FREDERICK F. HORNE, citizens of the United States, residing at Hattiesburg, in the county of Forrest and State of Mississippi, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to a device for displaying advertising matter and the like, the general object of the invention being to so simplify the construction that the device can be manufactured very cheaply and to so arrange the illuminating means that the device can be lighted with the minimum amount of fuel or current and will require but little attention, so that the device can be used in localities where it is impossible to get electricity and which are difficult of access.

Another object of the invention is to provide means for diffusing the light rays so that all parts of the sign will be illuminated evenly and without causing spots which are brighter than the rest of the sign.

A still further object of the invention is to provide a cloth upon which the sign is printed or otherwise placed with a screen for supporting the cloth against movement by wind and the like and for diffusing the rays of light, said cloth being treated to add to its transparency and to protect it from the elements.

This invention also consists in certain other features of construction and in the combination and arrangement of the several parts, to be hereinafter fully described, illustrated in the accompanying drawings and specifically pointed out in the appended claims.

In describing our invention in detail, reference will be had to the accompanying drawings wherein like characters denote like or corresponding parts throughout the several views, and in which:—

Figure 1 is a front view of a sign board constructed in accordance with our invention.

Figure 2 is a section on line 2—2 of Figure 1.

Figure 3 is a section on line 3—3 of Figure 1.

Figure 4 is a section on line 4—4 of Figure 3.

Figure 5 is a sectional view showing a modified form of lamp.

Figure 6 is a sectional detail view through the map supporting means.

Figure 7 is a face view, with parts broken away of a single sign.

Figure 8 is a longitudinal sectional view through Figure 7.

Figure 9 is a transverse sectional view.

As before stated, the main object of the invention is to provide a sign which may be manufactured very cheaply and which can be illuminated by a comparatively small number of lamps of small size so that the lamps can be lighted by a small battery or if an oil lamp is used, the consumption of oil will be very slight. Thus the lamps can be kept lighted at all times so that the device will need but very little attention and the expense of current at the sign will be held at the minimum.

We prefer to make the transparent part of the sign from cloth upon which the advertising matter or the like is printed or otherwise placed. The cloth is then treated with varnish or the like to make it more translucent and to protect it from the elements. A strip of wire mesh is also placed in rear of the cloth to support the same and this screen also acts to diffuse the rays of light and adds to the attractiveness of the sign when the same is in use.

Referring to Figures 1 to 6, 1 indicates the sign board which may be supported by the legs 2 or in any other suitable manner. This board is provided with a large central opening 3 and smaller openings 4 which are arranged around the large opening. This opening 3 may contain a sheet 5 which may be provided with a map showing the roads in the vicinity in which the sign is placed. A screen 6 is placed in the opening upon each face of the map so as to hold the same against movement by the wind or the like and to diffuse the light rays. This map sheet is treated as before explained. Transparent plates 7 are placed in the openings 4, these plates having placed thereon the advertising matter. The map and the plates are illuminated by lamps placed in rear of the board. These illuminating means each consists of a conical shaped casing 8 which carries a lamp casing 9 at its small rear end. The large end of the casing is provided with

a flange 10 which engages the rear face of the plate or of the map and an L-shaped plate 11 is secured to the rear face of the sign board with its short limb projecting into the opening and engaging the top flange of the casing 8. This arrangement of parts will support the top of each casing 8 so that the weight of the parts will act to hold the plate 7 against the beads 12 of the board with the flanges of the casing 8 against the rear face of the plate, as shown in Figure 3. When a new plate is to be inserted it is simply necessary to move the casing 8 upwardly so as to free its upper flange 10 from the L-shaped plate 11, then the plate 7 can be removed and a new one inserted. This casing 8 also acts to direct the rays of light from the lamp through the plate 7. The lamp casing 9 is detachably connected with the small end of the casing 8 by having guideways 13 thereon for engaging the flanges 14 on the small end of the casing 8. The guideways are formed on the sides and top of the lamp casing but not on the bottom so that the lamp casing can be removed from the casing 8 by simply moving it inwardly. The lamp casing is provided with the perforations 15 for permitting circulation of air therethrough, the upper ones being covered by the shield 16. The lens 17 is suitably secured in the small end of the casing 8 so that the lamp can be moved without interference upon the part of the lens. Instead of using an electric lamp, as shown in Figures 3 and 4, an oil burning lamp can be used, as shown at 18 in Figure 5. This lamp is provided with the guideways 13′ for engaging flanges on the small end of the casing as before explained. We may provide a plurality of lamps for illuminating the map, as shown in Figure 2.

From the above it will be seen that the sign board will present an attractive appearance, the parts are easily accessible for repairing or other purposes, the parts are weather proof due to the arrangement of the overlapping parts and the entire construction is such that it can be put up with very little expense.

Figures 7, 8 and 9 show a frame 20 which carries a sheet 21 and a screen 22 which is placed in rear of the sheet. This sheet contains the advertising matter and the like and is treated as before explained to make it weather proof. A frustoconical casing 23 is secured to the rear of the frame and the bottom of this casing carries the lamps 24 which are supplied with current from any suitable source. The lamps are so placed in relation to the sheet that all parts of said sheet will be illuminated evenly and as the lamps are enclosed in the casing and all the rays must pass through the sheet the device can be illuminated with but a few lamps, the figures showing four lamps. These lamps are also of small size so that they can be lighted by the minimum amount of current and they can be kept lighted both day and night so that the sign will need no attention except to renew the lamps if they should burn out and renew the battery if a storage battery is used. As before stated the treatment of the sheet and the screen in rear of the same will act to cause the rays of light to evenly illuminate the sheet, preventing spots on the sheet which are caused by the improper diffusion of the light rays. Thus a sign constructed in accordance with Figures 7, 8 and 9 can be manufactured to sell at low cost and the up-keep of such a sign will be very inexpensive.

It is thought from the foregoing description that the advantages and novel features of the invention will be readily apparent.

We desire it to be understood that we may make changes in the construction and in the combination and arrangement of the several parts, provided that such changes fall within the scope of the appended claims.

What we claim is:—

1. A sign board of the class described having a plurality of openings therein, a translucent member in each opening, a casing at the rear of each member, each casing being provided with a flange for engaging the rear of the member, a strip at the top of each opening and bearing against the upper flange of the casing for holding the casing and member in position, a lamp casing and means for detachably connecting it with the casing.

2. A sign board of the class described having a plurality of openings therein, a translucent member in each opening, a casing at the rear of each member, each casing being provided with a flange for engaging the rear of the member, a strip at the top of each opening and bearing against the upper flange of the casing for holding the casing and member in position, a lamp casing and means for detachably connecting it with the casing, such means consisting of guideways on the lamp casing and flanges on the main casing engaging the guideways and a lens carried by each of the main casings.

3. A sign board of the class described having an opening therein, a translucent member placed in the opening, a conical frame having a flange at its large end engaging the rear face of the transparent member, an L-shaped strip at the rear of the board at the upper edge of the opening, one limb bearing against the upper flange of the casing, flanges on the small end of the casing, a lamp casing having guideways thereon for engaging the flanges and a lens at the small end of the main casing.

4. A sign board of the class described having an opening therein, a member hav-

ing advertising matter thereon covering the opening and treated with a water proofing material which also renders the member translucent, a wire screen at the front and rear of the member for holding it rigid and protecting the same, the rear screen also acting to diffuse the rays of light passing through the member and illuminating means in the rear of the member.

5. A sign board of the class described comprising a casing having an opening in its front, a cloth covering the opening and treated with a water proofing material to render the same translucent, a wire screen at the front and rear of the cloth to hold it rigid and protect the same, the rear screen also acting to diffuse the rays of light and a lamp in the casing in rear of the cloth.

In testimony whereof we affix our signatures.

WALTER G. HAMMACK.
FREDERICK F. HORNE.