No. 729,599. PATENTED JUNE 2, 1903.

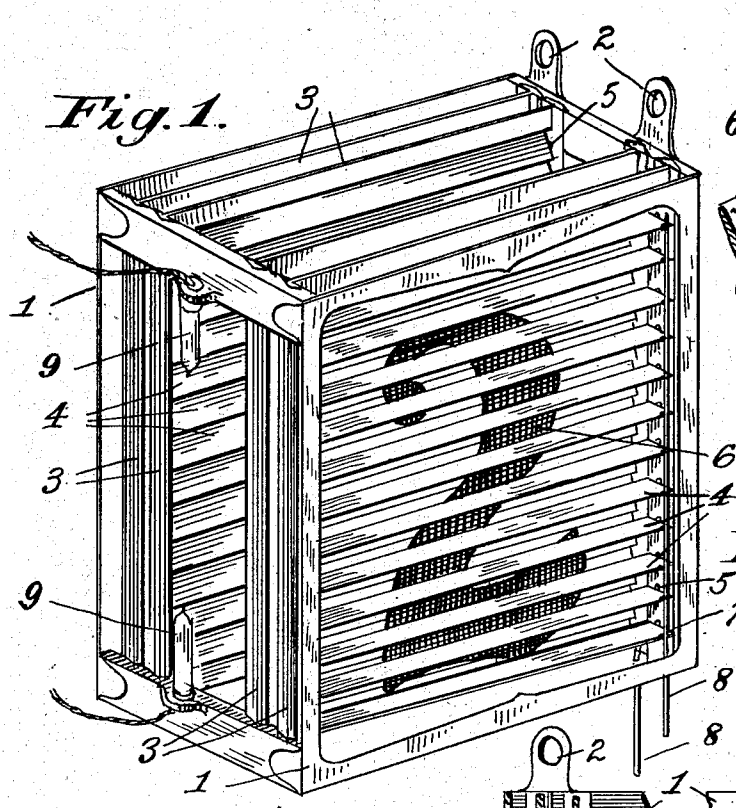
M. L. JOLLY.

DOUBLE READING ILLUMINATED SIGN.

APPLICATION FILED JULY 28, 1902.

NO MODEL.

Fig. 1.



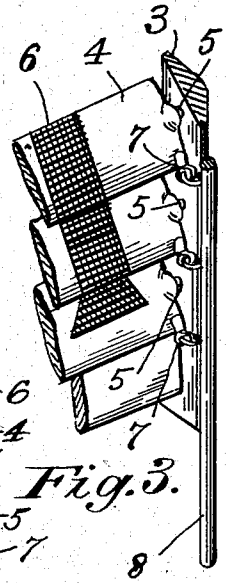


Fig. 3.

Fig. 5.

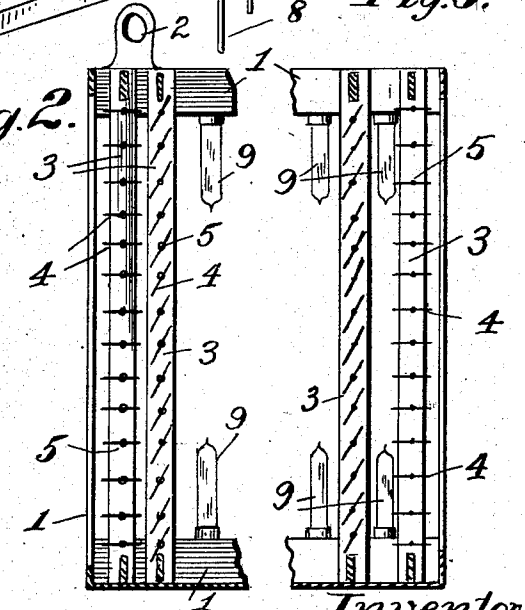
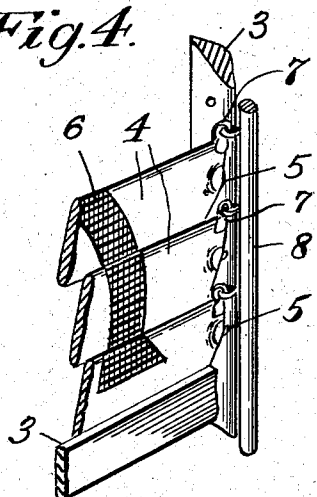


Fig. 2.

Fig. 4.



Witnesses;

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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

No. 729,599. Patented June 2, 1903.

UNITED STATES PATENT OFFICE.

MATHIAS L. JOLLY, OF NEW YORK, N. Y., ASSIGNOR TO CHRISTIAN C. BOHN, OF NEW YORK, N. Y.

DOUBLE-READING ILLUMINATED SIGN.

SPECIFICATION forming part of Letters Patent No. 729,599, dated June 2, 1903.

Application filed July 28, 1902. Serial No. 117,417. (No model.)

To all whom it may concern:

Be it known that I, MATHIAS L. JOLLY, a citizen of the United States, residing in New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Double-Reading Illuminated Signs, of which the following is a specification.

The present invention relates to signs for advertising purposes, and especially to those signs adapted to be read from both sides.

The object of the invention is to produce a simple and efficient apparatus for the purposes hereinafter set forth which may be set up at right angles to a wall of a building or other suitable support and would be useful as a carriage-call for theaters, public functions, &c., whereby the call-number of a carriage could be made visible at a great distance and said number be changed in an instant to any desired other number without inconvenience and without the noise now usually to be observed on similar occasions.

The nature of the present invention consists in the arrangement of a plurality of sign-reflectors similar to the device for which application for Letters Patent, Serial No. 116,756, filed July 23, 1902, was made and which reflectors are combined with suitable lighting devices, so as to produce a double-reading apparatus of great effect.

The aforesaid application refers to an illuminated sign and picture consisting of a series of substantially parallel reflectors, each of them bearing part of a design illuminated by light located behind the reflectors.

The invention in its preferred form is illustrated in the accompanying drawings, which form a part of the present application, and in which similar figures of reference indicate corresponding parts.

Figure 1 of the drawings is a perspective front view of the apparatus; Fig. 2, a cross-section through one-half of the same; Fig. 3, a perspective view of the reflectors in one position; Fig. 4, a similar view of the same in another position; and Fig. 5, a view similar to Fig. 2, illustrating a modification of the apparatus.

1 in Fig. 1 indicates an open box-like structure, preferably made of sheet metal and by means of the ears 2 hung up on a wall or similar support.

3 represents a series of frames, each consisting of side portions which may be slipped into dovetailed grooves of the box 1, which frames are completed by upper and lower connecting-pieces. In each of these frames 3 are arranged a series of reflectors 4, which by means of suitable studs 5 are borne in holes of the side portions of the said frames and are provided on each face side of the reflectors with appropriate portions of a design, as shown at 6 in Figs. 3 and 4. Each reflector is furthermore provided at one end with an ear 7, which is connected to a rod 8, so that by lifting or lowering the rod 8 the reflectors 4 may be tilted into any desired position. A series of sources of electric or other light 9 are arranged in the box 1, and only one series of lights may be arranged having on each side a plurality of sets of reflectors, as hereinabove described, or a series of lights between each pair of adjacent sets of reflectors.

The operation of the apparatus is as follows: There are, for instance, arranged in one apparatus ten sets of reflectors, each set of reflectors carrying on each side face a different portion of different designs, such as the figures from "1" to "10." It is obvious, of course, that the sets of reflectors may be divided into any desired numbers of sections located one beside the other, so that numerals of more than one figure may be shown. One-half of the reflectors are provided on the face side thereof which is shown in its tilted-down position in Fig. 3 with the figures "2," "4," "6," "8," and "0" and on the face side shown in its tilted-up position in Fig. 4 with the figures "1," "3," "5," "7," and "9." If now any of the figures shall be made visible to an observer, all the reflectors are turned into a substantially horizontal position, as shown by the front set of the reflectors in Fig. 1, with the exception of the set of reflectors which bears the desired figure and which is tilted so as to make the same visible—for instance, the second set of reflectors shown in Fig. 1 which now exhibits the figure "2."

All of the sets in the rear of the set of the reflectors to be shown are likewise placed into a substantially horizontal position, so that the light coming from the lamps 9 may pass through the open spaces between the reflectors, be thrown unto the back of the tilted reflectors exhibiting part of a design or figure and exhibiting the same, then passing through the open spaces of the sets of reflectors in front of the tilted reflectors, and finally into the eye of the observer.

A modified form of the apparatus is shown in Fig. 5, wherein each set of the reflectors is provided with a set of lamps, in which case it will not be necessary to place the sets of reflectors in the rear of the tilted reflectors to be exhibited into a horizontal position, and in this case the lamps not in use may be turned off, so that only one set of lamps belonging to its corresponding set of reflectors would be in operation. Automatic means may be provided for to accomplish this purpose by having a switch or other means become inoperative when the reflectors are in a horizontal position, whereas it operates to turn on the light when the reflectors are in a tilted position.

What is considered new and useful, and desired to be secured by Letters Patent, is—

1. In an illuminated sign, the combination with a plurality of sets of reflectors, of a plurality of sets of lights each set of lights alternating with a set of the reflectors.

2. In an illuminated sign, the combination with a plurality of sets of movable reflectors, of a plurality of sets of stationary sources of light, each set of lights located between each two adjoining sets of reflectors.

3. In an illuminated sign, the combination with a plurality of sets of reversible reflectors, of parts of designs such as figures or letters on each reflector, of means located in alternation with the sets of reflectors for at times illuminating one of the designs, and of means for bringing each set of reflectors into and out of the line of vision.

4. In an illuminated sign, the combination with sets of series of overlapping reflectors each of them ornamented with part of a design, and of sets of lights alternating with the series of reflectors.

5. In an illuminated sign, the combination with sets of series of movable reflectors each reflector ornamented with part of a design, of sets of sources of light each set of lights located between each two adjoining series of reflectors and adapted to throw light unto the ornamented side of the reflectors.

6. In an illuminated sign, the combination with a casing and illuminating means therein of a plurality of series of reflectors on opposite sides of the illuminating means and each reflector ornamented with part of a design, and means for bringing any of the series of reflectors into and out of the line of vision.

7. In an illuminated sign, the combination with a casing, and illuminating means therein, of a plurality of series of movable reflectors thereon each reflector ornamented with part of a design, and of operating means for bringing any of the series of reflectors into and out of the line of vision.

8. In an illuminated sign, the combination with a casing, and illuminating means therein, of a plurality of sets of reflectors, each reflector ornamented with part of a design, a plurality of sets of lights alternating with the sets of reflectors, and means for varying the angle of inclination of any set of the reflectors to the plane of the casing.

In testimony whereof I have hereunto set my hand, in the presence of two subscribing witnesses, this 12th day of July, 1902.

MATHIAS L. JOLLY.

In presence of—

MARCUS C. HOPKINS,

E. EVERETT ELLIS.