May 8, 1928. 1,668,661

H. H. SNOVEL

SIGN DISPLAYING DEVICE

Filed April 19, 1927

Fig. 1.



Fig. 3.

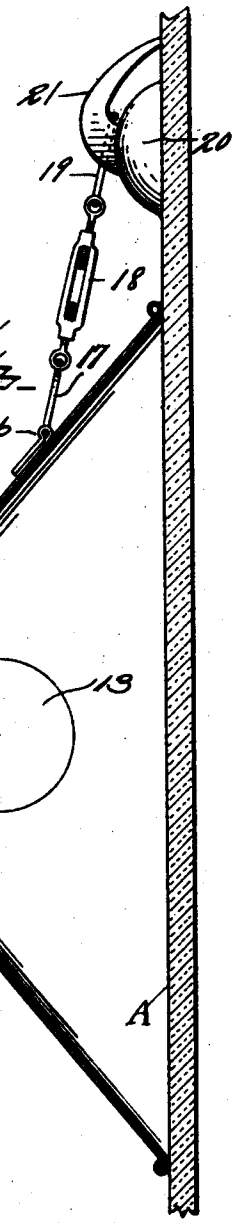
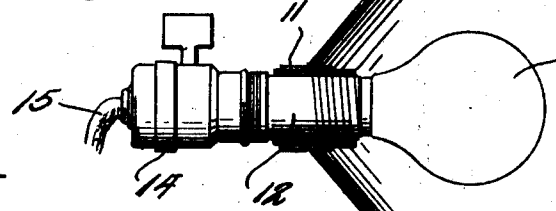
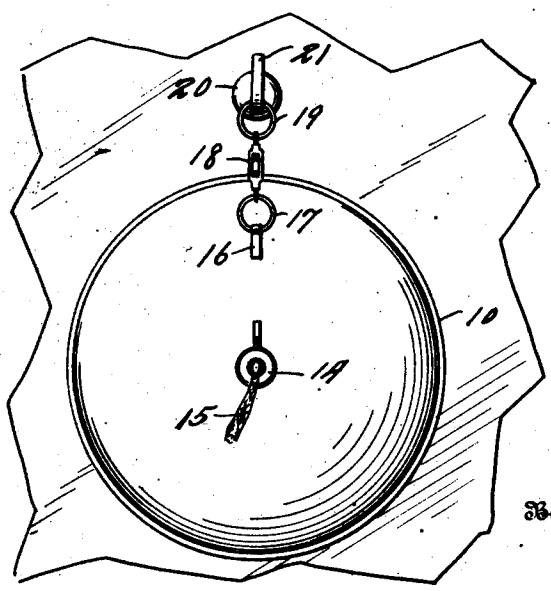


Fig. 2.





Inventor

H. H. Snovel

By Watson E. Coleman

Attorney

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UNITED STATES PATENT OFFICE.

HARRY H. SNOVEL, OF LIMA, OHIO.

SIGN-DISPLAYING DEVICE.

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This invention relates to devices for displaying or illuminating signs and the general object of the invention is to provide means for illuminating an emblem, a slogan or some other advertisement placed upon a store window in such manner as to particularly attract the attention of passers-by.

A further object is to provide means whereby this illumination may be localized and hence the slogan, emblem or other matter be particularly brought to the attention of the public.

Still another object is to provide a device of this character including a shield in the nature of a reflector, this shield being of opaque material and so formed that it will fit against a window and circumscribe the sign which is to be stressed or particularly displayed, this shield having therein an electric light with proper connections and being provided with means whereby it may be supported from the window and adjusted so as to center the shield with reference to the sign to be illuminated, said shield localizing the light from the lamp and directing it outward only through the sign or the part of the window immediately adjacent thereto.

Other objects will appear in the course of the following description.

My invention is illustrated in the accompanying drawings, wherein:—

Figure 1 is a fragmentary front elevation of a window with my display device applied thereto.

Figure 2 is a rear elevation of the window with my display device applied thereon.

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

Referring to these drawings, it will be seen that I provide a shield as it may be termed, 10 which is preferably though not necessarily conical in form. This shield might be concavo-convex, rectangular, pyramidal or of a number of different forms. The mouth of this shield is disposed entirely in one plane, so as to fit flat against the plate glass window of a store front or in like situations and the interior of the shield may be colored with any desired tint, as for instance, white. The shield, assuming that it is conical, at its apex is formed with a relatively small collar 11 through which the base 12 of an electric lamp 13 is disposed, as for instance an incandescent lamp. Associated with the base of the lamp and having screw-threaded engagement therewith is the socket 14 connected to a flexible cord 15 which in turn is engaged with any suitable source of energy. The socket 14 preferably is what is known as a flasher socket, such as illustrated in Patent No. 1,602,586. This flasher socket is found upon the market and the details thereof do not relate to my invention. I have, therefore, not illustrated this flasher socket in detail, nor do I wish to be limited thereto except as stated in the claims.

Attached to the shield 10 by an ear 16 is a ring 17. Engaged with this ring is a turn buckle 18 and engaged with the turn buckle is the ring 19. This ring 19 in turn is supported by means of a vacuum cup 20 having an upwardly and outwardly extending ear or prolongation 21. The ring 19 is large enough to permit the vacuum cup to pass through it and in use the vacuum cup is attached to the inner surface of the window with the curved ear 21 upward and with the ring and turn buckle depending therefrom. This will support the shield in any desired position upon the window and the turn buckle 18 will permit the shield to be raised or lowered so as to properly center or adjust the shield with relation to the sign to be displayed.

The sign to be displayed is painted upon the window A or otherwise applied thereto as for instance by decalcomania. Obviously I do not wish to be limited to the character of the sign or emblem. The sign might be in silhouette or it may be transparent and it may be either plain or colored. The sign, of course, which is to be displayed is not larger than the cross-sectional area of the shield so that the light discharged from the shield will brilliantly illuminate this sign.

By reason of the fact that this shield is supported by a vacuum cup, the shield may be readily removed. This is particularly necessary where this sign illuminator is used at night upon show windows as this means of support permits this illuminator to be moved during the day and thus preventing its marring the looks of the window and the goods displayed therein during the day. Of course, it may remain in place day and night if desired, but as it requires no means of support except the vacuum cup, it is readily put in place when wanted and removed when not wanted.

While it may be used in a window, with the window illuminated, yet it may be used

in a window which is otherwise entirely dark so that the sign or emblem will be particularly stressed by reason of the brilliant illumination thereof against the darkness which forms a background for it. While I have, heretofore, referred to this illuminator as being used in connection with show windows, I do not wish to be limited to that as it is obvious that it may be used in other situations. Neither do I wish to be limited to the use of the illuminator in connection with a painted sign as articles may be supported within the illuminator and be thereby flooded with light and brought to the attention of the public in this manner. Obviously the device may be modified in many minor respects without departing from the spirit of the invention.

I claim:

1. A sign displaying illuminator including a conical shield having a reflective inner surface and having its outer edge disposed in one plane whereby it may be disposed against the window which has thereon a sign adapted to be circumscribed by the large end of the shield, the inner end of the shield being formed to support an electric light bulb, having a base, a flasher socket engaged with said base and having electrical connections, and means for supporting the shield including a ring attached to the shield, a turn buckle, a second ring attached to the turn buckle, and a vacuum cup having means for engaging the second named ring.

2. A sign displaying illuminator comprising a substantially conical shield open at its large end and having its edge disposed entirely in one plane whereby the large end may be placed flat against the inner face of a window pane having a sign thereon disposed within the circumference of the open end of the shield, the inner end of the shield being formed to provide a socket for the reception of an electric lamp, means for supporting the shield including a vacuum cup adapted to be attached to the inner face of the window pane, and a flexible connection from the vacuum cup to the shield connecting the shield inward of the edge thereof whereby to cause the shield by gravity to swing against the window.

In testimony whereof I hereunto affix my signature.

HARRY H. SNOVEL.