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N. RAIZNER

2,123,801

ADVERTISING DEVICE

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Fig. 1

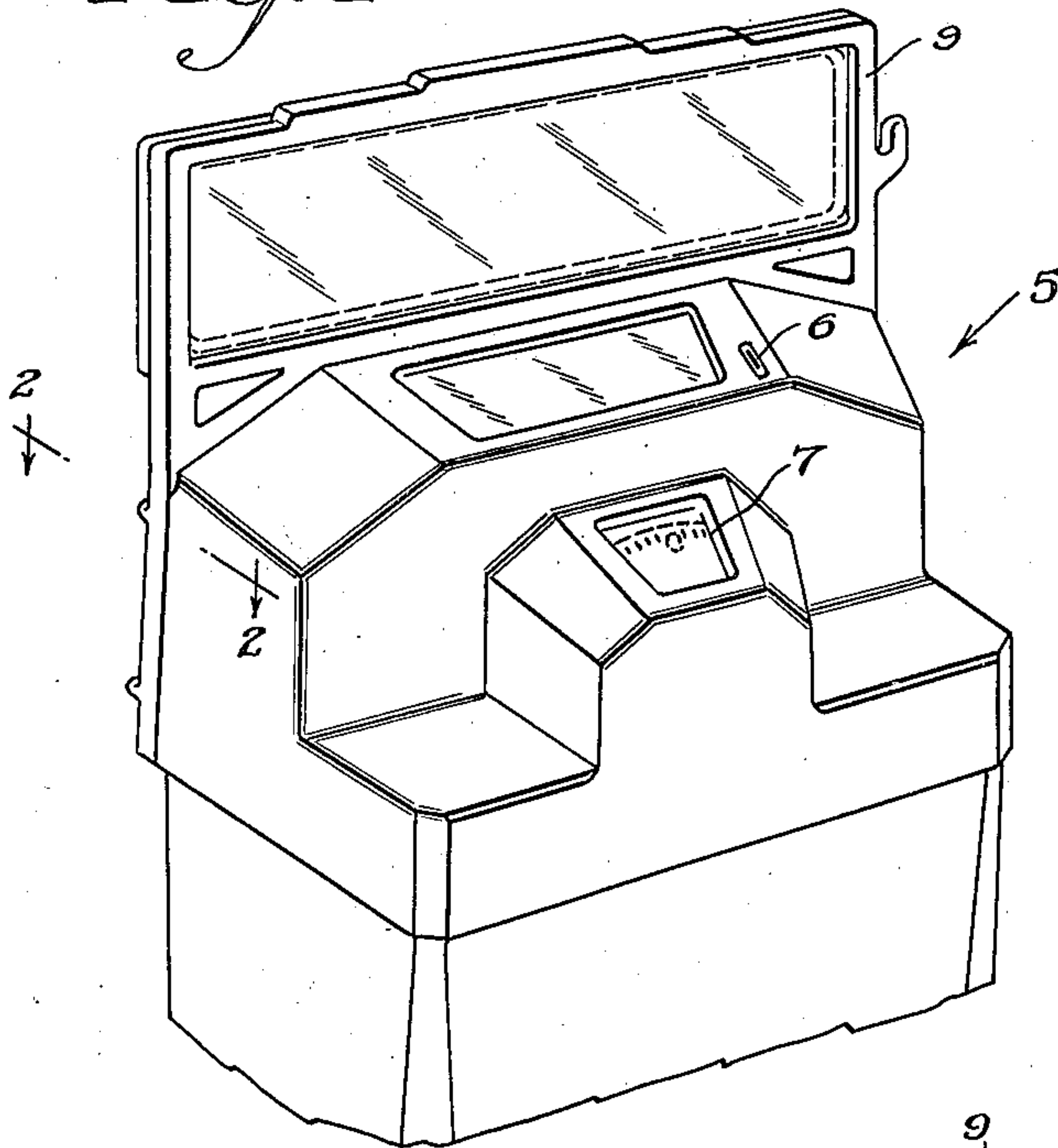


Fig. 2

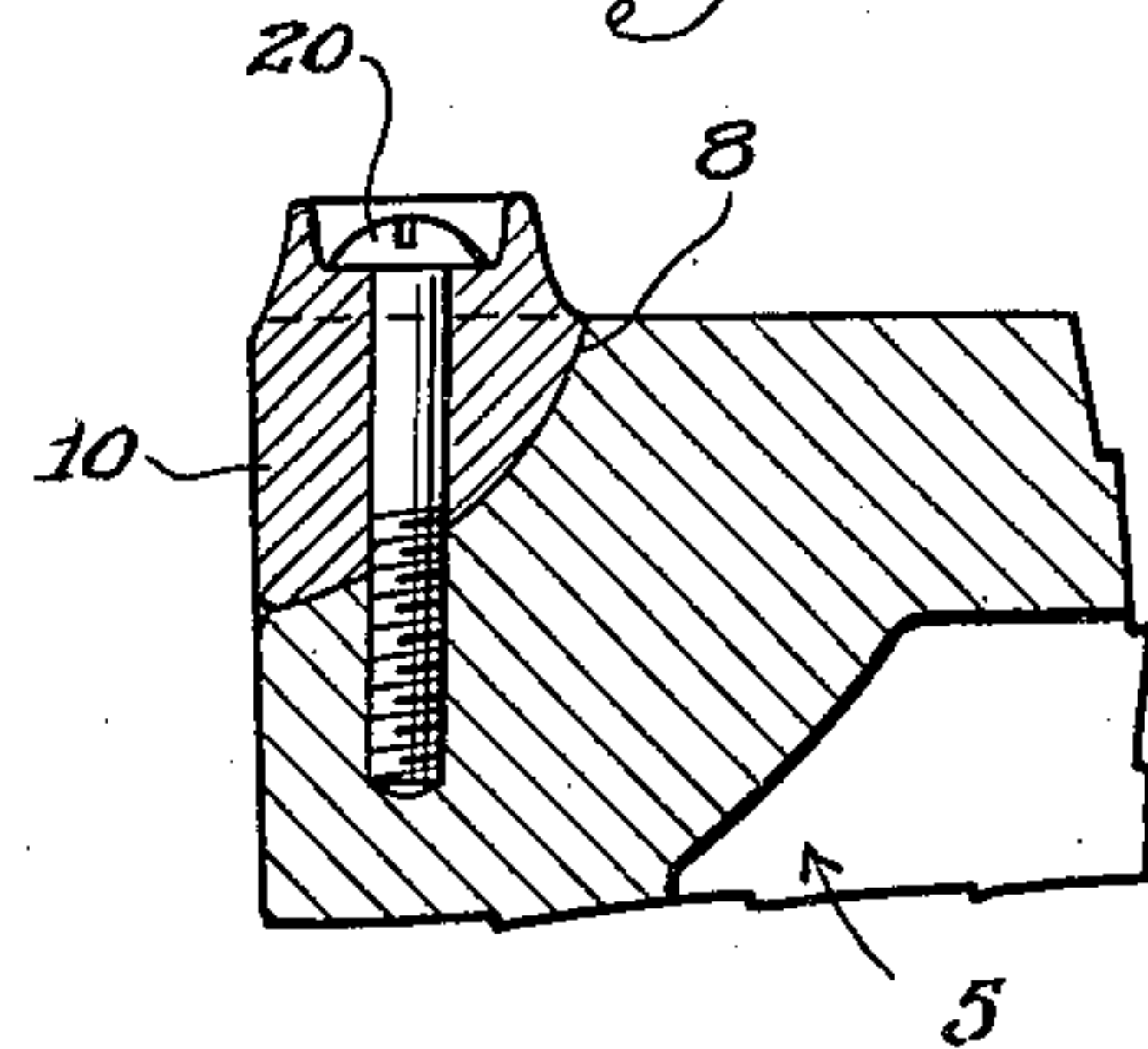


Fig. 3

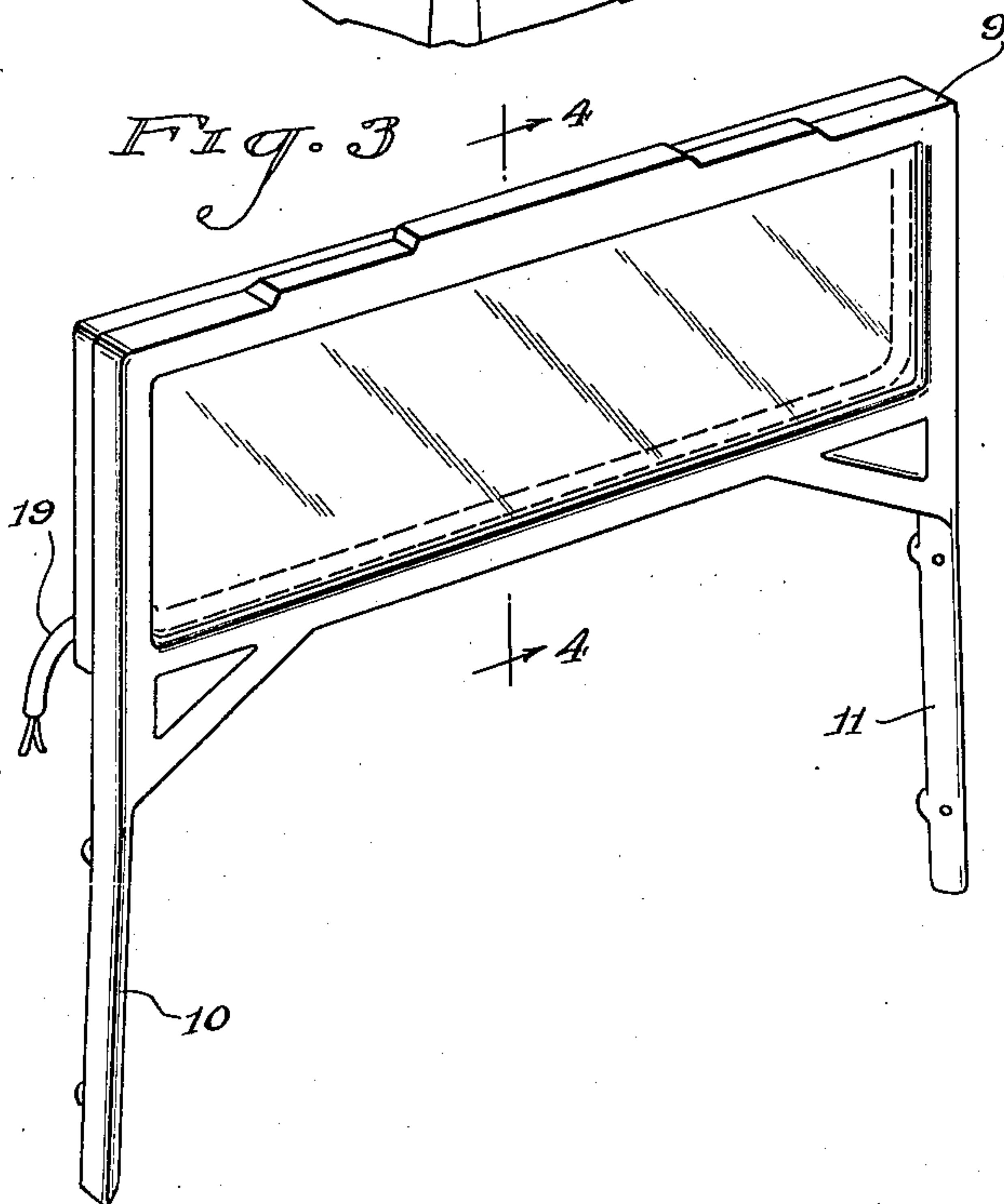
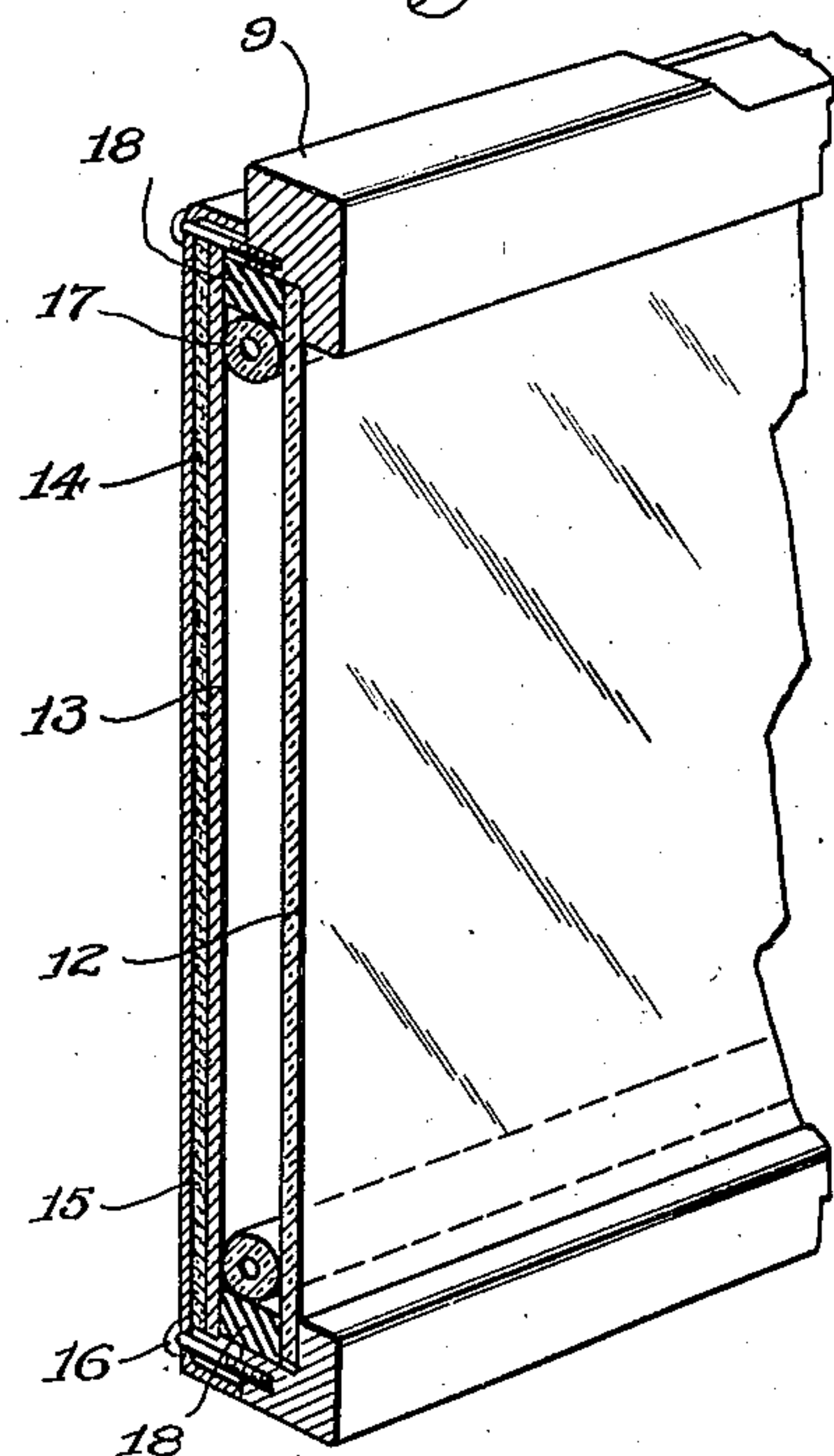


Fig. 4



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ADVERTISING DEVICE

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Application January 23, 1937, Serial No. 122,044

1 Claim. (Cl. 40—125)

The present invention relates to an illuminated advertising device preferably adapted for use with coin controlled scales.

The primary object of the invention is the provision of an advertising device adapted to be attached to the back of scales and positioned in such a manner that the advertising material appearing thereon will be readily noticeable to the user of the scales.

A further object of the invention is to provide an advertising device including a frame for use in conjunction with a casing of essentially rectangular outline and having substantially vertically positioned grooves formed in edge portions thereof, such as the conventional type of scales casing, said frame having a pair of depending legs or supports extending therefrom, receivable in said grooves and disposed in the same plane but at a very small angle more than a right angle relative to the body of the frame, so that the legs are spaced further apart at their distal than at their proximal ends, thereby facilitating attachment of the frame to the casing by positioning said legs in said grooved casing edge portions.

The invention will be fully and comprehensively understood from a consideration of the following detailed description when read in connection with the accompanying drawing which forms part of the application.

In the drawing:

Fig. 1 is a perspective view illustrating the device attached to a conventional form of scales, a portion of the scales being also shown in perspective.

Fig. 2 is a sectional view being taken substantially on line 2—2 of Fig. 1 and illustrating the manner in which a leg portion of the device is attached to the scales.

Fig. 3 is a perspective view of the device apart from the scales; and

Fig. 4 is a sectional view taken substantially on line 4—4 of Fig. 3.

Referring to the drawing for a more detailed description thereof, a conventional type of scales casing is indicated generally by the numeral 5 and includes a coin slot 6 and weight-indicating dial 7 which rotates upon the deposit of a coin to indicate the correct weight of the user. In a scales casing of this type, each of the back edges is usually provided with a grooved or inwardly concaved surface 8, see Fig. 2, for properly finishing the casing edge and to present a rounded corner. As is well known, scales casings are usually constructed of a material which is liable

to chip and sharp corners are therefore objectionable. The legs of the frame forming a part of the new device are receivable within this concaved portion and attached thereto as illustrated in Fig. 2 of the drawing.

Referring to Fig. 3, it will be seen that the device includes a substantially rectangular frame 9 having integral therewith the depending legs or supports 10 and 11, said legs being substantially triangular in cross-sectional outline and disposed in the same plane but at a very small angle more than a right angle relative to the frame, as clearly illustrated, whereby the legs are spaced further apart at their distal than at their proximal ends, thereby facilitating attachment of the frame to the casing by positioning said legs in said grooved casing edge portions 8, hereinbefore referred to. Mounted within the frame 9 is a transparent glass panel 12 and a backing strip 13, preferably provided with letters or other advertising matter adapted to be mounted thereon. A rear panel 14 is removably attached to the frame 9, and positioned between said panel and the backing strip 13 is a packing strip 15, the rear panel being attached by screws or the like 16 which extend into the frame 9 and are readily removable therefrom, as illustrated in Fig. 4 of the drawing.

The advertising device herein disclosed may be illuminated in any desired manner. However, a preferred means of illuminating the sign includes the use of a neon gas tube 17 arranged between the panel 12 and backing strip 13, said neon tube being carried by the insulating material 18, which material is supported within the frame in any desired manner preferably forming a spacer between the elements 12 and 13. The insulating material 18 which encircles the neon tube 17 is preferably of a width larger than the tube and serves to protect both the tube and the glass panel 12 from breakage. Current is supplied to the neon tube thru the wire 19 extending from the rear of the frame, which wire may be attached to a conveniently located outlet fixture.

When attaching the device to the scales, the legs 10 and 11 are forced into the concaved portion 8 on the rear side of the scale. Fastening members 20 serve to retain the legs within the grooves 8 and upon tightening thereof said legs are caused to expand and to be further forced and retained within the groove. Two or more fasteners are employed on each leg, it being understood that a threaded opening is provided within the body portion of the scales for receiving the fastening elements. The fastening members 20 project

thru a cylindrical extension formed during the casting of the legs at the points where said legs are drilled to receive the members. The cylindrical extensions indicated by the numeral 20' permits counter boring at these points without materially weakening the leg structure. By this manner, the device is firmly attached to the scales and the advertising matter appearing within the frame and the means for causing illumination thereof are securely protected. The frame may be made up of various designs so as to render the same more attractive to the individual scale to which it is to be attached. The material for forming the frame and depending legs may be the same as that used in the manufacture of scales or may be of metal or other suitable material.

It is to be understood that this improvement is capable of extended application and is not confined to the exact showing of the drawing nor to the precise construction described and, therefore, such changes and modifications may be made

therein as do not affect the spirit of the invention nor exceed the scope thereof as expressed in the appended claim.

What is claimed as new is:

The combination with a scales casing having substantially vertically positioned grooves formed therein in edge portions thereof, said grooves being in the same plane but disposed relative to each other in another than parallel relationship, of a display panel adapted to being superimposed upon said casing and including a pair of depending leg-like members forming a counter-part of said grooves and adapted to being received therein, said legs being disposed in the same plane but at a very small angle greater than a right angle relative to said panel and spaced further apart at their distal than at their proximal ends, whereby said panel is firmly held in position due at least in part to said spacing of said legs.

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