June 12, 1934. R. G. REGESTER 1,962,838

ADVERTISING SIGN

Filed March 23, 1934

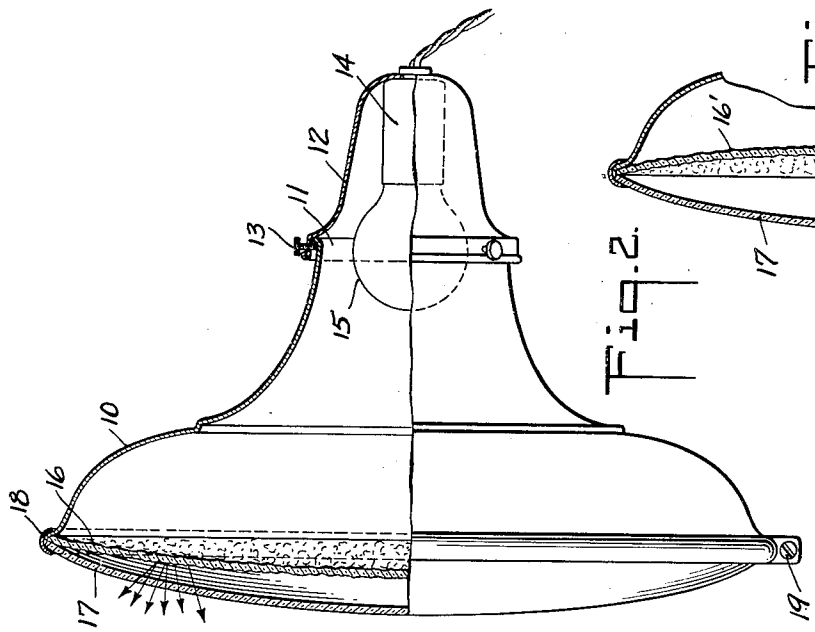


Fig. 2.

Fig. 3.

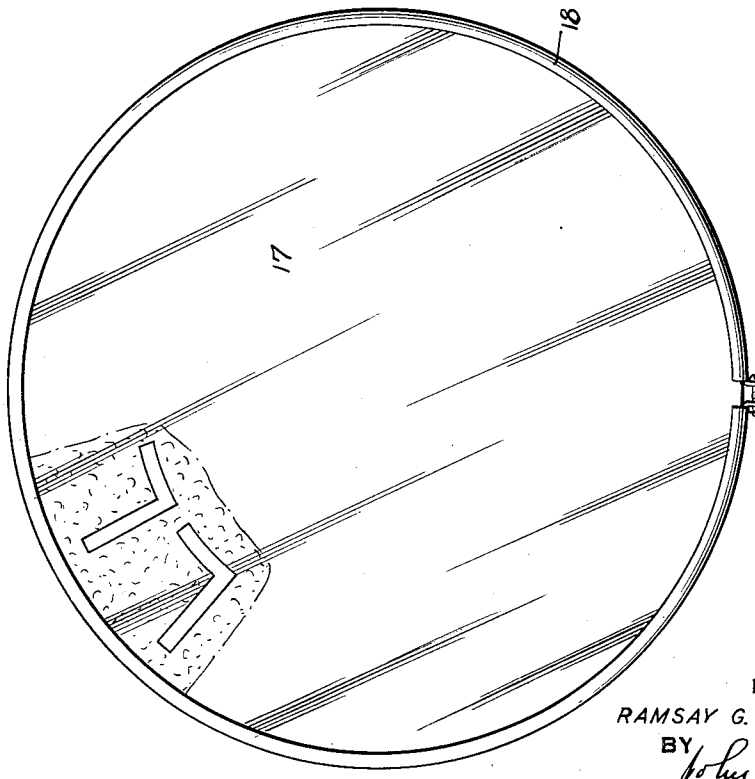


Fig. 1.

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ADVERTISING SIGN

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4 Claims. (Cl. 40—132)

The present invention relates to advertising signs and is more particularly directed toward advertising signs adapted for artificial illumination by an electric lamp carried by the unit forming the sign so that the sign may be portable.

The present invention contemplates an advertising sign of the illusion type, wherein one transparent panel, preferably of clear crystal glass and provided with fused or fired in indicia, is placed in front of and preferably spaced from, a reflector closure member preferably made of pebbled glass. According to the present invention, the light source and reflector are placed behind the rear glass member and both direct and reflected light is transmitted through the pebbled glass for illuminating the sign bearing panel and to provide a background between the indicia of the sign.

According to the present invention, the rear glass or member which closes the front of the reflector, is made of transparent crystal glass, preferably pebbled or roughened to break up and disperse the light rays so that a surface is produced having alternating light and dark spots. This glass closure member extends across the entire front of the reflector so that the lamp bulb does not pass through it. In this way the sign bearing cover member may be designed to have the indicia placed anywhere desired on the surface of the cover glass. Inasmuch as the light source is completely hidden from direct observation by the pebbled glass closure, it is unnecessary to design the sign bearing panel to screen off the light source.

Other and further objects of the invention will appear as the description proceeds.

The accompanying drawing shows, for purposes of illustrating the present invention, two of the many embodiments in which the invention may take form, it being understood that the drawing is illustrative of the invention rather than limiting the same. In the drawing:

Fig. 1 is a front elevational view of the advertising sign;

Fig. 2 is a longitudinal sectional view through the sign with parts in elevation; and

Fig. 3 is a fragmentary view similar to Fig. 2, showing a modified form of construction.

An open mouthed sheet metal reflector is shown at 10. It may have a bead 11 at the smaller end and be received within a fitter 12 shaped the same as fitters commonly employed for holding globes or shades of lighting fixtures. The reflector and fitter may be secured together by clamping screws indicated at 13. The fitter 12 carries a lamp socket 14 and a lamp bulb 15 as indicated.

Across the open mouth of the reflector 10 is placed a closure member 16. This member is shaped to fit the open mouth of the reflector and is made of crystal glass, preferably pebbled on both sides so as to obtain a maximum breaking up of the light rays without producing a matte surface which would be the case where an opal glass panel or an etched glass panel were used. This pebbling may be obtained by press-rolling. This crystal glass panel is preferably bulged outwardly as indicated at Fig. 2.

A cover glass 17 is placed outside the panel 16. The cover glass 17 is made of clear crystal glass and bears suitable advertising or other indicia either painted on the glass or fused or fired into the glass, or carried by the glass in any other suitable manner. In the drawing, letters "L—L" indicate indicia which may be applied. The indicia may be separate letters, figures or symbols, or they may be connected together. To obtain the preferred effects, the indicia are arranged so as to form open spaces. The two glass members 16 and 17 are secured to the sheet material reflector 10 by a split band 18 of V-shaped cross section, the ends of the band being secured together by a bolt indicated at 19.

In the modified form construction, shown in Fig. 3, the glass disc 16' is dished the other way from that shown in Fig. 2. These discs may be flat, but better appearances are obtained when they are dished. Dishing out, as in Fig. 2, affords more room for the lamp bulb.

The reflector 10 and closure member 16 form a complete enclosure for the lamp bulb, and the light rays are reflected and scattered about inside this closure so that the entire surface of the closure member is illuminated. The brilliancy of the surface of the closure member is substantially uniform throughout the entire area and each small area of surface is made up of a number of bright and dark spots which produce a glittering or scintillating effect. The glass member 16 therefore becomes the secondary light source not only for illuminating the indicia by the made light, but it provides a brilliant background between the translucent or opaque indicia carried by the cover glass. This intensity is substantially uniform and hence the entire sign throws the advertising matter or other indicia into high optical relief against the glittering background.

Where particular color effects are desired, they may be obtained by tinting or coloring the inside

of the metal reflector. This will cause the closure member to transmit colored or tinted light so that the background is colored. Sufficient white light will be transmitted direct from the bulb so that the colors in the sign itself are properly brought out.

The arrangement herein shown is adapted for mounting in various ways forming no part of the present invention but contributing to the utility of the device. One can easily remove one cover glass and substitute another with different advertising copy, whenever a changed sign is desired. Relamping is easily effected without taking the sign about.

It is obvious that the invention may be embodied in many forms and constructions and I wish it to be understood that the particular forms shown are but two of the many forms. Various modifications and changes being possible, I do not otherwise limit myself in any way with respect thereto.

What is claimed is:

1. An illuminated sign comprising an annular open-mouthed reflector, a light source therein, a dished circular panel of crystal glass placed over the mouth of the reflector and having a roughened surface to break up light rays passing therethrough, and an outwardly convex transparent cover glass outside the panel, the cover glass bearing indicia between which the roughened surface of the panel is visible.

2. An illuminated sign comprising an annular open-mouthed reflector, a light source therein, a dished circular panel of crystal glass placed over the mouth of the reflector and having a roughened surface to break up light rays passing therethrough, an outwardly convex transparent cover glass outside the panel, the cover glass bearing indicia between which the roughened surface of the panel is visible, and a V-shaped clamping ring about the edges of the reflector, panel and cover glass.

3. A sign comprising a sheet metal reflector having a small opening at the rear and a large opening at the front, a detachable fitter for closing the rear opening, a lamp socket and lamp bulb carried by the fitter, the lamp bulb being disposed inside the reflector, an imperforate crystal glass closure member across the front opening of the reflector, the closure member being pebbled to break up and disperse the direct and reflected light rays, and a transparent glass sign carrying disk secured outside the closure member, the indicia on the disk being spaced from one another.

4. In combination, an open mouthed reflector, a transparent crystal glass pebbled closure for the mouth of the reflector, a light source in the reflector whereby the closure has alternate bright and dark spots throughout its entire area to produce a glittering or scintillating appearance, and a sign bearing cover for the closure, the cover having indicia spaced apart so as to cover only portions of the closure so that the uncovered portions are visible and being spaced from the pebbled closure to give an illusion of depth.

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