W. E. GOLDEN.

INTENSIFIED ILLUMINATING AND ADVERTISING SYSTEM.

APPLICATION FILED FEB. 7, 1920.

1,361,457. Patented Dec. 7, 1920.

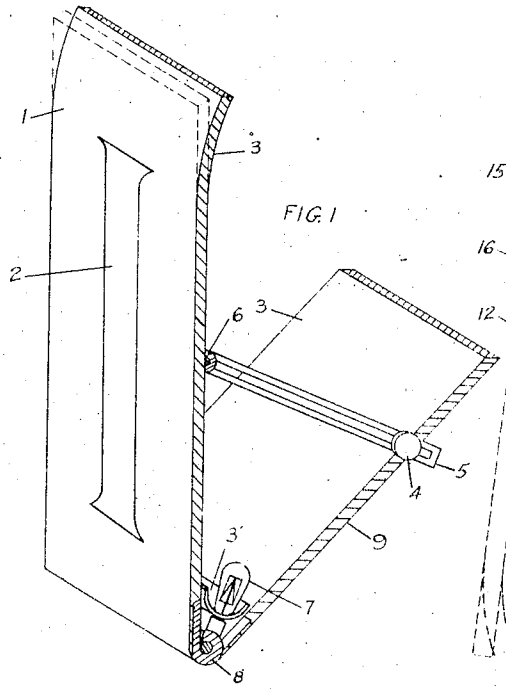


FIG. 1

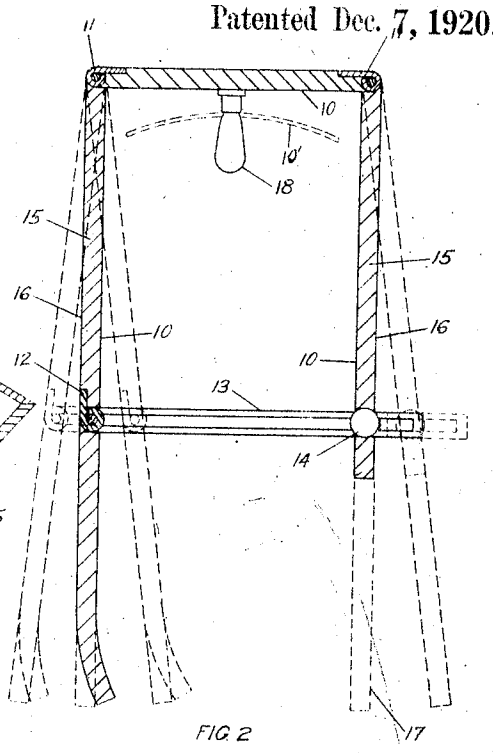


FIG. 2

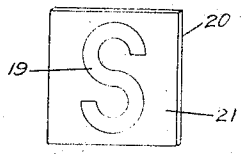


FIG. 3

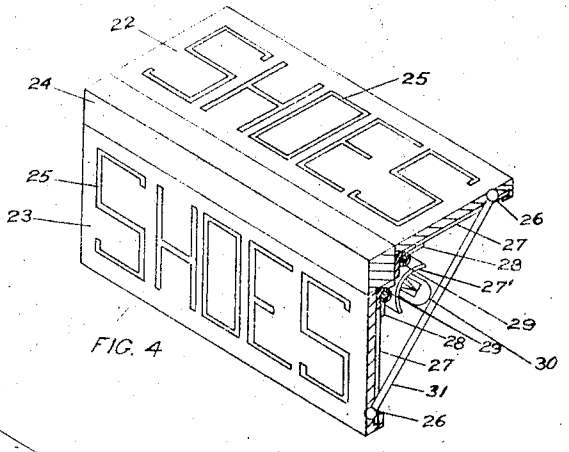


FIG. 4

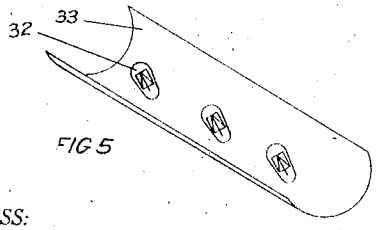


FIG. 5

WITNESS:
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INTENSIFIED ILLUMINATING AND ADVERTISING SYSTEM.

1,361,457. Specification of Letters Patent. **Patented Dec. 7, 1920.**

Application filed February 7, 1920. Serial No. 357,089.

To all whom it may concern:

Be it known that I, WILLIAM E. GOLDEN, a citizen of the United States, residing at Chicago, county of Cook, and State of Illinois, have invented new and useful Improvements in Intensified Illuminating and Advertising Systems, of which the following is a specification.

My invention relates to improvements in an intensified illuminating and advertising system, wherein the illuminating unit is utilized for advertising display and intensified illumination.

I attain this object with reflectors of all angles, shapes and forms, and by mechanism, together with arrangements and combinations of the parts illustrated in the accompanying drawings, in which Figure 1 is a perspective view of the advertising frame and the intensified illuminating arrangement. Fig. 2 is another diagrammatic representation of another adaptation of my invention. Fig. 3 is a perspective view of the stencil used in my invention showing aperture covered with transparent material. All interior surfaces, except the apertures covered with transparent material, are reflector surfaces. Fig. 4 is a perspective view of another adaptation of my invention. Fig. 5 is a concave reflector showing the illuminating units used in my invention.

Numerals refer to similar parts throughout the several views.

In Fig. 1, No. 1 is the exterior of the frame. No. 2 is the stencil with aperture covered with transparent material which may consist of letters, figures or other advertising matter that may be inserted, placed and removed. No. 3 is the reflector surface of the interior of the frame. No. 3′ shows the concave reflector which may also be of other angles, shapes and forms. No. 4 is the mill-head stop. No. 5 is the slide arm. No. 6 is the hinge. No. 7 is the illuminating unit. No. 8 is an adjustable frame hinge. No. 9 is the other side of the frame. The ends of the frame are not disclosed, but are divided in two parts, one-half attached to No. 1 and the other half attached to No. 9, and the interior surfaces are covered with reflector material so adjusted to pass each other.

In Fig. 2, the dotted lines show the adjustability of my invention. No. 10 is the interior reflector surface. No. 10′ is the concave reflector, which may be used if desired. No. 11 shows the hinges. No. 12 is a hinge attached to the frame, No. 15. No. 13 is the slide arm. No. 14 is the mill-head stop attached to the frame, No. 15. No. 15 is the front and back of the frame. No. 16 are stencils with apertures covered with transparent material. No. 17 is an extension of No. 15 where desired. No. 18 is the illuminating unit, which may consist of one or more units.

In Fig. 3, the stencil, No. 19 is the aperture covered with transparent material. No. 20 is the reflector surface, not disclosed. No. 21 is the face of the stencil.

In Fig. 4, Nos. 22 and 23 are the exteriors of the frame. No. 24 is the frame support. Nos. 25 are stencils with reflector backs, and apertures covered with transparent material. Nos. 26 are the mill-head stops. Nos. 27 are the reflector surfaces. No. 27′ is the concave reflector, which may be flat or at other angles where desired. No. 28 shows the support plates. Nos. 29 are the hinges. No. 30 is the illuminating unit. No. 31 is the slide arm.

Fig. 5 is a detailed drawing of the concave reflector, No. 32 showing the illuminating units and No. 33 showing the reflector surface.

In the operation of my system, as shown in Fig. 1, the frame may be placed, for instance, in the lower part of a window or display space, the face, No. 1, will have its transparent advertising matter shown through aperture, No. 2, covered with transparent material, by the rays of light from illuminating units, No. 7, being reflected from surfaces Nos. 3 and 3′. The rays of light from illuminating units, No. 7, are reflected between the reflector surfaces, Nos. 3 and 3′ by means of reflection. By the arrangement of the reflectors, Nos. 3 and 3′, the rays of light are thrown backward and upward intensifying the same, and the illuminating unit, No. 7, being concealed from the observer standing in front of Fig. 1, facing the same, the illuminating effect is greatly amplified. Sides Nos. 1 and 9 may be so adjusted, by manipulating the slide arm, No. 5, mill-head stop No. 4, and hinge No. 6, to direct and diffuse the rays of the illuminating unit, No. 7, through the open space in the frame so as to obtain the best illuminating effect.

In the operation of my system, as shown in Fig. 2, the advertising frame is placed,

for instance, in the upper part of the window, and the rays of light will be thrown from the illuminating units, No. 18, through aperture, No. 16, covered with transparent material, on both sides of the frame, No. 15, the same as in Fig. 1, the rays of light being reflected and transfused from the reflector surfaces Nos. 10 and 10′ downward and backward through the open part of the frame; the illumination being amplified and intensified by the reflection of the rays back and forth, as will be apparent to those skilled in the art.

Fig. 4 shows my invention adapted for use in connection with corners, angles and show cases. The illuminating unit, No. 30, is connected with the concave reflector, No. 27′. Nos. 22 and 23 are hinged by No. 28 and supported by No. 26. The illuminating unit, No. 30, casts its rays through aperture, No. 25, intensified by the reflectors, displaying the advertising, and the rays of light are reflected back from the reflector back of the letters, figures, numerals or other advertising matter, and the reflector surfaces, Nos. 27 and 27′.

I have described my invention with regard to Figs. 1, 2, 3, 4 and 5 specifically. It will, however, be understood that other modifications, arrangements and other designs, usages and adjustments of the mechanism, reflectors and parts may be obtained without departing from the spirit of my invention as disclosed and indicated in the drawings and specifications and in the claim herewith set forth.

Having described my invention, what I claim is:—

An illuminating and advertising device of the character described comprising a frame including a central supporting member, a reflector and a series of associated light units carried by said supporting member and extending longitudinally therebeneath, a pair of opposing relatively adjustable side wings hinged to opposite side portions of said frame member at one end and having the opposite ends thereof spaced apart, each of said side members being provided with a plurality of translucent indicating portions, said side members being provided with opposing reflecting surfaces, and means for adjusting said side members to vary the reflecting surfaces thereof with respect to one another and to said central member.

In witness whereof I have hereunto set my hand and seal this 31 day of January, A. D. 1920.

WILLIAM E. GOLDEN. [L. S.]